

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 8, 1909

Number 1368

## SIX PER CENT. MUNICIPAL BONDS

An issue of Irrigation Bonds with unprecedented security—fertile productive farm lands lying at the very door of Denver—a nearby market of 250,000 people

We Offer The Unsold Portion of

**\$400,000.00**

**North Denver, Colorado**

**Municipal Irrigation District 6 Per Cent. Bonds**

(Adams County, Colorado)

Dated October 1, 1909. Denomination \$500. Principal and semi-annual interest (June and December 1st) payable at the American Trust & Savings Bank, Chicago, or at the County Treasurer's Office at Brighton, Colorado, at holder's option.

### DUE AS FOLLOWS:

\$6,000.....	October 1, 1920	\$ 9,000.....	October 1, 1923	\$11,000.....	October 1, 1926
7,000.....	October 1, 1921	10,000.....	October 1, 1924	12,000.....	October 1, 1927
8,000.....	October 1, 1922	10,000.....	October 1, 1925	14,000.....	October 1, 1929

### Price of Any Maturity—101 and Interest

These Bonds are payable from taxes levied against the real property of the entire District, which tax liens are enforceable the same as School District or County Taxes

#### LOCATION OF THE DISTRICT

The North Denver Irrigation District begins one and one-half miles from the northerly limits of the City of Denver, its northern boundary is fourteen and one-half miles from the city limits, the eastern boundary line is between two and three miles west of the Platte River, and the western limit is one and one-half miles east of the Standley Lake Dam. Embraced within this territory are about 35,000 acres of choice land which will eventually become an integral part of the district; at the present time 10,106 acres are legally included in the district organization.

#### RAILROADS

Through this District run three railroads, the Colorado Southern Railroad, the Lyons branch of the Burlington System and the Union Pacific Railroad. Besides this a few miles east are the Union Pacific main line and a few miles west the Denver, Northwest Pacific Road, generally known as the "Moffatt Road."

#### INTERURBAN ROADS

The Interurban Electric Line of the Colorado & Southern, connecting Denver with Boulder and intermediate towns, the motor line of the Union Pacific from Brighton to Boulder and the projected line of the Denver & Greeley Electric Railroad through the center of this territory all intersect the District.

#### WATER SUPPLY

The water supply is derived from the Standley Lake Irrigation System. Standley Lake Reservoir, which is the largest reservoir in the State, is only one and one-half miles west of the District and has storage capacity for about 100,000 acres of land. The Community Ditch, several years old, taking water out of the South Boulder Creek and running into and through Marshall Lake, also passes through the District and lands may be irrigated from it. This entire territory is permeated with ditches which have been in operation for many years, but have heretofore only partially supplied these lands on account of inadequate storage facilities which are now available.

#### LAND VALUES

Many of these tracts have been cultivated for a number of years and those having a full water right are selling at high prices. Some of these lands near

Denver bring \$300 to \$500 per acre; even raw land in this district sells at \$100 an acre or more. All the most valuable crops are produced; among fruits apples, cherries, grapes, pears, plums, melons, etc.; the leading agricultural crops are sugar beets, alfalfa, barley, oats, wheat and potatoes. One apple orchard of 70 acres within this district produced this year 40 car loads of apples—40,000 boxes—realizing about \$50,000. With the additional water supply now assured, land values will be greatly advanced.

#### POPULATION

The population of the District proper is estimated at 20,000, which includes six or more small towns; one mile west of the District there are a large number of coal mines in operation, while the population residing within a ten-mile radius of the center of the District is estimated at nearly 250,000.

#### ENGINEERING REPORT

The Bion J. Arnold Company, Engineers, Chicago, have investigated the engineering features of the project, and we furnish copies of their report if desired.

#### LEGALITY

These bonds are issued under the Act of the General Assembly of the State of Colorado, approved May 3, 1905 (this law has been upheld by the Supreme Court of the State), and are authorized by the unanimous vote of the qualified electors of the District at an election called and held for that purpose. Under the law this issue is a prior lien over any subsequent bond issue by the District. In order to cover any contingencies, the annual tax is fifteen per cent. in excess of the requirements for payment of bonds, interest and maintenance charges.

The County Commissioners are required to fix the rate of tax levy necessary to pay the interest and principal of the bonds. The County Treasurer is Ex-Officio Treasurer of the Irrigation District, and it is his duty to collect and receipt for all taxes levied for these bonds in the same manner and at the same time as are required in collecting taxes for other purposes on the real estate and personal property for county purposes. Coupons are receivable for the payment of taxes.

We furnish the legal opinion of Adams & Candee, Attorneys, Chicago.

#### SUMMARY OF STRONG POINTS

- |  |   |
|--|---|
| 1—Large Population; 20,000 within the District; 250,000 within 10 miles of center of the District. | 5—Conservative debt per acre (\$40)                                       |
| 2—Close to the Greatest Markets: The City of Denver with 200,000 people and 15 railroads           | 6—High state of cultivation of the lands.                                 |
| 3—New supply of stored water. Stored water is stored wealth.                                       | 7—Tax levies provided for Interest and Principal.                         |
| 4—Unusually high value of the lands.   | 8—Six Railroads intersecting the District; (Three Steam—Three Interurban) |

**CHILD, HULSWIT & COMPANY**

BANKERS

MUNICIPAL AND CORPORATION BONDS

OTTAWA STREET ENTRANCE, MICHIGAN TRUST BUILDING

# 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.



# "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.**

# Are You In Earnest

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

## Michigan Tradesman

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

**Grand Rapids, Michigan**

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 color-  
ing. Our vinegar meets the re-  
quirements of the Pure Food Laws  
of every State in the Union. \* \*

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

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



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

Ask your jobber's  
Salesman

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

# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 8, 1909

Number 1368

## SPECIAL FEATURES.

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## HONOR IN DEBT PAYING.

The law provides for bankruptcy proceedings under the guardianship and direction of the courts, so that a man may be discharged of his indebtedness under certain circumstances and conditions and thus be enabled to make a new start. The idea is that if a man is hopelessly involved in debt he can never pay. It is better to divide the remaining assets, whatever they are, equitably among those whom he owes than to let one be paid 100, and another one per cent. Probably even a stronger motive in this connection is the desire to give such men another chance where they will not be loaded down and handicapped by debts previously incurred. It enables a man to leave the down-and-out class and become a producing, active citizen again, and there are many cases on record where those who have been obliged to seek the protection of the bankruptcy courts have afterward succeeded splendidly. There are enough of such cases to justify and warrant the bankruptcy proceedings and the protection they provide for those who have been unfortunate in business. It is not often that any one invokes this provision if it can be in any way avoided. There are probably some shams in this as in every other case, but the advantages and the benefits are so far in excess as to be a defense and an argument for the rule.

The only suggestion unfavorable to the bankruptcy business is the possible tendency it has to create a disregard for indebtedness. The idea can not be inculcated too generally nor made too emphatic that it is every man's bounden business to pay his debts at a hundred cents on the dollar. There are many failures which are absolutely honest and unavoidable and not infrequently, when men so circumstanced later succeed they pay up every dollar. Only the other day

Judge Hand of the United States District Court in New York was approached by Edgar S. Pierson of that city, who went through bankruptcy in 1899, the schedule showing that he owed twenty-six creditors \$11,927 and had no assets. Last week Mr. Pierson found unexpectedly that he owned a fourth interest in twenty-three acres of land at Raritan, N. J. Accordingly he petitioned the court to open up the bankruptcy proceedings and apply the proceeds of the real estate sale to the payment of his debts. The case was without precedent in legal procedure, but Judge Hand granted the petition and gave the creditors a year in which to file their claims. This man demonstrated his interest and a man who pays his debts ten years after his discharge from bankruptcy is certainly honest. It has often happened that many times larger sums than this have been paid by bankrupts who became prosperous. The widespread publication of these facts is calculated to increase the number of those who would follow such an example and who realize and recognize the honor there is in paying a debt legally incurred.

## CANADA GETTING AMBITIOUS.

Canada is getting to be very ambitious and apparently is desirous of setting up in business for itself, not independent of Great Britain, but in such a way as to get some of the business benefits. There is no question but that Canadian affairs have been in a progressive state for some time. For years and years Canada was a century behind the United States in matters of enterprise and public spirit. Its people went along the good old way, were solid and substantial, and they were entirely contented. The spirit of unrest never overtook them. Being thus close to the United States it is only natural that the force of example should make itself felt, and accordingly the Canadians have been bidding for business and looking out for themselves with more than the usual industry and devotion. British America is a big area and there is great room in it for growth and for increase of prosperity and population. Settlers have been coming there rapidly in recent years and the authorities are making every effort to induce them to come in even larger numbers.

The latest exhibition of this commendable spirit of enterprise was referred to in the dispatches which say that Canada is to have a navy of its own, and more particularly that it is to build its own boats. Britannia rules the wave and the British navy is supposed to be the biggest and best afloat. That is necessary for the maintenance of armed supremacy, be-

cause of the immense amount of seacoast which English possessions present. Hitherto boats built in England have come over to Canada, New Foundland, Nova Scotia, New Brunswick, etc., and been all that the inhabitants of these places seem to require. The new impetus and the suddenly acquired spirit of enterprise which have overcome the Canadians have prompted them to demand a change in the established custom. They want the naval boats for British America built in Canada and they are now negotiating for ship building concerns to locate there. A big ship-building plant of sufficient size to construct naval vessels would mean employment of a large number of hands and the disbursement of an immense amount of money. The Canadians could not get any other one plant that would be more profitable from every point of view. They are to be commended for their enterprise.

## THE EBB AND FLOW.

With the return of prosperous conditions the tide of immigration has again set strongly towards our shores. Twice as many people have arrived in this country from foreign shores this year as came during the corresponding eleven months last year, and it goes without saying that the volume of the movement out of the country shows a corresponding reduction.

During 1908 there was a great exodus of foreigners from the United States to the countries from which they originally came. For the first time in our history we actually lost population in this way, as more foreigners left our shores than came in. That this was due entirely to economic and industrial conditions there can be no doubt, as the revival of heavy immigration this year, due to more prosperous conditions, abundantly proves.

It is now evident, however, that the immigrants coming to this country are no longer attracted by a desire to make their homes here and become citizens. The controlling incentive is a search for more profitable employment. As long as that is to be had the newcomers stay, but, as soon as employment ceases they return whence they came in large numbers, while many others who have made money likewise return home to enjoy the results of their thrift rather than to invest it in the country where it was made. The character of immigration has entirely changed from the old-time rush of seekers after homes and citizenship in a new country offering a better living and improved conditions of life.

Of all promises the worst to break are the ones we make ourselves.

## CIVIC HONOR NEEDED.

There is a moderate scare on this city and, according to testimony given to our Board of Education, it might have been avoided.

For two months or more there have been periodical interruptions to the regular sessions at the Congress street school because of the discovery of scarlet fever among the pupils of that school. Repeatedly has that school been closed and the infected apartments have been disinfecting. Still the disease in that district, while shown in a mild form, was persistent.

Next came an alarming revelation as to the presence of the same disease in the largest school building in the city, the Sigsbee school. A boy was found who, although he had been regular in his attendance at school, was pronouncedly in the "peeling" stage—the worst stage for the spread of the infection. The entire school was at once and peremptorily closed.

This revelation brought out the fact that the Principal of that school had repeatedly asked for an inspection of the institution and that through some shortcoming somewhere in the administration of the Health Department her requests were ignored. Thus the responsibility is placed where it belongs.

Meanwhile the infection was sneaking around, dodging the inspectors and fumigators, until now the Coit avenue school and the Central grammar school are in its clutches and closed in consequence.

The fault is not wholly with the Board of Health. Parents have a duty in this connection and, humiliating as the confession may be, physicians too often neglect to do what they should do. The average physician is entirely able to identify any contagious disease if he chooses to do so and the average parent is able to suspect the nature of most eruptive diseases.

With the parent suspecting and the family physician knowing arises the alternative which has much to do with the development of disease epidemics. Doctors know this to be true and parents know that doctors know. When all doctors and all parents become so high minded, fair to others and to themselves as to report every case they recognize, so that isolation, disinfection and quarantine regulations can be strictly enforced, our Board of Health will soon find itself on "Easy street."

In this day and age civic righteousness must come to the support of the sciences if we are to enjoy the great benefits those sciences are able to bestow.

A man may cover up his sins, but he can not escape from the sinner.



### Some Placards To Assist Hustling Merchants.

A prominent Grand Rapids firm this week had the following two placards with some of the latest ideas in men's togs:

When You're Ready  
To Look  
We're Ready  
To  
Show  
You  
Blank & Company's  
Fine Clothes

Care About Dress and Appearance  
Is Not  
A Small Matter  
The Clothes Shown Here  
Are Made  
For the Man Who Cares  
To Be Correct

A Division street firm used these two placards in as many weeks and the statement was made that they helped along sales:

Shoes That Stand  
The Searchlight  
Of  
Public Criticism  
They Are Made on Honor  
Everybody Has a Good Word  
for  
Them

It's No Jest  
When We Emphatically Say  
They Give a Rest  
On the Weary Way

That a woman is only so well dressed as her shoes and her gloves is brought out in the card below, which was used in a large well known establishment's window that was devoted to these coverings for the two extremities:

A Woman Is Not Dressed  
As Well as She Should Be  
If  
Her Shoes and Her Gloves  
Will Not Bear Inspection  
We Have the Facilities  
For Making Her  
Wellshod and Wellgloved

A run of rainy days is the time to enlist the observation of the public to the fact that you have just what will please in the umbrella line. Do not fail to use placards plentifully during inclement weather.

Here's the One for You  
The Umbrella  
That's Light, Durable; Stylish

Cost  
Too  
Is Reasonable  
Considering Quality.

Speaking of engagement rings may bring some tardy swain to time if he and his sweetheart happen to be gazing in the window where the following placard is posted with a lot of pretty rings. "Seeing is believing," and when they run upon the more-than-broad hint of the card, as I say, it may so clinch matters that they will drop in and make a selection:

They Say That  
Possession Is Nine Points of the Law  
Your Sweetheart  
Would Appreciate the Saying  
If You Stepped in  
and  
Bought Her  
An Elegant Engagement Ring

The card writer who composed the following had been perusing Patterson, catching at once the interest of the reader with the quotation from his "Fables of Infidelity; Can We Believe Christ?"

"It Is a Hard Matter to Lie Well"  
We Tell the Truth  
About Our Goods  
That Is How  
We Built up Our Reputation

"Take care of the pennies, the dollars will take care of themselves" is an aphorism which has always been regarded as most reliable counsel to put before the young and the eighth of this series was written by one who has not forgotten the teachings of his youth:

"Take Care of the Pennies,  
The Dollars Will Take Care  
of Themselves"  
Then Bring Them to Our Store  
And  
See  
What Wonders They Will Perform

The next placard has a reference to some advice which is frequently given by old heads to young heads, and serves to introduce a hint to replenish broken harness with new:

"Hitch Your Wagon to a Star"  
But You Can't Do It  
If Your Harness  
Is All Broken to Pieces  
We Have  
The Nice New Kind  
Come In and Select a Set  
Then You Can  
"Hitch Your Wagon to a Star"

Sometimes it pays to advertise in the window small household necessities which are frequently overlooked by the housewife in the daily rush of work but the lack of which often causes annoying inconvenience. The merchant who had his windowman put the following card with a great pile of bottles of glue told me that they sold like hot cakes:

"It's Never Too Late to Mend"  
We Have  
The Glue  
That Sticks  
Closer Than a Bro.

"I never would have believed," said he, "that the town was in such a glueless condition as was indicated by our many extra sales. It seemed as if every other person who entered the store was enquiring for 'stickum stuff.' We made some nice little money on glue the week of that simple display, and that, too, without the least reduction in the price," which proves my saying that some of the most insignificant of household articles may be boosted in the window and advantageous sales made thereby.

Men or boys in need of tools may be influenced by the employment of such a card as this in the window:

A Good Workman Is  
Known  
By  
His Tools  
Workmen Swear  
Not At Ours  
But  
By Ours

When the hunting and fishing seasons are on if the hardware dealer exhibits guns and tackle it is a fine thing for the window to exhibit therein specimens taken by celebrated local huntsmen and Izaak Waltons, with their names on a card that gives the public some information as to where the samples were secured.

### What Other Cities Are Doing.

The city of Erie, Pa., is securing the opinion of Eastern experts with reference to the best method of disposing of its sewage. The City Engineer, in view of the small amount of money that is available for this purpose, advises the gravity system, through which the sewage would be purified at the mouth of Mill Creek by precipitating the solids and carrying the liquids out beyond the peninsula into Lake Erie.

Boston has two trade schools for girls and is doing more than are most cities in equipping girls between 14 and 18 years in household science, dressmaking, millinery and various other avocations.

A shack for male "lungers" has been erected at Kalamazoo to care for patients suffering from tuberculosis now in the wards in city hospitals. In the spring a similar shack for women will be erected.

Buffalo hopes to have a new convention hall and a technical high school in the early future. Differing opinions as to the proper sites for

these buildings are causing much delay.

Buffalo proposes to place its playgrounds in the hands of a commission.

Building operations in the environs of Washington follow very closely the trolley lines. The rapid growth of the Capital City is probably unequaled in the list of purely residential cities in this country.

The Industrial Association of Battle Creek held its sixth annual banquet Dec. 2. Secretary Gibson reported that three new industries have been added during the past year—the A. B. Stove Co., the Illinois Fiber Co. and the U. S. Pipe Co., Ltd. He stated that more than 400 applications had been received during the year from concerns desiring a change of location, but that not more than 90 per cent. of these applications were bona fide, or worth wasting any time on. The city needs a convention hall, and now that the Adventists desire to sell the Tabernacle there is a movement to organize a stock company and purchase the big building for public hall purposes.

The Immigration Committee of the Commercial Club of Topeka has sent out literature to ten states of the Union and to many foreign countries, setting forth the advantages of Topeka and vicinity for a man of small means. In reply to an advertisement placed in a London paper A. Jackson, European agent for the Rock Island & Frisco lines, writes that at present there are thousands of industrious young men in England, Ireland, Scotland and Wales on the lookout for homes in some part of the world where they may be reasonably sure of success and of escaping the heavy burden of taxation existing in Great Britain at present. He says that these men, as a rule, have from \$500 to \$1,000 to make a start with. Topeka will try to colonize some of its lands close to the city for fruit, truck and poultry raising.

Cleveland is the savings city of the world. With a population of about 475,000 there are more than 400,000 individual accounts in the savings banks, the total deposits reaching \$1,850,000. In striking contrast with this showing is St. Louis, with a population of over 700,000 and with savings deposits reaching only \$15,000,000.

The Topeka State Fair Association is being reorganized through the efforts of the Commercial Club of that city and a Kansas fair that is worthy of that great State will be held this fall.

The Chamber of Commerce of Sacramento, desiring to show its appreciation of the effective advancement given the city by the traveling salesmen, tendered them a fine banquet recently. Almond Griffen.

Self-sacrifice is not giving up something you do not want.

**ELECTROTYPES**  
DUPLICATES OF  
ENGRAVINGS & TYPE FORMS  
SINGLY OR IN  
QUANTITY  
TRADESMAN CO. CHICAGO, ILL.

## THE CHRISTMAS BUYER.

## How Fenton Got a Special Agent Into City Homes.

Written for the Tradesman.

Fenton's store wasn't as large as some of the others in the city where he did business, and it was just a little off the established shopping beat, but he made as much money during the year as any of his competitors.

Fenton was resourceful. He spent many hours at his desk, figuring out new ways to get trade. Instead of spending half his time running over the store doing work that a \$12 clerk might have done, he sat and planned to keep his salesmen busy. Of course there were a few customers who invariably gave large orders that he paid special attention to, but it was not his habit to stand around waiting for customers to come in.

One of the schemes he made money on last year is worth telling about: He got the idea in his own home, one evening when a sewing circle or something of the sort was monopolizing his parlor and sitting room; the whole house, in fact, except the "den" where he sat, within hearing, planning his Christmas campaign.

"It just makes me sick," Mrs. Henry said, "whenever I think of getting into the holiday rush. Every year it grows worse and worse. I don't know what to buy, and I'm not posted on prices, so I have to shut my eyes and take chances. I dread to have the Christmas season come."

"I have an idea that nearly everyone feels the same way," said Mrs. Hill. "I'm walked on and hustled and insulted every time I go into a store. It is a shame the way people who are perfectly respectful at other times act during the holiday season."

"Why," another visitor declared, "I get so nervous and indignant, every time I go out after Christmas offerings that I leave the stores without seeing half the things I want to see, and every year I'm sorry I bought without fighting my way through. Before I leave home I have a faint notion as to what I want, but when I get into the fight I'm glad to get out with any old thing."

Fenton wanted to step out and tell the ladies to do their shopping earlier, but he knew they wouldn't do it. The newspapers do a lot of talking every season about buying presents in November and early in December, but you can't get the ladies to do it, not to any appreciable extent. The rush condition, therefore, existed, and the thing for him to do was to discover a way whereby customers could buy whatever they wanted at his store during the Christmas season, and do their shopping without being crushed and insulted.

As he sat listening to the talk the idea came to him, not a new one, by any means, but new in the way he proposed to apply it. It was Mrs. Morley, one of the guests, who suggested it.

"There's Mrs. Gowan," she said, "who always gets what she wants and gets it when she wants it and at bargain prices. I'd like to know how she does it."

Fenton listened eagerly. If he could only find out how women could do that at his store he would soon have all the city shopping there!

"I'll tell you how she does it," observed another member of the sewing circle. "She has a lady who does her buying for her. Oh, not a private buyer, you know," the lady added, as a little exclamation went around the room, "but a friend who knows how. I don't know who the friend is. She won't tell me. Every year Mrs. Gowan gives this friend a general idea as to what she wants in the way of presents and the friend buys them for her. I don't know how this unknown lady works it, but she has good taste and knows goods, and, somehow, gets bargains. I wish I could get her to buy for me. Mrs. Gowan says she makes a dollar do the work of two."

There was a chorus of exclamations, during which Fenton left the "den" by a side door and reached the dining room, from which point he signaled to his wife that he wanted to have a talk with her.

"You heard what the lady said about the private buyer?" he asked, when his wife stood by his side.

"Why, yes. Isn't it splendid?"

"I think it is," was the reply. "Now, I want you to go to Mrs. Gowan and get the name of that buyer. I need her in my business."

"Why, John, you aren't thinking of employing her, are you?"

"Never you mind what I'm thinking of," laughed Fenton. "You get her name and send her down to the store. Tell her there's a lot of money in it for her."

"I can't see what you want of her," persisted the wife, "and, besides, I think you might confide in me!"

Wife clapped her hands when John told her about it and the next forenoon, almost before Fenton had finished his mail, a pretty little lady in a silver-gray silk, which was anything but new, and a coat and hat which had seen other seasons, stood before his desk. She might have been 40, for there were gray hairs in view, and her face, although sweet and fresh, looked as if she had known trouble.

"I am Mrs. Castle," she said. "Mrs. Fenton came to me this morning and said you wanted to see me."

Fenton placed a chair for the lady and opened up promptly:

"You shop for Mrs. Gowan? Yes, I thought so. And for how many others?"

"Perhaps a dozen," was the reply. "I'm poor, and they make it up to me in the way of presents. They are very kind."

"You have a large acquaintance in the city?"

"Yes, very large. My husband was in business here, years ago, and the friends I had then are still my friends, although I can't begin to keep up with them in the matter of dress. My income is small."

"And you are willing to increase it? Yes, I hoped so," as the lady nodded. "Now, I'll tell you what I want you to do: You go to your

wealthy friends and offer to help them out during the holiday season. I think you have a reputation as a buyer already. They will listen to you?"

"I think so. Every year I have so many of them coming to me to buy for them."

"All right. You go to them and tell them that you have the run of the stores, that you know what goods cost and what they can be sold for. Get them to make lists of what they want and the price they are willing to pay and bring the lists to me. If the people are all right, I'll send the goods up on approval. It might be well for you to make another call while the goods are in the house. How many families can you reach in this way?"

"Hundreds," smiled the lady.

"All high class people?"

"Yes, sir; mostly."

"Then you ought to make money for yourself and for me. If any want articles bought at some other store, buy there for them, but bring all trade here if possible. Give your patrons satisfaction. If you don't you can't handle them next season. You can come in here at any time and look through the stock. If you find goods here which are too high in price as other men are selling, come to me with it and I'll fix it so I'll not lose the order. I'll give you \$20 a week all through the season. Is that satisfactory, to begin with?"

The lady was all excitement. That was a large income for her.

"I'll work twelve hours a day for that sum," she said.

"That won't be necessary," replied Fenton. "If you can meet friends out at evening receptions, go, of course. Perhaps that would be a good way to talk the thing up. Let a very few quite intimate ones know that you are making a little money by buying for them, and they'll tell others. You understand, I presume?"

Yes, the lady understood that this was the point to which Fenton had been leading up. The few who would talk to others for her would make it quite the fashion to have a private buyer in the person of Mrs. Castle! They were the people whose word was law in the books of fashion. It wasn't what Mrs. Castle could do for herself in the way of getting trade. It was what the influential ones could do for her! That was the point: to make it The Thing to have a private buyer!

"Don't let your friends say to their friends that you are in my employ, and you will doubtless be paid in some way for what you do for them. You will be getting money at both ends of the deal!" he added, laughingly.

"Will that be quite fair?"

"Fair, of course! I pay you for bringing the trade here, and they pay you for doing a disagreeable lot of work for them. Anyway, it will be better to have only your boosters know that you are drawing a salary here."

That was the year that Fenton got so much of the Christmas trade of the exclusive residence districts. The scheme worked to a tick. Mrs. Cas-

tle was just the kind of a lady to make a success of it. She was honest, conscientious and industrious and her patrons knew it. She brought orders to Fenton from homes which had never seen his goods, and even those who did not employ her to do their buying went to Fenton's because she told them that she succeeded in getting bargains because she went to Fenton's with her orders.

Fenton believes that the same plan can be worked in districts populated by the mechanics. He is going to find out this year whether it can or not. He says that Mrs. Castle sold more high-priced goods for him than all other means employed, and that he is going to have three or four special buyers working on salary this year. The thing, of course, is to get the right sort of special buyers.

And the beauty of the thing is that people who bought their goods in the way indicated last year are ready to do the same this year. Fenton thinks he has solved one feature of the Christmas shopping nuisance.

Alfred B. Tozer.

The testimony of the heart is not always best given by the mouth.

## 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  
Lansing, Mich.

## HIGHEST IN HONORS

# Baker's Cocoa & CHOCOLATE



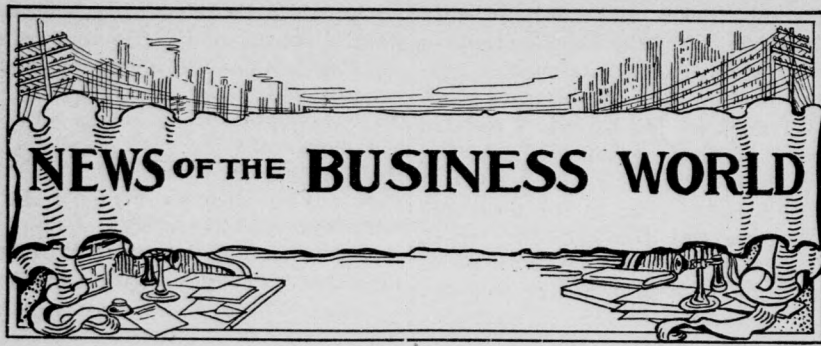
Registered,  
U. S. Pat. Off.

A perfect food, preserves  
health, prolongs life

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

Office Stationery  
LETTER, NOTE AND BILL HEADS  
STATEMENTS, TRADESMAN  
ENVELOPES, COMPANY,  
COUNTER BILLS. GRAND RAPIDS



### Movements of Merchants.

Plymouth—W. H. Doxsee will open a bazaar store here.

Marysville—John Johnson will open a general store here.

Port Huron—F. A. Weyers, one of the pioneer grocers of this city, is dead.

Pontiac—Edward Merritt, recently of Northville, will engage in the jewelry business here.

Berlamont—The Fox Farm Produce Co. has decreased its capital stock from \$2,500 to \$1,000.

Laingsburg -- Edward Stevens is succeeded in the meat business by D. D. Watling, recently of Bath.

Petoskey—Miss Mertis Neff has opened a candy store in the building formerly occupied by Cobb & Neff.

Boyer City—Owing to continued ill health Stanley Wildern is closing out his stock of jewelry and will retire from business.

Allegan—Roy Priest has sold his stock of groceries to Fred Terry, a former salesman in Burrell Tripp's department store.

Ann Arbor—Wm. D. Vogel, for a number of years employed in the Dexter meat market, has opened a market on Ann street.

Tecumseh—L. W. Randall, recently of Adrain, and L. Munson have formed a copartnership and engaged in the meat business here.

Reading—J. F. Gillett has sold a half interest in his grocery business to Otis D. Abbott. After Jan. 1 the firm will be Gillett & Abbott.

Whitehall—A. M. Leighton has moved his grocery stock into his new store building. He will add a line of shoes and rubbers about Jan. 1.

Freeport—Jas. W. Godfrey has sold his stock of school books to John Karcher, who will add a stock of stationery and other books to his grocery business.

Big Rapids—S. S. Smith has sold his stock of meats to D. Reed & Son, who have taken possession. Herbert Reed, the junior member of the firm, will manage the business.

Hastings—F. O. Coats, formerly of Toledo, and John DeVries have purchased the Hastings Restaurant and Baking Co. and will continue to conduct it under the old name.

Adrian—Bettis Bros. have sold their stock of meats to G. W. Wenzel and A. M. Luther, who have formed a copartnership and will continue the business at its present location. They will also add a line of groceries.

Owosso—Rolla L. and A. D. Chase and Charles Ellis, three prominent shoe dealers here, have formed a copartnership under the style of Chase & Ellis and will conduct a shoe store.

The new firm has purchased the shoe stock of A. E. Smiley and will consolidate it with its own.

Milan—C. R. Chapin, a local confectioner, uses for a candy slab a gravestone which bears the date of 1863. This was given to him by a former proprietor a number of years ago, and has been in use ever since.

Ionia—Fred Cutler, Jr., has purchased the interest of George Cutler in the shoe business of George Cutler & Son. The business will be continued by Fred Cutler, Jr., and George J. Cutler under the style of the Cutler Shoe Co.

Dowagiac—Gid Tompsett, who for several years has been employed as a traveling salesman for the Round Oak, has accepted a position at the P. D. Beckwith stove works as assistant superintendent, assuming the duties in the near future.

Lansing—Frederick Fisher has purchased the business and equipment of the Bryan Machine Co. and will continue it under the style of Frederick Fisher & Co. The capacity of the plant will be increased by the addition of more machinery and help.

Fenton—J. F. Clark will erect a brick block on Leroy street. The building will be 96 feet deep, with a frontage of 46 feet and two and one-half stories high. When completed Mr. Clark will occupy the building with a stock of general merchandise.

Saginaw—The Symons Brothers Co. has purchased what is known as the old Warner homestead on South Washington avenue, and in the spring will erect a four-story building of immense floor space, covering almost an entire block, for its wholesale grocery business.

Nashville—C. H. Brown has sold a half interest in his drug stock to his brother-in-law, Frank B. Prouty, late of Gary, South Dakota. Mr. Prouty has been engaged in the mercantile business for ten years at Gary, but decided to come to Michigan on account of this being the home of Mrs. Prouty's people and because he likes this place.

Battle Creek—Chas. P. Baker, Mabel C. Baker and Frank J. Jones have purchased the drug stock of Frank L. McClintic, at 53 West Main street, and will continue the business at the same location under the style of the Baker-Jones Co., a corporation with \$8,000 capital, all paid in. Frank Jones holds one-half the stock and Mr. and Mrs. Baker hold the remainder. Mr. Jones will continue his business, the same as before.

Manistee—F. J. Zielinski is in receipt of a letter from the Chicago Kenosha Hosiery Co. informing him

that he has been awarded a prize for having one of the best ten displays of Black Cat hosiery during the fall season. Mr. Zielinski's window appeared in the first week of October and attracted much attention at that time. This is the second Manistee merchant to receive a premium for window decoration, Aarons & Co. having taken a prize for a display of Corlis-Coon collars last month.

Saginaw—The establishment of a cigar and candy stand in the lobby of the auditorium, Saginaw's big public building, has created a storm of protest and the merchants are up in arms against the booth. They have made a formal protest in writing to the board of trustees of the auditorium and to W. R. Burt, one of the donors of the building, demanding that the stand be closed up as it is now conducted. The merchants declare the booth is an unfair competitor because the auditorium pays no taxes nor rent. The stand is conducted by the custodians of the building under an agreement to divide the profits with the auditorium.

Saginaw—According to local commission men the Michigan cabbage, which is an extensive crop in this part of Michigan, is threatened by the Virginia product. They declare that Virginia for the first time has been growing extensively this year and last and that the industry has developed there so rapidly as to cut off the Eastern demand for Michigan and Wisconsin cabbage, which is marketed principally in that part of the country. Only about 500 carloads were shipped out of Saginaw this season, although the crop was one of the largest on record and should, they say, have yielded much heavier shipments. There was a heavy slump in price, too, the highest paid this year to farmers being \$5.75 a ton, while last year growers realized \$20. They declare that the entry of Virginia into the cabbage field will have a permanent effect on the industry in Michigan.

Mendon—John H. Doak, the dry goods and shoe merchant, and his wife are now in Ann Arbor taking the Pasteur treatment. Mr. Doak was bitten by their pet cat, which died of rabies and Mrs. Doak is taking the treatment to avoid any possible danger of getting the awful disease. While Mr. and Mrs. Doak were living in Springport a large cat which had evidently lived wild in the woods came to their home. They tamed the animal and it became a great pet. They brought it here with them. Several days ago the animal appeared to have convulsions, and Mrs. Doak tried to relieve its sufferings in various ways. When Mr. Doak came home he also attended to the animal. The cat suddenly turned upon him and bit him through the thumb. While he was having the wound cauterized by a physician the cat died. Mr. and Mrs. Doak, fearing that the animal might have been suffering from rabies went to the Pasteur Institute at once, taking the dead cat with them. Examination showed that the animal had died of a severe case of rabies, and both Mr. and Mrs. Doak stayed for

treatment. Mr. Doak is proprietor of a double store, which he has been compelled to close during his absence.

### Manufacturing Matters.

Jackson—The Ruby Manufacturing Co. has increased its capital stock from \$2,000 to \$50,000.

Holland—The New Century Rod & Bait Co. has increased its capital stock from \$15,000 to \$25,000.

Hillsdale—The Hillsdale Shoe Co. has booked orders to the amount of \$60,000 during the past two weeks.

Muskegon—The People's Milling Co. has engaged in business with an authorized capital stock of \$25,000, of which \$16,950 has been subscribed and \$2,500 paid in in cash.

Detroit—A new company has been organized under the style of the Union Brass Works, with an authorized capital stock of \$30,000, of which \$20,000 has been subscribed and paid in in cash.

Detroit—The Standard Cement & Lime Co. has engaged in business, with an authorized capital stock of \$1,000,000, all of which has been subscribed and paid in in property. Operations will be carried on at Charlevoix.

Detroit—A new company has been organized under the style of the Reynolds Motor Co., with an authorized capital stock of \$40,000, all of which has been subscribed, \$30,000 being paid in in cash and \$5,000 in property.

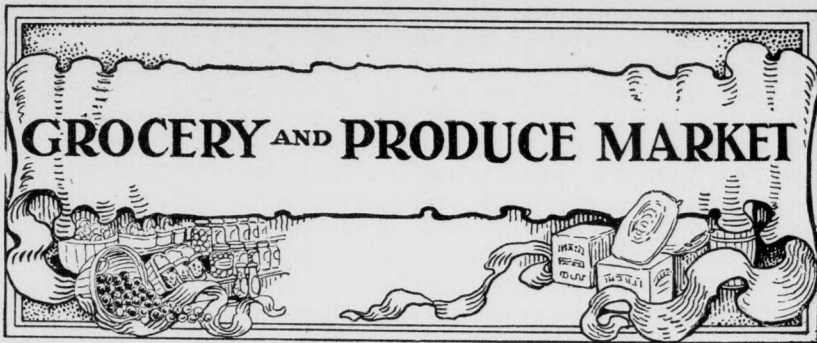
Burr Oak—The Whitehouse Underwear Mills has engaged in business to manufacture knitted fabrics and knitted garments, with an authorized capital stock of \$10,000, of which \$5,050 has been subscribed, \$1,000 being paid in in cash and \$1,500 in property.

Detroit—The Grant Bros. Foundry Co. has engaged in business for the purpose of manufacturing, constructing, erecting, buying and selling automobile parts, castings, dies, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Flint—The Flint Varnish Works, heretofore owned by the Durant-Dort Carriage Co., has been merged into a corporation under the same style, with an authorized capital stock of \$400,000 common and \$100,000 preferred, of which \$250,000 has been subscribed and \$175,000 paid in in property.

Ashley—Wm. Kennett & Sons have sold their grist mill to Curtis & Nye, of Cadillac, who took immediate possession. It is the intention of the new firm to build a large addition to the mills for the storage of hay and to conduct a general produce business. Mr. Curtis conducts a feed store in Cadillac which will be supplied from the mill here.

Detroit—The Detroit Bridge & Steel Works, organized by Detroit men, has purchased eight acres southeast of the intersection of the Dearborn road and the Michigan Central Railway, where a plant is being erected. It will employ about 250 men in the manufacture of structural steel. The capital is \$200,000. M. J. L. Towler will manage the plant.



### The Grocery Market.

**Sugar**—All grades of refined have been marked down 10 points, which places granulated at 5.05 N. Y. and Michigan granulated at 4.85. Cuba has begun to grind the new season's sugar and some of this has been sold for December shipment. As soon as Cuban raws begin to come here in any volume the market may decline farther. This can hardly happen, however, before early in the year. Some of the refiners have closed down for the balance of the month and the present situation is very strong.

**Tea**—The demand is fair at steady prices, in spite of the fact that this is usually considered the quiet season of the year. There are no stocks in excess of regular requirements in this country, notwithstanding all Japan teas fit for export are now in the United States, there being absolutely nothing left for open sale in the country of production. Basket fires are in short supply and have shown the greatest advance of the year. In the higher grades of pan fired and sun dried Japans quotations are stationary and the market is easy, although an advance is prophesied after the middle of January, when the usual country demand increases. Blacks remain about the same. The better grades of Formosas are firm and scarce and Congous are easy.

**Coffee**—Both Rio and Santos grades are steady and in very light demand. Mild coffees have been steady to firm and in moderate demand. Java and Mocha are unchanged and quiet.

**Canned Goods**—Prices on tomatoes remain without change. The short pack of corn is being felt in nearly all grades, but more especially in fancy corn. Peas are moving very slowly, with no change in price. Pumpkin is moving well and the price is very low, although the quality is fine. String beans are not active, but the present prices are low. Asparagus tips have been moving well and in some grades are scarce. Prices are very firm. Spinach and sweet potatoes are in light demand, although the price is low. The market on canned fruits is about the same as for some time past. The supplies are very short on the Coast and the demand for California fruits is very good. Peaches and apricots are especially scarce. There is not a very heavy demand for Southern fruits, but stocks are not large in any line. Gallon apples are very unsteady, but the demand is light. Pineapple is moving well as the fresh fruit is not very plentiful. There is no change in the dried fruit market since last week. Prunes are very scarce. Northern

Italian prunes are a much smaller pack than was at first reported. The market on raisins in California is still unsettled, although the price is firm. Apricots are closely cleaned up on the Coast and the market here on apricots and peaches is very firm. Currants are firm and in good demand, also figs and dates are moving well as the holidays draw near. There is a fair supply of pears, but the demand is not very heavy, although the stock is fine. The Maine sardine pack is over, with a good catch. The demand has been very good and the stocks left are small. There has been a heavy demand for all grades of salmon this fall, while some years the largest consumption is in the warm weather. Pink salmon has been very cheap this fall, but may advance as some grades are getting scarce.

**Dried Fruits**—Apricots are steady and in light demand. Currants are seasonably active at ruling prices. Raisins are more upset and unsettled than they have been at any time. The various factions among the holders are fighting in California, and prices are being cut. In the different markets prices for fancy seeded range from  $4\frac{3}{4}$ @ $5\frac{1}{2}$ c. The whole trade is disgusted with the light-headed way in which the California raisin people manage their business. Figs, dates and citron show no change and fair demand. Prunes have been selling very well on an unchanged basis, and the outlook for them is a little better. Peaches are dull and unchanged; there will be little demand until after the turn of the year.

**Syrups and Molasses**—No change in glucose or compound syrup. Sugar syrup is very scarce and very high and will continue so for several months. The receipts of good molasses are light. All grades are higher in price than last year, high grades being 2@3c above.

**Rice**—There is a very good supply of medium and low grades, but fancy Japans are in limited supply and may be scarce. The advices from the South still state that the miller thinks the planter is asking too much for rough rice and a great many mills have closed down on that account.

**Cheese**—There continues to be a very good consumptive demand and stocks are considerably under normal for the season. Prices on picnic size have advanced  $\frac{1}{2}$ c during the past week. We look for a continued firm market at unchanged prices the coming week.

**Provisions**—Smoked meats are in light demand and there has been no change in prices. Both compound

and pure lard are firm at unchanged prices and there is a good seasonable demand. Barreled pork is firm at 50c per barrel higher, while dried beef and canned meats remain unchanged.

**Fish**—Cod, hake and haddock are unchanged and in light demand. Domestic sardines show no change in price and the demand is still light. Imported sardines are quiet and about unchanged in price. Salmon is firm but not particularly active. Alaska, by reason of short supply, is firm and advancing. Mackerel is neglected at the present and will continue to be over the holidays. There is a fair every-day demand, but only for actual and pressing wants. Prices on both Norways and Irish fish are about steady.

### The Produce Market.

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

**Beets**—\$1.25 per bbl.

**Butter**—The market is firm at  $\frac{1}{2}$ @1c advance over one week ago, with an active trading on all grades. The receipts are below normal for the season of the year and the consumptive demand has been very good. We look for continued firm prices and a good demand for the coming week. Local dealers hold factory creamery at  $32\frac{1}{2}$ c for tubs and  $33\frac{1}{2}$ c for prints; dairy ranges from 21@22c for packing stock to 27c for No. 1; process, 27@28c; oleo, 11@20c.

**Cabbage**—40c per doz.

**Carrots**—\$1.25 per bbl.

**Celery**—\$1 per box.

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

**Cucumbers**—Hot house, \$1 per doz.

**Eggs**—Fresh are still very scarce, commanding about 30c for fresh and 26c for storage. The latter is not moving as rapidly as expected and a decided break in price is confidently predicted.

**Egg Plant**—\$1.50 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 \$4.25@5 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**—Navels, \$3@3.50; Floridas, \$2.75@3 per box for 150s and 176s.

**Pears**—\$1 for Kieffers.

**Potatoes**—The market is steady on the basis of 24@25c 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 Jersey 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.

### The Drug Market.

**Opium**—Is steady.

**Morphine**—Is unchanged.

**Quinine**—Is steady.

**Carbolic Acid**—Is weak and tending lower.

**Cantharides**—Both Russian and Chinese are very firm and advancing.

**Ergot**—Is very firm and advancing.

**Haarlem Oil**—Has advanced and is very firm.

**Menthol**—Is steadily advancing on account of small crops in Japan.

**Cubeb Berries**—Have advanced and are tending higher.

**Balsam Peru**—Has advanced.

**Juniper Berries**—Are very firm at the late advance.

**Prickly Ash Berries**—Are about out of market, but are very firm at the high price quoted last week.

**Oil Peppermint**—Is higher.

**Oil Wormwood**—Has advanced on account of scarcity.

**Natural Sassafras Oil**—Is very firm and advancing.

**Oil Cubebs**—Has advanced in sympathy with the berries.

**American Saffron**—Is very firm and tending higher.

**Buchu Leaves**—The new crop will arrive in February, when lower prices will rule.

**Senega Root**—Has advanced and is tending higher.

### Grand Rapids Retail Grocers' Association.

At the regular meeting of the Grand Rapids Retail Grocers' Association, held at the hall of the organization on Canal street last evening, two representatives of James S. Kirk & Co. were present and discussed the matter of securing a more equitable arrangement for the sale of American family soap at retail. Where the retail grocer buys a single box of soap at \$4 and sells six bars for 25c, he makes 16 $\frac{2}{3}$ c, which is practically only 4 per cent. If some arrangement could be made whereby the goods could be sold at 5c straight, he would make \$1 a box or 25 per cent. on his investment. The officers of the corporation named agreed to co-operate with the grocers in every way possible to bring about this result.

All of the wholesale grocers were invited to attend the meeting and it was stated at the meeting that all of them had accepted. Only one, however, put in an appearance, Mr. Guy W. Rouse, of the Worden Grocer Co., who addressed the members at some length on the subject of the relative relations of the manufacturer, jobber and retailer. His remarks were well received and appeared to be acquiesced in by those present.

G. J. Johnson left last Wednesday for Southern California, where he will spend two or three months. He will then go on to Old Mexico, where he will remain until about May 1. The best wishes of hundreds of friends accompany him on his trip.

THE NOVEMBER RECORD.

Monthly Report of the Municipal Affairs Committee.

We shall be brief in our account of the Civic Revival, which was the great event not only of our past month but of our past year. Meetings were addressed by Charles Zueblin in Press Hall on four weekday afternoons. On those evenings he addressed meetings at Creston, Turner street school, Madison Square and Arbeiter Hall. We wish to express our thanks to the organizations which made these meetings so successful, but especially to the Creston Association, which started the Revival off with a large and appreciative audience. On Sunday meetings were held afternoon and evening in Powers Theater, and on Monday there was a conference at the Pantlind of directors of the Board of Trade, members of the Municipal Affairs Committee and city officials and Mr. Zueblin.

We wish to express our appreciation of the more than generous support given us by the Evening Press, which provided its hall and exhibition rooms free of charge and gave the services of the Newsboys' Band; to the Grand Rapids-Muskegon Power Co., which gave light for the Press Hall during the Revival; to the Powers Theater management, which gave the use of the theater for half price; to the Manufacturers Building management, which furnished screens for the display of exhibits; to the Heyman Co., which furnished tables for the same purpose, and to the Furniture City Band, which gave a free concert on Sunday evening. The Herald and the Press gave generously of advertising space during the Revival.

The list of those to whose cordial co-operation much of the success of the Revival is due might be indefinitely prolonged, but we are sure they will understand our appreciation without naming them individually. We would, however, call attention to the offer of the Gas Company to let the city use for playground purposes several acres of land which it owns on Godfrey avenue, adjacent to a section of the city where playground facilities are most needed, and to the offer of Mrs. Frederick Immen to give her home for the foundation of a Municipal Art Gallery.

There were many things during the Revival which gave us encouragement, but we shall mention only the attitude of Mayor Ellis with regard to the civic center and the extension of Monroe street, and the public-spirited editorial policy of the Press and the Herald. The Herald, in order to show its loyalty to the city's interests, announced its willingness to subordinate its own belief as to what public improvement should be first taken up, in order that the program adopted at the conference might receive undivided support. All three of the daily papers deserve our hearty thanks for the way in which they handled the news of the Revival.

The Municipal Program.

The program we believe is the most important result of the Re-

vival. The report containing it is as follows:

"At a meeting of the Executive Committee of the Committee on Municipal Affairs held on Saturday, November 6, after a very full and free discussion, the undersigned were appointed a special committee to draft a tentative municipal program, and to report the same to this meeting, the report to serve as a basis for discussion and possible action in the direction of crystallizing public opinion on certain subjects which were frequently referred to in the Civic Revival just closed and which are regarded as essential for the improvement of Grand Rapids.

"In any great enterprise a program or plan is necessary to get the best results, otherwise things are done haphazard, without correlation or coordination, with consequent extra expense and less satisfactory results. Without a program different persons regarding different things as of the first importance, even though the same set of persons regard the same set of things as important, are found to be working at cross purposes, with the result that there are a division of interest and the blocking of important public improvements on the part of those who are all vitally interested in the city's welfare.

Must Get Together.

"To do things for Grand Rapids we must get together. For Grand Rapids to do things as a city we, the citizens, must get together. The first essential in a constructive program is to take the time and trouble to survey our needs, present and prospective, to survey our resources, present and prospective, classify them and decide upon the thing we will do first while at the same time keeping clearly in mind the other things which are to come so that work done now may not block projects whose turn is to come later.

"On such grounds then we ask you to consider the following municipal program. Of course if one or more of the things we shall suggest be taken up as a private enterprise that part of the program will not need to be considered on the basis of a public municipal enterprise.

Pure Water Our Greatest Need.

"The greatest need of Grand Rapids is pure water. This is almost universally recognized by our citizens. Every enlightened city, as we have heard again and again during the past week, regards an adequate supply of pure water as an absolute necessity, almost regardless of cost. The pure water question will come up again at the spring election next April. This question, therefore, should have the first place on our municipal program, and on it we should concentrate our efforts from now on until the voters have given their decision in April.

"After the April election, another item in the program should be determined upon by this and other representative groups of citizens, as the one on which we can concentrate and for which we can fight, even though our particular hobby must for the time being be compelled to wait. In doing this we would not forget that

there are other things which must be considered at some future time to make Grand Rapids a better city in which to live and bring up our families.

"Now the preliminary work has already been done for some of the things which we have included in this tentative municipal program. This preliminary work is to be found in the report of the Comprehensive City Plan Commission, in the preparation of which the Commission has had the benefit of the experience and advice of two of the best authorities in the country on such matters. In this report they have laid down the plans for a civic center, for additions to our system of parks and playgrounds, and for a river front boulevard, etc.

Proposed Civic Center.

"The need of having a definite plan in making municipal improvements is indicated in the present discussion over the location of the LaGrave street engine house and the suggestion for the purchase of the Avery site, which at an expense of about \$5,000 would locate this engine house so that it would not stand in the line of the extension of Monroe street through to State street, and to that extent block the proposed Civic Center, as laid down in the Comprehensive City Plan Report.

"Your special committee, having had in mind the discussion at the meeting last Saturday, offers the following program on which we should unite, and recommends its adoption as the sense of this meeting:

The Program.

"1. That all efforts be concentrated on the adoption of a pure water supply until the voters have decided

on that issue in the coming spring election.

"2. That after the spring election one of the following be selected as the next public enterprise on which we shall concentrate for the purpose of securing its adoption by the citizens:

- A convention hall.
- Civic Center and extension of Monroe street.
- Additions to our systems of parks and playgrounds.
- River front boulevard.
- Comfort stations.
- Grade separation.

GAS SECURITIES  
A SAFE  
INVESTMENT

In no class of securities have investors met with less loss than in the bonds of gas companies. Latest reports available show approximately \$330,000,000 invested in gas properties in the United States, and the total loss sustained by investors in these securities for the year 1908 amounted to only 6-1000 of 1 per cent. Gas companies do not fail.

KELSEY, BREWER & CO.  
Michigan Trust Building  
Operators of Gas and Electric Properties

Gas Bonds and Dividend  
Paying Gas Stocks



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 & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class  
Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



(It is understood of course that these are not named in the order of precedence.)

"3. That we request the Common Council to adopt the following very important recommendations contained in the report of the Comprehensive City Plan Commission, recommendations, by the way, which do not involve the expenditure of money, or the expenditure of very little at a time:

a. Limitation of building heights to one and one-half times the width of the street.

b. Authorization for the gradual widening of the main traffic streets specified.

c. Adoption of a policy looking to the widening of these streets outside the present city limits.

d. The adoption of a financial policy coincident with the proposed improvements.

e. The creation of a permanent city plan commission which shall correlate all public improvements so that one shall not interfere with nor block another.

"This second Civic Revival has already brought about a renewed interest in all city problems and a quickening of our conscience as citizens. If some constructive program such as the foregoing can be agreed upon at this conference closing the Revival, it will be an evidence of the fact that Professor Zueblin's splendid work in this city during the past week has effected a real revival in us.

"The fixing in our minds of such a program will of itself be an achievement worth all the efforts put into the work of the week.

R. W. Irwin,  
Samuel H. Ranck,  
John Ihlder.

#### The Program Approved.

The program, after having been discussed by a score or more of those present, was carried practically unanimously, one man only not voting.

Mayor Ellis then introduced the following:

Resolved—That it is the sense of this meeting that the city should purchase the Avery property in order that the extension of Monroe street and the creation of a Civic Center may not be blocked and in order that the firemen may meantime have an exercise field.

This resolution was adopted by the same vote as the first.

#### Avery Purchase Voted Down.

That evening four members of the City Plan Commission appeared before the Common Council to urge the purchase of the Avery property. After long discussion the Council postponed action for a week. The next Monday evening maps showing the feasibility of the project which had been prepared by the Municipal Affairs Committee, were presented to all the aldermen. But after another long discussion, in which the arguments that seemed to carry most weight were, "The people have not approved the Civic Center plan" and "It is unfair to tax the whole city for what may be considered a local improvement," the project was voted down.

#### Committee Meetings.

Since the last meeting of the directors our sub-chairmen and sub-committees have held several meetings. The sub-chairmen have asked that the Grand Separation Commission, recently appointed by the city and the railroads, broaden the scope of its work so as to include a recommendation for the future routing of railroads entering Grand Rapids.

They also decided to ask the directors to invite the National Municipal League and the American Civic Association, whose meeting in Cincinnati was attended by a delegation from our Committee, to hold its next year's meeting in Grand Rapids.

In answer to a request by the sub-chairmen, the Board of Public Works, on motion of the Common Council, has cleared Monroe street of the advertising posters which recently disfigured it.

The City's Neighbors Committee at its last meeting discussed the work of the Good Roads Commission in the Grand Rapids district. It found that during the past two years this district has spent \$42,489 which should give us, at average State reward rates, thirty-five miles of road eighteen feet wide with nine feet of gravel. As a matter of fact, we have only about ten miles, though in some cases the gravel is more than nine feet wide. Some of our poorest roads have cost more than enough to have earned the State reward. There apparently are no records in the County Clerk's office showing work done, other than payrolls. As \$20,000 have been appropriated for good roads work next year, this matter is one of considerable importance.

The Committee does not feel, however, that it has made a thorough enough investigation of the subject to justify final action and it is particularly anxious not to be understood as condemning the good roads movement. It believes in good roads, but thinks that they should be good in fact as well as in name. So it has decided to invite the Good Roads Commission to a conference luncheon in the near future that it may discuss the subject thoroughly and get at all the facts.

At this meeting a number of photographs of country schoolhouses were shown. In only two cases were the grounds of these schoolhouses embellished or planted. The others were bare and desolate. It is hoped by bringing this matter to the attention of the authorities that improvement will be noticeable next spring.

The Social Welfare Commission at its last meeting learned that the Juvenile Detention Farm project is nearing its culmination.

A special Committee on Comfort Stations was appointed to take up this matter which has been before us for several years.

A communication from the National Board of Censorship regarding moving pictures led to the expression of opinion that the situation here is fairly good, but a special committee was appointed to confer with the managers of local 5 cent theaters and make a report,

#### A Provident Loan Association.

The formation of a Provident Loan Association was also discussed, but definite action was postponed because the committee had so much on hand. The project is moving forward, however. Mr. Booth at this meeting promised to secure a report of the Detroit Association. This report appeared in the Press in due course. Later Manager Cone, of the Detroit Association, spoke before the Business Men's Class at Park Church. Rev. Mr. Godolphin and others have also taken an active interest in the matter and several men of means have already offered to subscribe to the capital of such a company.

The Better Governed City sub-committee has held several meetings in an endeavor to reach a decision as to the constitutionality and workability of the new Home Rule Law. It has received a final report from its special committee, the gist of which is that, so far as can be told without a decision by the Supreme Court, the law apparently is constitutional. The committee therefore expressed itself as opposed to any action looking to the calling of a special session of the legislature as suggested by the Jackson Chamber of Commerce. The committee also voted to ask the directors for authority to circulate petitions for charter revision.

The following proposals were formally approved by the Directors of the Board of Trade, at their regular meeting on November 9, 1909.

1. That such a program as the one laid before the conference meeting would be of benefit to Grand Rapids as enabling it to understand its needs more clearly and to work with better success toward meeting those needs.

2. That the directors extend a formal invitation to the National Municipal League and the American Civic Association to hold their annual convention in Grand Rapids next fall.

3. That the invitation from the Jackson Chamber of Commerce, relative to a State conference on the home rule law, be accepted, but that our delegates be instructed to vote against calling an extra session of the Legislature. This because after thorough consideration we believe there is not enough question of the constitutionality of the law to warrant at the present time any such action.

The Committee referred back to the directors without recommendation that part of the Jackson communication which relates to the organization of a State Board of Trade, as it believes this matter is outside of its province. Of course, the delegates who may be sent to confer on the home rule law could be instructed by you as to what attitude they shall take on the question of a State trade organization.

4. That the Better Governed City Committee be authorized to circulate petitions for charter revision.

#### The United Protective League.

Sim. R. Wilson, of Boyne City, and J. T. Beamish, of Detroit, gentlemen possessed of good references, have formed an alliance for the purpose of inaugurating a State-wide campaign of education in favor of retailers, in opposition to the rapidly growing mail order habit.

Messrs. Wilson and Beamish will operate under the title of the United Protective League, with headquarters in Grand Rapids and Detroit. Both are experienced newspaper men and have spent several months in preparation of their proposed plan, which will be conducted through the weekly papers of the State.

The mail order issue is a live one and up to the present no practical method has been devised to get literature upon the subject to the buying public. Much has been written, but it has been confined in the main to trade papers. The League's plan embraces a series of copyrighted items and articles, covering all phases of the subject, which will be presented in pleasing form and taken right into the homes every week for a year.

Such a campaign, reaching about 80 per cent. of the people, can be carried out in Michigan for less than it costs Sears, Roebuck & Co. to print and distribute catalogues to 4 per cent. If supported by manufacturers, jobbers and retailers and backed up by earnest efforts on the part of the latter to meet mail order competition by following some of the methods as outlined in the Tradesman in nearly every issue, much good can, no doubt, be done for trade in general.

Satan never takes a vacation nor puts on an understudy.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**



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OF BUSINESS MEN.

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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

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Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 8, 1909

### THE FORCE IN DAINTINESS.

Everybody knows the story of the race between the Wind and the Sun to strip a traveler of his coat and how by gentle means the latter eventually won. In the everyday transactions of trade this strife for power is more than once manifested with similar results. It is not the most striking display which wins the purchaser. Flash, glitter and gaudiness may fail, but the gentle touch of neatness rarely fails. The charm which makes one diningroom more attractive than another, although the former may have plain ware and the latter hand painted china and cut glass, may be equally effective in the show case arrangement.

The dainty touch is often born, but it may be to a certain extent cultivated. It makes a case of handkerchiefs, whether of filmy lace or plain cotton, assume symmetrical form and pleasing arrangement. The candies on the plate are under its influence, not heaped up by chance, but arranged symmetrically and in pleasing form. Even the great stalks of celery are not massed in hopeless chaos, but arrange themselves gracefully into a charming bouquet.

Dainty, delicate and delicious are three terms often associated, yet by no means synonymous. A thing may be dainty yet substantial enough to be entirely free from the charge of delicacy; while the term delicious serves usually to please other senses than that of the eye. There may be daintiness in color, daintiness in texture, daintiness in arrangement, and it is with the latter that the salesman is most intimately connected.

Study this daintiness in your own window and in that of your neighbor. Reproduce what the other man may have, not in substance but in spirit, and test the drawing power of pure daintiness.

### A CHANCE TO DO GOOD.

Now that Col. Roosevelt is being credited with having in his early manhood invented the "shop early" slogan of the annual holiday season, a disposition on the part of newspaper cartoonists and funny men to satirize the idea is in evidence.

Neither the ex-President nor the "Do your Christmas shopping early" is a fit subject for sarcasm and ridicule and there is not a merchant, salesman nor bundle-boy who will approve of such efforts at humor(?).

The unfortunate thing about Christmas shopping is that while many thousands of people can not, because of their meager incomes, observe the "early" suggestion, there are other thousands who are unable to do the shopping at any time because of their constant proximity to the very edge of poverty.

And so the newspaper people will do well to dispense their gray matter in the direction of impressing upon the minds of those readers who have an abundance, both of ready cash and of kindly, sympathetic feeling for this latter class, that it is indeed "More blessed to give than to receive."

"Oh, yes," observes the blase producer of copy that is sometimes marked: "Must!" "now is our chance to dig up all of the antiquities uttered by the philosophers and go on moralizing at people who are sick and tired of the stuff, but—" and then sits down tries to dig up a laugh.

The argument that the readers of newspapers must be entertained, must be made to thrill, or weep, or smile, is good so far as it goes, but there is always a goodly following which enjoys, actually delights in reading that which inspires high grade thoughts, develops high grade actions and produces high grade results.

Therefore minimize just now the output of absurd caricature and the low comedy of the editorial pen and give to those who are able the impulse to "shop early" not only in their own behalf but for the benefit of those whom they know and who are unable to "shop early" or shop at all for that matter.

The United States Department of Agriculture has discovered that numerous alleged cod liver oil preparations that are sold by druggists generally contain no cod liver oil. One of the experts engaged in the investigation says: "It is widely believed that some of the so-called preparations of cod liver oil contain no cod liver oil at all. They are worthless so far as that article is concerned. The price of the real oil is very high and it is difficult for me to understand how enough can be obtained to supply even one big factory that I have in mind. I understand that cotton seed and linseed oils are widely substituted for it. Some of the preparations known as emulsion and wine of cod liver oil that are put on the market do not appear to bear analysis." Suits have been commenced against several manufacturers under the pure food law and druggists are advised to hold their orders for cod liver oil preparations until they can be sure to get the genuine article.

If a man asks you to have a drink it's a sure sign that he expects you to ask him to have another.

The sorrows of earth can not be cured by sighing for Heaven.

### A SUPERIOR SELECTION.

By the appointment of Hon. William J. Calhoun, of Chicago, to the very important post of United States Minister to China, President Taft has not only secured to the United States the services of an American citizen of the very highest type but has again demonstrated his own superior fitness for the exalted position he is so admirably filling.

Mr. Calhoun has high rank as a lawyer and his great ability and splendid character as a man are recognized in all circles—civic, financial, educational, legal, diplomatic and commercial. The close and greatly admired friend, counselor and helper of the late President McKinley, he is credited with having made the report to that Executive which precipitated the Spanish War. On the other hand, as the confidant and confre of Col. Roosevelt when he was our Chief Executive, a report made by Mr. Calhoun, at the request of President Roosevelt, prevented war with Venezuela and so an interruption of our friendly relations with the powers in Europe.

Mr. Calhoun is distinctly a diplomat in the broad and right sense of a term so often besmeared by evasion, pretense and a desire for self gain. Fearless, judicial, thorough and accurate in whatever he undertakes, he stands fairly and squarely without bigotry or thought beyond his own integrity and sense of justice for whatever cause he elects to represent. If his cause is defeated, it is because such defeat is justified. If his cause is triumphant, it is a victory honestly earned.

Among the vast and tremendous interests of his home city Mr. Calhoun is viewed and accepted as a much beloved and entirely trusted factor for good; as an influence toward steady and strong advancement in the right direction. That the interests of the United States, as coordinated with other governmental interests in the Orient, will be eminently served by Mr. Calhoun may be depended upon. He will bestow completely and always magnificent service to his nation and to the international welfare.

### KEEP FRESH GOODS IN FRONT

It was Saturday night, the scene a country store, the time 9 o'clock, when the proprietor discovered that a case of fresh doughnuts which arrived while he was at supper had been pushed aside by a thoughtless clerk. The cakes were all that the name implied, first class in quality. Every one knows that they depreciate rapidly in value as they increase their days. The proprietor was justly vexed that he had not learned of their arrival until such a late hour that most of his trade for the week had ceased. "If I had known about them early in the evening I could have sold every one," he declared ruefully.

To make the best of a bad miss he divided a few to give all the late lingerers in the store a chance to sample the goods, which were pronounced fine; and this plan made sales among those present; but for those

gone—there was no help and Mr. Merchant felt a bit out of patience with the oversight.

It is a safe rule always for all connected with any store to place where they must be seen any goods of a perishable nature. Get them out where people will know you have them; where they will be reminded of the fact that they want them and where they can see the quality.

Many goods, like these doughnuts, are not habitually kept in stock. If they are packed away under the counter no one knows that they are there, no one thinks to enquire for them. Such storekeeping is literally keeping the light under a bushel. But the fact that they are never so good as when fresh is a still greater incentive toward pushing them to the front, selling them out while still on the safe side of being stale. For, even although disposed of later, they make a far less favorable impression upon the buyer. Both proprietor and clerk must learn, sooner or later, that it pays to give the fresh goods of a perishable nature a seat in the very front of the front.

### BLACK DIAMONDS.

A coal yard is usually anything but an attractive place, yet while it can scarcely be recommended as cleanly if soft coal is a part of the product handled, it may be not only attractive but positively beautiful.

Some of us recall the exhibits of this mineral at our great expositions. Pyramids, towers and arches may be easily constructed that are artistic, whether they ape some classical forms or the more simple ones of Colonial style. A pyramid or pillar built up of well-selected pieces is sure to attract public notice.

There are specimens which are iridescent in hue, reflecting the colors of the prism. Other forms have some special line of cleavage which renders them interesting. When handling the product make it a rule to reserve such pieces for special exhibit. You will soon have, as a result, a fine collection of brilliant minerals.

Watch, also, for fossils. Sometimes a beautiful fern impression is disclosed, or the curious scaly Sigillaria, which those unversed in the science of the product have classed as petrified snakes, but which we know are fossil tree trunks, the scales each marking the former presence of a leaf, may reward our seeking. There are many relics proving the vegetable origin of the mineral, which are interesting if not beautiful. Gather a collection of these units and place them on exhibition in your window. They will show how much of beauty there is in even the most common and despised forms.

Again, pick out a typical piece of anthracite, another of bituminous coal and still a third of coal blended with shale. Educate the people to the fact that there are various grades. Let them see the beauty in your goods as well as the utility.

The season is here when many a family man would like to swap his big automobile for a small coal yard.

**COMMERCIAL SCHOOLMASTER**

That wise old maxim about the schoolmaster's being abroad has been found to be so much "innocuous desuetude" and commercialism, disgusted with the schoolmaster's continued absence and not wholly satisfied with his teaching when he is at home, has concluded to do a little teaching on its own account and see what comes of it. It started in some time ago and declared in terms not to be mistaken that "booze" and trade have nothing in common and that the man who insisted in indulging in that trade-marring habit would get his walking papers in short order. The result is that trade and social life have had an uplift that has given a boom to trade and purified the social atmosphere more than a hundredfold. Encouraged by the outcome the new schoolmaster concluded to see what he could do in another direction. His clerks, boys and men alike, were ruining themselves for service with tobacco, the death-dealing cigarette being the popular form. Watching and satisfying himself that he was right, the merchant shut down on smoking. Yellow-stained fingers and fingernails did not work well in business and he would have none of it. He appealed to parents and they laughed at him. The schoolmaster admitted the matter was beyond him and the storekeeper, taking up a notch in his belt, started in. For the first time in its long selfish, impudent, health-undermining life tobacco found itself called to account, and thus brought to bay insolently told the storekeeper to go somewhere; but the man did not go. He stood pat and his fellow-merchants stood pat with him; and again the business world and the social world were uplifted to the betterment of all concerned.

With that for a starter it is open to the suggestion that home and school and society—and the church for that matter—should start in with a little head-scratching as to what they had better do about it. They have done nothing of the sort and again the commercial schoolmaster faces a schoolhouse full of humanity who desire it to be distinctly understood that the man at the office desk and the other one behind the counter have a common meeting ground and that when they are off that ground the relations between them cease until they are again on the common trade level. It seems now that that idea was a mistake. The man at the office desk has again "spoken right out in meetin'" and a sentence or two will give the drift of the full thought: "The time was when human hogs could do business, provided they had the goods and could deliver them; but all this has changed. \* \* \* Now manliness, a pleasant personality, an attractive manner, are very great factors in the choice of employes. \* \* \* To-day agreeable social qualities are regarded as valuable assets in an employe, for employers know that surly, impudent, careless, indifferent or snobbish employes can drive away a great deal of custom. They want clerks

who are so polite and attentive, obliging and agreeable that people will go blocks out of their way to be served by them."

There we have it full in the face. The new master says that good breeding has a commercial value; that human hogs—those are his very words—can do business no longer; that courtesy stands for an increase of salary and that impudence means dismissal. He means what he says and it is now "up to" the pupils of that schoolmaster to learn the lesson he has given out or take their books and go home. That is exactly what they will do; and the home and the other neighborhood circles, indignant at the outrage, will have something to say about it. They have and they say it, and the schoolmaster—shall he not do what he will with his own?—insists that a pleasing personality is what he buys and pays for and that he who has it not will no longer remain in the firm's employ.

The result will be another score for the commercial schoolmaster. The teller who snubs the customers of the bank, the ticket agent at the railroad station, the clerk at the window of the postoffice, the person behind the counter anywhere, are beginning to wonder already if rudeness pays, if self-importance after all counts on the right side, which is the safe side, and whether on duty or off duty the quality that makes the man a gentleman is not the thing the world not only wants but which it is determined to have. This lesson learned the rest will take care of itself. To all intents and purposes the modern schoolmaster, throwing out of the window the old-time pain-inflicting ruler, clings to his rule and the interested world of living-earners find it to their advantage to conform to the rule or take the consequences. They conform and again confirm what has long and often been asserted, that commercialism is after all the best schoolmaster; and the sooner the fact is recognized and acted upon the better it will be for the pupils and for the homes that send these pupils to school.

**ALABAMA GOES WET.**

The wet and dry question, as common parlance has it, is one of the most important just now up for consideration and is attracting a great deal of attention. Towns, cities, counties and states are voting to restrict the liquor traffic and even in Kentucky, made famous by its whisky, there are plenty of places where drinking that beverage is unlawful. In the South very many localities have gone dry and one of the principal reasons is a desire to keep drink away from the darkies. When a negro gets drinking and gets drunk he is a pretty poor proposition and it can be safely said that so far as he is concerned prohibition prohibits. Even in the dry cities a white man can irrigate his throat if he is willing to subject himself to the necessary trouble. That good results come in the trail and the train of this drouth is frequently asserted and nearly as often proven by the statistics. When

a town goes dry a substantial step is taken toward answering the prayer, "Lead us not into temptation."

It may seem on the face of it a little strange, all the circumstances taken into account, that Alabama at an election held last week, defeated a prohibition amendment to the State constitution by 15,000 to 20,000 votes. The Legislature passed the requisite bill because a majority of its members had been elected on a local option platform, but it should be remembered that local option is very different from prohibition, unless it be said that prohibition is local option applied to a whole state. When there is a local option law the people can vote on the question whenever under certain restrictions they please, and they are always at liberty to change their condition. It is much more difficult, however, to amend a state constitution. That is a pretty serious and formal matter. Local option may be looked at as a collar which they put around their necks, but they can remove it at their pleasure; whereas prohibition is a collar which they not only put around their necks but lock and hide the key where it takes some time to find it. There are enough dry counties in Alabama so that a majority of the legislators passed the requisite preliminary bill, yet when a majority of all the voters were consulted the proposition was defeated. It is quite probable that many who would vote for temperance in their towns, cities or wards under local option law did not vote for a prohibition amendment to the constitution of the State. It indicates a dislike on the part of the people to bind themselves too fast and firm and their desire to so arrange matters that if they wish they may change their minds.

**AN APT ILLUSTRATION.**

The managers of a factory in Chicago employing 600 skilled mechanics have decided to pull up stakes in that city on account of the growing exactions of the trades unions and remove their machinery to some open shop city like Grand Rapids. They have long had their eyes on Grand Rapids and have spent several hundred dollars in investigating the situation here, including labor conditions, cost of power, cost of real estate for factory location, expense of living, street car facilities, rental of homes for workmen, educational and church opportunities and transportation rates on raw material in and finished product out. They express themselves as satisfied with every feature and condition except that of freight rates, which they assert are so greatly out of proportion that they overbalance the other advantages.

This illustration tends to show the handicap under which Grand Rapids labors in undertaking to secure the growth to which she is entitled as a progressive city. In every respect except that of freight rates she is the peer of any city in the country, but so great is the embargo placed upon her by the railroads—which pretend to be her friends—that she is greatly hindered in the effort her citizens are

making to build up a stronger and a greater city.

Notwithstanding the importance of this subject, the people of Grand Rapids do not appear to realize that something must be done—and done quickly—or Grand Rapids will be left so far behind in the race as to place her in the rank of third-class cities. The newspapers are silent, the manufacturer who complains is subsidized by a side track, the jobber is influenced by some concession and members of the Board of Trade who begin agitating the subject are threatened with dire calamities unless they cease their activities. Every element in the city is held in check by some influence, direct or indirect, and the club of silence and subjection is wielded so quietly and successfully that the people generally are not permitted to be made acquainted with the facts.

The Massachusetts Railroad Commission is considering the problem of what are the rights of an intoxicated man in a public conveyance. The question has been referred to the Commission by a trolley company that has had considerable trouble with drunks on its cars, and desires to know if they can be legally ejected. The Boston Post comes to the defense of the overloaded wayfarer, anxious to reach his home and bed. "We all know him, to our sorrow, but still he is human," says the Post. "Can he be thrown off like a mail bag, or must he be reasoned with and induced to tarry by the wayside? Does he lose his right as passenger toward a common carrier because his skin is filled with alcoholic refreshment? And where is the point at which he is intoxicated?"

Chicago has raised and forwarded a large fund for the relief of the unfortunate families of the miners who lost their lives in the recent disaster at Cherry, Illinois. Wherever suffering exists, whether in India, Russia, Martinique or California, the people of this country have been ready at once to offer such meed of help as they were able. The existence of a necessity has always been sufficient to open the purse-strings of American households and show a spirit of true brotherhood. Chicago is entitled to credit for its prompt and liberal offering for the relief of a needy people.

Many a saint would have less trouble wrestling with the devil if he would get out and wrestle with a ball for an hour or two.

Many a man thinks he is sure of Heaven because he is so well satisfied with what he has not done here.

The people who cry for practical preaching are the first to demand "the simple gospel" when they get hit.

If your virtues are writ in Heaven they will be visible on earth without a telescope.

Buying an automobile for cash is only the first payment.

## MEN OF MARK.

**Alexander Dodds, Inventor of Wood Working Machinery.**

We laud and celebrate the individual who has achieved extraordinary merit in art, letters, military renown, statesmanship and fame world wide largely rests on such distinctions. Men also become famous in law, jurisprudence, medicine and scientific study and demonstration. Yet all such masters in their several spheres do no more, often not as much, for the well being of mankind as the ingenious and untiring mechanics who discover something and make it conduce to the benefit of an industry that is the foundation on which rest the stability, livelihood and happiness of many thousands of people. Peace hath her victories no less renowned than war, and no victors are more deserving of acclaim among the chieftains of peace than those who invent something that adds to productive power and successfully apply it to general use. The man who evolves from the fertile mind a contrivance whereby a utility can be developed so as greatly to enlarge capacity to produce useful things, and at the same time give permanent employment to thousands who otherwise would have to struggle for a meager and squalid existence, has done more for community and state than a general, or legislator, or judge, or any other celebrity whose name figures among the galaxy of notables in ordinary historical annals.

The foundation of society and the state is in the productive industries, for they are the means whereby the population pursues an orderly and prosperous life. In the absence of war and consequent destruction of human life there is a growth of population. Productive capacity must keep pace with this increase of human units or the peoples will lapse into a horde of vagrants, becoming savage, gregarious, degraded and, like hungry predatory animals, devouring their fellows weaker than themselves. By natural increase and by immigration the population of the United States is rapidly enlarging, and it is necessary that the productive industries shall have a corresponding augment in order to prevent the social disaster that would follow a lack of employment. For this reason no one can confer a greater benefit upon the country than he who contributes to the enlargement of productive capacity.

Not to every one is given the privilege of adding something of value to the commerce of this world. Those who do enjoy this privilege have not lived their lives in vain and their greatest satisfaction should be the knowledge that their efforts have been of practical, material benefit to mankind.

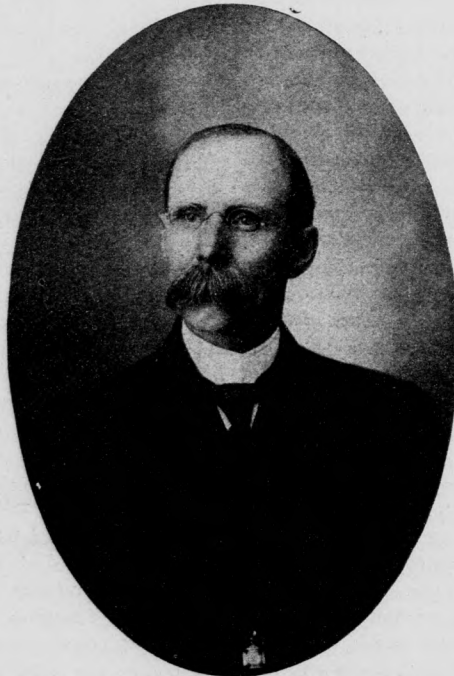
In the year 1770 Alexander Dodds was born in Scotland, near the village of Kelso, on the banks of the River Tweed. At the age of 24 he married a lass by the name of Jane Wilson. To them were born two daughters, Katherine and Margaret, and three sons, Andrew, John and Alexander. They became interested

in the thought of a home in America, but working on a farm at £5, or about \$25 for six months' work, and boarding himself was a slow way to get means for the journey. In the spring of 1833, and by a six weeks' voyage on a sailing vessel, in May they arrived in St. Lawrence county, N. Y., and purchased a farm two and one-half miles from the village of Gouvernour. They lived to see all their children settled on good farms. The mother passed to the Home Beyond in October, 1857, and the father in January, 1864. About the year 1835 another family left Berwick, Scotland, for this country by the name of Witherston, and, getting lost on the voyage, were thirteen weeks on the high seas before sighting a vessel from which to get their

the church of his fathers, the Scotch Presbyterian. He became a Baptist and united with them to do Christian work. He came to Lansing in December, 1867, with L. L. Houghton, who commenced the manufacture of woodworking machinery in that place. In December, 1869, he was raised to the sublime degree of Master Mason. He came to Grand Rapids in May, 1878, and went to work for the Buss Machine Works. He united with the Fountain Street Baptist church and remained with that organization until 1883, when, with a number of others, he formed the Second Baptist church. Being interested with them in the Sixth Ward Baptist Mission Sunday school, it proving a success, it was thought best that a church should be organ-

caused a delay for lack of power for six weeks, as the shop was run by water power and, coming at a time when money was not very plentiful, it was quite a setback. On July 9, 1884, in order to get on the ground floor and to get better power he moved into a part of what was then known as the G. W. Dean building, on the east side of Canal street, opposite the Ohio House. Things moved along very nicely until March 16, 1887, when about 30 feet of embankment between Canal street and the river gave away, washing through in under the shop building, letting it all cave in, making a very dilapidated appearance. The next thing was to get the machinery out of the wreck and find a place to set it up and get it in operation again. During the day Mr. Dodds had some business at the Grand Rapids Savings Bank, then situated on Pearl street. At the Bank he had a talk with the late C. G. Swensberg in regard to what had occurred. Mr. Swensberg made the remark: "Well, Dodds, anything that I can do for you or this little bank can do we are ready to do." He thanked him for his kindness. The next morning, while working at getting out the machinery, F. A. Hall, then Cashier of the bank, came to him and said that he did not know as Mr. Dodds understood what Mr. Swensberg had said the day before, but that they wished him to know that he could have all the money he needed to get started. Although he did not expect to need any help, this circumstance gave him more courage than any one thing that happened. During that day Julius Berkey kindly offered to rent him a part of the George W. Gay building, where he was manufacturing tripods at that time. After moving there and getting fairly started and seeing that the tripod business was growing and he would have to seek other quarters, he decided that 43 South Front street would be a good location and leased the ground of the late J. W. Converse and commenced the erection of a one-story building, 28x60 feet in dimensions. On May 3 he moved into this building.

The demand for machinery had increased to such an extent that in the spring of 1892 it was apparent that more room was necessary, and on October 19, 1892, Mr. Dodds succeeded in concluding negotiations with Wilder D. Stevens for that part of the Dean property on which was located the building, which is 26x94 feet, four stories high and including water power. After expending over \$1,000 on the building he moved into it, feeling that he was about as nicely situated as he could well ask to be. Business continued good until the middle of June, 1893, when it seemed as if every one who was indebted to the company had concluded to make an assignment under the pressure of the times. He succeeded, however, in taking care of all of his discounted paper when due and paying employes every Saturday night. As business revived the manufacture of special machinery prospered. Orders increased to such an extent that



Alexander Dodds

location. They also, settled in St. Lawrence county. A daughter of theirs by the name of Jeanette married the son by the name of John Dodds, and, with him, took possession of the old homestead. To them were born one daughter, Jane Elizabeth, and two sons, Alexander and William Atkin. This father and mother, also the younger son, William Atkin, and all the children of the first family have passed away. Jane Elizabeth now lives on the old homestead bought in 1833.

Alexander Dodds, the Grand Rapids representative of the family, was born in December, 1845. He went to work at the machinists' trade April 2, 1866. In February, 1867, he was converted, but could not see the teachings of the Bible as taught by

ized there, and with twenty-five from the Second Baptist church and a few others he organized the Scribner Street Baptist church, of which he was elected one of the deacons. He is also a teacher in the Sunday school of the adult Bible class, of which there are more than thirty members present every Sabbath.

On March 3, 1882, he purchased a half interest in a machine shop at the corner of Front and Pearl streets, on the second floor, owned by the late Chas. A. Whittemore, and on May 9, 1883, he purchased the remaining half interest. The year 1883 did not prove a very successful one. In June came the great freshet, which will be remembered as the time when the logs went out, taking Pearl street bridge on a trip down the river. This

more room became necessary and in 1907 the fine four-story brick building at 181 Canal street was built over the canal. This enabled Mr. Dodds to double his capacity and add to his equipment and output. A few months ago he decided that the infusion of young blood in the business would be a good thing and, looking for an alliance, he finally decided upon Harold B. Woodcock as the proper person to introduce into the business. In pursuance of this plan, which was carefully worked out by Mr. Dodds and his proposed associate, the business was merged into a corporation, as stated last week, and since December 1 the business has been conducted under the style of the Alexander Dodds Company.

Much of the success of the business has been due to several patents obtained. The first one was procured on June 6, 1885, on a wood lathe; the second on June 14, 1887, on a gang dovetailing machine; another on Dec. 31, 1889, on a rubbing machine, and another on April 22, 1890, on an automatic carving machine. He has since purchased a patent on a morticing and boring machine and has just been allowed a patent on a dovetailer for making boxes. Some of these machines, especially the dovetailing machine, are being used in nearly every State in the Union where furniture is manufactured and in many foreign countries.

Mr. Dodds was married Nov. 10, 1888, to Mrs. A. J. DeLamarter. They reside in their own home at the corner of Scribner and Tenth streets. In December, 1894, Mr. Dodds became a member of Columbian Chapter, No. 132, R. A. M. In February, 1895, he became a member of DeMolai Commandery, No. 5, K. T. He has since taken the Scottish Rite degrees up to and including the 32d degree.

### NEW YORK MARKET.

#### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 4—The coffee market this week, both spot and speculative, is neglected and jobbers generally report trade as comparatively stagnant. There is a big visible supply and probably no great change from present conditions will take place—at least, it seems probable that the situation now prevailing will remain until after the turn of the year. At the close Rio No. 7 in an invoice way is quoted at  $8\frac{1}{2}$ @ $8\frac{5}{8}$ c. In store and afloat there are 4,411,540 bags, against 3,755,618 bags at the same time last year. Mild sorts are moving slowly at unchanged figures.

Teas seem to have a fair movement in a jobbing way, but naturally at this time more attention is being paid to Christmas "fixin's" and such an old-fashioned thing as tea must take a back seat awhile. Still, there is something doing all the time and business is certainly better than it was a year ago at this time. Country greens and Pingsueys are, apparently, having most attention.

Sugar is quiet. There is almost

nothing doing in new business and very little in withdrawals under previous contracts. Most of the refineries quote granulated at 5.15c, less 1 per cent. cash.

Rice is quiet. Distributors seem to have enough on hand to tide them through the month and probably the intervening time will be a quiet one. Prices are well sustained, good to prime domestic being worth  $5@5\frac{1}{2}$ c.

Sales of spices are individually of small proportions, but there are orders coming in all the time and dealers are anticipating a fair volume of business later. There is a liberal supply of nutmegs and prices are slightly lower.

A fairly good demand exists for molasses and prices are firm. Syrups are quiet and unchanged.

Canned goods are rather dull. This is the usual report at the end of the year when stocktaking is at hand and the holiday trade is absorbing everything else. Tomatoes can still be found at  $57\frac{1}{2}$ c, but they are not plenty and 60c is pretty well established for desirable stock. There is not a great amount of fancy New York State corn being offered by packers and, in fact, it seems probable that the whole quantity for sale is not excessive. Prices are firm. Other goods show little, if any, change.

Butter is unchanged. The quotations of last week are about the same to-day. Creamery specials, 34c; extras, 33c; firsts,  $30\frac{1}{2}$ @ $32$ c; creamery held specials,  $32@32\frac{1}{2}$ c; Western imitation creamery,  $26@27$ c; Western factory firsts, 25c; seconds,  $23\frac{1}{2}$ @ $24$ c.

Cheese is firm and unchanged. Full cream State,  $17@17\frac{3}{4}$ c.

Eggs are lower all around. Western extras, however, are still quoted at  $34@35$ c; extra firsts,  $31@32$ c; firsts,  $28@30$ c.

#### Takes Individuals To Make a World.

Evansville, Ind., Dec. 4—The following, which was published at the end of my article which appears in this week's issue, made me smile all over myself:

"One man's success may spell disaster for another."

Sure, Mike.

Every man must live his own life.

No two men are alike in any way, shape or form.

No two men can succeed in anything if they try to be as one.

No two men carry the same truth in the same thoughts.

Two men can become covered with cobwebs, but the spider can only be on one at a time.

Association is nothing other than a common law of friendship for the benefit of all.

But it takes individuals to make a world.

Edward Miller, Jr.

Adversity often works prosperity, but that does not acquit the man who brings it on another.

The dollar will never be worth much to any man until every man is worth more than the dollar.

As we paint the pictures of imagination we make permanent those of memory.

## To Our Coke Consumers

There are petitions being circulated among fuel users asking them to boycott the use of coke at present prices. In this petition certain statements are made which show that the petitioners are laboring under a misapprehension regarding the coke situation.

In comparing the price of coke in Grand Rapids with the price in other cities, there are many points that should be given careful consideration. In most places where coke is sold at a lower price there are certain reasons for it that evidently have not been taken into account, for instance, there is not another town or city in the country where coke is more carefully prepared, screened, graded and sheltered than ours. In many towns coke does not receive any of this care in preparation and is dumped into the yard with all of the fine coke and dirt left in it and where it is exposed to rain, snow and all kinds of weather. This kind of coke could not be sold in Grand Rapids at any price, where consumers are educated to coke of the very highest grade.

Another point in connection with outside coke—we imported a great many cars of coke from several different sources in our endeavor to find a suitable coke for our market. In delivering this to our customers much of it has been refused and we have had to go to the expense of removing it and using it in our own factory.

In comparing the price of coke in Grand Rapids with that in Detroit, for instance, it must be borne in mind that we have to pay much higher freight than Detroit on coal which is used for gasmaking purposes, all of it coming from the Pennsylvania district.

Our entire stock of coke was sold at the low price before we considered raising it. It was then a question of not being able to supply the demand and having to refuse our many good coke customers and thereby incurring their ill-will, which we have learned from past experience would be the result, or of raising the price to a point where outside coke could be shipped in and sold.

Thorough tests made by the Government, published in Bulletin No. 366 of the United States Geological Survey, show that a ton of coke, even at the same price, is worth more than a ton of hard coal for househeating purposes. Similar tests carried on under the direction of Mr. Henry Douglas of Ann Arbor verify these results.

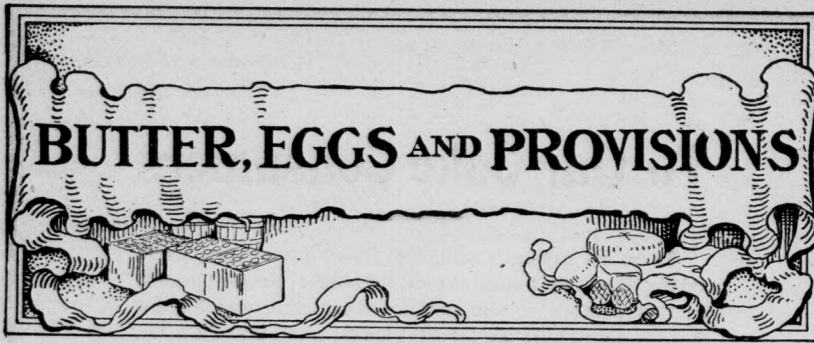
As a ton of coke is worth as much or even more than a ton of hard coal for househeating purposes, were we not justified in raising the price temporarily, thus making it possible to bring in outside coke, as we knew that we would be unable to produce more than a small proportion of the coke required in the local market this winter? Please bear in mind that cold weather has only just begun.

There are many other considerations which enter into the question of the proper price of coke in Grand Rapids, a discussion of which would be too lengthy for a newspaper article.

We have always had the good-will of this community, have reduced the price of gas whenever it was possible for us to do so and have otherwise done everything in our power to deserve this feeling on the part of the public. We feel that we are right in the present situation, although of course we realize that there may be another side to this question which we have not yet been able to see, and, as proof of our wish for fairness in this instance, we ask that Mayor Ellis appoint a committee of five, in whom the people will have confidence, from among the list of petitioners, if he so desires, to investigate the present market conditions of coke and to determine by this investigation whether or not the present price is justified, and we will be willing to abide by their decision as to whether the price should remain as it is or be reduced to the former figure.

### Grand Rapids Gas Light Company

B. O. TIPPY, General Manager



### Observations of a Gotham Egg Man.

The receipts of eggs during the month of November at all leading centers of distribution have exceeded those of last year by a considerable amount in the aggregate. At Poston the receipts have shown only a trifling increase, and there the reduction of storage eggs appears to have compared favorably with last year, although the excess of holdings over last year is undiminished and appears to be large. In New York it is quite probable that the excess of receipts (37,638 cases) is greater than any excess of trade output that we may expect to find, and that, consequently, the storage output for November will prove to be something less than it was last year; consequently the full count of New York's stocks is likely to show a greater excess over last year than at any previous time this season and a considerable excess over the stocks carried at the same time in 1907. Conflicting reports come from Chicago; according to some of these the output in that city during November has been very free and sufficient, if continued, to reduce the Chicago holdings to comparatively small figures by the close of the year; but many Chicago operators do not credit these statements and no such condition is reflected in the tone of the Chicago market, where values appear to be little better than a parity with the rates ruling here, basing the comparison on an eastward movement.

The character of the weather in producing sections will naturally have the most potent influence upon the future course of values, but the presence of so large an aggregate reserve stock will doubtless make the markets especially sensitive to favorable weather conditions, as soon as we reach a point (now in the near future) where these are likely to have a material effect upon fresh production. Already there are signs of a little increase in collections at Southern sections and some of the small marks from Central and Southern Western points have lately shown an increased proportion of new laid quality.

While the future of the market at this season is always very uncertain, owing to the inability to judge at all accurately of the scale of winter production, the general sentiment seems to be that with average weather conditions we have more storage eggs than can be moved before the first of March unless the rate of output is stimulated by a lower range of prices than has lately prevailed. There is at present no spec-

ulative feeling, even at the decline in prices recorded, and while some holders are unwilling to sell their goods on the present market there appear to be more goods offering than the current needs of the market will absorb.

If any of our readers are comparing the prices now ruling for fresh eggs in this market with those of a year ago it is necessary to remember that the rules as to grading are not the same. Last year the grade of extra firsts was eliminated in early November and the requirements for firsts and seconds were advanced, so that "firsts" a year ago were the same as "extra-firsts" are now and "seconds" a year ago were the same as "firsts" are now. I am inclined to think that the present grading is better since among the current receipts quality to pass official inspection as extra firsts is exceptional and average prime invoices do not exceed the requirements for firsts.—N. Y. Produce Review.

### Fattening Fowl for Market.

A fowl should always be fattened as quickly as possible. Ten days is long enough, but it should be confined either in a coop or a number in a small yard. They must have a continual supply of fresh water and should be fed four times a day, the first meal being given early and the last one late. A recommended mixture is three parts corn meal, one part ground oats, one part bran, one part crude tallow, the entire lot scalded and fed for the first three meals with all the corn and wheat that can be eaten up clean at night. Weigh the articles given.

The color of the skin of a fowl can be changed by feed. Sometimes the color of the skin is important, but half of the fowls that are sent to market have anything but a yellow skin. In breeding for market it is important to have a breed that grows rapidly and fleshes up young; the skin should be yellow, and if the feathers are all white both the chicks and old fowls will look much better when dressed than those with colored feathers.

Food mixed or moistened with skim-milk instead of water produces whiter flesh and a superior flavor. Skim-milk alone is a highly nitrogenous food; the carbohydrates have been removed in the butter, so that it is not a complete diet for any animal. The fat of the cream, however, can be cheaply substituted with corn or corn meal.—Bangor, Maine, Commercial.

turkey culture is the result of the farmers not giving enough attention to the scientific and practical sides of the industry. There are certainly great opportunities in turkey culture and perhaps not enough attention is given to it. The West is supplying the turkey market of the United



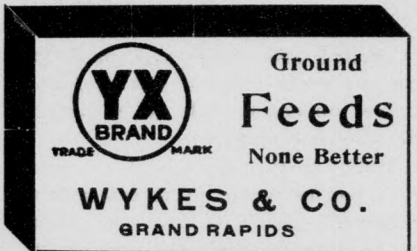
THE NEW FLAVOR  
**MAPLEINE**  
Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

**BAGS** New and  
Second Hand

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

**ROY BAKER**  
Wm. Alden Smith Building  
Grand Rapids, Mich.



Ground  
**YX**  
BRAND  
Feeds  
None Better

**WYKES & CO.**  
GRAND RAPIDS

## 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, Fruits 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.

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

W. C. Rea **REA & WITZIG** A. J. Witzig

PRODUCE COMMISSION  
104-106 West Market St., Buffalo, N. Y.  
"Buffalo Means Business"

We want your shipments of poultry. Heavy demand at high prices for choice fowls, chickens, ducks and turkeys for storage purposes, and we can get highest prices.

Extreme prices expected for all kinds of poultry for the holidays. None can do better.

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers. Established 1873.

## 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.

**Machine Fattening Turkeys.**

The London Board of Agriculture reports great success in fattening turkeys with a cramming machine. A mash of equal parts of ground barley, corn and oats with a small amount of melted fat and linseed meal was used, enough skim-milk being added to make it the consistency of cream. At first there was difficulty in feeding the turkeys, owing to their size and strength, but the operator finally overcame this by placing the fowls on a low stand so that their heads were on a level with the nozzle of the cramming machine. It is stated that "after a day or two the turkeys became accustomed to this manner of feeding, and when mealtimes came they showed much eagerness to mount the stand and receive their share of the food." The feeding period covered three weeks; the birds were hatched in the spring and weighed an average of seventeen pounds apiece, and made an average gain of four pounds four ounces. This was done at a cost of 41 cents per head.

Proof that turkeys fatten much better when kept in pens has been secured by the Manitoba Experiment Station. It took two lots of birds exactly alike and gave them the same rations for six weeks, two parts of wheat, one of oats and one of barley. At the end of the test it was found the turkeys in the pens had gained an average of a trifle over four pounds each, while those allowed their liberty added only a little more than one and three-quarter pounds to their weight. Most of the gain was made in the first three weeks. The penned turkeys when dressed shrank 5 per cent. less than the others and were more attractive in every way.

**Kinder Mixed.**

"Say," said the farmer to the grocer after his eggs had been counted out, "so many things have been happening the last year that we are kinder mixed up at our house, and I wish you'd answer a few questions."

"With pleasure."

"Was it Senator Foraker who went to South Africa?"

"Oh, no. That was Teddy."

"And was there a big earthquake in Nebraska?"

"That was in Italy."

"And was it Chauncey Depew who flew across the English Channel?"

"No; that was a Frenchman, I believe."

"Wall, which licked—California or Japan?"

"But they have had no war."

"Wall, then, did Bryan pay over them \$29,000,000 yet?"

"Oh, that was the Standard Oil Company, and it hasn't paid."

"Wall, by jinks. Me'n Bill have been husking corn and calling each other liars, and me'n the old woman have been sitting around the stove and calling each other fools, and here the hull three of us have been muddled and mixed 'till we didn't know a jackass from a mule! Land, but how folks can drop behind the times when they don't go to prayer meetin' but once in three months!"

**Nearly Time For Local Banks To Sugar Off.**

It is nearly time for the banks to sugar off. The Fourth National and Peoples will, no doubt, pay their usual 2½ per cent. quarterly, and it is possible the Commercial may go to 2½, making it a 10 instead of an 8 per cent. dividend payer. The Kent State Bank is the only other bank in the city that pays quarterly, and whether its disbursements will be 2 or 2½ has not yet been determined. During the past year, according to the statements of Nov. 27, 1908, and Nov. 16, 1909, the bank has added \$26,105, or about 5.2 per cent. of the \$500,000 capital, to surplus and undivided profits in addition to paying 8 per cent. in dividends. The dividend rate could easily be increased to 10 per cent., but the policy may be to pile up the profits for another year. The surplus and profits now represent 41.5 per cent. of the capital. The Old National City, Grand Rapids National and Grand Rapids Savings have paid semi-annual dividends ever since the banks in this city began paying dividends and the rate this year will probably be 4 per cent. and in addition the Old usually pays the taxes. The relative desirability of the semi-annual and quarterly disbursements is occasionally discussed in banking circles and both plans have its advocates. Those who favor the quarterly dividends among other arguments say that this brings the stockholder into closer relation with the bank, as he receives a reminder of his interest in it every three months instead of semi-annually, and this reminder helps.

The local bank directors average high in the discharge of their official duties. In most of the banks the directors meet every week, usually on Monday, and in none are the meetings farther apart than two weeks. In addition to the regular meetings of the whole board several of the banks have discount committees who meet daily to pass on all the transactions. As a still further precaution in all the banks it is customary to have a committee of the directors make a thorough examination of every detail of the business semi-annually or at more frequent intervals. There are no "one man banks" in Grand Rapids—none in which the directors are not active and effective—and this is one of the reasons the Grand Rapids banks have always been so sound. The directors in the banks receive some slight compensation or, rather, recognition for the services they render. When they file into the directors' room they find on the table a crisp greenback in front of each member's place. Those who are there each claims his honorarium, while the absentees get nothing. In some banks it is the rule if a member is late he forfeits his souvenir of the meeting. At some of the banks the fee is \$2 and at others it is \$5, but in either case the sum is small compared with the value of the services rendered and the responsibility borne. Until about ten years ago the bank directors served without compensation, but the fee system has

been found very effective in bringing out the full attendance, and bringing it promptly.

The annual bank meetings will be held in January. No important changes are in prospect. At the Old National the vacancy caused by the death of Harvey J. Hollister has been filled by the election of Frank Jewell. The Grand Rapids National has a vacancy caused by the death of Melvin J. Clark. The Grand Rapids Savings has a vacancy caused by the resignation of Thos. M. Peck. If other vacancies have occurred during the year they have already been filled and the choice of the directors will undoubtedly be ratified by the stockholders.

A bruised heart heals easier than a neglected stomach.

**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

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

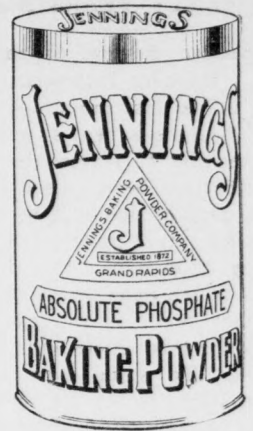
**TRACE** YOUR DELAYED FREIGHT Easily and Quickly. We can tell you now  
**BARLOW BROS.,**  
Grand Rapids, Mich

**G. J. Johnson Cigar Co.**  
S. C. W. El Portana  
Evening Press Exemplar  
These Be Our Leaders

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

**SEEDS** for Summer Planting: Millet, Fodder Corn, Cow Peas, Dwarf Essex Rape, Turnip and Rutabaga.  
"All orders filled promptly."  
**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.**  
OTTAWA AND LOUIS STREETS

**The Vinkemulder Company**  
Jobbers and Shippers of Everything in  
**FRUITS AND PRODUCE**  
Grand Rapids, Mich.



**Jennings Absolute Phosphate Baking Powder** is now ready for market—it has passed most careful and searching tests.

We warrant you to guarantee this baking powder in every respect. From your jobber or shipped direct.

**The Jennings Baking Powder Co.**  
Grand Rapids, Mich.  
Established 1872

**Simple Account File**

**Simplest and Most Economical Method of Keeping Petit Accounts**

- File and 1,000 printed blank bill heads..... \$2 75
- File and 1,000 specially printed bill heads..... 3 00
- Printed blank bill heads, per thousand..... 1 25
- Specially printed bill heads, per thousand..... 1 50

**Tradesman Company,**  
Grand Rapids.

**TWENTY YEARS AGO.**

**Retrospective Review of the Local Banking Interests.**

This is the last month of the old year. The time is near at hand when most men like to review the past, to study what has been, to see what the records contain that will be of value in shaping future policies. It is this tendency of men to "do a little figuring" as the year draws to a close that must serve as the excuse and apology for this article with its many statistics. To some even the best selected statistics are dry and stupid. But the figures given herewith tell the story of this city's rise as an industrial, business and financial center; they reflect this city's growth in wealth and prosperity; they promise

city's population, but according to the United States census in 1890 Grand Rapids had 60,278 people within its border and it is probable there were 5,000 more in the suburbs. The State census of 1904 gave the city a population of 95,718, with probably 10,000 more in the suburbs. The present population, five years after the State census, is probably 110,000, with perhaps 15,000 living around the edges. In population the city and environs in twenty years has approximately doubled. And now let us see how Grand Rapids has fared in matters financial:

In 1889 there were five National banks in Grand Rapids, with a total capital of \$2,200,000, and two State banks capitalized at \$200,000, a total

	1889.	1890
Old National .....	\$ 800,000	\$ 800,000
National City .....	500,000	600,000
G. R. National .....	500,000	500,000
Fourth National .....	300,000	300,000
Fifth National .....	100,000	.....
<b>Total National .....</b>	<b>\$ 2,200,000</b>	<b>\$ 2,200,000</b>
G. R. Savings .....	\$ 150,000	\$ 150,000
Kent Savings .....	50,000	500,000
Peoples Savings .....	.....	100,000
State Savings .....	.....	.....
Commercial Savings .....	.....	200,000
City Trust & Savings .....	.....	100,000
South G. R. Savings .....	.....	25,000
<b>Total State .....</b>	<b>\$ 200,000</b>	<b>\$ 1,075,000</b>
<b>Grand Total .....</b>	<b>\$ 2,400,000</b>	<b>\$ 3,275,000</b>
Surplus and profits .....	539,440	1,799,929
Per cent. to capital .....	22.47	54.96

much for the city's progress in the future.

The statistics given are compiled from the bank statements, covering a period of twenty years. These statements are published at intervals of two or three months. The fluctuations that occur in these statements, comparing one with the next before or the next after, are not especially significant. The changes that appear from year to year can often be explained or accounted for. But when we have the statistics for a long period, for twenty years, then we have the basis for definite conclusions.

The bank statistics do not show the

banking capital of \$2,400,000. To-day there are four National banks, with \$2,200,000 capital, and six State banks, with 1,075,000 capital, a total of \$3,275,000, an increase of 36 per cent. This increase has not been equal to the city's growth in population, but the banks to-day are much stronger than they were twenty years ago. In 1889 the surplus and undivided profits amounted to \$539,440, or 22.47 per cent. of the capital, and to-day it is \$1,799,929, or 54.96 per cent. of the capital. We give a list of the banks that were doing business in Grand Rapids on Dec. 11, 1889 and on Nov. 16, 1909, with their capitalization and

	Loans and Discounts	Bonds and Mortgages	Commercial Deposits	Savings and C. D.	Bank Deposits	Total Deposits
89—	\$ 6,294,048	\$ 498,596	\$ 2,536,604	\$ 3,503,383	\$ 265,857	\$ 6,007,071
90—	6,599,470	612,845	2,636,902	3,238,915	337,658	6,265,377
91—	7,375,675	812,504	2,977,021	3,585,330	576,019	7,182,770
92—	2,288,903	1,020,412	3,907,427	4,222,243	943,714	9,112,648
93—	6,313,870	1,254,912	2,817,687	3,293,795	520,643	6,680,577
94—	6,736,675	1,462,732	3,153,977	3,797,252	826,410	7,776,418
95—	7,660,936	1,693,896	2,986,511	4,799,634	789,459	8,620,083
96—	7,176,630	1,719,880	2,633,326	5,020,004	1,027,530	8,737,479
97—	7,566,651	2,099,753	3,259,249	6,033,243	1,222,921	10,579,010
98—	8,636,071	2,693,112	3,550,854	6,772,629	1,419,462	11,793,946
99—	9,834,321	2,765,508	3,667,792	7,482,403	1,257,771	12,510,437
00—	10,601,952	2,608,221	4,022,966	8,365,311	1,419,331	13,963,059
01—	12,153,300	3,147,254	5,167,607	9,863,240	1,519,609	16,911,606
02—	15,117,576	3,843,383	6,754,300	11,322,609	1,529,759	20,122,821
03—	16,081,627	3,747,203	7,164,747	11,304,827	1,698,532	20,641,745
04*	16,277,739	4,109,266	8,492,274	11,433,622	1,756,640	21,981,782
05—	17,241,350	4,539,192	8,430,657	12,109,296	2,091,780	22,751,160
06—	18,236,699	5,163,992	10,186,295	12,507,340	2,290,490	25,156,477
07—	18,028,824	5,497,361	9,397,670	12,551,757	2,228,875	24,647,074
08—	16,514,448	6,633,560	9,590,176	12,718,452	2,448,831	25,081,928
09—	17,833,560	7,288,897	10,130,480	13,714,830	3,151,530	27,186,427

\*Sept. 6, 1904—State banks were not called for statements in November.

the total surplus and undivided profits for the respective dates.

The loans and discounts on Dec. 11, 1889, totaled \$6,294,048; now they are \$17,833,560, an increase of nearly threefold. In 1889 the banks had \$498,596 invested in stocks, bonds and mortgages; now the total is \$7,288,897, or approximately fifteenfold. The commercial deposits twenty years ago were \$2,536,604 and now they are nearly four times greater, or \$10,130,480. The savings and certificates were \$3,503,383 and these have in twenty years multiplied by more than three and a half to \$13,714,830. The bank deposits have grown nearly fifteenfold, from \$265,857 to \$3,151,530. The total deposits were \$6,007,071 and now they are more than four times greater, or \$27,186,427. The table given herewith shows in year by year detail the changes that have taken place. The statements given are the last published each year except in 1904, when the Sept. 6 statement is taken. In 1904 the State banks were not called in November. The table is given on this page.

To the uninitiated the statistics may not be particularly significant, but to those who understand and can appreciate the figures are more eloquent than many words in telling of how the city has grown industrially, commercially and in wealth. On a basis of 65,000 population the per capita total deposit twenty years ago was \$92.41; to-day it is \$217.50. The per capita savings deposit in 1889 was \$53.89; now it is \$109.72, and this does not tell the whole story either.

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**Michigan Trust Building**  
Grand Rapids

**Kent State Bank**

Grand Rapids, Mich.

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

Deposits  
**5 1/2 Million Dollars**

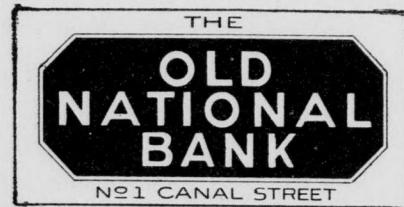
HENRY IDEMA - - - - President  
J. A. COVODE - - - - Vice President  
J. A. S. VERDIER - - - - Cashier

**3 1/2 %**  
Paid on Certificates

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

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

Capital  
**\$800,000**



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

**DIRECTORS**

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

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

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

We Solicit Accounts of Banks and Individuals



In 1889 the National banks did not receive savings deposits, but they do so now and the purely savings deposits are included in the deposits subject to check. These deposits aggregate nearly \$4,000,000, and this amount added to the other savings will make the per capita about \$30 greater.

The record is interesting as an index of the business conditions for twenty years. For the first four years of the twenty year period "times" were good and business was booming. Money was a little tight, perhaps, as indicated by the excess of loans and discounts over the total deposits, but what there was of it moved rapidly. In four years the loans and discounts expanded \$2,000,000 and the total deposits more than \$3,000,000, and then came the smash. The panic of 1893 was one that tried the souls of bankers and business men alike. The deposits were at the high mark in Dec., 1892; the October statement following showed a shrinkage of nearly \$3,000,000, or one-third. There was a slight recovery when the next statement was called in December to the figure given in the table. To meet this tremendous draft upon their resources the banks had to call in their loans. Between May 4, 1893, and Dec. 13, following, the loans and discounts had been reduced \$2,534,000, or 28 per cent. The banks had to have the money to meet the demand of depositors. The business men and manufacturers who owed money at the banks had to pay regardless of the sacrifices they had to make. There are many to-day who will recall the dark days of 1893 and the distress and hardships that had to be endured.

The statistics show that the depositors soon recovered their confidence and began to bring back the money they had withdrawn; still it was nearly four years before the deposits returned to the old level. The loans and discounts column will show how slow was the recovery from the panic; how long the effects of that panic were felt. It was at least five years before business got back to what it was before. The silver panic of 1896 incident to the first Bryan campaign delayed this recovery to some extent.

The years from 1898 onward were years of growth and progress and prosperity. The years of greatest activity were from Dec., 1900 to Dec., 1902, with an expansion in the loans and discounts of \$4,516,000 and in the total deposits of \$6,159,000. Then there were five years of slower but very steady growth, which brings us to the fateful year of 1907. In May, 1907, the total deposits were \$26,265,552; in December they had dropped to \$24,647,074, which included \$430,801 special United States deposits. The loans and discounts were \$19,125,803 on Aug. 22, about six weeks before the panic struck the country, and by Feb. 14 following they had been pulled down \$1,652,000. The deposits began to rally as soon as the storm was past, but the loans and discounts continued to shrink for another year until they reached a point \$3,001,000 below the Aug. 22, 1907, high mark in Feb., 1909. Since last February there has

been a substantial recovery, the records showing a gain of \$709,000 in nine months. In the meantime not only have the deposits recovered the panic shrinkage but have passed on to make new records. The gain in savings deposits the past year alone has been \$996,000 and in total deposits \$2,366,000.

In the statistics given the "cents" have been omitted, and where comparisons have been used in the text thousands only have been dealt in. Such figures are more easily handled and yet are near enough for the purposes intended.

The statistics for the most part tell of the growth of Grand Rapids, but one column in the table reflects the prosperity of Western Michigan. This is the column of bank deposits, or "due to banks," as it appears in the bank statements. Twenty years ago the banks in the territory tributary to Grand Rapids carried balances here to the amount of only \$265,857, and this just about measured the financial capacity of the banks in Western Michigan at that time. Now these deposits show a total of \$3,151,530. Nearly every town in Western Michigan to-day has its bank and it is apparent the banks are prosperous, which means that the people have money. The banks in this part of the State make this city their center, which is as it should be.

In the twenty years covered by this review there have been many changes in the local banks. The Old, the National City, the Grand Rapids and the Fourth are doing business now just as they were twenty years ago and they are all at the same old stands except the Fourth, which has moved to Campau square. The National City has increased its capitalization by \$100,000. The Fifth National twenty years ago was located on West Bridge street, later moved to Canal and Erie streets and in July, last year, merged with the Commercial Savings. The Grand Rapids Savings has the same capitalization as twenty years ago, but then it was located at South Division and Fulton streets and now it is at Monroe and Ionia streets. The Kent was the junior bank in 1889, with total deposits of only \$450,612 and accumulated surplus and undivided profits of \$15,349. The Peoples Savings Bank did not begin business until late in Dec., 1890. The State Bank of Michigan began in June, 1892, and in June, 1908, with \$2,167,858 deposits and \$158,296 surplus and undivided profits, it merged with the Kent, with a capital of \$500,000 and deposits to-day of \$5,830,474. The Commercial Savings began in May, 1903, and in six years, aided by the merger with the Fifth National, has grown to beyond the \$2,000,000 mark in deposits. The City Trust and Savings, with \$100,000 capital, began in 1906 and has had a very substantial growth. The South Grand Rapids is a suburban bank, organized in 1907, and it has been successful.

The trust companies have not been touched on in the statistics, but they help make the financial record of the twenty years. The Michigan Trust was organized in the summer of 1889

and it has been one of the most successful institutions of the kind in the State. The Peninsular Trust Company was organized in the spring of 1894 and six years later was absorbed by the Michigan Trust Company.

During the twenty years there have been five new banks and one trust company launched, and during the same period two banks have merged with others to make stronger and better institutions and one trust company has been absorbed.

A retrospect of banking in Grand Rapids would not be complete without some reference to the bankers. How many of those who twenty years ago were foremost in the financial affairs of the city are still in the harness? The number can be counted on the fingers of one hand. Twenty years ago the executive officers of the banks were:

Old National—President, Martin L. Sweet; Vice-President, Jas. M. Barnett; Cashier, Harvey J. Hollister.

National City—President, Thos. D. Gilbert; Vice-President, Julius Houseman; Cashier, J. Frederick Baars; Assistant Cashier, E. H. Hunt.

Grand Rapids National—President, Edwin F. Uhl; Vice-President, Freeman Godfrey; Cashier, N. B. Brisbin; Assistant Cashier, Frank M. Davis.

Fourth National—President, A. J. Bowne; Vice-President, D. A. Blodgett; Cashier, Homer W. Nash.

Fifth National—President, Wm. Dunham; Vice-President, Jas. D. Robinson; Cashier, Wm. H. Fowler.

Grand Rapids Savings—President, Jas. D. Robinson; Vice-President, M. S. Crosby; Cashier, F. A. Hall.

Kent Savings—President, John A. Covode; Vice-President, T. J. O'Brien; Cashier, J. A. S. Verdier.

To call the roll of these men whom the business world of twenty years ago held in such high esteem—how few of them are left, how many have gone to the great Clearing House to have their accounts balanced. What memories will be awakened by reading the names. To the list of those who have passed should be added Daniel McCoy, founder and until its merger with the Kent President of the State Bank, and Ransom C. Luce, who succeeded Thos. D. Gilbert as President of the National City.

To the list of those still active

should be added Lewis H. Withey and Anton G. Hodenpyl. The Michigan Trust Company was organized in 1889 and Mr. Withey was elected President and Mr. Hodenpyl Secretary. Mr. Withey is still President and it is rarely he misses a day at his desk unless he is out of the city. Mr. Hodenpyl heard the call of the big city and is now busy in the large affairs of the metropolis.

What were those now foremost in the financial affairs of the city doing twenty years ago? Here is what the directory of 1889 says of some of them:

Henry Idema, now President of the Kent State, Manager of Bradstreets.

Chas. W. Garfield, President of the G. R. Savings, fruit grower, Burton avenue.

Dudley E. Waters, President of the G. R. National, dealer in timber lands.

Willard Barnhart, President of the Old National, wholesale groceries and lumber.

Chas. B. Kelsey, Vice-President Commercial Savings, Teller in the Kent Savings.

Clay H. Hollister, Cashier of the Old National, clerk in the Old National.

Wm. H. Anderson, President of the Fourth National, real estate and loans, with office under the Fourth National, then at Canal and Lyon streets.

James R. Wylie, President of the National City, was then Cashier of a bank at Petoskey and Frank Welton was a Cashier at Traverse City. Both came here in the '90s and won the recognition which their abilities merited.

Robert D. Graham, President of the Commercial, is not in the directory, but he was on the farm out West Bridge street.

Thomas Hefferan, President of the Peoples, had not yet come to town, but was well known in business circles. He appears in the directory of 1890 as a lumberman.

George Hefferan, of the Michigan Trust Co., was then a student and so was Claude Hamilton.

Before the organization of the Michigan Trust Co. L. H. Withey was in partnership with Robert B. Woodcock, dealing in lumber, with offices in the Widdicomb building, and Anton G. Hodenpyl, in partnership with John Dregge, also had of-

**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

ices in the Widdicomb and so did Daniel McCoy, who afterward organized the State Bank.

E. D. Conger, Cashier of the Peoples, was Business Manager of the old Telegram-Herald.

In the history of cities and nations twenty years may not be a long period, but what changes have twenty years made in the banking of Grand Rapids, in the volume of business transacted, in the personnel of those who manage affairs.

Twenty years ago the National City was the only bank in the city that occupied its own building. Today the National City, Old National, Fourth National, Peoples and Commercial Savings are home owners. The Kent State owns the old home of the Kent and occupies it as a branch, and the Kent State and the Commercial own some of their suburban branches.

What lesson does the history of twenty years, as given in figures, convey to the present generation as to the future? The lesson is one of faith in Grand Rapids, confidence in its destiny. The city's growth in the score of years covered has not been of the boom order. There has been nothing of the mushroom about it. The growth may not have been so rapid as some may have desired, but it has been strong and steady, and if in times of National disaster there have been setbacks Grand Rapids has recovered and gone on to still higher levels. The panic of 1907, which had hit many other towns, touched this city but lightly and the effects have already passed and the city will enter upon a new year with the prospect of a growth and expansion that will dwarf all former periods of prosperity. And the new growth will be on the solid foundations that have been laid in the past twenty years of careful, prudent management and progress.

#### There Are Others.

A big-hearted Irish politician in a Western city had just left a theater one night when he was approached by a beggar, who said:

"Heaven bless your bright, benevolent face! A little charity, sir, for a poor cripple."

The politician gave the man some coins, saying:

"And how are you crippled, old man?"

"Financially, sir," answered the beggar, as he made off.

#### A Simile.

"What a beautiful sight it is, Mrs. Bates, to see your two little boys always together!" the summer boarder exclaimed, in an ecstasy, on the approach of Bobby and Tommy Bates, hand in hand. "Such brotherly love is as rare as it is exquisite."

Mrs. Bates nodded in pleased assent. "I tell Ezry," she said, "that they're as inseparable as a pair of pants."

#### All That Was Left of It.

First Autoist—Is that the same automobile you bought this spring?

Second Autoist—All except the body and three wheels.

#### Is Street Railway Co. Included in the Merger?

A year ago the common stock of the Grand Rapids Railway Company was quoted around 65 or 70; it had been below 60. To-day it is held at 114, at which figure sales were made last week. This stock has been paying 4 per cent. What has caused it to almost double in market value within less than a year? Why has it bounded to a level that would be respectable for a 7 per cent. stock? Nobody in this town seems to know. The directors of the company declare they know of no reason for the sudden and big jump, neither in the earnings nor in the dividend prospects, and that they are sincere in their protestations may be taken for granted from the fact that there has been no buying in of the stock in their behalf.

The Grand Rapids stock for some reason never has been dealt in very extensively in Grand Rapids. The holdings here never have been large. In Columbus, Ohio, however, this stock has been a strong favorite and Columbus has been so much of a trading center in it that the quotations are made there. Columbus has been putting up the price, but why Columbus should be doing so is not apparent—at least not in Grand Rapids.

At the last annual meeting of the Grand Rapids Railway Company, it is stated, a couple of the Columbus brokers were present, representing the stock holdings there. They are said to have expressed themselves as highly pleased with the showing made in the annual report, but could not understand why Grand Rapids investors did not buy more freely of the stock. Very soon after this the quotations began to go up. The movement was slow at first, a point or two at a time, but after passing 80 it jumped rapidly to 90, then to par and beyond, and now it is around 114. This rise was accelerated last mid-summer by rumors of a proposed merger of the E. W. Clark & Co. and the Hodenpyl, Walbridge & Co. interests in Michigan. These big financial houses during the summer merged their interests in Illinois and Indiana, at Springfield, Peoria, Rockford and Evansville, and rumors of a similar merger in Michigan were given plausibility and strength by certain transactions in Michigan Light, Flint Gas, Cadillac Water and Power and Saginaw Railway and Gas. The rumors, however, all came from Columbus. The directors of the Grand Rapids company knew nothing of any contemplated deal and know nothing of it to-day. Enquiries of E. W. Clarke & Co. and of Hodenpyl, Walbridge & Co., who certainly ought to know if anything is doing, have failed to bring confirmation of the Columbus stories. Columbus, of course, may know more about what is going on than the Grand Rapids directors, E. W. Clarke & Co. and Hodenpyl, Walbridge & Co. all combined, but from all accounts Grand Rapids capitalists are showing no zeal in accepting the tips that come from the Ohio town. In fact, it is stated that some Grand Rapids men very

well informed in financial matters, who bought when the stock was in the 80s and low 90s, have since quietly and unostentatiously taken their profits.

It is pretty well understood that a merger plan is under consideration affecting various gas and electric properties in the State, and it is quite within the possibilities that Grand Rapids Railway would be a desirable property to put into any combination that may be made. The Columbus crowd, however, seem to have acquired the notion that the Grand Rapids company is absolutely essential to the undertaking and to have put up the quotations accordingly. It remains to be seen how much of a success they make of it.

In financial circles nearly every man has a favorite expression when deals are under consideration, especially when the deals involve the sale of stocks or securities. "Better be sorry you sold than sorry you didn't" is the way J. Boyd Pantlind puts it. Wm. H. Anderson under similar circumstances would say, "Better be sick before than after." Anton G. Hodenpyl used to say when quotations showed a good margin of profits and there was doubt as to the future, "Let the other fellow make a little something," and then he would unload. Another expression heard in financial circles is, "A man never goes broke taking profits."

The thing that worries some saints is that God seems to be doing things without consulting them.

#### A Bear Story.

"Have you ever heard the story of 'Algy and the Bear?'" asked a boy of his father. "It's very short:

"Algy met a bear.  
The bear was bulgy.  
The bulge was Algy."

#### The Latest Divorce.

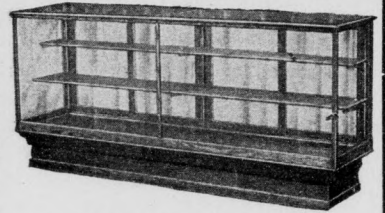
"Parker and his wife have separated."

"What are the terms?"

"They each get their cook for six months."

It is better to help one lame dog than to waste all your powers talking about loving everybody.

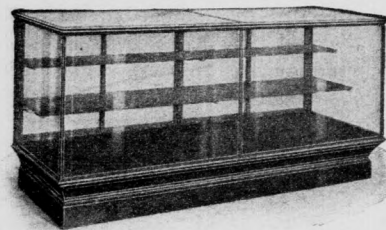
Much so-called religious effort is an attempt to make others feel as bad as we do.



**Wilmarth**  
THE CASE WITH A CONSCIENCE  
**SHOW CASES**

Our new catalogue, just out, gives complete information regarding our line of show cases. You should have a copy.

**WILMARTH SHOW CASE CO.**  
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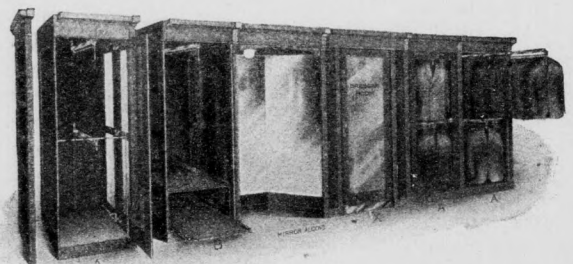
## Prompt Deliveries

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

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

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

Let us figure with you for one case or an outfit



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

### Are We Becoming Slaves of Convention?

"Well," the young man said to his companion in the car seat in front of me the other day, "you see, it was hardly worth while making trouble about. It didn't hurt me any—I just passed it up and let it go."

I don't know what the circumstance was, or when, or where. But from the attitude of the young man's friend and the earnestness with which he spoke I gained the impression that this young man who had avoided "a scene" somewhere had done so either from lack of courage or through a mistaken sense of what his man's duty was under the circumstances. For judging by appearances his companion was of gentle breeding and good taste, and it could not be mistaken that this companion was disturbed at the confessed inaction of his friend. And, between the two men, my judgment would have backed up the man in protest as being the better, saner judge of the circumstance, whatever it might have been.

Often the thought has come to me that under modern conditions we are becoming slaves of the conventions to a dangerous degree—to a degree dangerous to that spirit out of which this republic was born and assumed a power among the nations of the world.

Our children in the public schools are taught reverence for the fighting spirit of 1776, out of which came the Declaration of Independence. Heroes of 1812 are pointed out for hero worship. Statues have been molded of those men who in the dark days of the civil war fought and died for the preservation of the United States of America. Memorial day, Flag day, the Fourth of July—these are national holidays set apart for reverencing those men who fought to kill in defense of their rights and their liberties.

But it may be a sad day for little Johnny Smith when, insulted openly and willfully by little Willie Jones on the school playground, Johnny strikes out from the shoulder and punishes the offender. Little Johnny discovers suddenly that not only is it "not nice to fight," but the wrong of it is pressed home to him in a punishment that to his young mind is more than a repetition of the original offense. In the exaggerated wrong committed by Johnny little Willie escapes even reprimand for having willfully precipitated the whole trouble!

If this condition were applicable only to the primary grades in school its dangers would be largely insignificant. But all through the school course and on into young Smith's everyday contact with a civilized world Smith finds the same seemingly popular opinion prevailing. He has to learn—in spite of his schooling in hero worship of history—that only the courts of law may give him redress for individual insult and wrong. And to get this redress he must pay money for the "privilege."

My young friend in the car seat in front of me the other day unmistakably was a post-graduate of this community teaching. He had suffered ir-

ritation, or perhaps obloquy, at the hands of a fellow citizen, but, in deference to a conventional untruth that always must be untrue, had let it all pass except the bitterness which had been left in his heart.

Look at the position of this young man as the offended, outraged party to a wrong, whatever that wrong might have been. To have been wronged at all that other party to the circumstance must have been in the wrong. But in some one of the many guises of the conventions conventionality had made it impossible for the wronged young man to resent the wrong. He decided that it wasn't worth while.

But was it? Don't be in a hurry to answer, even if you love peace as you love mother or daughter. The situation is complex beyond these original first parties; it may extend illimitably and involve tens of thousands. This is the menace of the thing.

Whatever this personal wrong done by one man toward another, the fact that this wrong is passed without demand for an accounting always must be considered as an implied invitation to its repetition. That willful, knowing imposition of any kind where the man in the wrong "gets away with it" inevitably is a stimulus to another attempt of the kind. In proportion as this person goes on "getting away with it" he is still more encouraged to do wrong. Where shall it stop? What shall stop it?

Manslaughter has stopped many of these offenders—and the murder has been done by the conventional weak ones who, perhaps, year after year, have been lending them assurance and abetting them in a policy that in the end provoked murder.

I am sorry that I have forgotten the name of a wise, just judge in Chicago who a few years ago lent unexpected wisdom and common sense to this point I am trying to emphasize. One man had caused the arrest of another man on the charge of assault. The assault had been a knockdown blow administered by the defendant. But the testimony brought out the fact that the plaintiff had called defendant a liar.

"Discharged!" said the court. "That man who calls his fellow man a liar already has struck the first blow."

This may not be good law—I can't say, for I don't know. But I do know that it is wisdom and justice and conducive to the best citizenship if it might be carried out past hope of a higher court's reversing the finding. No man-made law can ever contradict the truth and justice of that judge's finding. That man called "liar" may have lied. He may have been a convicted perjurer in times past. But "liar" is an ugly word—graveyards have been filled with corpses of men who have been calling out "liar" in public places. If the word be a blow in Chicago, it is a pistol shot or the thrust of a knife in other sections of the map.

Law or the conventions equally are misleading when they assume to relieve a man of personal accountability for his words and his actions. Noth-

ing in conventional life is more misleading in this direction of anarchy than is the man who fails in some measure to exact this accountability from his fellows. That young man in the car seat the other morning may have helped his offending fellow man on toward his death simply by deciding that "it wasn't worth while" to resent the offense.

"I called him, good and plenty!"

You have heard the expression, often, perhaps. It is a colloquialism—slang, if you will—but I like the phrase. I like the character of the man who expresses the statement earnestly and honestly. He is a worker for community peace that would be peace, and lasting, if only every honest, earnest man worked with him.

John A. Howland.

#### What Every Liar Knows.

That he has lots of competition.

That an unconscious liar deserves no credit.

That lying by the name of diplomacy smells no sweeter.

That most people do not care much for the truth anyway.

That artistic lying is an accomplishment not to be despised.

That the most important part of lying is to know when to tell the truth.

It may be pleasant to sit in the lap of luxury, but consider how it hurts to be tumbled out.

No duties are better done than those we do without thinking of duty.

**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.

## Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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

50 Years  
the People's  
Choice.



For the  
Laundry.

**DOUBLE  
STRENGTH.**

Sold in  
Sifting Top  
Boxes.

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

It goes twice  
as far as other  
Blues.

**Sawyer-Crystal Blue Co.**

88 Broad Street,

**BOSTON - - MASS.**

## Klingman's

### Summer and Cottage Furniture: An Inviting Exposition

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

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

**Klingman's Sample Furniture Co.**

Ionia, Fountain and Division Sts.

Entrance to retail store 76 N. Ionia St.

## WILLS

Making your will is often delayed.

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

Executor  
Agent

**The Michigan Trust Co.**

Grand Rapids, Mich.

Trustee  
Guardian

## NEW CHRISTMAS STOCK.

## Have It Ready To Show Before Advertising It.

Written for the Tradesman.

The merchant was angry. When the advertising solicitor entered his private office he looked as if he could bite his head off.

"Whenever I have anything I want to conceal from the buying public, hereafter, I'll advertise it in your paper."

He snapped out the words and whirled back to his desk.

"What's up?"

The solicitor was used to such greetings, so he merely stood waiting for a chance to identify the grouch.

"Your paper doesn't bring results," was the indignant reply.

"Perhaps it isn't the fault of the paper," suggested the other. "Tell me about it and I'll see that you get fair treatment."

"Through your urging," replied the merchant, "I have been advertising early holiday goods, inviting buyers to come in and make their purchases before the rush. You fellows of the press are always advocating something of the sort."

"That's right," grinned the solicitor. "Half the time we have to do the thinking for our advertisers. What about this early shopping business?"

"I haven't taken in money enough from the advertising to pay the publicity bills. That is a nice showing for your paper, isn't it?"

"Are you sure it is the fault of the paper?"

"You wrote most of the copy and your paper printed the advertising," rapped out the dealer. "If it not the fault of your establishment, whose fault is it?"

"I can't answer that question, not right off the block," replied the solicitor, "but I will answer it in a day or two if you'll give me a chance."

"What sort of a chance do you want?"

"Oh, I'd like to have the advertisement go in again, and—"

"Of course! No more expense in that line for me!"

"I'll run it free of charge and then come in here and hang about for a day or two. Suppose you give me a job straightening out stock?"

"You must think there's something wrong in the store?"

"I don't think anything about it. I know there is. I'll run the advertisement in the morning and show up for my job early. Is that right?"

"Go ahead!" grunted the merchant. "Only don't butt in. That is, don't interfere with the clerks."

"I'll be the humblest little old porter in town!" promised the solicitor.

The merchant turned back to his desk. His business was worth \$10,000 a year to the newspaper and he had an idea that the solicitor wasn't doing anything extraordinary in giving him a \$100 advertisement free, and also giving him a couple of days of his time, worth \$8 a day to himself and a good deal more than that to his paper at that time of the year. However, the owner of the pa-

per and the solicitor were satisfied with the arrangement and the next morning found the big advertisement in the paper and the solicitor on hand at the store early.

At 9 o'clock the store was fairly well filled with people. The solicitor stood by the front door watching. One thing he noticed that surprised him: Those going out were not carrying any bundles away with them. Unless they were having their goods delivered, they were not buying. If they were not buying he wanted to know why, so he stationed himself behind a stack of goods near the door and listened. Two well-dressed ladies, on their way out, empty-handed, stopped within a yard of where he stood.

"It is a shame," one of them was saying. "This is the second time I've been here to look for holiday goods, and the second time I've been disappointed. I'm not coming here again."

"I didn't find what I wanted, either," said the other.

"Was it advertised?"

"Indeed it was."

"That's the trouble!" complained the other. "These merchants advertise that their holiday stock is complete and invite us in, when they haven't half the goods on hand they will have the second week in December. I don't see why they do it."

"Perhaps they want to work off their old stock."

"Oh, I don't think that is the reason. I believe they mean to be fair with their customers, but they don't realize what they are doing when they invite us in here to buy holiday goods and then hand out a lot of stuff that has been on the shelves all the season. I'd look nice going in there now and buying toys, for instance. Why, there isn't a new thing there and there won't be a new thing until about the week before Christmas. If I couldn't get my stock in early, I wouldn't advertise it early."

"I know that some of them can't get all they want in early," said the other, "for the manufacturers are over-crowded just before the holidays. All the very new things are usually late in coming in."

"Then they shouldn't advertise that they are as well stocked now as they will be the day before Christmas," was the reply. "I've wasted a whole morning here, and I'm so provoked that I feel as if I should never come here again."

The advertising solicitor did not believe that the merchant was a man to advertise goods he did not have. He was wise enough to know better than that. He could not address the ladies himself, but he wanted to know more about the incident, so he asked a bright young clerk who had often seen him there to go to the ladies and ask what it was they wanted. The clerk knew there was something up and went with a smile.

"Why," said the elder lady, in answer to the clerk, "I want something in the line of fancy leather goods for Christmas presents. We've got a sort of craze on up at our house about leather goods. We want hand-

bags, purses, card-cases, diaries and

# Karo

*The Syrup of Purity and Wholesomeness.*

Unequaled for table use and cooking—fine for griddle cakes—dandy for candy. Now more favorably known than ever before. Everybody wants the delicate, charming flavor found only in Karo, the choicest of all food sweets.



Extensive advertising campaign now running assures a continued demand and will keep your stock moving.

Ready sales—good profits. Write your nearest jobber.

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

## Baker's Cocoanut

MEANS THE BEST PREPARED COCOANUT FROM THE VERY CHOICEST SELECTED NUTS

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

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

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

Send to us for particulars regarding all our packages

**The Franklin Baker Co.**

700 N. Delaware Ave.

Philadelphia, Pa.

a whole lot of real nice articles in silver and leather, or gold and leather. Oh, it is of no use to go back to the department again. The new designs are not in."

"And you advertised them, too!" complained the other lady.

"Then we've got them," said the clerk. "We don't advertise things we haven't got. Will you give me a chance to prove this to you?"

"It is a forenoon gone, anyway," said the elder lady, "and we may as well go back and see. Anyway, this clerk is entitled to something, after coming to us when we were going away disappointed and provoked."

They went back to the place where articles of the kind desired were sold and the clerk asked for them. "Why, I don't know," drawled the clerk in charge, "I don't think we've got any of the new kind, not the new metal monogram kind. I've heard we were going to have them this season, but they're not in yet."

"They were advertised," insisted one of the ladies.

"Oh, you said that when you were here before," said the clerk, drawing out her words and standing lifelessly behind the counter. "I'm sure they haven't come in during the last ten minutes. I'm not so sure they were advertised."

"Don't you read the advertising concerning your department?" asked the younger lady.

"I haven't time to read all the advertising this firm does."

The clerk was getting impatient. The solicitor could stand it no longer. "Look here," he said to the ladies, "I'm from the Record, and the paper is being blamed for not bringing results. We advertised these goods this morning and brought you ladies here to buy them. Now, let us find out where the trouble is. Are you sure you haven't the goods?" turning to the clerk.

"I don't know what affair it is of yours," with a snarl, "but I'll answer the question for the hundredth time to-day. I haven't got the goods."

"When you had the first call for them this morning why didn't you ask the floorwalker or the manager about them?"

"Don't get fresh now," snapped the girl, who had a meat ticket out in a new land who was building up a home for her.

The solicitor asked the ladies to remain a moment and went to the merchant's room, where he was greeted with a look which was not at all loving. The young man only smiled and informed the dealer that he had caught the rat and invited him out to the leather department to see it. The clerk wilted when she saw them coming.

"The goods asked for have been in a week," said the merchant, after the matter had been explained to him. "The manager brought me the prices when the advertisement was written. Now, I wonder how many women have been coming here for goods that have not yet been unpacked, although advertised?"

"Find out before you blame the advertising mediums," advised the solicitor.

It took the merchant all day to find out what he wanted to know about unpacked goods being advertised and shoppers turned away when the articles they asked for were in the store. He found that the manager had only about half his holiday stock out. He (the manager) explained that he was busy and thought there would be plenty of time.

What the merchant said to him is not on record. The man had cost the firm a good many hundred dollars, and also the good will of a large number of people who wanted to do their holiday shopping early.

In that establishment now every clerk is required to read every advertisement the firm issues, and if goods are not in sight as advertised to ask for them. Every article advertised for the holiday trade is out in sight and when customers are invited in to shop early, buyers know that the goods are there. Wake up your clerks and get the goods ready for show if you ask your patrons to come in and buy early. It will pay.

Alfred B. Tozer.

#### Little Questions in Economy.

There is something material and which will cost you money that you have been needing around the house or the shop or the office.

Yesterday, for example, you may have kicked yourself three times when the need of the thing again was impressed upon you and you had to make shift to do a piece of work with three or four other mixed and clumsy appliances. You recall that once, about a year ago, and another time, about three years before that you were up against the same difficulty—and still you hadn't sense enough to buy the equipment for the work. You call yourself a fool!

But after all have you been foolish?

In all these years you may have been trying to save something and put it aside to a savings account. Or in all these years you may have been hard pressed to make even a decent living and come out square with the world at the end of the year. Under these circumstances, especially, you'll have to study a little before you decide that you really are a fool.

Only three times in four years have you had occasion to use the equipment that would have accomplished the work easily. Suppose that mechanical appliance—had you bought it four years ago—had cost you \$2 to \$4 cash. Put the average of cost at \$3. That would mean that for four years you would have been without \$3 and without the compounding interest at 3 per cent.—approximately an additional 37 cents for those four years. But, even more than this, the appliance for which you paid \$3 would have been lying around idle and probably depreciating in value \$2 if ever you should wish to sell it.

Thus at the time you were sorest at yourself for not having bought the thing four years ago, actually if you'd had the thing it would have cost \$5.37 if you had bought it.

Now the point comes in: How much was your time worth in making shift to effect these bits of work over the time that would have been neces-

sary if you had been "out" the \$5.37 and had the advantage of the appliance? Was that extra time actually worth \$5.37? Probably you made the repairs in a satisfactory manner. The job was well done, only you would have liked the exactly provided tools for that particular piece of work. You were irritated merely for the reason that you knew of that special appliance for doing that particular work and you "hadn't sense enough to have got it long ago."

But, reading this, were you a fool? Are you going to buy the thing tomorrow morning when it may be a year or three years before you need it again? I have left it up to you to decide.

John A. Howland.

#### Don't Knock.

A few days ago we heard a merchant talking to a customer. He was telling the customer how mean a man his competitor is, and what low and underhand tricks he plays. The customer nodded sympathetically and said, "Ain't that too bad?" and "Just so," right along in the right places. When he got away finally he was joined by his wife and they departed from the store together. We followed them out and heard the wife remark, "What kept you so long?" "Oh," replied the sympathetic man, "Smith was telling me how hard hit he was by Jones across the street there. He is a knocker, all right, Smith is. If he can't keep up with the procession he ought to fall out. I hate a man that's always whining." The merchant really thought he was

getting sympathy, when all the time he was building up an unpleasant reputation.

A bad imitation of wickedness is better than the real thing.

#### H. LEONARD & SONS

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

#### 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

## "Morgan" Sweet Cider

For Thirty-three Years  
The Best Brand Made in Michigan  
It Is Best by Every Test  
The First Requisite for Christmas

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.

WRONG KIND OF PUSH.

Cheek Sends Its Victim Down the Ladder.

There is a difference between push and shove in the world of business. Push is an intelligent effort to advance rapidly because advancement is earned; shove is an offensive, ill-directed effort to advance rapidly regardless of whether the advancement is merited or not. It probably is better described by the word "cheek," although "four-flushing" also is quite expressive. Push eventually gains the desired end, although at times it may seem long in coming. Cheek sometimes seems to gain the desired end in a relatively short period of time, but eventually it proves the stumbling block that sends its victim down the ladder again.

Nearly every one knows of living examples of these two classes of workers. Here are some:

James Jones, nicknamed "Bud" from his earliest youth, developed a bad attack of cheek before his school days were over. If he did not originate a thing he insisted upon having some of the credit for doing so and his persistence usually gained him a prominent part in carrying out the plan. Nothing was too personal, in Bud's eyes, to prevent him from "butting in."

Bud possessed an inordinate desire to succeed, success to him meaning nothing but the making of money by the wholesale. He possessed in addition an overwhelming sense of his ability to "make good." No man is

wholly bad, and the best point in Bud's makeup was his unceasing energy. The weakest point was his inability properly to direct that energy.

When his school days were over he secured employment on a daily newspaper as a cub reporter. The second day the city editor decided that cheek was being wasted in the effort to make a reporter of him. Cheek is sometimes required in reportorial work, but on most occasions it is a detriment, and Bud did not give any signs of possessing the diplomacy that a good reporter is frequently called upon to exercise.

So the city editor transferred Bud to the photographic department, as the staff photographer's assistant. The photographer protested, saying that Bud knew nothing of the work. The city editor replied that while this might be true, he would find Bud a valuable aid, nevertheless. Bud admitted he didn't know everything about photography—he had never taken a picture nor developed a plate—but intimated strongly that it would not be long before he knew it all.

"It's the place for you," the city editor said, finally. "It's the place where you'll be frequently called upon to make use of your monumental cheek. If you are sent out to get a photograph of the woman in a sensational breach of promise suit and she objects, I think you will take special pleasure in lying in wait and snapping her as she leaves the court house." Bud smiled, delighted at the compliment. "In fact, the editor continued, "I believe you would not

hesitate to ask her to change her position so the picture she did not want you to take would be easier for you to take."

Bud's smile broadened. He felt proud of himself. He felt that his ability was being recognized and he determined that he would live up to the editor's expectations. Outside the office Bud followed unswervingly the course that had been mapped out. He never considered any one's personal likes or dislikes as having any bearing upon his work; he never considered any home private if he could get into it when he wanted to photograph some one on the inside. He shoved himself through public gatherings, through crowds on the streets, through private parties and receptions, making himself obnoxious, but bringing back the pictures the editor had asked him to get.

Inside the office Bud was just as shoveful. No conference on any subject was safe from interruption when he was in the room. He advised the head of the art department how to plan and execute the work in that department. He told the city editor and the managing editor what pictures they ought to publish and how large to make them. If the illustration of the paper was not the subject under discussion, Bud did not consider himself barred for that reason. He took it upon himself to advise the editors what stories they ought to print, how much space to give to them and on what pages to publish them.

When the city editor or the man-

aging editor told him to shut up, that he didn't know anything about it, Bud grinned and continued to talk. He thought they were just joking. In the course of time he succeeded in getting himself thoroughly disliked throughout the office, from copy boys to the editor in chief. The only reason the city editor retained him on the staff was because he had been so successful in "getting" difficult photographs. In time the editor took to asking Bud to do "stunts" just to see if he would do them and frequently he sent Bud out on an assignment that he never would have thought of asking another man to take.

Practically all newspaper work is done in an impersonal way, but few men are able to make unfeeling machines of themselves on all occasions. Bud seemed so strongly entrenched behind his cheek as never to have a thought of anything or any person except in so far as they could be utilized by him, and to have such a tremendous sense of his own importance that he was absolutely convinced that everything he did was right because he did it.

Bud "stuck to it" for three years, becoming in that time a fair photographer and shoving himself up with a persistence that was discouraging to those who didn't want him to get up higher because they knew he did not belong there. Finally Bud was given charge of the photographic department and he bought a larger hat forthwith. To hear him talk outside the office one would imagine that he was at least the editor in chief if

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.

Four Points

of the

Square Deal Policy

BEST SELLER ON THE MARKET



PROFITS SURE AND CONTINUOUS

W. K. Kellogg

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

Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.

not the owner. To hear him talk inside the office one would be tempted to wonder whether he was the confidential adviser and personal representative of the owner or an escaped sanitarium patient.

Bud was being paid \$50 a week by the paper and earning half as much more by outside work. He swelled a little more, if that were possible, with pride as he contemplated the results of his less than four years' work.

"I tell you," he explained with a patronizing air to a cub reporter, "the only way to get anything is to go after it. If you don't know how to do a thing, bluff it through. Put up a front. That's what I did—and look at me!"

Then Bud's harvest began to come in. A great social event was under way, in which all the big and little "society" people were interested. It was a big story for the newspaper, and photographs of the women in the costumes they would wear were especially desired. The city editor sent Bud out to get Mrs. Brown, frequently referred to as the city's society leader, to pose for him in the gown she would wear at the entertainment. But returned a few hours later and reported that he had been refused entrance to the house.

"We must have that picture," the city editor said curtly.

"I'll try it again," Bud replied, crestfallen. "I couldn't get my foot inside the door, though, or I'd have taken a picture of the drawing room."

The editor reached Mrs. Brown by telephone and explained what he wanted, without referring to Bud's fruitless effort.

"Why, certainly," Mrs. Brown answered sweetly, "I'll be glad to let you have the picture."

"Then I'll send up my photographer this afternoon."

"You mean the one who was here to-day?" The editor answered in the affirmative and Mrs. Brown replied, "No, he can not enter my house. If you can send up a gentleman I'll be glad to let him take the picture. Bu-

I would ask you please not to send that man to my house any more. He will not be admitted"

Bud did not hear her words and the city editor did not repeat them, merely saying curtly: "Send Billy up to get the picture. She'll pose for him."

Billy was Bud's assistant, a far better photographer, but without Bud's cheek.

The same experience followed attempts to get posed costume photographs of several other society women with whom the paper wished to keep on friendly terms; and at each time the city editor's directions to Bud grew shorter and sharper.

The entertainment was scarcely off the boards before a wedding between an heiress and a rich young man was announced. The paper had no photograph of her, except in a group, taken several years before, and Bud was sent to get a picture of her in her home. He returned without it. The city editor received the same explanation over the telephone. The girl's mother would not permit Bud to enter her house again.

In the course of another month the city editor discovered that Bud had given his paper a bad name in so many of the homes of the well-to-do class that the situation was alarming. He didn't doubt but that the same condition existed wherever Bud had gone. He sent for Bud.

"See here," he said sternly, "you've got us in a deuce of a fix. Maybe I'm partly to blame, but I'll not err that way any more. Billy will take charge of the photograph department. If he wants to keep you he can, but you're not to do anything you're not told to do."

Bud objected, protested—and resigned. He shoved his way into the rival newspaper, secured a position and was again shoving his way up to the top in a few months. His experience in this office was like his first, only the tale was told sooner. From there he went to the third office and then to the fourth. When he was discharged from the fourth, be-

cause his offensive cheek had by this time rendered him almost valueless and practically unendurable, he was too well known to secure a similar position elsewhere in the city.

After vainly making the rounds something hit him. It was an idea—the idea that perhaps his method was not exactly the right one and that it might be a good thing for him to try to change it. He found himself where he had started four years before.

Billy, in the meantime, had gradually worked toward his goal and had resigned from the newspaper and gone into business for himself. His quiet, steady efficiency had taken him far beyond the highest point that Bud had been able to reach by his shoving tactics.

The other story has to do with an officer in a bank: Frederick Temple became a messenger when he was 16 years old. Fred was a quiet, steady, reliable, painstaking boy, who always tried to do the best he could. For fifteen years he toiled faithfully day by day without being anything more than a book-keeper. At times he wondered if his work was unappreciated, or if his efforts to do better work were unsuccessful, but he did not protest nor complain and did not quit trying.

About this time two bank examiners were at work in the presence of Temple, and one said to the other:

"You remember the set of books I was telling you about? Well, here they are."

They looked over Temple's books and the second one said:

"Temple, your books are just like a set of engravings. In all my experience I've never seen their equal."

The President eight or ten days later, when considering the question of vacations, called Temple in.

"Mr. Temple," said the President, "when Mr. X. (the receiving teller) goes on his vacation you can take his desk, I believe?"

The book-keeper said he could and the President added, "And Mr. R.'s desk when he goes?"

Temple said he could. R. was the paying teller.

"And Mr. T.'s desk after that?" the President persisted.

"Yes."

"And then Mr. V.'s?"

"Yes."

"You can do the work at any desk in the bank—am I right?"

"Yes, I can," Temple answered confidently, although modestly.

"You're a valuable man, Mr. Temple. We need such men as you are."

It was not many months before Temple was filling a responsible executive position. He had pushed himself up by the merit of his work.

Philip R. Kella.

#### The Letter of Recommendation.

A great many people taboo the letter of recommendation as worthless in getting a position, but the average business man regards it as a pretty good sign whether the applicant for a job is worthy of a trial or not.

The record is important. People are judged in the future greatly by what they have done in the past. Many men of affairs will not hire an office boy who can not show a clean record for his short career in the world.

The worker who leaves the employ of a firm without securing a letter is foolish; the letter is the best indication that you are idle not because of any fault of your own but on account of conditions, whereas, if one asks for a job empty handed, the prospective employer wonders why you are now out of work, and regards your own explanation as that of an interested party.

Recommendations should be prized and kept safely from year to year, providing one changes the place of employment. It is better not to have to get letters. People who remain in the same job for years are usually better off in every way.

It is easier to do good across the street than next door.

Saints are never seen by searching in mirrors.

**TRADESMAN COMPANY**

**DESIGNERS-ENGRAVERS-PRINTERS**

**GRAND RAPIDS**

CUTS OF QUALITY

CUTS OF QUALITY



### CHRISTMAS HANDKERCHIEFS.

#### Increasing Their Sale by Personal Correspondence.

Written for the Tradesman.

The need of handkerchiefs is like the poor in that we "have it with us" all the year round.

That need is not restricted to one country, to one store, to one county, to one city, to one hamlet, to one household. It is experienced by every individual throughout the world and the quantity and quality of possible customers are inexhaustible.

So, then, don't be afraid to bid for Christmas patronage.

Commence this bid by reaching out among those people whose faces are seldom seen in your place of business—your competitors' customers, if you please.

State the attractions of your line in plain, convincing terms. Talk to folks as if you were advancing your arguments face to face. Think carefully of all the good things you can say about handkerchiefs. Don't talk about them in a desultory, haphazard fashion, but in a way as if you believed thoroughly in what you had to sell and wanted others to have that same favorable estimate.

In seeking customers in new pastures forget not the old ones—those friends true and tried who have, through the years, stuck by you almost with the tenacity of a brother—anyway as closely as would a cousin.

Weeks and weeks before the 25th of December the proprietor of a country store, or even a small city store, should send personal letters to every Tom, Dick and Harry—or rather to Mesdames Tom, Dick and Harry—extolling the merits of the various sorts of handkerchiefs he carries. I should qualify this advice by the suggestion that the proprietor of a dry goods or general store in not too large a place should send out personal letters to such persons as would be likely to prove valuable customers should he succeed in securing them on his list of "regulars." Of course, in a small town there are many people whom it is quite undesirable to have dealings with. These should be given the strict go-by and the efforts for new trade be confined to those who would be likely to prove good pay.

You might say—and with seeming speciousness:

"But what a pile of bother for the owner of a store to put himself to in order to gain new patrons! Why not have those letters printed in ordinary type or, better yet, in typewriting type, which latter has been brought to such an excellent imitation of the

genuine article as really to 'deceive the very elect?'"

Because a personal business letter written by the hand of the sender has all the charm to the recipient that has a letter to a friend when penned by the one who composed it. People like the real thing always in preference to a make-believe.

In getting up this style of letters don't make them too long. "A few words fitly spoken" should be kept well in mind in the arrangement.

I said, a while ago, that it is wise to think up all the graceful things possible about the handkerchief line, but you need not say all these to one party. Rather make a long series of letters, so as not to send the same ones to any particular locality. Women have a characteristic way of comparing notes that would not be quite pleasant for your prospect of securing new customers. If the letters in a special section are all different it is much more probable that he will make a good and lasting impression on those whom he is seeking to influence.

This idea of a merchant's own handwriting being resorted to in order to get people coming his way is well worth trying out. It gives the receiver the feeling that his patronage is considered, to say the least, worthy of solicitation by the merchant and his vanity is thereby tickled. We are none of us so free from this foible that we don't care what people think of us.

Not only the handkerchief department can be helped on by such a procedure, but any others in your establishment could gain thereby.

Jo Thurber.

#### Points To Remember.

Better sell a customer too little than too much. The man who buys too little will call back for more. The man you oversell may never come back.

Just remember that people may think of the price while they are making the purchase, but they think of the quality when they are using the goods. Sell the highest possible quality every time.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once won't give you a second chance.

Greet every customer as soon as he comes in. If you can not wait on him at once, at least find out if possible what he wants so as not to keep him waiting needlessly.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth

while to take chances, but never with your reputation.

#### For the Sake of Good Sales.

Crowds can not be avoided during the Christmas buying season and nobody wants to have these crowds keep away; but for the sake of their good humor and comfort, and for the sake of the good humor and the comparative comfort of the clerks, we want the congestion broken up, if that is a possible thing. If on one day the sales of a certain article swamp one table or one counter, on the following day devote two tables or two counters to the popular items, for we must break up that unnecessary congestion.—Playthings.

The wastes of love bring greater riches than the wisdom of greed.

No amusement can be healthy that does not give us a better heart for living.

Some men can't make good even with free raw material.

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.

## Hurry Up Orders

Now is the time you want goods in a hurry. Telephone or mail in your orders for Handkerchiefs, Mufflers, Ties, Suspenders, Xmas Bells, Perfumes, Fancy Boxes, Fancy Towels, Dresser Scarfs, Rugs, Etc.

We Fill Orders Promptly

## P. Steketee & Sons

Wholesale Dry Goods

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 HEART ATTITUDE.

## It Is Worth a Great Deal To the Employer.

Within the past month the writer has taken a swing around the commercial circle, visited a great number of large and small towns, particularly the industrial communities, merely to learn what people are thinking about and what effect their thoughts are having on their actions, and as the farmers say in the spring of the year when the sun shines bright and warm: "Things is lookin' fine!"

The health of general conditions first manifests itself in very small things.

For instance, out of a large number of small towns visited there was no hotel in which the bed was not perfectly comfortable and the meals were not palatable. This is the first of the favorable indications after a mental review of the whole trip.

It is true that some of the buildings were old, likewise much of the furnishings, but good thick coats of honest paint and varnish had covered the pessimism of but a few years ago. Yes, and the liberal use of the broom, soap and the scrubbing brush indicates that the fountain head of the pessimism no longer exists. There are honesty and efficiency in these small institutions in every department; fundamental desires to give the patrons their money's worth—they seem to demand your good will as well as your money.

It might be that the contrast of getting a simple meal in a country hotel for fifty cents is over-pleasing after paying nine dollars for a meal in a city swell dump with fancy smelling drugs and booze in your soup and meat sauces.

One landlord in a little town up in New York State has a large number of round tables in his dining room seating six guests each. The most fatherly looking among the guests are placed at the heads of these to do the carving, and all the people at a table are introduced by the landlord or his wife.

Even the big hotels seem to be gradually realizing the value of courtesy. It is by no means general as yet, but it is coming. Nearly all hotel clerks seem to have quit looking over your head, snapping their fingers and hissing at bell boys while you ask them a question, and this alone is a long step, in advance.

At the Sinton Hotel, Cincinnati, they have a young man on the front entrance who opens and closes the door as if the handle and hinges were perfectly good, and the way he says "Good morning" to the guests as they go out and "Good Evening" as they come in at night is a positive work of art. It makes you feel as if you were leaving or coming home.

If this fellow does not get a good salary he ought to. He is the first and last point of contact with the patrons of that particular business. If he is not getting a good salary somebody will grab him and pay it to him.

A point of contact is a very im-

portant thing in any business. A wagon driver is frequently a very raw fellow. Brought up among horses, dogs, curry combs and things, yet in a lot of businesses he is the only point of contact with the patron. Groceries and laundries and others with large delivery systems are beginning to see this and put a better class of men on their wagons.

In many large hotels there is a tendency to re-establish the old Southern landlord manner of hospitality. They are employing social managers—not a man to go about in a dress suit among the swell diners, but one who confines himself to the lobby, makes acquaintances and introduces the patrons. For instance, this social manager will walk up to two guests seated near together. He will introduce them, get them in conversation, step out gracefully to two more men in another part of the lobby. He does not operate in the bar room to any extent and drinks water when he does. He is simply a promoter of a friendly spirit in his institution.

In large hotels this position has been created to offset the lack of individual attention which has grown. For instance, you might as well say that you are stopping in Philadelphia as to say you are stopping at the Bellevue-Stratford of that city, so far as any individual attention you get. Giving you a room when you register and taking your money when you check out is just as perfunctory as a car conductor taking your fare.

All the large hotels in the big cities are beginning to realize the value of a conservative commercial patronage rather than that of alleged millionaires and sports.

Hotel men say that with a commercial trade they are sure of their money in the morning when they go to bed at night.

They say that it is hard to judge whom to trust in any other class; that those of speculative tendencies may spend money like drunken sailors today and be broke to-morrow.

The Waldorf-Astoria, New York, has lost enough in bad checks and accounts in its life to have furnished it.

We all judge tendencies by little things, and even including the music in hotels during the dinner hour things are getting better. There is less brass in the orchestra—less noise and more real music. The programmes are better. There is less of saloon time, the bestial in musical expression. Even the mechanical harps and pianos with nickel in the slot attachments in the bar rooms of hotels play a better class of music over that of a few years ago. They include the standard overtures and the popular things by Schumann, Chopin, Wagner and Massenet. You can hear Schumann-Heink, Sembrich or Caruso on perfectly operating phonographs with real orchestral accompaniments in almost any big hotel during the dinner hour.

Who says art is not becoming democratic?

If you don't believe that art is democratic, look at some of the print-

ed matter in the way of booklets and catalogues that come in to every office almost every day. The decorative illustrations on some of these are far better than could be found in the exclusion of the rich man's home a few years ago.

It all means that the men of splendid artistic ability and training are going into printing and engraving establishments and are making a scientific commercial application of their art rather than confining their efforts to a few.

People get what they desire, whether it is art, music or other things in other relations.

When people choose better it is a sure sign that they are better.

Speaking of the point of contact, the writer on this trip observed that there is a tendency in a number of industrial establishments he visited to make a point of contact between the employer and the employed.

For instance, in going through the Dunkirk, New York, plant of the American Locomotive Company, one of the department heads personally knew more than 15 per cent. of 3,000 men employed there. He even stopped and talked to many of them and about in the same spirit as a merchant going among the trade at his store.

It just shows that manufacturers are trying to find some way of taking the place of the old lumber pile dinner spirit of years ago.

In the Herring-Hall-Marvin Safe Co.'s plant at Hamilton, Ohio, they have cut Saturday afternoon off the working time of the men, but they did not cut it off the pay roll. Theoretically, this has cost thousands of dollars, but they say that the production of the plant has not been reduced.

All this simply indicates that men can produce the same amount in less time if they want to do so.

A man can do as much in eight hours as in ten if it is his heart's desire.

It is just simply another illustration of the fact that all industrial problems that go to make labor conditions are in reality a question of the heart rather than of the intellect.

It is the heart that puts the intellect into action for good or evil or more work or less work.

We all have brain enough and brawn enough, but what we lack is heart.

All these workings to cross purposes, all the lack of co-operation are due to the heart rather than the intellect.

Suppose that each man in a big plant idles away ten minutes an hour, which is a low estimate; or suppose he does not do each hour one-sixth of what he is easily capable of doing; and suppose that the average wage scale in that plant is 20 cents per hour and they work nine hours. If they have 500 men working 300 days, this means that the lack of desire, the lack of effort or heart, just as you have a mind to call it, has cost that concern \$45,000 per year!

Employers are beginning to learn

that the heart attitude of the employed is worth much in dollars and cents.

Kind words will never die.

Continued effort is by compensating effort.

David Gibson.

## 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**  
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**Bedford Cords**  
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These goods are all selected in the very latest coloring, including

**Plain Black**  
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**Regimental Khaki**  
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Write us for samples.

**THE**  
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**GRAND RAPIDS, MICH.**

The Tradesman Company  
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ILLUSTRATIONS OF ALL KINDS  
STATIONERY & CATALOGUE PRINTING  
**GRAND RAPIDS, MICHIGAN.**

## A GOOD SCHOOL.

## Relation of the School and of the Citizen.

Thirteenth Paper.

Last week I spoke of the authority of the school as derived from the community, of which the school is the expression in educational matters. I used the word school rather than teacher because I wished to insist upon the effect of the school as a whole—building, course of study, school traditions and habits, etc., as well as the teachers. And so the word community rather than citizen, because I count that there is such a thing as community consciousness and community spirit; but the community is an abstraction; the school is an abstraction, and abstractions are likely to roll off the mind somewhat as water rolls off the back of a duck. To-day let us say you and I instead of community and school.

At the beginning of this series of articles I placed the object of the series in some utility which I fancied they might have to citizens in their efforts to be of service to public education. I know that there are many men and women all over the State, often very busy and burdened men and women, who are desirous of being of use to the schools and especially to the schools as an agency for helping young people. I know this for I am often addressed orally and by letter to this tenor. But for its length and pretentiousness I might have headed the series Notes for a Citizens' Manual of Public Education. Now, the citizen, when spoken to about his school, may say something like this: "Yes, I am greatly interested in our school and would like to do something for it, but what can I do? We have a school board endowed by law with plenary power to make such a school as they choose. Can I do anything more than to assist in getting a good school board?" That surely is something—it is much—but you can do vastly more. There is no human institution that can safely be left to run and regulate itself any more than an incubator or a milking machine can. There are plenty of automatic mechanisms and contrivances in these days, but I do not know of one that does not need a human touch somewhere; least of all the public school.

In general we all can do something toward manufacturing or organizing public sentiment in favor of a good school. We will find some people who have never thought much about public education. Any mention of the school suggests nothing but school taxes, always exorbitant. This is a good point of departure. Any tax is exorbitant unless you get something for it. We are putting a lot of money into the schools. Are we getting our money's worth for it? If not, why not? No plea is needed, only an attitude of fair-mindedness instead of the usual humorous, critical, sneering or hopeless attitude. We all care more for the children of the community than for anything else on earth and it is reasonable that people should be interested in the schools as

having a very real relation to the efficiency and happiness of the children. But usually public opinion needs rather to be organized than manufactured; that is, turned strongly and with enthusiasm toward some one issue. The man who can act with other people and can get other people to act together is the rarely useful citizen.

In the second place we can see to it that the schools are really deserving of the confidence reposed in them. Teachers have many and unguessed temptations. Not only to a fussy indolence, to pedantry and precisianism, but to a surrender of the main issue in school life—the constant stimulation, side by side, of those great motives, interest and duty, among the pupils of the school. Now, as I tried to say last week, there is nothing that can keep a teacher up to her work, and sometimes even make it easy and delightful, like a sense of the presence of a consenting community confederate with her in this work. There is One who sits beside the teacher through the day as a delightful companion, giving poise, serenity and strength, the Spirit of a Community where every man, woman and child wishes her well. Now, let us fortify this sense of help by our personal assurances and suggestions. But the particular point of this paragraph is, Fortify also your own power of resistance to those temptations that are peculiarly those of a teacher. See to it that your principal is a full man, the teacher of your child a complete woman. I do not suppose that any community will ever take a pedagogue for its patron saint or "A Good School" for its Civic Cry, but it can have a school that everybody will respect. After all, the main source of authority is internal; we can see to it that the school possesses it in the character of its teachers. But a word about the teacher, as the main fact in school life, farther on.

And may I not urge again that the primary school and the primary teacher deserve as much attention and honor as the secondary teacher. Education, where school life is continuous, is usually made or marred before the age of 15. Some time ago I thought it important to say that the honors and emoluments of primary teaching should not be inferior to those of secondary teaching, partly on account of its great importance and partly because it is as difficult and demands as high a degree of education as more advanced work. There is no department of the public school that has as great interest for me as the high school, and yet it has long been apparent to me that high school is at present waiting on primary education. I do not mean to say that primary teaching in our State is poor teaching. Not so; it is excellent. I had the pleasure of hearing twice last summer from different university professors the very true statement that primary teaching is at present superior to high school teaching, and high school teaching superior to university teaching; but both these men meant superior as teaching. In its effect and result it may be, I think us-

ually is, inferior; and this simply because of the attitude of the community, shared in an intenser form by the young people. I do not believe that this important matter will be made right until college graduates in some numbers find it honorable and lucrative, as they did years ago, to engage in primary work. And this not because a college graduate is certain to be a superior teacher, but because she will possess the power and authority springing from a universal regard for one who has had college experience; a regard which is amply justified and which will continue until the college diploma comes to be sought as a commercial asset rather than as an evidence of culture. At any rate we can see that the primary teacher has a chance; that superior work is recognized, and that she is not overwhelmed by a multitude of pupils and classes such as one would never think of assigning to a high school teacher.

We can recognize and commend scholarship—good ordinary school work faithfully done. It is true that in strictness the work of neither school nor college comes up to that standard that is technically called scholarship, a term which is reserved for a departure from illiteracy somewhat beyond the collegiate grade; but this quality of work, conscientious and accurate, can be noticed and commended even in the primary and secondary schools. Are not we Americans in danger of despising scholarship? The usual reply to this complaint is that we always despised scholarship while pretending to honor it, but that now we are more honest and no longer keep up the pretense. Such books as Owen Wister's *Philosophy Four* shows the usual feeling concerning that studious habit of mind which is the only path to scholarship. And this is peculiarly true of education in its lower stages. It is a great pity that our young people should grow up in families and communities where there is little respect for sound learning—I mean little outward respect—but, instead, a jocular or mildly sneering attitude; praise for the evasion rather than for the performance of intellectual tasks not immediately gainful. This is, of course, a part of that great revulsion from hypocrisy which characterizes the last quarter of the past century, and which has gone from the hatred of pretense to the hatred of those virtues which people used to assume. Goodness of all sorts has to run the gauntlet of the funny man and the phrasemaker. There are saints in these days, but to gain any recognition they must be profane and wear the devil's livery. What boy dares own to being studious and obedient? Years ago when I was Superintendent of Schools in Grand Rapids a boy was sent to me for especial attention who had always been celebrated for good conduct. I made it the main point in my appeal that he was acting out of character and that he must find it hard work. "Well," he said, "they won't call me Old C.'s pet any more," naming his principal. Have we not rather over-

done the punishment of the prig, the chastening of the paragon? Ostentation of goodness is no longer under a ban, but goodness itself. This inverted morality is at present a real menace to good manners and good morals. Indeed, it is a form of hypocrisy, and I am not sure but the worst form. Edwin A. Strong.

## Telephones Aids To Weather Bureau.

Telephones are handmaids to the weather bureau. Diligent efforts have been made on the part of the bureau to increase the distribution of weather forecasts, and the principal part of this work has been directed toward the dissemination of forecasts through the medium of the telephone companies, and they have responded almost unanimously to the invitation to cooperate for the benefit of their subscribers. During the year several states of the Middle West and on the Pacific slope were canvassed and, as a result a large number of telephone companies in those states are now cooperating with the bureau in this important work.

One of the largest telephone companies operating in the Southern States, which has heretofore declined to take up the work of distribution, has fallen into line and is now giving its subscribers the benefit of the daily forecasts through a large number of exchanges, particularly in Mississippi and Tennessee. In the Middle West the telephone is largely used for transmitting forecasts, and the weather information is much appreciated. The officials of the companies state that the number of calls that come into "central" daily for weather reports is surprising. They say that it is an advantage to them to have the opportunity of distributing the information free, as this aids in securing more subscribers. Some officials are enthusiastic in their commendation.

Early in the morning in the central telephone stations of the grain countries the calls come in to know what the weather man says. The farmers' lines are kept busy answering these calls until nearly noon. So insistent is the demand for this news that many of the companies send out a general call for all subscribers at 9 o'clock and read the bulletins. Most of the telephone companies publish in some prominent place in their directories this notice: "Subscribers of this company may obtain the daily forecasts and special warnings of the weather bureau of the United States Department of Agriculture from their respective exchanges after 11 a. m., Eastern time." These forecasts usually cover the thirty-six hour period, ending at 8 p. m. of the following day.

## Reasoning by Inference.

Teacher—Tommy, when was Rome built?

Tommy—In the night.

Teacher—How came you to make such a mistake?

Tommy—Well, you said yesterday that Rome wasn't built in a day.

Believing the best of a man will in most instances incite him to do his best.

# How Hard Their Lot Who Neither Won Nor Lost

(James Beattie)

IT is easy to believe in what one desires. The easiest person to deceive is one's own self. Experience is the only real reflector of right and wrong. Put the results obtained on "Viking" brands for some of the most successful clothing concerns in the country before you in plain, cold figures, and you will then believe in



**"Flossy" and  
"Graduate"**

Styles for Young Men and

**"Viking" and  
"Viking System"**

For Boys and Little Fellows.

May we send you sample swatches, charges prepaid? Send the coupon.

BECKER, MAYER & CO., Manufacturers of Young Men's and Little Fellows' Clothing, Chicago.

Sign and Mail This at Once

Please send sample swatches, charges prepaid, of such goods before which I have marked X.

- The complete line Young Men's, Boys' and Children's Suits, etc.
- Young Men's Suits.
- Boys' Knee Pants Suits, ages 6 to 16.
- Little Fellows Suits, ages 2½ to 8.
- Little Fellows' Top Coats, ages 3 to 8.
- Pants Line } Odd Knee Pants  
                          } Long Trousers

Kindly mark an X in square before line or lines you desire samples of.

Name \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_

Please write your name and address plainly and in proper space, so that it can be easily read.

(Michigan Tradesman)

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

## DELIGHTS OF THE TABLE.

## Americans Too Often Addicted To Gluttony.

Is America becoming a land of sensualists and gluttons whose only joys lie in the delights of the table and the appeasement of the animal cravings?

The present high rate of living, the riotous surfeiting in costly dishes, the waste that follows in the wake of partial consumption, the increase of drunkenness as proven by statistics, especially among the wealthy classes, and notably in the case of women, all go to give an affirmative answer to the question.

The gourmards of Rome with their epicurean tables tolled the death knell of the mighty empire. They waxed, bloated and became powerless, the vigor of their abstemious ancestors forsook their loins and so they tottered to defeat and ruin.

Gluttony is sapping the vitality of Americans. Lucullian feasts are hourly spread in the homes of the rich, while the tables of restaurants, cafes and hotels groan with delicacies, luxuries and vintages brought from the four corners of earth. It is not uncommon for a society leader to give a banquet at which the floral decorations alone cost from \$10,000 to \$50,000. Every day in New York City men give dinners to their friends and acquaintances costing thousands upon thousands of dollars.

When these Americans go to London, Paris, Berlin and other lively centers they paint those cities red with the lurid glow of their extravagance, making the foreigners gape at their prodigality. The costliest wines of Italy, France, Spain and the Rhineland flow along the tables in streams of liquid fire. Plutus presides and Bacchus is in his element.

Is America eating and drinking itself to death as Rome did? Will gluttony enervate and sap its vital energies and dull its brain? Will it strip the brow of fair America of the diadem of nationhood? The men who placed the diadem there were men of abstaining habits and austere lives. They denied, rather than indulged, they kept down the animal in them for the sake of the spiritual, they conquered the flesh and as a consequence they were able to conquer their enemies. They were men of

mind and soul, not of palate and stomach.

In every age of the world's progress the men and women who benefited it the most, who fought and won and crowned their lives with success, were those of frugal tastes and simple habits.

The great decisive battles of history were fought by leaders who denied themselves the pleasures of the table and cup. Alexander, Hannibal and Caesar were men of temperate lives. Napoleon could go days without food and without sleep amid the roar of cannons. His conqueror, the iron duke, was a weazened little Irishman who scarcely ever indulged in a glass of wine. The great victories of England were not gained by her roast-beef sons. It was the Irish soldiers of England's army, sprung from a race fed on potatoes and salt, that enabled John Bull to plant the union jack from the rising of the sun to the going down of the same. Only for the Irish his roast-beef stomach would have gone back on him during the Boer War.

Those Boers were something like the Irish. They never had a chance for gourmandizing and when the time came they gave an excellent account of themselves.

In our own wars it was the hardy mountaineers from Kentucky and the fastnesses of Virginia, the plainsmen of the West and the farmers' boys of the East, inured to hardships and privations, who made the bravest stand and did the most effective work.

Of all the dominant nations Americans are the shortest lived. They burn the candle at both ends and in the middle.

The nations of greatest longevity lived the simple life. No people, except the Quakers, can lay claim to a longer span of existence than the Jews. Moses inculcated a dietetic regime and established rules of health which have stood them in good stead for over 3,000 years. His great ideal of a bountiful land was a land "flowing with milk and honey." Milk and honey! Easily obtained and no bother in the preparation.

To a great extent the Jews at present still follow the simple fare of their ancestors. They like milk and they like honey. When they can not get these or when they desire a va-

riety they partake of simple vegetables, fruits, nuts, grains and herbs. Flesh meat for the most part they eschew, the flesh of the swine being tabooed.

The old Egyptians were a simple living people, for the most part existing on fruits and herbs. They believed that all diseases arose from too much indulgence in any kind of food, therefore they were accustomed to fast three days every month.

The modern Egyptians of the working classes subsist chiefly on corn, lentils, beans, onions and dates, and it is well known that they are remarkable for their muscular strength.

Perhaps the hardest people on the face of the earth to-day are the Russian peasants. They eat nothing but milk, black bread and leeks and toil from eighteen to twenty hours a day on their barren, unproductive farms. Their strength is enormous; with a single blow of the fist one of them can fell an ox. They live to a great age. Count Tolstoi is a striking example of this simple life and dietetic regulation.

A mutton fed, beef fed, beer drinking messenger in one of our American cities could not cover a distance of six blocks without panting and puffing like a superannuated steam engine brought into play again.

The American will deny his stomach nothing that money can buy. He sends to the remotest corners of the earth for delicacies to tickle his palate. To-day in some of the restaurants of New York you can order a kangaroo steak from the far land of Australia. Yet these steaks are dry, insipid, cold storage and a long ocean voyage can not improve them, but then they are a novelty in New York, and, of course, that accounts for their demand.

Perhaps to a great extent the body destroying, brain weakening gourmandizing of the American is due to the fact that his country is so big and so adaptable to the productions of other lands that it can produce almost anything the heart of man can desire. Within its confines can be found the productions of torrid, temperate and frigid zones. Tea can be grown in the Southern States with as delicate an aroma and flavor as that imported from China and Ceylon.

The best rice in the world is

grown in South Carolina, the best grapes come from North Carolina. From both these States also come the best figs. Other imported fruits that thrive luxuriantly on our soil are olives, prunes, oranges, pineapples and pomegranates. The orange groves of Florida now excel either those of Spain or Sicily.

The banana has also been introduced and soon the Yankee palate will be tickled with a real ripe banana. As it is, the fruit has to be picked when quite green, as it will not bear exportation otherwise.

A luscious new fruit, the prickly pear, without its tangs, has already been cultivated from the cactus.

In the South are groves of bamboo, the tender shoots of which are counted a great delicacy at our morning tables. The Japanese "giwa," or plum, is also abundantly grown in the South. In a short time it is expected that all the fruits of the Orient will be grown in American gardens.

As regards flesh, fish and fowl, America can supply herself and the world besides. Animals and birds from every land under the sun have been acclimated and fish of all waters introduced into our lakes, streams and the ocean flowing around the coast.

Yes, we are a great nation, we have almost everything we want and what we have not we have the money to buy. To paraphrase an old British doggerel:

"We surely want the best,

We can afford it, too;

We've got the men, we've got the ships,

And we've got the money, too."

Let us go on singing, but let us take care that we are not chanting the notes of the swan song that herald approaching dissolution.

Madison C. Peters.

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



### Experienced Advice Young Man's Need.

That young man who is beginning to try to find himself in the world's work should try to understand the conditions which must affect him. Youth is exuberant because of its youth. Its ambition may be exaggerated from the same source of youth and inexperience. It may sweat and groan under those most natural and unexpected circumstances which appear on their face to be discouragements which prompt giving up a position or even giving up to the despair of a lifelong idleness and inertia.

"If they don't do this and that," exclaims the young man, "I'll quit the place! That is not the only house in the world; the world is wide! I can get a position anywhere—and I'll do it if I have to."

One may admire this speech, coming from the manly man of experience. He chooses to be a man first and circumstances that circumscribe his manhood are intolerable—provided he decides this in a temperate manner after careful consideration of everything bearing on his experience. He may do as he sees fit. But with the young man?

The whole aspect of the case may be altered dangerously, beyond the recall often of this young man who has taken hasty judgment that is foolish.

At no time in his life is the young man more in need of wise, careful counsel than (1) in the choice of his life work, and (2) in the directing influence of an older, wiser experience after that work begins.

No matter what the character of the young man, this wiser influence always is one of his chief assets as a beginner. If it is wise counsel and the young man is sane enough to invite it and listen to it, he may be saved some costly mistakes, active and passive in character.

Impetuosity is characteristic of youth, where animal spirits in the young man are encouraged by an active, healthy, physical frame. Just as he does not wish to be beaten in a game of athletics and is blocked by the impediments of his fellows, so he is likely to chafe under those real or fancied impediments which he encounters in his business apprenticeship. And many of these hurdles which the modern young man feels are in his way are impediments of his own fancy, encouraged often by the academic preachings of inexperienced men who have more knowledge of the high spots of business history than they have of the dead levels of business life of the present.

Assuming that somewhere in the beginning of the young man's work, filled with optimism as to the progress his energies and ambitions seemingly should bring him and at once, this young man fails to realize good results. Something impedes him discouragingly. Impetuous, he feels the desire to jump over the traces. Will he jump?

Here at this interrogation comes the importance of sage counsel, familiar with the bare, bald facts of the

situation under which the young man is groaning. Are these facts sufficient to justify that young man's discouragement and his contemplated move into some new position, or into some new field where he must take the chances of the applicant knocking at the doors of potential employers? If the facts are not sufficient, judged by experience and common sense, how important that this young man should have this counsel of wisdom! How important that he should invite that counsel of the best within his reach!

But, unfortunately for the young man of the nervous type, he is likely to bring home to his parents or to his friends of everyday intercourse these first stories of his "wrongs." Too often his father and mother are his champions in the matter. Parental fondness, quite as often as the inexperience of youth, exceeds the bounds of good judgment. Perhaps more than the son, the parents out of inexperience exaggerate these "wrongs," and the young man makes his disgruntled move. In the end it may prove to have been a good move, but in the beginning it may have been born of foolishness. Chance may prove to be happily kind, but judgment in the move is not proved.

There are thousands of young men in the ranks of the world's workers unfitted by nature and by training to move strongly and ambitiously to a fixed goal. Civilization so far has been unable to exist without the laborer in the trench and the servant in the kitchen. But even these are not uninterested in that pointed question, "To move or not to move?"

No labor union, of whatever degree of skilled or unskilled measure, attempts organization without its advisory officers and council. Perhaps no organization of the kind ever moved or failed to move without enquiry of these constituted advisers. In the wisdom of the union labor organization's directors lies that organization's strength. That organization stands or falls or sinks into impotency, accordingly as it moves or decides not to move, wisely or foolishly. Can the young man ask higher practical example of the fact that this same necessity for wise counsel applies to himself strongly, and still stronger in proportion as he works inexperienced of the world and alone?

That point which I would press home to the young man is, "Keep cool and have your measure taken by some one who knows more than yourself."

You don't know how much better the young man whom you succeeded did that work which you are doing. You don't know how much more magnetic in personality he was; how much more versatile he was in capacity. Or if you do know, and recognize that in one year, in the same house with you, he advanced three places up, while at the end of two years you are where that young man started, what does it prove? That you, for some reason, are lacking?

At least, in any situation approaching this, try to get a line on yourself, bravely and in wisdom. Find out

where you are weak; your strength will take care of itself.

John A. Howland.

### Frosty.

Stranger—Isn't there to be a lecture here to-night?

Doorkeeper—Yes. Dr. Facum, the great Arctic explorer.

Stranger—Why, it's late. Hasn't he begun yet?

Doorkeeper—No; he's downstairs kicking to the janitor because the temperature is only 65 degrees.

You will not be able to rest in Heaven if you practice resting here.

Never judge a man's kicking ability by the size of his feet.

### Hot Graham Muffins

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

### Wizard Graham Flour

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

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Grand Rapids, Mich.

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Taking off more of the low grade does it

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### Woman's Power Over Man Greatly Overrated.

There are few things which more generally are overrated than the influence which women exert over men. That it is great none can deny. That in many cases it has changed the destiny of men, the fate of nations, is matter of history. Nevertheless it is not universal, neither is it allpowerful, nor yet can it be depended upon as sure to exist, still less to endure the vicissitudes of time and circumstance.

The woman who marries a man, fondly imagining that by means of his love for her she will be able to mold him according to her own ideas, makes, in 99,999 times out of 100,000, a great and often a disastrous mistake. For one thing, the man must be wholly and devotedly in love with a woman to be ready to follow her lead, to submit without demur to all her caprices, to dance as she pipes. Still less is one likely to bend his will to hers. It safely may be granted that men will do much for the women whom they love, especially if the doing march with the man's own humor. History abounds with instances of men who have sold their gods and their honor for a woman's kiss, and most, of not all of them, lived to repent the sale. No woman ever yet ruled a man's soul except by holding unworthy sway over unworthy passions. Comparatively few women are possessed of hypnotic power over even the men who are in love with them, and usually a man who not only can be subdued but dominated by feminine influence is of too unstable a quality to retain the impression in its strength when the controlling presence is removed.

Tradition and custom since the beginning of time have prescribed that the man shall be the head of the family. It was part of the doom pronounced upon Eve and her daughters that, "Thy desire shall be to thy husband and he shall rule over thee," and ever since in the vast majority of cases, excepting during the period of courtship, and often then, it has been the woman who has striven harder to please the man, who has sought to mold herself according to his ideal, to conform to his standard in all things. Rudyard Kipling says: "Men speak the truth as they understand it, women as they think men would like to understand it; then they all act lies which would deceive Solomon, and the result is a heart-rending muddle which half a dozen plain, open words would put straight."

"As the husband is the wife is." Of course, there are exceptions, but in

the main there never was truer word spoken. A wife bears her husband's name, she takes his place in society, and in everything, unless she be far more than uncommon, his future gives color and shape to hers. Undoubtedly a good wife will do a man good and not evil all the days of her life, yet there are times when the good seems powerless; the world is full of women who deserve to be ranked with the noble army of martyrs; women whose good deeds, whose saintly acts of self-sacrifice, are to all human vision merely as precious pearls cast before swine.

It is a sorrowful truth that it is far and away easier to influence most men and many women for evil than for good. It is easier to soil than to cleanse, to cast down than to lift up. A touch will suffice to start a boulder crashing on its journey downhill, where the united efforts of many men and oxen may not avail to drag it up the steep incline. To swim with the current is easy in fact and figure, calling for no force of character nor muscle, but to stem the tide and make headway against it demands skill and endurance. In like manner it is difficult, often an impossible undertaking, to influence any one, man or woman, in a direction contrary to his or her desires, while on the other

hand it is an ingratiating task, which brings full meed of popularity, to persuade people to do that to which they are strongly inclined.

Among the pungent aphorisms in a clever brochure recently published, "About Men, Women and Fools," is this:

"Never marry a man to reform him. Reform him first and then don't marry him."

Which is worldly wisdom of the highest degree. Even when a man is upright and honorable in the sight of all other men, needing no reform in the ordinary acceptation of the term, but is middle aged and, as the saying goes, "set in his ways," with all his habits formed, it is an undertaking of temerity upon the part of a young woman to marry him with belief in her own ability to change him to suit her ideas. The probability is that he will expect her to conform to standards already fixed and unchangeable, and incompatibility of the most obstinate variety is likely to ensue. For this reason, if none other, it is advisable that young women should marry young men. In such case not only are they more apt to agree in the beginning but they become educated together in the same ideas and are much more likely to be adaptable to each other as time goes on.

People who have any serious wish to alter each other would be much more sensible not to marry, since admiration for and satisfaction on the part of each with each form no small factors in the sum of marital happiness. The love which does not approve thoroughly of its object is at best a qualified affection and carries in itself the seeds of its own decay. Faultfinding love seldom is a blessing to itself or apt to prove a blessing to its object.

Dorothy Dix.

### The Art of Making Good.

Written for the Tradesman.

A lady entered the cloak department of a leading dry goods store, quietly speaking a few words to the attendant, who in this instance happened to be the proprietor himself.

As he finished with the customer at hand he turned to her.

"Will you wait on this lady first?" was her enquiry, referring to me.

"No," he replied; "what is it?"

She then called his attention to the fact that the elegant silk coat she wore was cutting off at the bottom. He examined it a minute, and then attributed the cause to the fact that it was "too long" and she was "kicking it out."

"But this is not kicked out," she replied, showing him other places in various parts with the mysterious break. "I like the coat," she said, in low and gentle tone. "I like it too well to see it all falling to pieces. You wouldn't like that, either, if you were in my place."

Again the merchant paused as though to find some apology. "It looks as if it had been cut," he ventured; "that looks like a smooth cut, as with some sharp instrument."

"Yes, but I did not cut it," was the reply.

"I did not mean that," was the awkward reply, "but it does look as if it had been cut there. See!"

"Yes, and here, and here. I always had satisfaction here before. I don't like to see this coat all going to pieces."

"I think it is too long. By hemming it shorter, I think it will be all right."

"I left it to your own specialist in re-fitting. I supposed she knew the proper length to fix it." And with evident doubt in her manner as to this being a solution of the trouble,

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**HAND SAPOLIO**

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the lady was finally forced to the one alternative. "Well," she said, with a disappointed look, "I'll come in tomorrow, and wear another wrap, so that I can leave this for the repairs."

"All right," was the reply. "I think it will be all right if hemmed up shorter; and if it isn't, I'll make it right," this last promise being spoken in a low and indistinct tone.

To an observer the woman was a thorough lady, one not given to professional fault-finding; she did not wish to attract public notice; yet she did feel that such a high-priced garment should not literally fall to pieces after a very few times' wearing it.

This the merchant acknowledged; yet not until he had seemingly exhausted every excuse and creep-out for the telltale breaks in the silk did he suggest any possible reparation in case the to her evidently doubtful experiment of re-hemming failed. How much better to have assured her on the start that she had made a purchase which should have proved serviceable; that if it was really defective, just recompense would be made. Then the experiment could have been tried. She would have felt that there were at least sincerity and a desire to give value for value.

As the matter was managed, not being a mind reader, I can not say for a certainty what she thought; and she was too much of a lady to fully express herself. But really what could others think? There was but one impression given—that of doubt. The art of making good is a most necessary one in holding old friends and in making new ones.

Bessie L. Putnam.

#### Dreamer the One Who Understands Life.

It is said by travelers that the inert, brutish folk of parts uncivilized chant their work songs in order to dissipate their lethargy. They find it almost as hard to begin to work as it is for us to cease. Yet even at this early point in their industrial evolution they evidently are possessed by the same notion of the desirability of labor that burdens us and eggs us on to toilsome and marvelous achievement.

For we take our exertions with the utmost and zealous earnestness and are bound that they all shall count for something. Everything we do must make for our profit. By our success our literature, our thought, is attuned to an habitual contemplation of the feats of the great and of our own aims and possibilities. We are shown how to use and develop our forces, in particular the control and culture of mental power. Every act is to be carefully calculated to contribute its utmost toward the supreme goal. Each thought is to be sharply defined, forcefully projected in a premeditated direction toward the fulfillment of substantial ambitions.

Dream we no more. Of what use is a dream? How can it pay? How further our life work? How promote a career? What social rank or business position or money will it make us?

Let us ask "Mary Jane's Pa" in the play or some other idling adept who hears and follows the sweet, siren call of "wanderlust" and knows the way to Fairyland. It is hard to furnish evidence for things unseen to our crass minds. And if any one can do it, these lotus eaters can. For them work is a joke and dreaming a fine art. The only things they take seriously are "Arabian Nights" and castles in the air. Or if they descend to such arduous processes as we name work, they exercise in the spirit of Oscar Wilde, who said he did not mind how hard he labored so long as his efforts did not amount to anything. Their only ambition is to make nothing of themselves.

This is more than most of us can achieve gracefully. We all insist upon being independent, busy, prosperous, upon having houses, clothes, position, worldly esteem. Oh, for a Spanish vagabond to show us how to be a happy tramp and gentleman, cultivated, penniless, leisured and picturesque.

We insist upon being alert, energetic, wide awake to opportunity, which, we declare grimly, knocks but once at our door and then leaves us to that sorriest of fates, indigent obscurity. And we forget the happy valley where blissfully dreams the ragged slumberer. We say the Lord helps those who help themselves. But the waiter on Providence knows how the manna falls from Heaven on those that are without bread.

And he knows how the ravens come to feed those that live roofless all alone under the trees.

He can teach us in many ways when we are minded to listen. He can warn us not only of the folly of being fleeced in the stock market but also of striving and straining to make an honest living as we moderns interpret that ancient phrase of fastening ourselves to a house and affairs, of consecrating ourselves to a career instead of footing it the wide world over and getting acquainted with the birds and wood nymphs, and flowers and elves and water sprites, and sailing off in wonderful airships into the Land of Prester John. He can preach us long sermons on the lilies of the field that neither toil nor spin yet are arrayed more gorgeously than Solomon in all his glory.

But we are like the old fashioned priggish botanists who elaborately pressed dead leaves and blossoms on their Latin lettered papers. And they naively supposed that they thereby knew more of flower life than was known to the genial homely old folk who dwelt lifelong among the growing green things of meadow, swamp and forest and talked with these green things, fondled them, put them to sleep, gave them to drink, attended at the birth of all of their offspring and watched and guided the careers of their children and grandchildren after they were gone.

All the heart that is dried out of our gilded mechanisms of existence the lotus eater and slumberer keeps pulsing and pure. While we are gaining the whole world he knows that somehow he is saving his soul.

Ada May Krecker.

#### Tired Person Sure To Be Cross.

In these days of ten minutes a day reading, or half hour studying societies, how many women make it a point to spend certain minutes in rest to improve their nerves and their beauty?

Good health is vastly more important than intellectuality.

What comfort to its possessor, or to any one else, is the most brilliant mind which lives in a weary, wornout, worried, nervous body?

Sheer weariness and mental exhaustion cause a lot more trouble in the world than they get blamed for.

A rested person is a pleasant person, while a tired person is always sure to be cross.

Many a business failure, many a family wrangle, has been caused by tired, over-strained nerves.

It is natural—and perfectly right—for a woman always to consider her personal appearance of great importance.

This fact should be remembered, particularly by those who are always a little over-tired and never look well. Their faces assume a doleful, can't-pay-the-rent air and often take on the expression of a toothache victim. Wrinkles, dull eyes and sallow complexion follow in natural succession.

It is an easy enough matter to take creases out of a Sunday go to meetin' frock, but to erase tucks, accordion plaits and turkey tracks from one's face is quite another matter.

Would you keep your fresh complexion, plumpness and bright eyes?

Then learn how to rest properly.

Do not insist that change of occupation is rest. There is no greater delusion.

It is nothing of the kind.

It simply varies the kind of fatigue—adds another, different in location.

To acquire perfect rest settle yourself in a corner, arrange your feet, fix your arms, settle yourself so that you are comfortable from head to foot.

Sit this way for five minutes motionless.

Don't cough, don't move, don't do anything but take long, chest developing, easy breaths and close your eyes or leave them open. It does not matter, but don't move.

At the end of five minutes you will feel much rested.

If possible take these rest treatments two or three times a day. At any rate, force yourself to take the treatment at least once every day. You will be surprised at the amount of good it will accomplish for you.

The nervous girl who feels inclined to scream if the door bangs or any one drops a fork; the girl who feels "jumpy" all the time, who is not in the least cross, although all her family think her a demon of crossness, and who can not help being irritable, needs to let go for a while and practice the home made rest cure.

What she really needs is ten minutes of absolute relaxation at least once a day in a quiet, darkened room.

She is simply overworked and run down—a victim of nerves.

Few people realize that mental

YOU, Mr. Retailer,

are not in business for your health.

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

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

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.

The answer is: Become a Sealshipt Agent.

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

The Sealshipt  
Oyster System, Inc.

South Norwalk

Connecticut



work is more exhausting than physical work. You can not convince them that a book-keeper works harder than a laundress. And yet, as a matter of fact, it is true that mental work is much more nerve racking than muscular work.

If it is one of your nervous days, when you feel like flying out of a window from sheer irritability, stand erect, hands clasped in front of you, head bowed, having expelled all the breath from the lungs.

Now slowly lift the head and shoulders until the head is erect, and while inhaling deeply through the nostrils center the thought upon perfect peace.

This exercise will not only reduce a double chin, but, furthermore, in a few minutes the nervous feeling will surely subside. You will have accomplished this by a combination of mental and physical work called psycho-physical culture, which is quite the fad of the hour.

Lift the corners of your lips and observe what a pleasant expression you will wear. You can not afford to go around with your griefs displayed to an unsympathetic world, you know, which has heart griefs of its own.

Don't cough, don't talk loudly. Don't hum and don't whine. And don't talk too much.

There is probably no other channel into which so much lost nerve force goes as the silly, simpering, nerve racking, incessant talking habit.

Don't be affected. It's an awful waste of energy. And while you may succeed in impressing a person here and there, the game is not worth it.

The woman who goes along and takes things as they come, checking her impulses against discussion or argument and positively refusing to be flurried, comes out at the end of the day a cheerful philosopher, a delightful friend and a pleasant picture to look upon.

In short, she has mastered the art of perfect rest.

The rest cure is beneficial to all, but is particularly helpful to the tired business woman.

With these facts safely stowed away in her head the business woman can soon learn to take the rest cure. Pretty soon the habit will become strong and she will slip into it whenever she has a breathing spell.

Just try it for a few weeks and see if it isn't so.

Mary Eleanor O'Donnell.

#### Philosophy of Business Girl.

When the young woman entering upon a business career awakens to the fact that this earth and the life manifested and expressed in our daily actions is the keynote of the whole melody of existence, then will she know that the Golden Rule applies even in the simplicity of an application for a position, in the mere inclination of the head, or in the faintest suggestion of a smile when words are unnecessary, or perhaps wholly out of place.

Then, too, she may discover the principle of perfect freedom of conscience and opinion, and permit her neighbor sister "addresser," typist or

stenographer the blessed privilege of expressing her ideas of "life, death and that vast forever," as is so desired.

She may possibly discover that her employer or the man who is engaging her services may know something of business and its perplexities, which she need not trouble herself to unfold to him, even before the engagement has been decided upon.

When the young woman discerns the fact that several other of her associates are quite as well informed upon some subjects as herself, then she may be prepared to be a success in her sphere.

Superfluous words and actions, as well as "puffs" and "cheap jewelry," so often referred to, and unkindly perhaps, retard progress and stay success when it would seem that it really is deserved.

"How am I to make a success of my work?"

Why is it at all necessary to ask the question when there can be but one correct answer?

Learn to do something, to do it, not to shirk a part of it, and to do it as it should be done. That seems about all the sternest of business men desire of young women in their offices. As to manners, that may be quite another thing, but it seems as if while one is busy doing her appointed duty there is no time for even the slightest hesitation as to "what is right" and "what should be done."

When the young woman realizes that "life is real," that experience and success only mean development of one's own highest powers, that this can only be the first real duty to one's self and to humanity, that our work here and the manner in which it is done merely are the foundation of the sphere occupied in a futurity, that "as ye sow, so shall ye reap" applies to the business world as well as the social element of existence, then, perhaps, "conditions" will not be so difficult, times will not be so hard and we shall not find so much opposition from the opposite sex, perhaps nor so many complaints of incompetence and instability.

When this conception gets hold of the mind of the business woman it will give an entirely new meaning to the life of herself and that which she creates about her in the business world.

It will radically change the attitude of things as they now exist among the working classes in general, and in the professional spheres especially. After all, "life is what we make it," everywhere. Kathryn O. Bailey.

#### Neatness Is an Important Asset.

Girls starting out to work soon learn that a neat appearance counts for much. There are hundreds of employers who refuse to consider a girl with an untidy appearance. If by chance such a girl gets a position she does not often hold it long. This rule is not a whim nor a caprice; it is a common sense, business principle. The employer's reason is that one untidy woman gives a wrong tone to the store or office.

An interview with a dozen or more women engaged in different lines of

work shows that neat appearance is appreciated in business as much as in the home. Whatever other qualities a girl may have she is pretty sure to fail if she neglects herself. This statement is substantiated by one of the ablest and most successful stenographers in the city. She learned her lesson, not through books nor friendly advice but by hard experience.

"I came from a small town in Illinois," she said. "We girls at home were not taught to give much thought to clothes. While in business college I thought if I worked hard and was conscientious I would succeed. I did not have any trouble finding my first position, but with the second and third I was almost ready to give up and go home when I found out what was the matter. I was looking for a place one morning. A kindly man was about to engage me when he noticed my gloves and shoes and said that I would not do. When I got home I hurried to mend my gloves and polish my shoes. It had the desired effect. Next day I found the position I now hold."

The adage that beauty is only skin deep has a complementary saying that neatness goes deeper. It influences our work and our character. Carelessness does not stop with dressing, but it takes a hold of our work. In business as in life in general we are judged largely by appearance. It is the quickest and easiest way. Many a girl loses a good chance for promotion because she overlooks this fact. Only a few weeks ago a manager had to replace the head of one of his departments. Out of a dozen girls he gave the place to a girl who had been there only six weeks. She did not get it for her length of service nor for her sales. She was the neatest looking girl in the department.

Unfortunately many a girl confuses the word neat with extravagant dressing. No girl need worry because she must make a neat appearance with a slim purse. It is not a hard trick if one knows how. As a well dressed business woman in this city says: "A well dressed business woman does not wear her best clothes every day any more than a well dressed society woman goes shopping in a reception gown. It is well to remember that good clothes are the best and cheapest. Dark clothes are better suited for hard wear than are light ones. A plain skirt looks neat if well belted and the plainest shirtwaist is given individuality by being carefully arranged.

Extravagant dressing is out of place in business, not because it may awaken envy, but is in bad taste and gives the impression that a girl gives too much thought to her clothes. As the woman proprietor of a large house says: "Extravagant dressing shows that a girl is more interested in her dress than in my work. A girl who works has a right to spend her money as she wishes and to have pretty clothes. But her best clothes are better suited to her home than to my office." Anna Carlton.

#### Opportunity May Work Out by the Law of Contraries.

Written for the Tradesman.

"I do not understand why Young So-and-So is so lacking in all ambition, so utterly worthless and good for nothing. He has had every opportunity—good parents in affluent circumstances, an excellent home, a birthright entrance into the most exclusive circles of society, the best educational advantages; in short, every chance in the world to make the most of himself, and yet he is content to be a mere trifter and live on his father's money."

How frequently do we hear such comment regarding the sons of wealthy and influential parents—sons who in spite of circumstances commonly supposed to be most advantageous give no promise of bringing anything but discredit and even disgrace to their forbears. How often does some father, in the bitterness of his disappointment, reproach his son over the latter's blindness to his opportunities!

The man who in youth suffered the sting of poverty, who has worked his way up by the hardest kind of knocks and has all his life felt his lack of early education as a serious handicap can not understand why his son should be so heedless of the value of culture and training. He himself had to husband all his resources and strength. Why can not his son see the folly of dissipation? A person who has never had enough to eat can not realize the miseries that result from a continued surfeit of food.

### Post Toasties

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

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

## 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 Flavouring Extract Co.

Grand Rapids, Mich.

Established 1872



The father had to leave school when very young, engage in work too heavy for a boy to perform and, perhaps, never attained full physical growth and development on account of his early labors, while the common comforts of life, to say nothing of its pleasures and luxuries, were almost wholly denied him. It is most natural for such a one to resolve that his children shall suffer no such hardships, and if he attains to circumstances that will permit it he is very apt to swing to the farthest extreme of paternal indulgence. His boys, even from babyhood, never lack for spending money, are always elegantly attired in garments that would form a striking contrast to the shabby clothing he wore in his own youth and never know a care or a responsibility.

Especially is such a father anxious to give his sons "every opportunity." It is sadly true that the leisure and means placed so lavishly at a young man's disposal, which the father fondly imagines will furnish opportunity for advancement, improvement and development along high lines, in actual fact often simply provide the opportunity for the acquirement of expensive tastes and luxurious habits and lead to a weakening of all moral fiber as well as an entire lack of mental hardihood. Sorrowfully the father comes to realize that the son for whom he has cherished such fond and ambitious hopes will never be anything more than a blase dependent on paternal generosity.

In the animal kingdom perhaps there is no young creature more pampered and indulged than the squab; but the pigeon parents have an instinct which tells them that at a certain time in the life of the young one coddling must cease. It must be dragged from the nest and by measures severe, if necessary, taught the stern realities of flight and food gathering. Would that human fathers and mothers had as much wisdom!

Is it necessary that the children of the wealthy show a deterioration from the parent stock? This is a serious question and involves the whole subject of child training. Certain it is that nothing but degeneracy can be expected where parents persist in keeping their children in a prolonged and perennial squabhood. Quillo.

#### Where Would You Go?

On a Saturday night a carpenter came downtown to purchase a dinner pail and a suit of work clothing.

He didn't have any relatives keeping store and no particular friends among the clerks.

Where do you suppose he went to make his purchases?

To the store he had heard make the most noise about dinner pails and work clothing. He had no choice of stores, but unconsciously and instinctively he went to this store.

You would have done the same thing—the public does the same thing every day.

All ways lead to the store that advertises.

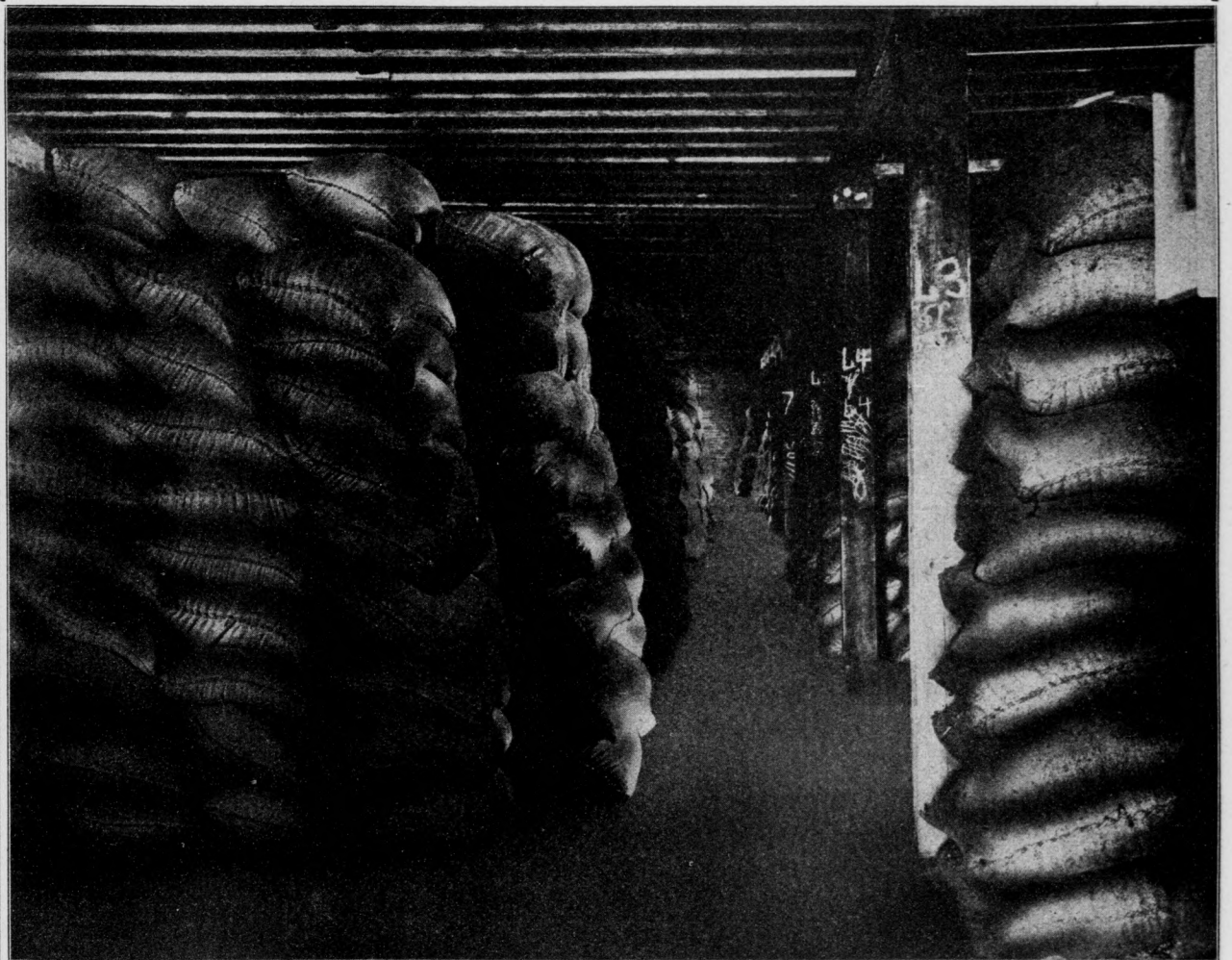
Give a woman plenty of rope and she will hang—her washing on it.

# McLaughlin's Coffees

## Always Better at the Price

Our entire attention and capital are devoted to coffee, and we have made a big success. The reason is the quality and the uniformity of our brands.

Why take chances? Buy where you can always depend on getting coffee that is right.



A View in Our Green Coffee Warehouse in Chicago

# W. F. McLaughlin & Co.

Chicago Houses—82-96 S. Water St., 16-18 Michigan Ave.

Warehouses—North Pier, Chicago River

Branch Houses—Rio de Janeiro and Santos, Brazil

WRITE US FOR PRICES AND SAMPLES



### Twentieth Century Feature of the Shoe Trade.

Strictly a twentieth century feature of the shoe trade is the foot supporter business. It had its origin about ten years ago, at the beginning of the century. It has grown rapidly. While it is of considerable proportions to-day, yet those who are foremost in it believe that it is only in its infancy, and that much better things await the men who are engaged in it.

Estimates of the total volume of the foot supporter business rise as high as \$5,000,000 annually. This means that the shoe retailers, druggists, chiropodists and various specialty shops sell \$5,000,000 worth of foot supporting devices during the year. This estimate may sound large to many persons, but it seems almost certain that the foot supporter business is moving swiftly toward the \$5,000,000 mark, if it has not already arrived there.

If \$5,000,000 worth of foot supporting devices are sold annually, then somewhere in the vicinity of 1,000,000 pairs of arch supporters and similar devices must be sold each year. This means that about 1,000,000 persons are seeking relief from foot troubles. This number is not excessively large. It is the opinion of a shoe retailer of many years' experience that nine in every ten persons suffer from foot troubles. He bases this opinion on the condition of the feet of his customers. If the observations of other retailers substantiate this opinion, then about 70,000,000 people suffer from foot troubles.

Of course, these figures are open to much criticism. In the first place, many critics will differ as to what constitute foot troubles. The severe critic may insist that there is not a perfect foot among the nearly 90,000,000 people in the whole country. And the artists and the physicians, who are authorities on matters relating to the human anatomy, will back up this opinion.

But the shoe retailer, who handles good shoes, and conscientiously endeavors to fit the feet of his customers, may set up the claim that ninety-nine in every 100 of his customers have good, healthy feet and the testimony of his customers would bear out his statements. Hence it is plain that before any accurate figures may be published concerning the number of persons suffering from foot troubles some agreement will surely have to be made among shoe men as to what is a healthy foot and what is a diseased foot. This is the vital

point on which the foot supporter business rests.

Just a few more words about the figures of the foot supporter business. Doctors have in some cities become very much interested in the matter of remedying the troubles of the feet of their patients. Doctors' bills for treating feet range from \$10 to \$100, and even higher, according to the wealth of the patient, as well as the nature of his or her troubles. Consequently, the total income of the doctors for treating foot troubles must run well into the thousands.

Shoe retailers, druggists and other storekeepers, too, now sell many foot supporters. They get from 50 cents to \$3 per pair for them. Two dollars is a fair average price. It does not take a very large sale of supporters to total into the millions, when it is considered that there are now 50,000, if not more, storekeepers who are selling foot supporters and a number of millions of people who are buying them, or who should buy them. A few years ago the average storekeeper was contented to show a few pairs of supporters. Now retail shoe dealers carry from 100 to 1,000 and even more pairs of supporters in stock. One Chicago firm recently placed a size-up order for 500 pairs of supporters. Wholesalers now order supporters in gross lots. So do the wholesalers who deal in druggists' supplies. The shoe retailer will bear in mind that he often has the retail druggist as a competitor in the sale of foot supporters.

Now to return to that vital point on which the foot supporter business rests. This point is whether many, or few persons, suffer from foot troubles, and that depends upon the individual's definition of what is a perfect foot and what is a diseased foot.

The other day there came to the office of a certain physician a man who complained that he had fallen a victim of rheumatism. Pains shot up his legs and back. He was a well built, healthy featured man. The doctor glanced at him from head to foot, and his eyes finally rested upon the patient's shoes. "You go round to Smith, the shoe man, and get a pair of shoes that fit you," snapped out the physician. The doctor has a high handed way, as well as high prices, but he gets results and many patients. The patient went around to Smith's store and Smith sold him a pair of comfortably fitting shoes and put a pair of supporters inside them. After wearing them the man's idea that he was a victim of rheumatism vanished from his mind.

## 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. \* \* \* \* \*



## Easago

Easago shoes are cut from the best tannage of Chrome or so-called Elk leather. Their soft glove-like uppers give



that long wear and solid comfort shoe-satisfaction your customer so earnestly desires to pay money for. They are made tan or black in blucher cut or in plain toe bal.

Frequent re-orders from customers in seventeen states is proof that in buying them you are getting a tested and tried out, quick selling shoe that will make good on anybody's feet.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

This story is told for the purpose of showing that this man had not the least idea that he suffered from foot troubles. He was certain that his feet were all right and he was equally certain that the twinges of rheumatism had got into his muscles. Without doubt there are a great many persons like him who do not realize that they suffer from foot troubles.

There are still many men in the shoe trade, as well as out of it, who do not realize the nature of and the extent of foot troubles. For example, at a store in a certain large city, a store of some repute, too, a woman asked for a pair of foot supporters.

"What size shoes do you wear?" asked the clerk.

"No. 4 B," the woman replied.

The clerk hunted in the case and found a pair of No. 4 B foot supporters. He passed them out to her without even trying to find out if the plantar arch, or the anterior transverse arch had been broken down, or if her toes had been twisted out of shape, or her ankle had been turned and swollen, or even if the No. 4 B foot supporters would fit into the No. 4 B shoes that she was wearing.

The clerk passed out the foot supporters without a word of advice, just as the cigar clerk passes out a handful of doubtful cigars. A man has sense enough to light up a cigar and smoke it, but there is not one person in ten thousand who knows how to fit and wear foot supporters, or who knows the scaphoid from the ovals, or the internal cuneiform from the metatarsal bones.

It is the task of shoe retailers, if they wish to increase their sales of foot supporters, to inform their customers of these points about the feet, just as they have already told them how a welt shoe is better than a McKay shoe, and just as the dealers in food stuffs have convinced the people that it is better for them to buy pure foods than adulterated foods. Knowledge is power, especially in modern business.

We will take a third illustration. It is that of a man who is handling the foot supporter business in the right way. He has given up shoe retailing. He has established an office for the treatment of persons who suffer from foot troubles.

A patient enters the office. A thorough examination is given to the feet. The bones of the feet are felt for dislocations, just as a doctor would feel them. Once the dislocation is discovered, then it is plain what treatment is necessary to restore the joint to its normal position. It is not a difficult matter to discover a dislocation. If a person is familiar with the shape and appearance of feet, a dislocated joint sticks out almost as plainly as does a swollen tooth on the face.

Of course, the person who undertakes to restore this dislocated joint to its normal position must acquaint himself with the normal position of the bones and joints of the feet by a study of the anatomy of the feet. The

difficult task is acquiring this knowledge, but patient study and observation will bring it. After the knowledge is had then it is a simple matter to apply the remedy.

This one particular person, who has made a success of restoring broken arches and remedying other foot troubles, is so sought by unfortunate victims of foot troubles that there are often a half a dozen persons in his waiting room, waiting for consultation with him in his private office.

It is the natural course of trade that the foot supporter business shall have its rise, its reaction and then its steady growth. The rise is due to the development of new ideas. Then comes the reaction, which is due to the marketing of inferior foot supporters, put onto the market as supporters to be sold at a cheap price, not for the good that they will do. Then comes the struggle between the good and the inferior supporters and the fittest will survive, of course.

All over the country men, physicians as well as shoe men, are giving serious study to this matter of relieving foot troubles. They are finding it profitable to do so. As time goes on they are steadily gaining converts to their opinion that the feet of people at the present time are not in good health and that their condition may be greatly improved by intelligent treatment. It seems only a small detail in the great life of the present time, but it is absolutely necessary. Men can not walk well unless they have good feet and if they haven't good feet their chances of success in the race of life are much diminished. Dentists have won a great deal of business by urging upon people the necessity of close attention to the health of their mouths. It is now the opportunity of shoe retailers to win much business by urging upon people the necessity of close attention to the health of their feet.

The field is unlimited. People will not have perfect feet any sooner than they have perfect teeth, and no man dares to predict in what time in the distant future this happy state of affairs will come.—Richard H. Washburn in *Boot and Shoe Recorder*.

A man's soul is to be measured by his sense of the souls of others.

**William Allen White on the Retail Mail Order House.**

The man who buys his goods of a mail order house and expects his neighbors in Emporia to buy goods of him or to buy labor of him or to buy professional service of him is economically a leech. He is sucking industrial blood out of the town and gives none back. He sends his profits out of town like a Chinaman and has no more right to a standing in the community than a foreigner. We are all neighbors industrially in this town, and the man who sends away for his goods is not one of us. He is of another industrial system and deserves no man's support in Emporia.

The fact that this is economically wrong is recognized by the mail order houses themselves. They protect their customers as thieves by offering to keep people from knowing where the mail order goods come from. The mail order houses have no "tags" on their goods. They say in their catalogues that none of their goods are marked and that no one knows where they were bought. If it is proper to hide the place of purchase of an article it is wrong to buy the article at that place. Only the man who steals is ashamed to say where he got anything he has. There are such things as "tainted" dry goods, "tainted" groceries and "tainted" furniture. All of such that are not bought at home, of men who befriended you, of men whom you owe a living, are "tainted" because they come unfairly.

It is time to change and get together. It is time to begin to reform ourselves and not our neighbors by buying everything at home whether the neighbors do or not. And now is the time to begin.

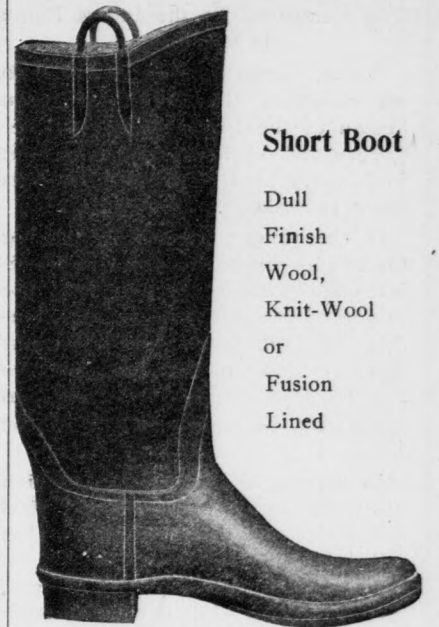
The thing to do is for all of us to turn over a new leaf.

Beauty is only skin deep, but meanness goes clear to the marrow.

Lying lips are none the better for working in a prayer meeting.

**The Best Work Shoes**

Bear the Mayer Trade Mark



**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.



**MICHIGAN SHOE COMPANY**

**STYLE SERVICE SATISFACTION 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

## UP THE RHINE.

## Trip Compared To the Inland Route in Michigan.

Berlin, Germany, Nov. 22—Well do we remember the trip in Michigan known as the Inland Route to Cheboygan and what surprises it brought forth every hour of the day that was taken to make it.

If the time consumed in making the trip by this route—Oden to Mackinac—be multiplied by four and the things of interest seen by one hundred one will have about the right relation between this trip and the one from Rotterdam, Holland, to Mannheim, Germany—the trip up the Rhine.

In making it you will have ridden upon the waters of the Maas, Waal and Rhine—all the same stream but called by different names in the various sections through which it runs, the former two while it flows through Holland and the latter when in Germany. Not a moment need go to waste for want of something of interest to see. The river is literally alive with floating craft, laden with merchandise, bound for one or more of the many ports upon this thoroughfare. I had little conception of the possibilities of business here and of the necessity of such a vast fleet of floating messengers when comparing this land with anything I had ever seen in the Middle West, for a very much larger population is here to be served.

In this comparatively short distance there are a dozen cities that have from 100,000 to 500,000 inhabitants and as many more that will go 30,000 to 50,000. Now add to this villages so numerous along the river bank that you are hardly away from one than, on the other side or around a turn in the river, another appears in view, and you will get a good idea of the immensity of the population of this district. Considerable of the way, especially from Dusseldorf to Mayence, the cars are to be seen on either side of the river, running close to the water's edge much of the way, sometimes in full view, again hidden within a tunnel through one of the mountains which has jutted abruptly. The number of trains seen on either of these double tracked roads will surprise you when the other means of transportation are considered.

It is said that a trip up the Rhine is unparalleled in the whole world for beauty and grandeur of scenery. This is to be taken with a degree of allowance, of course, if that part of the river only is considered. From the entrance into Germany, at Emmerich, until one nears Bonn, the shores and land alongside of the river are very commonplace.

Interesting from the standpoint of a finely protected river bank in being walled most of the distance by a sloping pavement, and when nearing any of the large cities then by a perpendicular wall, also because of the great number of towers along its banks and the immense amount of shipping, to which we have already referred, yet there is not that picturesque that would give it any

distinction over many other streams until after the birthplace of Beethoven has been reached (Bonn). We have, however, in the meantime passed the larger cities of Duisburg, Dusseldorf, Crefeld, Mulheim and Cologne, the second and last two being most beautiful and quite modern cities and Cologne one that can be seen from afar because of her church spires, which tower five hundred and thirty feet. All these are wonderfully busy, thriving cities. The scenery is quite of the ordinary type until the mountainous region is reached. Then it is that the character of things seen fits the description and reputation that have made this trip so world-renowned. Winding between those shores of old romance the Rhine has so many alluring charms that the mere mention of the name is suggestive of delight. Ruined castles with their ancient lore, frowning peaks and smiling vineyards, stately cathedrals with their long-time history and quaint towers with their old style of architecture—all offer various kinds of entertainment. To the artist, poet and novelist the Rhine has always been an inspiration; to the antiquarian it is a mine of valuable material; to the architect it offers the finest studies of the Ramonesque and Gothic styles; to the historian and sociologist there are few districts more significant; of the business man the vast industries are worthy of attention; while for the tourist, without any of these special interests, there is a great charm in the picturesque beauty of the stream.

We have already referred to the sloping pavement on the banks of the river and we desire to add that this work, done many years ago, at a great cost to the government, is kept in perfect repair. The kilometer and half kilometer (slightly more than our half and quarter mile) distance marks are placed on both sides of the river in large white figures, plainly visible at all points. They mark the distance from Mannheim, the southernmost city that is considered in navigable waters, to Emmerich. The river averages about one-half the width of the Detroit and will accommodate boats drawing about eight feet of water at nearly all times. However, at this time of the year the water is very low. Springtime brings freshets which sometime overflow its banks and are caused by the watershed of the Switzerland Mountains, whence it has its source.

Perhaps it will be of interest to readers of the Tradesman and especially to those contemplating a visit to this country next year on account of the World's Exposition to note some of the points of interest along this famous river: Beginning with the first city after leaving Rotterdam with which any history is connected we will start with that of Nymegen, Holland, a city of about 60,000, founded by the Celts, later the Castellum Noviomugum, of Julius Caesar, built on seven hills. Here Charlemagne erected on the Valkhof (now a fine promenade, with a pleasant prospect across the broad Waal to Lent and Elst), an imperial pal-

ace, his favorite abode. The "heathen" chapel and the ruins commemorate that period. Many fortifications were here at one time, but in more recent years they have been destroyed and turned to good account in extending and beautifying the town and immediate vicinity. Rolandseck, a few miles above Bonn, is one of the most romantic places upon the river. Alex. V. Humboldt said it was one of the loveliest spots on earth. From here the best view of the seven mountains across the river is obtained; also a magnificent view of "up the Rhine" is here to be had. Then add to it a beautiful climate, dry and healthful, and you have the traveler's ideal place and the invalid's paradise. An old legend adds human interest to the picturesque remains of Roland's Arch, which is reached from here in twenty minutes.

Drachenfels, an ivy-hung ruin, crowns the summit of one of the seven mountains and is easily reached by the rack-and-pinion railway. A magnificent panorama is to be seen from the terrace of this more than 600 years old castle ruin.

A short distance farther up the river is the interesting town of Remagen, famous for its Apollinaris church, built by Kirner, of Cologne. Only a short distance from this place is located the world-renowned Apollinaris spring and very near is the factory from which the familiar bottle is made, in wonderfully large quantities, that carries this curative agent nearly all over the world.

Many castles and their ruins adorn

the pinnacles of the mountains along the sides of this river; and when one considers the age in which they were built, in the twelfth to the fifteenth centuries, he is awe-stricken with the history that has intervened. Legends abound regarding these ancient landmarks, each one having a story connected with it that makes it very interesting to hear related. For instance, about the two ruins, Sternberg and Liebenstein, located a short distance from the town of Boppard and both in splendid view from boat, it is said that two brothers built these castles and loved the same lady, a foster sister. Becoming angered at one another over the love affair they had a wall built between them, hiding the view of the other. The ruins bear testimony to this statement.

A short distance from Coblenz, on the right, is the castle of Stolzenfels, whose pentagonal tower reaches the height of 110 feet. This was originally built in the thirteenth century by a respectable archbishop. This is all the more remarkable as the majority of the Rhine castles were the homes of robber knights, who, like the mighty clans of our own north country, followed the gentle art of plunder.

Stolzenfels was rebuilt in the nineteenth century and is now the property of the Emperor. With the more than two score castles along this justly famous river we might continue, but we will let this suffice, promising something more interesting from a business standpoint in our next letter.

Charles M. Smith.

## 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.

**ONE THOUSAND MORE.**

**Large Increase in Number of Men Employed.**

According to the dealers in mirror plates the current furniture styles run largely to squares. For a long time the demand has been for ovals, odd shapes and odd sizes. These were more expensive to get out and more difficult to make up, but the trade wanted them. The English styles which will predominate the coming season call for square mirrors and there will be comparatively few of the others.

Mirror plates are 10 to 15 per cent. higher in price to the furniture manufacturers, but they are not finding fault. They have marked up the price of furniture 10 per cent. and anticipate no trouble in getting what they ask. It will be last buyer, the ultimate consumer, who pays.

Butterworth & Lowe have for several years made large shipments of rock crushing machines to the asbestos mines in the Province of Quebec. Asbestos is mined like other minerals. The fibre is found in a very hard serpentine rock. The rock has to be crushed and Butterworth & Lowe make the machines. The rock is first broken into chunks about the size of a fist by means of heavy jaws and then go to a grinder that pulverizes it to the size of corn. The pulverized rock passes under an exhaust pan which sucks out the asbestos fibre. This fibre is mostly in short lengths, but occasionally chunks of pure asbestos are found with fibre two or three inches in length. The making of the crushing machines began five or six years ago when a representative of the Canadian miners came here to study the methods of gypsum crushing. A machine similar to the machines used in the plaster mills was ordered, and later these machines were improved to suit the harder rock to be dealt with.

This city has a share of the prosperity that rests on an automobile basis. At least two big contracts have lately been placed here for automobile parts, and at least one concern is largely increasing its capacity to take care of this business.

The manufacture of knit underwear is a growing industry in this city. A year ago there were three knitting works here, the Globe, the Star and the Grand Rapids, and to this list during the year have been added the Sanitary and the Clarke. That the industry is prosperous is indicated by what the companies are doing to increase their capacity. During the year the Globe has transferred all its knitting to the Middleville plant and devotes the plant here to making up, and this arrangement makes possible an increase in the capacity of 25 to 50 per cent. The Grand Rapids has moved to new and larger quarters. The Star is prospecting for new and larger quarters. The Clarke, which started in the old felt boot factory, will in the spring move to a

new factory being built for it on the West Side and will then add materially to its equipment. This city does not have a thread or yarn mill, but with five knitting works in town there ought to be room for such a concern.

There is a shortage of expert upholsterers, according to manufacturers of parlor goods. The automobile industry has absorbed a large number of skilled workers, and the sudden development of this industry has unsettled conditions. The factories here have found it difficult this fall to keep their forces up to requirement, and what has made it more difficult is that the manufacturers of Boston, New York, Milwaukee and other upholstery centers have had representatives here to hire men away from Grand Rapids. The great trouble, however, is that the old apprenticeship system has fallen into disuse and properly trained workmen are coming up in very limited numbers. When a boy enters a factory he is not satisfied to work for small wages while getting his industrial education. He wants the money and the bottom of the ladder does not look good to him. He will take a \$6 a week job that leads to nothing in particular and passes by the start at \$3 or \$4 a week that will make him a high grade workman later. This trouble is not confined to the upholstery department. It applies with equal force to nearly every other department in the factory. The best workmen are those who learn their trades in the

old fashioned way in the Old Country. The rising generation of American born young men are receiving very little of the real training they should have to make them experts. This is especially true in the wood working trade. Conditions are somewhat better in the metal trade.

It is easy to figure up how the industries of Grand Rapids will give employment to at least 1,000 more men the coming year than have been employed in the past. The American Paper Co. will start its mill early in the new year and this will call for about 200 hands, most of them new to the city. The Marvel Manufacturing Co., which moved here during the summer, began operations this fall and will soon have 125 hands at work. The Pere Marquette is enlarging its Wyoming shops and will put on about 200 more men. These three concerns will provide for about 525 workers. The Grand Rapids Show Case Co., Mueller & Slack, the Sligh Furniture Co., the John Widdicomb Co. and the Wm. A. Berkey Co. are making large additions to their plants and will increase their forces. The Century Co. is building a new and larger factory, the Keeler Brass Co. has doubled the capacity of its foundry and the Wolverine Brass Co. will probably enlarge at an early date. Several other expansions have taken place or are under consideration and every one means more hands employed. It is a very moderate estimate to say that 1,000 more hands will be given work.



**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.

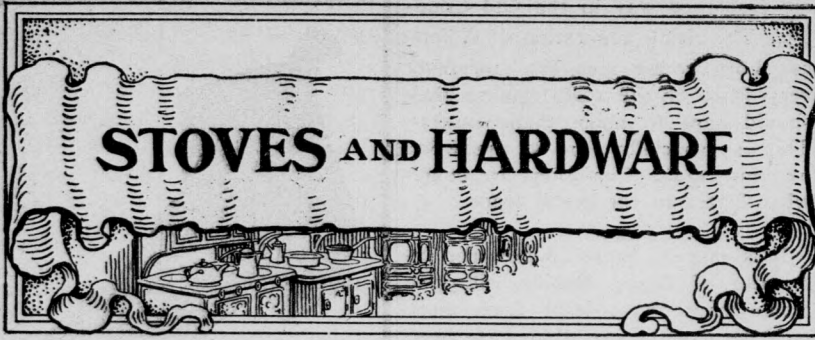
**HOLIDAY SLIPPERS**



**Coming, Christmas and cold weather. You will want Holiday Slippers for the former and warm shoes for the latter. Send for catalogue.**

**HIRTH-KRAUSE COMPANY  
Shoe Manufacturers  
and Jobbers  
Grand Rapids, Mich.**

**Herold-Bertsch Shoe Co.  
Grand Rapids, Mich.**



**How To Advertise the Hardware Store.**

There is some truth in the oft-repeated phrase, "Goods well bought are half sold," and "Goods well displayed are easily sold" is another truism. There are, however, many other essentials besides wise buying and careful displaying necessary to make the hardware business a success. No matter how cheaply bought or how great the bargains offered, or how attractively displayed are the goods, the business must have customers—the public must be brought into the store. Without customers the business can not succeed.

Methods of advertising must conform somewhat to local conditions. The daily or weekly newspaper, the poster, the circular and personal letter all bring results. The point to determine is, which one will bring the best returns for the amount of money or energy expended. Some lines of merchandise which appeal especially to women, such as house-furnishing goods, carpet sweepers, dusters, baskets, kitchen supplies, etc., will respond more quickly to newspaper advertising than to any other method of publicity. Women read newspaper advertisements and are constantly looking for bargains.

After the appropriation has been made and the amount to be expended decided upon, the space and the position of the advertisement should be determined upon. Many successful advertisers advocate constant use of the same position, as well as the same style or face of type. If the hardware dealer himself has not the time to devote to writing his advertisements, and if there is no one in his employ who can take charge of this work, it is then far better to turn the whole matter over to an advertising expert than to have the space filled with unproductive matter. The newspaper space should never be neglected but should be used to the very best advantage, and this can only be done by having the copy constantly changed.

As a rule the best results can be obtained from work done in the store—the hardwareman or some employes who understand the goods and know the market can get up better business-bringing advertisements than can an advertising man who knows nothing of the business.

Don't spend the advertising money in a haphazard way. As much care should be used in buying advertising space as buying hardware.

Illustrations can be used to splendid advantage in display advertising. A picture is better than a descrip-

tion. Prices should be named especially when they are under the market. One or a few specific articles, with the price of each, will be found very much better than listing a large assortment of goods with ranging prices.

In the village, town or smaller city the hardware dealer will find that small reading notices are good ways of advertising. These should be short and to the point. For such lines as sporting goods and seasonable articles, reading notices are especially taking. Follow up the local news in your readers, as for example:

"The largest catch of fish reported this spring from Fish Creek was made yesterday by John Smith, who used the ——— tackle bought from ——— Hardware Company."

"No care or worry comes to the man or woman who rests in the new easy hammock which can be had from the ——— Hardware Company."

Such little readers should appear in the same form but once.

Stoves and paints and oils and some other lines are well advertised by posters. The expense of getting posters printed often deters a merchant from using this means of advertising. It is often possible to procure these from some of the manufacturers. A number of store people get out exceedingly attractive posters and make a practice of furnishing them to all their trade. They should be used and will bring business. The name of the hardware firms should be in large plain letters.

One of the methods neglected by the retail store is that of circulars. These should be neatly gotten up and should carry some definite information. Include new and up-to-date specialties in the housefurnishing line, illustrated. Also make some suggestions in kitchen supplies. Use as many illustrations as possible. Name the prices in the circulars.

Circulars should be sent with care. See that your mailing list is up to date. If there are some lines in the store that are selling slowly get up a circular and include such articles in it.

In going out personally to solicit business the hardwareman uses great care in approaching his customer. The same care should be used in getting up a letter that is to solicit business. These personal letters are used but little in the retail trade, and for that reason are one of the best ways of winning business. Let the ordinary man know that you value and appreciate his trade and he wants to trade with you. Let him think that you care little for his business and

in a short time he will care very little about giving it to you.

Nothing much can be accomplished anywhere in the store without effort. Good hard work, brain work, will bring results in an advertising campaign, but very small will be the returns unless effort and study are put forth in the advertising.

Be absolutely honest in advertising. Be straightforward and honest. It may be true that misrepresentations will sell goods. Lying salesmen can sell shoddy stuff. These are men who have become rich by cheating. Dishonesty in the store or in advertising is not a sign of cleverness, but rather of business weakness. Transient trade will follow the alluring dishonest advertisement, but no permanently successful business has ever been built without honesty and integrity as foundation stones.

The shrewd hardwareman is not often the transient trader. One regular customer is worth more than three transient ones. The advertiser who thinks that by dishonest statements he is fooling the people is only fooling himself.—Hardware.

**Have a Plan.**

The man who is satisfied with what comes to him unsolicited answers few knocks at the door.

The stay-at-home misses daily opportunities that pass at the next corner.

Get away from the desk—get out of the chair-tilting class. Opportunities are in perpetual motion. Get after them.

Don't let custom dictate the boundaries of your business—don't let convention hold you down.

Lay out a plan, a campaign for new business—then go after it. Exhaust every resource, swing every prospect into line.

Don't be satisfied with the business that you have—get more.—System.

**Gave Him Cut Rates.**

"I have here a poem," exclaimed the proud author, "which I should like to have you publish at your usual terms."

"All right," said the editor of the Plunkville Palladium. "Ten dollars a line for one insertion, or we will run it thirty times for \$6."

The things you are going to do add nothing to your bank balance.

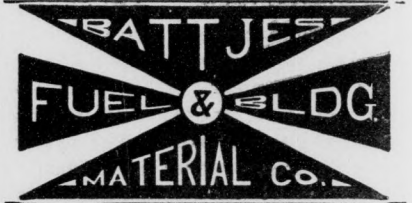
**Grand Rapids Supply Co.**  
Jobbers  
Mill, Steam, Well and Plumbing Supplies  
48-50-52-54-56-58-60-62 Ellsworth Ave.

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

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

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

**JOSEPH PENNEY.**

**Sidelight on the Career of a Prominent Citizen.**

Written for the Tradesman.

A few years ago there lived in Grand Rapids a gentleman of considerable prominence in the business and social life of the community, Joseph Penney. A native of "York State," a member of a family noted for culture and refinement, educated and polished by travel, Mr. Penney was ever the center of interest when men assembled to discuss matters affecting the public or social affairs of the circles in which he moved. When still a young man Mr. Penney journeyed westward to Omaha, Neb., and in the year 1855 he, with others, purchased a tract of ground adjoining the city on the north, platted it and called it Saratoga. A mineral spring trickled down the face of the bluff overlooking the Missouri River and its discovery suggested the name of the future city. A large hotel was erected, which speedily filled to overflowing when its doors were opened to receive the public. The erection of mercantile buildings followed and the town acquired a considerable number of inhabitants in a remarkably short time. So great was the demand for accommodations and so inadequate were the hotel facilities that owners of steamboats found it more profitable to convert them into boarding houses than to operate them. Visions of great wealth were plainly in sight for Mr. Penney and his associates. Lots were sold quickly and easily, mostly on contract for fancy prices, and the Saratoga of the West attracted more attention than the famous Saratoga of the East for a time. The panic of 1857 caused the Saratoga bubble, as well as many of its kind, to burst and for years nothing more was heard of the place. With the growth of Omaha the village was gradually absorbed and it is now the most valuable residence part of that city. The hotel was purchased by the Protestant Episcopal diocese of Nebraska and used as a seminary for young ladies. It was known as Brownell Hall and many ladies of prominence in the West were educated, in part at least, at this institution. Mr. Penney's family possessed land holdings in Michigan, including a tract in the tenth ward of Grand Rapids, surrounded by Jefferson, Wealthy, Madison and Fifth avenues. Dr. Penney, who platted the tract, lived in Grand Rapids and gained an excellent reputation in the practice of his profession and as an orator in the cause of temperance. Joseph Penney took charge of the property after the death of the Doctor. The latter served the city ably and faithfully as a member of the Board of Education. Two decades or more ago, possessed of a vast fund of information acquired in his pursuit of an education, natural gifts as an orator, facility in speech, pure diction, wit keen and sparkling and a love for puns, attendants upon the meetings of the Board of Education were seldom disappointed in their expectations to hear something amusing and interesting when Trustee Penney

arose to speak. On one occasion Trustee Fallas discussed a certain question under consideration by the Board, taking grounds that Trustee Penney considered untenable and which he then and there declared was a "Fallas-sy." On another occasion he was surprised and pained with an argument presented by a trustee of the fourth ward, which he said was "out of Plumb." "The Peircing remarks of the Mayor," on another occasion cut deeply. He would rail at Trustee McBride, cajole Trustee Innes and extract more enjoyment out of a Board meeting than Joe Cannon is likely to gain in a scrap with the insurgents in Congress.

Mayor Peirce called a meeting of prominent citizens to consider plans for celebrating the Glorious Fourth on the one hundredth anniversary of the signing of the Declaration of Independence. Col. Atwood, Col. Herkner, Col. Young, Col. Pierce, Col. Messmore and other colonels then living in the city responded to the call. Mayor Peirce presided and during the evening called upon the numerous colonels, in turn, for remarks. When all had had their say the Mayor remarked: "There is one more colonel present whom we have not heard from. Let us give attention for a few moments to Col. Joseph Penney." A great warm smile illuminated Mr. Penney's face, which broke into ripples and, meeting at the back of his neck, fairly danced for joy. If the vast wealth he had expected but failed to gather through his land deals at Saratoga had been suddenly dropped into his lap he would not have been more pleased than by the awarding of the title colonel to himself. He delivered a strong patriotic speech and in the activities that followed in the preparation for the celebration he devoted his time, his energy and his intelligence unsparingly. By practice he acquired and delivered military salutes gracefully and, addressed by his easily acquired title, his famous billowy smile responded. He studied war history and, while never pretending to have rendered service to his country in the army, he related amusing and instructive stories and incidents of camp life on the march and in the field of battle. A few years before his death he led a movement to oust from the office of Superintendent of the Fire Department a man who had been given the position by the Common Council because others refused to accept it. A fire that destroyed the greater part of the business district of West Bridge street moved the Council to appoint a committee to investigate and report upon the competency of the Fire Marshal. When the Committee met Col. Penney appeared and gained the privilege of asking the Superintendent a few technical questions. "Mr. Superintendent," he began, "if the water main in Canal street is ten inches in diameter and is connected with four hydrants, each provided with two couplings, and you were to lay four lines of four inch hose five hundred feet and the water pressure was sixty pounds to the inch, how far could

you throw the streams horizontally and perpendicularly?" The old Superintendent removed the pipe from his mouth and, turning toward the Colonel, replied: "That is none of your dom business."

Colonel Penney invented and patented the Princess dresser, which was manufactured and sold with moderate success during a number of years. His fortunes were not always prosperous and at times he was sorely pressed for means for a livelihood. The real estate he handled in trust could not be sacrificed to relieve the wants of his family in panic times. An approaching Christmas day when he was in reduced circumstances distressed him greatly. It had been his practice for years to remember old friends with gifts, but he found himself unable to do so as generously as he desired. He possessed an heirloom that had been in the family for years—a copy of one of the first editions of King James' Bible. From this precious volume he took a few pages and, attaching their history, forwarded the same to friends.

During the closing years of his life he spent a great deal of his time in attendance upon the Common Council, the Board of Education and other branches of the city government and was seldom refused the privilege of speaking the "just a few words," which he ever craved.

Arthur S. White.

Experience is the only real reflector of right and wrong.

**Commercial Credit Co., Ltd.**

Credit Advices and Collections  
MICHIGAN OFFICES  
Murray Building, Grand Rapids  
Majestic Building, Detroit  
Mason Block, Muskegon



**Mica Axle Grease**

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

**Hand Separator Oil**

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

**STANDARD OIL CO.**  
GRAND RAPIDS, MICH.

**GRAND RAPIDS  
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



**LOWNEY'S  
COCOA and  
CHOCOLATE**



For Drinking and Baking

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

**The Walter M. Lowney Company  
BOSTON**



**Putnam's  
Menthol Cough Drops**

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

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

**One Full Size Carton  
Free**

when returned to us or your jobber properly endorsed.

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

## WEST MICHIGAN WINS.

## Best Exhibit and Poorest Publication at Chicago.

Any man, woman, firm, corporation or organization which produces or handles an article for which there is a general demand may advertise that article voluminously, constantly and in every conceivable manner, but without getting value received for the outlay, so long as the article itself does not completely fill the bill of excellence claimed for it.

The advertised article which "makes good" in every particular is the invariable winner.

In Chicago recently the advantages of Western Michigan as an apple growing district were squarely, and for the first time, pitted against the claims and exhibits made in behalf of the irrigated sections of the magnificently advertised West. And Western Michigan won out in spite of the fortunes that have been expended during the past few years by the people of Washington, Oregon and other commonwealths for the exploitation of the Pacific coast and its attractions.

The occasion was the recent large and very valuable exhibition given in Chicago under the United States Land and Irrigation Show and it was an occasion conceived and very largely realized by the states west of the Missouri River, before the people of Western Michigan awakened to the fact that they were permitting the chance of their lives to pass by unheeded.

Fortunately, however, the Western Michigan Development Bureau was organized in time to make an exhibit and, still more fortunate, that exhibit was so arranged that it was what might be termed an ordinary regular stock showing of apples grown and harvested for the trade rather than for display. It was inspected by thousands of visitors as they passed through the great exposition building in such a way that they could handle and smell. No polish was used to heighten the sheen of the apples. Moreover, there were no warning placards visible prohibiting the visitors from touching the fruit.

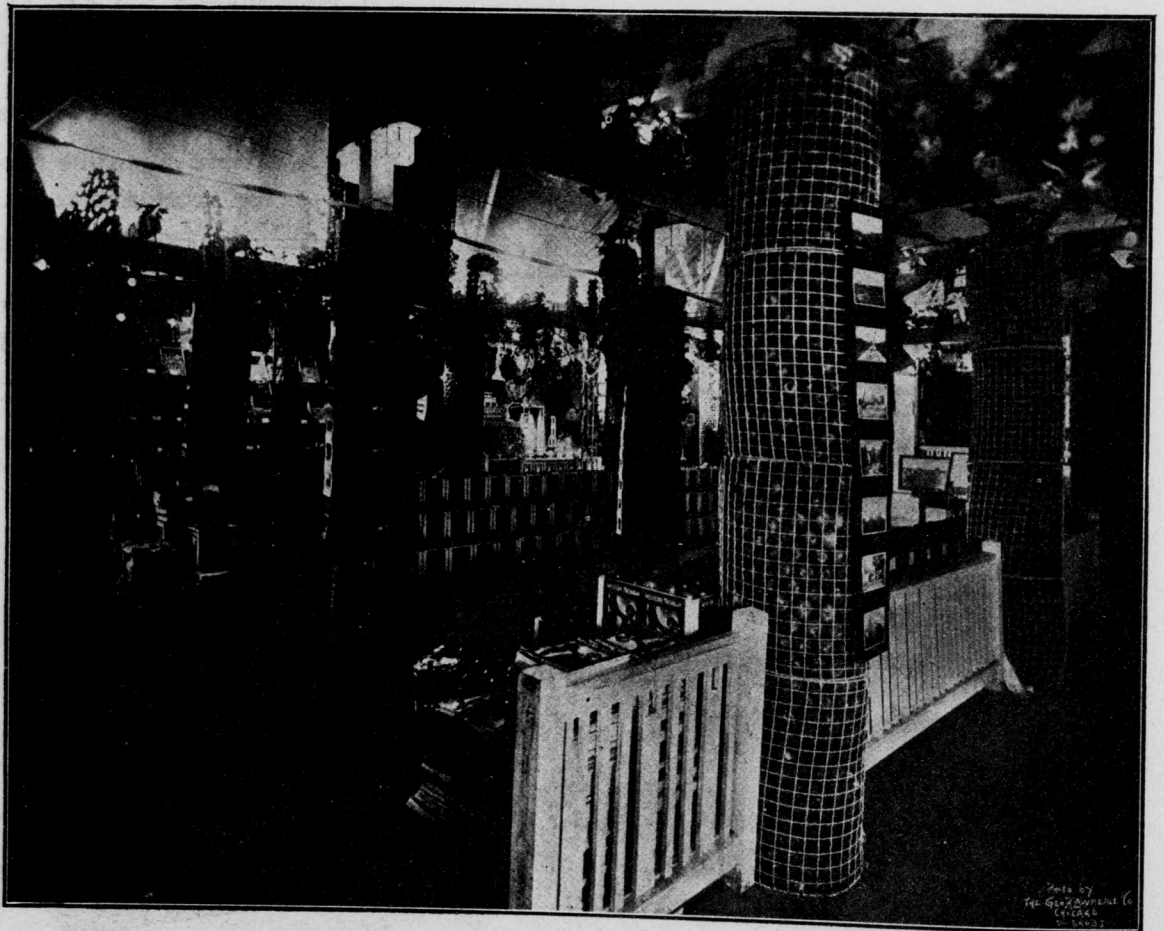
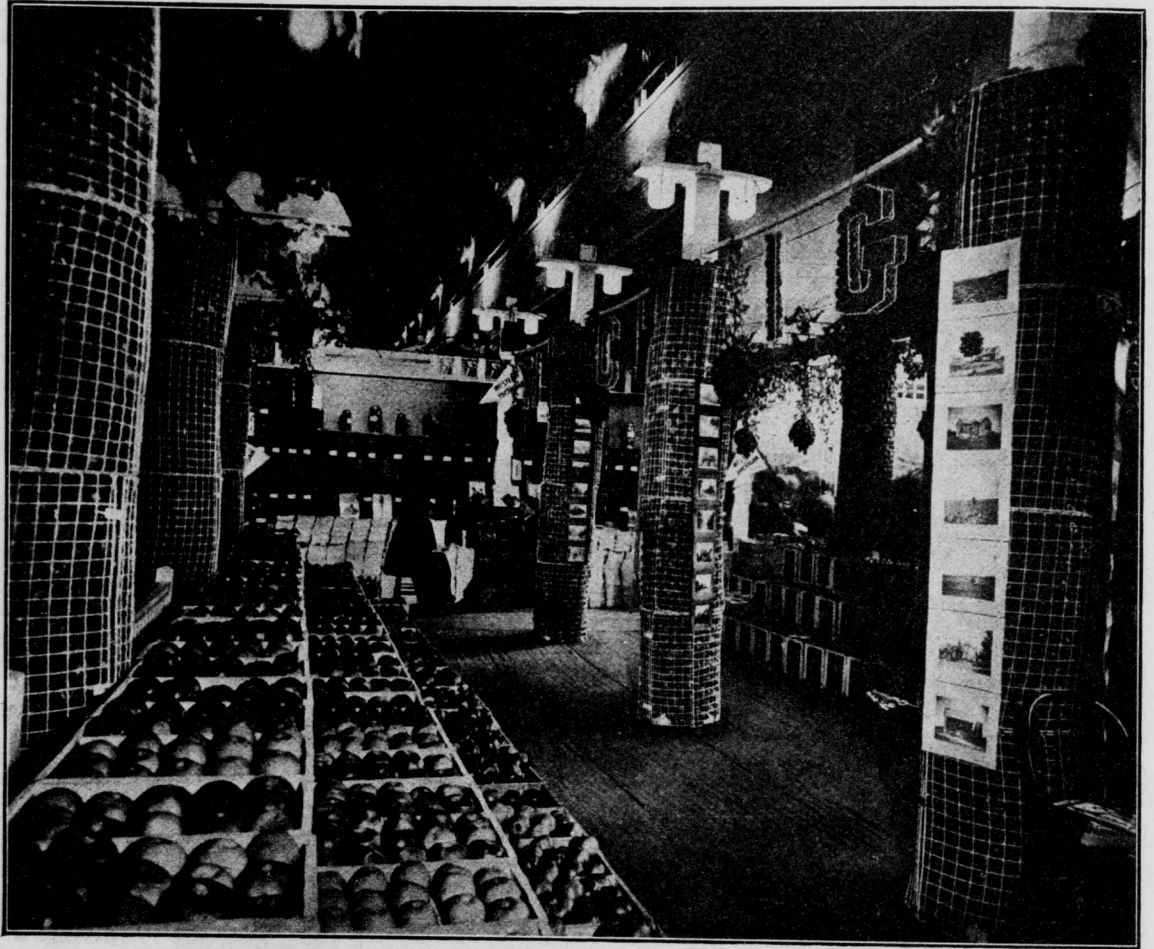
Placed thus in direct contact with the polished products of the Pacific country, because the latter were secured against any sort of handling or near inspection, and because the "Don't handle" cards of the Far West were offensively insistent and numerous, the Western Michigan products were the unanimous favorites with the visitors and returned the compliment by giving forth a delicious bouquet that no one desired to evade and one that could not have been avoided had there been such a wish.

The Far West instinctively made its bet on the matter of color and, generally speaking, won out on that score. Where it lost was on flavor and eating qualities—although, of course, our competitors might have fared better possibly, had they been down within reach of eyes, nostrils and fingers.

An informing and valuable presentation in type of the resources and an-

nual and dependable results in horticulture and agriculture as practiced in Western Michigan was provided and, supplementary thereto, was an interesting review of the vast number of opportunities existing for those who desire to engage in such occupations in this part of the country. Unfortunately, poor printing, clouded, indistinct half-tone illustrations of

valley homes, broad fields and orchards and typical residences and farm buildings and harvest scenes practically ruined the 50 page "Fruit and Flavor" magazine that was distributed by thousands. In this respect Western Michigan was behind every other exhibitor; and perhaps all the good effects of the exhibit were nullified by the distribution of such a wretched specimen of the printer's art. The money expended for such a publication was worse than wasted, because of the damage such a distribution worked to any cause it pretended to represent. The Tradesman has no idea how such a mistake come to be made, but all conceded that it was a mistake and if the Bureau is to continue permanently it will be necessary



Two Views of the Exhibit of the Western Michigan Development Bureau at the Irrigation Exhibition at Chicago.



to eliminate from its management the men who were responsible for such a blunder.

Another unfortunate feature of the exhibit was the presence of a young woman who made life a burden for every one who undertook to inspect the exhibit by insisting on his subscribing for a horticulture publication. The publication is a worthy one, but it was entirely out of place for a private business to be exploited so persistently and offensively at a public exhibit paid for by the people of Western Michigan. Other publications of similar character rented booths and pursued their occupation in an entirely legitimate manner. If the publication in question paid one-half the cost of the space occupied, as may be the case, the Tradesman's criticism is superficial and unwarranted.

It is entirely safe to declare that the Far Northwest has nothing at all on the farms and farmers of Western Michigan as to quality and volume of products in the line of fruits. More than that, those competitors are far and away behind the light-house when prices per acre for farm lands are compared. Hundreds of thousands of good general farming lands, extraordinarily prolific in the production of fruits and vegetables, are available in Western Michigan at from \$8 to \$25 per acre and not an acre of this land is over half a day's travel, by team, from a railway shipping point. Ninety per cent. of this land lies within a two hour drive of schools, churches, stores and railways.

This can not be said of 5 per cent. of the Washington and Oregon lands which are being so vigorously promoted by unscrupulous land operators and for which acreage is held at from \$50 to \$500 per acre.

#### Pointers For Salesmen.

Time is money and money is time. Get all the money you can without doing time.

A salesman should be one talk and nine parts judgment. He uses the nine parts of judgment to tell when to use the one part of talk.

Try to be tactful. There is nothing in this world like tact. A really tactful man can extract the stinger from a bee without getting stung.

To be a good salesman it is necessary to know your proposition from one end to another. You have to know it like a young mother knows baby talk.

It is always easier to sing of golden boulevards than it is to make streets so that crookedness can not hide in them.

No man is worth anything to his age who does not sometimes get angry with it.

The difficulty of representing religion would be halved if its misrepresenting friends would all die.

Time and tide make strange bed-fellows.

After a promoter gets his hand in he becomes a financier.

#### PEARY'S PARTISAN.

George Kennan, Siberian Explorer, Criticises Cook.

Baddeck, C. B., Nova Scotia, Dec. 2.—If there is anything that I hate it is controversy; but when I am unfortunate enough to get into it I make the best fight I can. If you and I could have talked this thing over we should at least have arrived at a *modus vivendi* without any personal feeling; but when one writes instead of talking one can't give one's argument any modifying touches of voice or manner and it is sometimes unnecessarily irritating. I assure you I did not mean to be offensive to you in the slightest degree. I only wanted to make you realize vividly my point of view.

From the best information I can get I have no doubt that a very large number of the American people—perhaps an overwhelming majority—have a very unfavorable opinion, to say the least, of Commander Peary, but I am old enough to remember that a very large number of the American people have been wrong in their estimate of men, not only once but many times. Millions of Americans—including even Charles A. Dana—would probably be humiliated now if their attention were called publicly to what they once said of Grover Cleveland. And as for personal abuse, Abraham Lincoln had as much of it as any public man I can now think of. I would not for a moment compare Peary with either of these great characters—that's not my object. I cite Cleveland and Lincoln only for the purpose of showing that passionate controversial feeling, even when it is shared by many millions of people, may be all wrong and, in time past, has been all wrong.

As for Peary, I haven't the least feeling about him one way or the other. I regard him as a great Arctic sledger—one of the greatest that the world has ever known—but it does not necessarily follow that because a man is brave and skillful in exploration he must be personally attractive. Stanley was a great explorer, but personally—as I knew him—he was not at all sympathetic. Where you make a mistake—if you will pardon me for saying so—is in going to unwarranted extremes. Very few men, thank the Lord, are as bad as you paint Peary, and looking at his record and your statements, in absolutely cold blood, it seems to me that either you greatly exaggerate his bad characteristics or you have been misinformed. If I were in his place, and with his whole record—good and bad—behind me, I could make a defense that I think would surprise you a little, even if it did not force you to modify, very materially, your opinion of me.

My life experience has taught me that in writing for permanent effect nothing is more important than accuracy, moderation and self-control. I don't always come up to my own standard in these respects, but when I fail to do so I always regret it. In an article in the December magazine number of the Outlook, entitled,

"Prince Ito and Korea," I have described my experience in unfavorably criticising the Japanese. If I had made a few inaccurate statements about their behavior in Korea, had jumped all over them and had called them "blackguards" and "brutes" I should have ruined my own reputation for fairness and should have produced no effect whatever. As it was, I had the satisfaction of knowing that I had won the confidence and esteem of the best Japanese and had had a little to do with the shaping of Japanese and Korean history.

In criticising Dr. Cook's narrative I have had to question his veracity on the basis of his own statements; but I have tried to do it temperately, and I certainly never have called him "fakir," or "liar," or "impostor," or any other opprobrious name. That explorers do sometimes fix up their records I unfortunately know; because it was once done by a personal friend of mine. His astronomical observations were reworked by scientists in Washington, who told me with sincere regret that the altitudes and calculations had undoubtedly been falsified in order to make it appear that he had been in unexplored regions, which, in reality, he had never penetrated. The same thing may be said of a man—an American—who wrote a book, some years ago, in which he pretended to give an account of his observations and experiences in a journey from St. Petersburg to Irkutsk, in Eastern Siberia. It was nearly all faked. I know absolutely, from internal evidence, that he went from St. Petersburg to the terminus of the Russian Railway system at Nizhni Novgorod, but did not go into Siberia at all. Now the evidence which proves this might not appeal to your mind because you do not know Siberian geography in detail; you are unfamiliar with the peculiarities of Russian post-travel; you couldn't tell which side of the river Tiumen is on; you couldn't say, off hand, how fast it is possible to travel with a "government" order for horses; you don't know how big a

town Omsk is; nor what kind of trees grow along the road between Krasnoyarsk and Irkutsk; nor what the rate of payment per horse is in the trans-Baikal; nor scores of other things that I do know and that I can test a traveler's narrative by. It is much the same with Dr. Cook's story. Lots of details that seem to you all right, because you are not familiar with Arctic conditions and the Arctic field, strike me as highly improbable—and some of them as impossible—because I know, from experience and study, that such things don't usually happen and sometimes can't possibly happen.

You say in your second editorial that I have disappointed thousands of my friends by undertaking to discredit the claims of Dr. Cook. I am sorry to have my work disappoint anybody, but that isn't a thing that I ever take into consideration. I write the truth, so far as I am able to see it, regardless of anybody's disappointment or approbation, and the plan has hitherto worked pretty well. When a writer begins to steer by the wind of public opinion, instead of by the needle that he has always found to point true, his running ashore is only a question of time.

George Kennan.



**DON'T FAIL**  
To send for catalog showing our line of  
**PEANUT ROASTERS,  
CORN POPPERS, &c.**

**LIBERAL TERMS.**

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

#### MOTOR DELIVERY

*McIntyre*

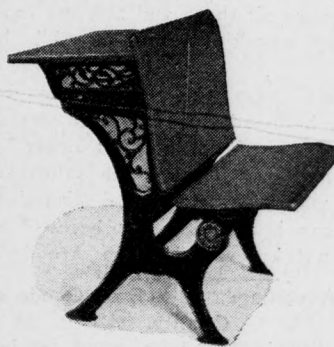
Catalog 182 Auburn, Ind.

#### BUICKS LEAD

CARS \$1,000 AND UP

BUICK MOTOR COMPANY  
Louis and Ottawa Sts. Grand Rapids Branch

## 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



### Tact an Essential To Successful Salesmanship.

There can be no two opinions of the value of persistence and aggressiveness in salesmanship, but there is something else that is worth more than both of these put together, and without which persistence and aggressiveness are apt to be boomerangs to their possessor. That is tact. The salesman who can force himself into a hearing in the face of apparently insurmountable difficulties and office boys, and who hangs on day after day after being turned down, is a fine article to have on the sales department payroll, but if he is short in the matter of tact the proverbial bull in the china shop and he are mates.

Here is an example of the fine, aggressive type of salesman with the bunch of solid ivory where his organ of tact should be, and of what happened to him and his firm. The salesman, representing a special machinery house, had marked down the President of a big engineering supply house as his special quarry. The President was known far and wide for his opposition to new firms and new salesmen, and the machinery house had about given him up as a prospective customer.

The salesman in question had made a swing around the Middle West that had made him a star in the selling force. He had sold the firm's special machinery where any old time machine salesman would have offered ten to one that it couldn't be placed. He had obtained audiences with the heads of several railway systems—not the division superintendents, but the Presidents themselves—and he had opened up a possible field to which the sales manager admitted he could see no end. When he came back to the city and heard about the unfriendly house, he said: "Let me at them."

The office boy took his card in without looking at it.

"Mr. Blank is too busy to see you," he said, returning.

"All right," said the salesman. "I am here to wait until he isn't."

Half an hour later he sent in another card. Same result. Another half hour, another card and another "too busy." The salesman pulled a magazine out of his pocket and waited an hour before trying again.

"Mr. Blank is going out to lunch," was the reply to this.

"So am I," said the salesman. "How long does Mr. Blank take for lunch-noon?"

"An hour."

"I only take fifty minutes. I'll be here waiting for him."

When the President returned to his office the salesman boldly walked into his private office.

"I'm going to see you and talk with you, Mr. Blank," said he, "and the quicker we have it over with the better for both of us." Then, before the President could say a word, the salesman threw himself, tongue, hands and eyes, into the unquestionable line of talk that had made him a star on his last trip. Mr. Blank made one or two futile protests. For instance, once he said: "If you would please listen a moment I would explain why—;" but the salesman didn't have any time to listen.

He was there to make the other fellow listen, to make him see that there was no reason in the world why he shouldn't hand over an order, no reason why he possibly could get along without those special machines. His talk ran on, like a torrent. He drowned Mr. Blank's few words as so many raindrops. He simply swept him off his feet, the way he had done all through the Middle West.

At the end of thirty minutes there came a telephone call for the President. He talked for several minutes. Then, as he hung up the receiver and rose, he said: "That was Mercy Hospital. I've got to go out there right away. If you'd given me time I would have told you that my mind is so absorbed by the question of whether my wife must undergo an operation that I can not gather a business argument to save my life. But I know that I don't want what you've been trying to sell me, whatever that may be."

The funny part of the incident is that the salesman tells the story himself, to prove what a chump Blank is.

"Let me sit there and talk my head off and wasn't listening at all," he says.

"Rot!" says the sales manager. "Your bullheaded lack of tact cost us all chances of getting that order."

"What's tact?" says the salesman. And many an otherwise first-class salesman is a failure just because he does not know. Martin Arends.

### The Advantages of Selling Goods of Quality.

Quality is always a good talking point and admits of being approached in many ways, among others from the side of relative cheapness. An article that is sold at double the price of another is cheap, relatively, if it will last twice as long, and give 25 or 50 per cent. better service right along. Quality articles, of the practical and durable variety, will easily do this. Such articles are invariably the cheapest for service.

When a customer has once had an experience of quality, he will never by choice return to inferior grade goods. Rather, the tendency with him will constantly be in the direction of further betterment. A customer of this kind is valuable, not merely on his own account, but because he is very apt to prove a walking advertisement, especially in a small town, where everyone knows everybody.

Quality, once tried, preaches its own lesson. After the first experience of novelty is over the purchaser begins to figure his gains in the shape of comfort, longer and better service, also savings in the shape of avoidance of repairs, etc. In this way the first cost comes in time to be disregarded.

A solitary case of this kind might not amount to much, but when such cases become numerous in connection with an individual store its character is in time entirely transformed. The custom that comes to it is of a steady, improving kind, until it finally acquires the reputation of being a first-class store.

People, if only properly approached and educated, are usually willing to pay liberally for their pleasures, and this for the obvious reason that nothing can be truly enjoyed if it be not attended with satisfactory service. This point should be made the most of and a few judicious words will be all that is necessary to drive the lesson home.

### Gems of Thought Tersely Expressed.

Don't make a show of your position or you may be as good as a show to other people.

Take other people's advice—alloy and gold make serviceable coin.

Never shove a difficulty from under your nose—it is a challenge to your worth; conquer it.

Believe for awhile you are in another man's shoes, then meet yourself upon the street and the reflection may be what you would not like to see in the other man.

Give lightness to your heart, freedom to your thought, common sense to your whims, caution to everyday life and that which follows must be success.

Shake realities for dice and when the best one turns up make it your opportunity.

Hope for the best, but work for the result.

Failure is nothing more than getting lost in opportunities.

Too much imagination makes us drunk with ambition.

The steadfast purpose wins, as each American career proves to us.

In this day every man makes his own drudgery and he has as much of it as he himself allows.

Why doesn't the man whose time economy is watching the clock apply the same principle to his pocket-book?

The day isn't half long enough for the man who has the map of purpose before him.

Make as many of life's events as happy as you can, for we have no control over the real sad ones.

Be original, like the boy who put in his diary, "Outside accounts, found 5 cents on the sidewalk."

Searles Patterson.

### An Angel of Mercy.

"Gentlemen, I was not always a rich man," said the cigar drummer as he lighted another of his samples and sat back to enjoy it. "No; it is only for the last ten years that I have wallowed in luxury."

"You were poor as the rest of us before that time?" queried one of his listeners.

"I should hate to tell you what straits I was sometimes driven to. I will relate only one instance. I found myself in Boston, out of money and out of work. I walked the streets for two days without food. I walked until I fell down exhausted."

"And then came the banker and took you under his wing?"

"No, sir. I was lying in the street, dying as I thought, when a lady who was passing that way in her carriage saw me and descended, and after a few words of encouragement and hope, she took the rings from her ears and put them in my hand."

"And you lived on?"

"I did."

"And you sold those earrings and the money gave you a start."

"Exactly."

"And did you ever find the name of the angel?"

"I did. As soon as fortune began to smile on me I traced her out and put a two-dollar bill in her hand and spoke a thousand words of gratitude."

"A two-dollar bill!"

"Yes. The earrings were Rhinestone, and that was their original cost. So you see, gentlemen—"

But they called him a liar and fled his company.

## If You Go Fishing

and don't catch anything,  
just remember that

## Hotel Livingston Grand Rapids

has an exceptionally appetizing way of cooking FISH that someone else with better luck just caught.

## 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.

**EDISON'S CEMENT HOUSE.**

This is an age of wonderful achievement in the line of economics, but there is reason to believe that before the twentieth century is much older all prior achievements will be cast into the shade by the newer discoveries. Thomas A. Edison, who has done so much in the way of useful invention, promises that before another year is out he will be able to make cement houses cast in molds which will not only be constructed from cellar to roof in the minimum of time, but will cost when completed but a fraction of what a man must ordinarily pay for a house of the usual type. He claims also that his cement house will be practically fireproof and therefore will cost but little in the way of insurance, while the material from which it will be constructed will make it practically everlasting.

Any other man promising such an achievement would be laughed at, but a genius that has already achieved so many wonderful results commands a respectful hearing, which would be denied other men. The scheme is certainly startling. Cement has been used so much in construction of late years that most people are disposed to believe that almost any construction in concrete is possible. Bridges and factory stacks are now frequently built of concrete and large buildings are constructed of what is known as reinforced concrete. A concrete dwelling cast all at one time and in practically one mass does not appear as impossible as such a thing might have appeared but a few years back.

Mr. Edison's idea is to cast a dwelling house much as a car wheel, an iron beam or any other big piece of metal is cast in the foundry. He expects to use an iron mold of the dimensions of the proposed house. Cement tinted to any desired shade is to be poured into this mold and allowed to set, and after the iron mold or shape of the house is removed the concrete or cement house will be perfect from cellar to roof. Of course, the same mold can be used an indefinite number of times, so that only a small fraction of the cost of the mold or iron frame need be assessed against the cost of the house.

If Mr. Edison's plan succeeds, and there seems no reason to doubt that it will, a great boon will have been conferred on the thrifty toiler and man of small means, who will find it more profitable to build a home than to rent one. Of course, there will be doubting Thomases who will ridicule the idea, but as Mr. Edison is not a mere theorist, but a practical inventor, he is likely to have the last laugh.

**Sale of Eli Lyons' Stock To Mrs. Lyons.**

Lakeview, Dec. 6—Replying to your enquiry, I beg leave to state that, as guardian of the estate of Eli Lyons, I sold at retail out of the stock goods to the amount of \$2,652. The remainder of the stock left, including fixtures and outstanding accounts, I sold to Mrs. Eli Lyons for \$2,800. I paid out for taxes and expenses and guardian fees \$696.30 and \$175.21 I paid out for new goods bought, which

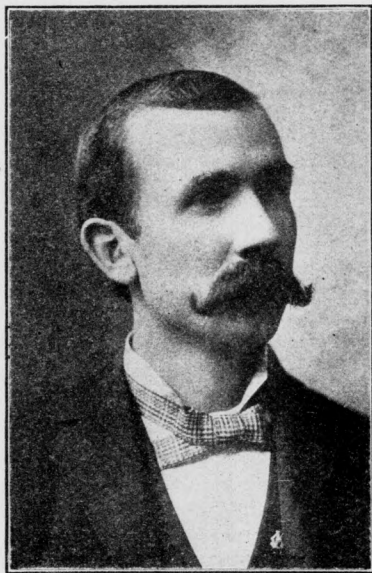
I had to have to keep the business going, which left a balance of \$4,580.41 to pay \$8,280 indebtedness. I paid the creditors 55½ cents on the dollar, which I think is a pretty good record, all things considered.

L. P. Sorenson.

The Tradesman considers this showing an excellent one and congratulates both Mr. Sorenson and the creditors on the record made. Mr. Sorenson charged only \$150 for his own work in this matter, which is about a third what many men would have charged for similar services. The fact that Mr. Sorenson was himself a creditor of the estate probably caused him to treat the matter exactly as he would treat it if he alone were interested, and to this fact is probably due the remarkably good showing made.

**Port Huron Has a Candidate For Secretary.**

Port Huron, Dec. 6—At the convention to be held in Lansing, Dec. 28 and 29, Post H will present the name of Wm. J. Devereaux for Secretary and hope to elect him. Mr. Devereaux has lived in Michigan forty-two years. He has been many years selling goods on the road. For the past ten years he has been with Nelson, Baker & Co., of Detroit, a position he still holds. He is actively engaged twelve months in the year and, coming in contact with the commercial travelers who are eligible to



membership in our Association, he can and will work to increase the membership and further the interest of the Knights of the Grip. Brother Devereaux has served several years as Secretary of Post H and Secretary of Port Huron Council, No. 462, U. C. T., also in the same capacity in other orders and has at all times been found a most capable officer, working always for the general good of the members of any order he identifies himself with. Mr. Devereaux has the unanimous endorsement of Post H.

Frank N. Mosher.

An optimist is a man who believes there is such a thing as honesty in politics. A pessimist is a man who did, but doesn't.

**Steps To Be Taken in Battle For Cleanliness.**

Written for the Tradesman.

The questionable and mussy—not to use a stronger term that isn't a bit pretty—actions that are displayed in connection with food and food containers by many of those having to do with the handling of same is certainly an eye-opener to one when brought face to face with those guilty of the nauseative methods. And the unconcern with which those deeds are committed before other people plainly demonstrates that they are habitual with the ones perpetrating them.

Sit down at nearly any drug store lunch counter in any town on any business street you might mention and the conclusion will be borne in on you that here, if anywhere, is most abundant opportunity to cut up all sorts of didoes with the articles supposed to be for humanity's physical nourishment.

For instance, who has not seen, while waiting his turn patiently or impatiently, as the case may be—the former you will say, if you are a man, as men declare that it is only the weaker sex who give way to disquietude—who has not seen an attendant draw forth from some part of his clothing an interminable length of handkerchief that can not boast an intimate and recent acquaintance with the washtub and proceed to use it vigorously or less so, according to olfactory requirements?

Or the attendant's hair stands up or lies awry and he forthwith takes both hands to smooth it down.

Then, more likely than not, he will, with those same unclean hands, inaugurate a wiping of soda spoons and other silver with a dirty towel, which he will subsequently sling over a shoulder which is on terms of familiarity with cranium excrescences—if one may judge by the very perceptible layer of short hair and dandruff in evidence.

Then I have seen a soda fountain clerk pick his back teeth with his digits and immediately begin serving a luncheon to some unlucky wight, fingering bread, doughnuts, pie, or what not, with as much assurance as if his hands had just gone through the lavatory operation.

Or the clerk goes right from mopping off the marble with a sloppy towel, his hands more than moist with its handling, to serving an ice cream soda patron, taking hold of the edge of the soda tumbler with all five fingers, also the top of the glass into which he pours the ice water at the same time called for. Under such a disgusting circumstance the only thing for the observant patron to do is either to get up and leave the ice cream and water untouched or "grin and bear it" and down with it, with an heroic—really a Christian Science—effort to shut out all thoughts of the "late unpleasantness."

Sometimes one even sees a soft-drinks clerk wipe tumblers and spoons and also the luncheon dishes with a towel he has just employed to wipe off the marble counter.

I suppose that a soda fountain clerk gets heedless from having so

many different things to see to about his department; or it may be that he never learned, either from home training or from animadversion, all the niceties of touch in regard to the care of things to be put into the stomachs of humans.

I think if I had a drug store and ran a soda fountain in connection I would have a set of rules printed in easily-readable type and those rules should be posted in a most conspicuous place on the fountain. Those rules should stipulate what should and should not be done with regard to the food dispensed and the dishes in which the viands were served. Moreover, I would state at the bottom of the card that any patron who saw any infringement of those sanitary rules was kindly requested to report the same to headquarters.

It seems to me that the above publicity would result in at least a little betterment in the manipulation of eatables at the "fountain lunch counter."

The whole trouble lies in the fact that fountain proprietors are criminally careless themselves to allow matters to go on as they have for so many, many years. If they would hang up prominently a set of sanitary rules as suggested and in hiring a clerk would insist that discharge would follow non-observance of those rules, the customers would not be subjected to the exasperation of having their appetites taken away before they had even touched what was set before them for supposed enjoyment.

A druggist who would not dream of drinking out of a glass used by even a loved member of his own family unless the same had been washed and polished will tolerate at his soda fountain nasty tumblers and other containers that have only been swashed around in a tub of foul water and slammed down on a puddly place to drain off.

The mystery is that he countenances such a loathsome method and the mystery is that any of us countenance his method by patronizing his offensive old fountain. But he does and we do. Beatrix Beaumont.

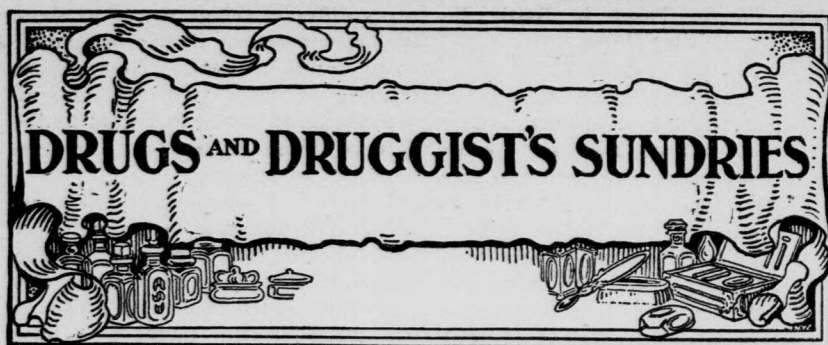
**Merged Into a Corporation.**

Ft. Wayne, Ind., Dec. 7—G. E. Bursley & Co., who have been engaged in the produce and wholesale grocery business here for twenty-eight years, have merged their business into a corporation under the same style. The capital stock of the new corporation is \$300,000, all paid in. The officers are as follows:

- President—James M. McKay.
- Vice-President—Frank K. Safford.
- Secretary - Treasurer — Frank L. Smock.

A St. Johns correspondent writes: Mayor Fred W. Goodes, who has been employed as book-keeper in the store of John C. Hicks for several years, has resigned his position and will travel for Rogers, Lunt & Rowland, a silverware firm in Greenfield, Massachusetts. His territory will be through the Southern States.

Being forearmed may be the best kind of faith in the right fight.



**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.

#### DANGEROUS EXPERIMENT.

#### Whisky Antidote That Nearly Killed Victim.

Written for the Tradesman.

"Perhaps," said Hank Truman as he leaned back in the willow rocker in Sam Dilworth's drug store and smoked a genuine Trabuco, "perhaps this prohibition question might be settled in a different way from that ordained by the rabid temperance advocates. I'm a temperate man myself—"

"Temperate to be sure," laughed the druggist. "Half a dozen beers a day would do you. A man who would drink more than a dozen you would look upon as a pig, now wouldn't you?"

"Nary pig, but a hog with a big H," chuckled the drummer. "Of course, I take a drink once in a while, but I am always temperate; I don't care to get up on the water wagon entirely. What's one man's meat may be another man's poison, you know. These local option fellows are too rabid."

"Well, maybe they are, but you must admit that the saloon men are themselves to blame for this wave of prohibition now sweeping over the country. They have paid no heed to the law. Now let them feel its power when wielded by an outraged public sentiment. Hank, it takes an aroused moral sentiment to do things. I am no radical myself, but I think the saloon element have brought this trouble upon themselves; in crushing them the radicals will kill off a good many decent, law abiding liquor men into the bargain."

"And there seems no help for it, either."

"Not just at present. There is bound to be a reaction, however."

"Do you think so?"

"Why, sure. This radical prohibition wave is bound to subside after a time, when the moderate men will

come into their own. I am one of those who believe in temperance, but not in total abstinence. It is hard to make people toe one common mark, either in matters of taste or religion. All I fear is that after a spell of savage enforcement of prohibitory legislation there'll be a swing of the pendulum to the opposite extreme. Extremes are hurtful in any direction, you know."

"Yes, I admit that. I have in mind an extreme case."

"How do you mean, Hank?"

"A case where an attempt to enforce temperance or, rather, total abstinence upon an individual led to serious results. It was of this I was thinking when I first spoke. Herein lies a way to prohibition without resort to a club."

"I am anxious to get at the gist of your meaning, Hank," said the druggist, seating himself near his traveled friend. "You said there might be an easier way out of the wilderness of drunkenness than that blazed by our prohibition friends."

"Precisely—Mother Hawke's way."

"Who is Mother Hawke?"

"She was a fine old washerwoman of Racket Gulch. She lived and died a great many years ago. The death of old Simon Hawke at Reformation Home the other day called back the incident, which was related to me by an old fellow from wayback. Simon was the hero of the event, you see."

"No, I don't quite see," and Sam Dilworth shrugged his thin shoulders by way of expressing more than his words conveyed.

"It was this way: Mother Hawke did the washing and mending for many of the lumberjacks in and around Racket Gulch. She was a sensible, hard-headed old woman, with masculine strength and a strong fund of humor. She had one son who was by no means a credit to his industrious mother. Simon was a hanger on about the camps, a sort of moral do-nothing. He chored about the shanties sometimes, but whenever a whisky bottle was brought to camp he was down and out; couldn't resist temptation, you see."

"Really a bad state of affairs," assented Dilworth.

"You are right there. Mrs. Hawke had tried moral suasion without success. Then came the rod of correction. Neither did any good. Simon would get drunk at every opportunity. Instead of being a help he was a great hindrance to his mother's efforts to make both ends meet."

"One day there came to the lumber camp a Gypsy seer who for a bit of silver would tell your fortune. Mrs. Hawke had hers told. The fortune-

teller surprised her by giving an account of her past life, assuring her that that sort of a son might easily be broken of his foolish and soul-destroying habit.

"Immediately after the departure of the soothsayer Mother Hawke put into operation this new temperance specific. She procured a pint of whisky and set it before her son. 'Now, Simon,' says she, 'if you must drink, why, don't sneak off behind the shanty to do it, but drink right here with old mammy looking on.'

"You may be sure Simon was agreeably surprised at this sudden conversion of his mother to the ways of demon rum. He asked no foolish questions; it was sufficient for him to know that he was to have a free hand at the bottle of red liquor. When thoroughly soaked Mother Hawke left her son to his reflections and prepared the seer's 'cure.' She had previously set a pail half full of water in a back room in which half a dozen river fish disported. These had been in the water twenty-four hours when she added the water to some whisky and set it beside the couch of her son. She knew that the moment he came out of his stupor he would again imbibe, this time from the combination of fish-water and liquor.

"Simon drank frequently from the new dope, once remarking that it did not taste like very good whisky."

"Should think as much," and the druggist made a wry face.

"During the next day and night Simon drank at least a quart of the 'cure.' After that he became deathly sick."

"Too much whisky or too much fishy water, which?"

"It was the combination, I imagine, that did the business," continued the drummer. "That proved the costliest bit of doctoring Mother Hawke ever indulged in. She sent twenty miles after a doctor and her boy came very near dying."

"Should have thought he would have died. Ugh! that dose was enough to sicken a horse."

"Sure it was. It proved an effectual temperance drink, too."

"Did it for a fact?"

"That it did. Simon Hawke was cured of the whisky habit."

"Well, well, that is worth knowing," chuckled the druggist. "I wonder if it would work as well in every case?"

"I haven't a doubt of it, Sam."

"By George, Hank, there's a scheme for you."

"What do you mean?"

"A clear fortune for both of us. Fish-water is cheap as dirt. Why not put up this great anti-saloon remedy? It will knock out every dram shop in the country; reform every old soak and keep the boys at home. Great scheme—"

"Hold on a bit, old man," cried Hank Truman. "This would pan out all right but for one thing."

"What is that?"

"I once thought of doing this very stunt you mention; had in fact built a monster castle in the air; saw myself in a magnificent touring car, myself a big-wig among the biggest,

when, cothud, down tumbled the air castle a mass of shapeless ruins."

"Did you put up any of the dope?"

"Yes, a little to experiment on; gave a good dose to a friend of mine who was addicted to whisky straight."

"And the specific failed?"

"It cured the drink habit all right, but came near killing the patient. It cost me a clean hundred to save my friend's life. Now, don't give me away. He thinks to this day that it was bad whisky that caused his desperate illness. I never told the truth about it to a living soul until now. Another ounce of that fish-water would have been the death of my friend; the doctor told me as much."

"But I thought you said you had told no one about that?"

"True; but you see this doctor was the son of the one who doctored Simon Hawke forty years ago and he knew the symptoms. You understand, I trust—"

"Great horn spoons, yes!" gasped the druggist, rising hastily to wait on a customer who had just come into the store.

J. M. Merrill.

#### Twenty-Nine Additions To Membership.

Traverse City, Dec. 5—I have just mailed 1,575 of the circulars enclosed, which I believe pretty well cover all of the drug stores of the State.

We intend, before the meeting which is to take place the first of February, to get officers and committee members in some of the larger towns to organize local committees and go after memberships strong, so that we expect to have at the time of the meeting a good big membership, a large attendance and a meeting that will be of interest and benefit to all who attend.

At the request of President Bugbee I am appending below a list of the members who have come in since you were last notified, as follows:

Barron & Wine, Howell.

Barnard & Scherer, Benton Harbor.

Ray Burlingham, Dowagiac.

J. S. Bennett, Lansing.

A. P. Collins, Pottsville.

Lewis H. Coppin, Fowlerville.

Carveth & Stebbins, Hastings.

Theodore G. DePeel, Onondaga.

Engle & Woolsey, Hartford.

Henry H. Fenn, Chelsea.

Grove Green, Marshall.

J. H. Gambel, Brighton.

A. W. Huntley, Saranac.

Mark B. Hawes, Parma.

W. H. Kinsley, Manistee.

D. L. Livingston, Grass Lake.

Leasia & Headley, Williamston.

John J. Milbourn, Eaton Rapids.

Fred L. Munson, Springport.

L. Frank Morrison, Lansing.

E. S. Petersen, Decatur.

G. L. Pitkin, Brighton.

Arthur Panches, Springport.

Pew & Mandeville, Palo.

C. H. Spencer, Chicago.

F. A. Stigler, Pickney.

A. E. Swanton, Lansing.

L. C. VanGorden, Eaton Rapids.

Frank E. Thatcher, Ravenna.

Thanking you for the many courtesies you have extended to the Association, I remain,

H. R. MacDonald, Sec'y.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, Potassium, Radix, Semen, Spiritus, and Tinctures.

Holiday Goods
We have closed the room in which we exhibited
Our Special Samples of Holiday Goods
All of these we have moved to our store and, as our stock is coming in very fast, we are yet in position to care for the belated buyer and his unlooked-for and unexpected wants.
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.
(Agents for Walrus Soda Fountains)

LaBelle Moistener and Letter Sealer
For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its kind on the market.
You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.
Price, 75c Postpaid to Your Address
TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y). Includes items like Ammonia, Baked Beans, Butter, Canned Goods, etc.

Table listing various grocery items and their prices, organized by column (1 through 5). Includes items like Arctic Ammonia, Axle Grease, Baked Beans, etc.

Table listing various grocery items and their prices, organized by column (2 through 5). Includes items like Oysters, Plums, Peas, etc.

Table listing various grocery items and their prices, organized by column (6 through 10). Includes items like Cheating Gum, Chicory, Chocolate, Cocoa, Coffee, etc.

Table listing various grocery items and their prices, organized by column (11 through 15). Includes items like Family Cookie, Fig Cake, Fluted Coconut Bar, etc.

Table listing various grocery items and their prices, organized by column (16 through 20). Includes items like Dried Fruits, Farinaceous Goods, Flavoring Extracts, etc.

Table 6: Grand Rapids Grain & Milling Co. Brands. Includes items like Purity, Patent, Wizard, Graham, Corn Meal, Rye, Spring Wheat Flour, Golden Horn, Duluth Imperial, Wisconsin Rye, Judson Grocer Co.'s Brand, Ceresota, Lemmon & Wheeler's Brand, Voigt's Milling Co.'s Brand, Voigt's Flour, Voigt's Hygienic, Wykes & Co., Sleepy Eye, Bolated, Golden Granulated, St. Car Feed, No. 1 Corn and Oats, Corn, Winter Wheat Bran, Middlings, Buffalo Gluten Feed, Dairy Feeds, O P Linsced Meal, O P Laxo Cake-Meal, Cottonseed Meal, Gluten Feed, Brewers' Grains, Hammond Dairy Feed, Alfalfa Meal, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, HERBS, Sage, Hops, Laurel Leaves, Senna Leaves, HORSE RADISH, JELLY, 5 lb pails, 15 lb pails, 30 lb pails, MAPLEINE, MATCHES, C. D. Crittenden Co., Noiseless Tip, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MINCE MEAT, MUSTARD, 1/4 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Manznilia, 3 oz., Queen, pints, Queen, 19 oz., Queen, 28 oz., Stuffed, 5 oz., Stuffed, 3 oz., PIPES, Clay, No. 216 per box, Clay, T. D., full count, Cob, PICKLES, Medium, Small, PLAYING CARDS, No. 90 Steamboat, No. 15, Rival, assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98 Golf, satin fin., No. 808 Bicycle, No. 632 Tourn't whist, POTASH, Babbitt's, PROVISIONS, Barreled Pork, Mess, new, Clear Back, Short Cut, Short Cut Clear, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S. P. Bellies.

Table 7: Pure in tierces, Compound Lard, 80 lb. tubs, 40 lb. tubs, 20 lb. tins, 10 lb. pails, 5 lb. pails, 8 lb. pails, Smoked Meats, Hams, 12 lb. average, Hams, 14 lb. average, Hams, 16 lb. average, Hams, 18 lb. average, Skinned Hams, Ham, dried beef sets, California Hams, Picnic Boiled Hams, Boiled Ham, Berlin Ham, pressed, Mince Ham, Bologna, Sausages, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, Pig's Feet, 1/2 bbls., 40 lbs., 1/2 bbls., 1 bbl., Tripe, Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 80 lbs., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted ham, 1/2, Potted ham, 1/4, Deviled ham, 1/2, Deviled ham, 1/4, Potted tongue, 1/2, Potted tongue, 1/4, RICE, Fancy, Japan, Broken, SALAD DRESSING, Columbia, 1/2 pint, Columbia, 1 pint, Durkee's, large, 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Dwight's Cow, L. P., Wyandotte, 100 3/4s, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Lump, bbls., Lump, 145 lb. kegs, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, fine, Medium, fine, SALT FISH, Cod, Large whole, Small whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Pollock, White Hp. bbls., White Hp. 1/2 bbls., White Hoop mchs., Norwegian, Round, 100 lbs., Round, 40 lbs., Scaled, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Whitefish, No. 1, No. 2 Fam., 100 lbs., 50 lbs.

Table 8: 10 lbs., 8 lbs., SHOE BLACKING, Handy Box, large 3 dz, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SOAP, J. S. Kirk & Co., American Family, Dusky Diamond, Dusky D'nd, Jap Rose, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star, Lantz Bros. & Co., Acme, 70 bars, Acme, 30 bars, Acme, 25 bars, Acme, 100 cakes, Big Master, 70 bars, German Mottled, German Mottled, 5 bxs, German Mottled, 10 bxs, German Mottled, 25 bxs, Marseilles, 100 cakes, Marseilles, 100 cakes 5c, Marseilles, 100 ck toil, Marseilles, 1/2bx toilet, A. B. Whisley, Good Cheer, Old Country, Soap Powders, Lantz Bros. & Co., Snow Boy, Gold Dust, 24 large, Gold Dust, 100-5c, Kirkoline, 24 4lb., Pearlina, Soapine, Babbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, gross lots, Sapolio, half gro. lots, Sapolio, single boxes, Sapolio, hand, Scourine Manufacturing Co., Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, English, SPICES, Whole Spices, Allspice, Cassia, China in mats., Cassia, Canton, Cassia, Batavia, bund., Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Amboyina, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, Pepper, Singapore, blk., Pepper, Singap. white, Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, 28, Cloves, Zanzibar, 24, Ginger, African, 15, Ginger, Cochin, 18, Ginger, Jamaica, 25, Mace, 65, Mustard, 18, Pepper, Singapore, blk., 17, Pepper, Singap. white, 28, Pepper, Cayenne, 20, Sage, 20, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Muzzy, 40 lb. pkgs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 5, 16 5lb. packages, 4, 12 6lb. packages, 6, 50lb. boxes, SWEET CIDER, "Morgan's", Regular barrel, 28 gals, Trade barrel, 14 gals, SYRUPS, Corn, Barrels, 28, Half barrels, 30, 20lb. cans 1/4 dz. in cs., 17, 10lb. cans, 1/2 dz. in cs., 17, 5lb. cans, 3 dz. in cs., 18, 2 1/2 lb. cans, 3 dz. in cs., 19

Table 9: Pure Cane, Fair, Good, Choice, TEA, Japan, Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Ceylon, fancy, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, 5lb. pails, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Kyo, Battle Ax, American Eagle, Standard Navy, Spear Head, 7 oz., Spear Head, 14 1/2 oz., Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heidsieck, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, 16 oz., I X L, 5lb., I X L, 16 oz. pails, Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum, Yum, 1lb. pails, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1lb., Plow Boy, 1 1/2 oz., Plow Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Forex-XXXX, Good Indian, Wet Binder, 16oz. ooz., Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium N, Wool, 1 lb. balls, VINEGAR, State Seal, Oakland apple cider, Barrels free, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow, Clothes, large, Willow, Clothes, me'm, Willow, Clothes, small

Table 10: Butter Plates, Wire End or Ovals, 1/4 lb., 250 in crate, 1/2 lb., 250 in crate, 1 lb., 250 in crate, 2 lb., 250 in crate, 3 lb., 250 in crate, 5 lb., 250 in crate, Churns, Barrel, 5 gal., each, Barrel, 10 gal., each, Clothes Pins, Round Head, 4 inch, 5 gross, 4 1/2 inch, 5 gross, Cartons, 20 2 1/2 doz. bxs., Egg Crates and Fillers, Humpty Dumpty, 12 dz., No. 1 complete, No. 2 complete, Case No. 2 fillers, Case, mediums, 12 sets, Faucets, Cork lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cable, Cedar, all red, brass, Paper, Bureka, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat, spring, Tub, 20-in. Standard, No. 1, 18-in. Standard, No. 2, 16-in. Standard, No. 3, 18-in. Cable, No. 1, 18-in. Cable, No. 2, 16-in. Cable, No. 3, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Washboards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 15 in. Butter, 19 in. Butter, Assorted, 13-15-17, Assorted, 15-17-19, WRAPPING PAPER, Common straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c't 13, Wax Butter, full count 20, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Per lb., Whitefish, Jumbo, Whitefish, No. 1, Trout, Halibut, Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, Smoked, White, Chinook Salmon, Mackerel, Finnian Haddie, Roe Shad, Shad Roe, Speckled Bass, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2

Table 11: Pelts, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Cases, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-In Pails, Gypsy Hearts, Coco Bon Bons, Peanut Squares, Sugar Squares, Salted Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Bureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-In 5lb. Boxes, Old Fashioned Molasses Kisses, 10lb. bx 1 20, Orange Jellies, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, Champion Choc. Drps, H. M. Choc. Drops 1 10, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, as'd, 1 20, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, printed, Lozenges, plain, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Good, Up-to-date Ass'tm't, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't, Pop Corn, Cracker Jack, Giggles, 5c pkg., Pop Corn Balls 200s, Azulik 100s, Oh My 100s, Cough Drops, Putnam Menthol, Smith Bros., NUTS--Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California sft. shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnuts, Marbot, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio, new, Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy H. P. Suns, Roasted, Choice, H. P. Jumbo

# Special Price Current

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

## BAKING POWDER



Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

## BLUING



C. P. Bluing

Doz.  
Small size, 1 doz. box .40  
Large size, 1 doz. box .70

## 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

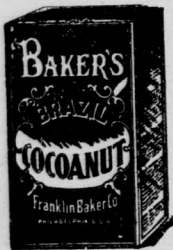
Tampa Smokers 5c . . . . \$30 00  
Linfu  
Smokers 5c . . . . 35 00  
Puritanos 10c . . . . 60 00  
Londres Grande 2 for 25c 80 00  
Estos Si  
Reina Fina 3 for 25c . . . . 55 00  
Caballeros 10c . . . . 75 00  
Panatellas 2 for 25c . . . . 80 00  
Reina Victoria 15c . . . . 85 00  
La Hija de Tampa 10c . . . . 70 00

## Worden Grocer Co. brand

Ben Hur  
Perfection . . . . .35  
Perfection Extras . . . . .35  
Londres . . . . .35  
Londres Grand . . . . .35  
Standard . . . . .35  
Puritanos . . . . .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 . . . . . @ 5  
Livers . . . . . @ 6

## 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. .

### Jute

60ft. . . . . 75  
72ft. . . . . 90  
90ft. . . . . 1 05  
120ft. . . . . 1 50

### Cotton Victor

50ft. . . . . 1 16  
60ft. . . . . 1 25  
70ft. . . . . 1 60

### Cotton Windsor

50ft. . . . . 1 30  
60ft. . . . . 1 44  
70ft. . . . . 1 80  
80ft. . . . . 2 00

### Cotton Braided

40ft. . . . . 95  
50ft. . . . . 1 35  
60ft. . . . . 1 65

### Galvanized Wire

No. 20, each 100ft. long 1 96  
No. 19, each 100ft. long 2 10

## COFFEE

Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb. . . . .  
White House, 2lb. . . . .  
Excelstor, M & J, 1lb. . . . .  
Excelstor, M & J, 2lb. . . . .  
Tip Top, M & J, 1lb. . . . .  
Royal Java . . . . .  
Royal Java and Mocha . . . . .  
Java and Mocha Blend . . . . .  
Boston Combination . . . . .

Distributed by Judson Grocer Co., Grand Rapids, Lee, Cady & Smart, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fiebach Co., Toledo.

Peerless Evap'd Cream 4 00

## FISHING TACKLE

1/2 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

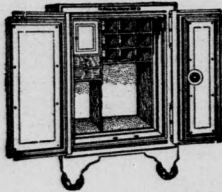
## Poles

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 75  
Oxford . . . . . 25  
Plymouth Rock . . . . . 1 55

## SAFES



Full line of fire and burglar 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. 8 55  
50 cakes, small size. 4 25

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 76  
Halford, small . . . . . 2 25

# Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

## Musical Instruments For Christmas Gifts

We carry a full line of Pianos, Player Pianos

Small Music Instruments and

Talking Machines

and sell them at a low price and on easy terms

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

## ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

## General Investment Co.

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



## FLI-STIKON

THE FLY RIBBON

The Greatest Fly Catcher in the World  
Retail at 5c. \$4.80 per gross  
The Fly Ribbon Mfg. Co., New York  
ORDER FROM YOUR JOBBER

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.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# FREE FREE

W. A. Rogers

26 Piece Silver Set

# Absolutely Free

With an Order for our Cigars

A written guarantee is given with each set

We are using this method to introduce our

# High Grade Clear Havana Cigars

"The best cigars made in Tampa"

## TO THE TRADE

DEALERS—Would you make more sales and secure larger profits? You can do so by selling our superior grade of cigars at popular prices.

"The cigars with that aristocratic flavor"

Write for full particulars

# O'Halloran Bros.

3215-17 Beach Ave.

Chicago, Ill.





# 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 OPPORTUNITIES.**

For Rent—Store 24x50, living rooms above. Cellar, barn, large garden. Good town. Good opening for general stock. L. N. Bush, Delton, Mich. 235

For Sale—Choice stock of groceries and staple dry goods, well-established business. Best location in city. Inventories \$3,000 to \$3,500. In one of best towns in the Thumb of Michigan. Address Box C, Cass City, Mich., 234

For Sale—Well established men's clothing and furnishings business, best location in the city, and very profitable. Address The Hub, Charleston, W. Va. 233

For Sale—500 volt, direct current motors. 1/2 H. P. \$30. Larger sizes also. Write L. E. Lemon, Aurora, Ill. 240

For Sale—raying drug business, stock and fixtures inventory \$2,800. Established 35 years. Must sell account ill health. Will sell for \$2,200. R. W. Edling, Menominee, Mich. 239

For Sale—Interest in prosperous general store in small railroad town, in splendid farming and thriving community in Texas. Owner, Box 159, San Antonio, Texas. 237

**Listen, Mr. Merchant,**



Write for my special proposition if you want a successful sale of any kind. Your stock can be reduced at a profit, or closed out with satisfactory results. Remember, I come myself thoroughly qualified. Engagements now being booked for January and February sales. Sale circulars furnished. Terms right. Get in touch with **B. H. Comstock, Toledo, Ohio** 907 Ohio Building

For Sale—A No. 1 stock of hardware. A No. 1 stock of dry goods and ladies' furnishings. C. A. West, Miami, Okla. 236

Sea Shells—For the holidays in \$10 and \$20 assortments. Names on shells and retail price if so ordered; will sell for double their cost. Bills due Jan. 1st, 1910. J. F. Powell, Waukegan, Ill. 231

For Sale—Complete dental outfit and practice of the late Dr. John Younghusband; offices will be rented to buyer; good location. Address Mrs. J. T. Younghusband, 79 Elizabeth street, W. Detroit, Mich. 229

For Sale—Stock of drugs, soda apparatus, 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—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 condition 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, Jacksonville, Fla. 218

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. 180 acres, nearly all in tame grass; improvements 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; improvements good; terms liberal. 370 acres; stock farm; good improvements, will be sold very reasonable. Write for full particulars if interested in any of the above. William Hines, De Witt, Iowa. 216

Furniture, undertaking, house furnishings. Largest territory in Michigan without competition. Net earnings over \$200 monthly. An opportunity seldom offered. Invoice about \$3,500. Investigate. Address X, care Tradesman. 214

For Sale—Livery and feed stable. Mrs. Pfeiffer, Portland, Mich. 213

For Sale—Best general store in Western New York. Inspection invited. Address No. 212, care Michigan Tradesman. 212

For Sale—Drug store fixtures, including shelving, 150 shelf bottles, soda fountain and counters. Must be sold at once. Bargain. Address 222, care Tradesman. 222

Under order of court, the Carmody Foundry and machine shops of Cedar Rapids, Iowa, and good will of the business 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—Complete drug stock and fixtures 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

A splendid town site or irrigation proposition, very cheap. D. J. Myers, Boulder, Colo. 203

For Sale—Restaurant in bustling Southern Michigan city; select trade. Cash. Grocery stock in town of 2500, invoices about \$2,000. Select patronage. No dead stock nor bad accounts. A bargain, no trades. Swander & Swander, Real Estate Dealers, Hudson, Michigan. 199

General merchandise stock for sale in good North Dakota country town, 600 people. The leading store, stock \$30,000, business last year \$75,000, this year well over \$100,000. Dry goods, shoes, groceries, hardware and machinery. First-class money-making proposition. Address Finch, Van Slyck & McConville, St. Paul, Minn. 196

For Sale—A large and complete stock of hardware, implements, vehicles, furniture and harness. Invoices from \$16,000 to \$17,000; pays good dividends; well-located; established trade. Must sell account health. Double storeroom; will divide and sell stock in sections, namely, hardware and furniture about \$13,500 or hardware, implements, wagons and buggies, about \$13,000. Climate unsurpassed in rich farming section in Southern Colorado. Address R. & H., 309 Mining Exchange, Denver, Colo. 190

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

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 heading 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 Furnishing stocks. We buy anything any man or woman wants money for. Write us today and we will be there to-morrow. **Paul L. Feyreisen & Co., 184 Franklin St., Chicago, Ill.**

For Rent—Best and largest store building in Milan, Mich., completely furnished. Splendid opening for general store in thriving town of 1,600 population. For particulars address, A. E. Putnam, Milan, Mich. 195

For Rent—At Port Huron, Mich., three-story and basement brick building, suitable for first-class retail store, modern and up-to-date. Center of active retail district. Enquire W. F. Davidson, Port Huron, Mich. 191

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, Syracuse, Ind. 175

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—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—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

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 salesman 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.**

Wanted—By young man of 25, place in general store in small town. Experience in keeping accounts. References the best. Address H. N., care Tradesman. 180

Wanted—Position as traveling man or clerk in general store. Address 228, care Tradesman. 228

Wanted—Situation as a clerk in a clothing or shoe store by young man with six years' experience. Address Box 447, Seiling, Okla. 232

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.**

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. 151

Wanted—By northwestern hardware jobber, young men, high school graduates, two years or more retail hardware experience. Address No. 165, care Tradesman. 165

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

Am not real estate man by occupation but I am by nature. Native of the busy garden spot South Texas. Have valuable knowledge for anyone desiring to invest in land for quick and large returns. Ford Dix, Box 159, San Antonio, Texas. 238

Notice—Have you \$25 or more to invest? If so, let us tell you about our guaranteed dividend paying stock in a real gold mine; shares bought now 25c each. Will be worth two or three dollars within a year. Send your name and address to us right now while you think of it and we will send particulars. Idaho-Montana G. M. Co., Box 245, Spokane, Wash. 230

Want Ads. continued on next page.

**TRADESMAN**  
**ITEMIZED LEDGERS**

SIZE—8 1/2 x 14.  
THREE COLUMNS.

2 Quires, 160 pages...	\$2 00
3 Quires, 240 pages.....	2 50
4 Quires, 320 pages.....	3 00
5 Quires, 400 pages.....	3 50
6 Quires, 480 pages.....	4 00

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**INVOICE RECORD OR BILL BOOK**

So double pages, registers 2,880 invoices ..... \$2 00

◆

**Tradesman Company**  
Grand Rapids, Mich.

### Proposed Merger of Toledo Coffee Houses.

Toledo, Dec. 4—A merger of three of the four coffee and spice concerns of Toledo is the latest rumor in financial circles. The companies to be consolidated are, it is said, the J. M. Bour Co., the Gasser Coffee Co. and the Conroy Spice Co.

Rumors as to the merger of these concerns have been in circulation for several months, but it is understood that the deal has so far progressed that within a week or so a definite announcement will be made as to the amalgamation of the three interests.

It was learned this morning that Albro Blodgett is promoting the deal. Mr. Blodgett, who is the President of the Conroy Spice Co. and the owner of most of the stock of the concern, was also a heavy stockholder in the J. M. Bour Co. He has lately acquired control of the last named concern. This gives him two of the three companies and he has, it is said, opened negotiations with the Gasser Coffee Co., to take over that business.

The Conroy Spice Co. is located at 720 Monroe street and was started several years ago by W. J. Conroy, the Secretary and Manager of the company. Mr. Conroy was at the head of the spice department of the Woolson Spice Co. for a number of years. The Gasser Coffee Co. was organized by M. H. Gasser, the President and General Manager of the concern. He learned the coffee business with the J. M. Bour Co. and several years ago started the Gasser concern at 113-117 Ontario street. C. A. Peckham, of the Toledo-Massillon Bridge Co., and a Director in the Northern National Bank, is the Vice-President of the Gasser Coffee Co.

Both J. M. Bour and M. H. Gasser refused to discuss the merger this morning. They said they were not quite ready to give out any positive news with reference to the consolidation, but it was learned from other sources that the deal is likely to be consummated in a few days. It is understood that the business of the three concerns will be conducted from the Bour building on Spielbusch avenue.

### Raise More Turkeys.

From year to year the price of turkeys increases to the wholesaler, the retailer and the consumer. This year the Thanksgiving season found them more costly than ever before. Why? Is there any reason why the supply should not exceed the demand and create a lessening in price? Put these queries to the farmer and he will say that turkeys are hard to raise and the average agriculturist will not take chances in their culture. It is difficult to imagine and understand why such a sturdy old bird as the turkey should be so difficult to raise through infancy. The fact is that the turkey just out of the shell is much harder to bring to maturity than the chicken. The farmers have never been able to master successfully his infantile weaknesses, as it were. Burbank, the wizard in botany, has solved the problem of making weak plants hardy. He has even proven that it is possible to so experiment in plant life that tropical fruits may be

grown within the frost belts. This may be done by gradually treating the plants so that they will become more hardy with each step that is taken in the culture. If this can be accomplished in plant life why would it not be possible to enhance the hardiness of the turkey through a process of breeding the strongest of varieties? In that way the problem of turkey weaknesses might be solved. Like experiments in animal life are being made with excellent results, and the outcome might be as favorable in the case of the turkey. Perhaps much of the unsuccessful States and there appears to be no good reason why the New England farmers should not share in the large profits that go to it. If the New England farmers would accomplish the knack of turkey culture it would mean big profits to them and at the same time lessen the cost to the consumer.

Solon Chase, of Chase's Mills, Me., who recently died at an advanced age, was once widely known as the founder of the Greenback party. He was a man of considerable ability but limited education, and he had a theory that the Government should issue paper money without limit and in sufficient quantity to meet the needs of all the people. Wild as this scheme would prove, the strange thing about it is that he secured a considerable following of intelligent men. His career is an admirable illustration of the strength and weakness of a self-made man, richly endowed with native wit but easily tempted to advocate visionary theories which education would have shown him to be impracticable.

The discovery of three new canals in process of construction on the planet Mars is announced. This is regarded as conclusive evidence that our neighbor has an intelligent and progressive population whom it might be a good thing for us to know. There is something doing in canal building in the State of New York, and we are learning how at considerable expense. It would be interesting to know if Mars is likely to get her new canals at less than three times the estimated cost, and if the officials in charge practice to any extent what is called graft on earth. If reports are correct Mars has long had an extensive canal system and much might be learned from her experience.

Owosso—The General Motors Co. will double the capacity of the Reliance Motor Truck Co. It has secured a tract of about 20 acres, on which a big plant will be erected early in 1910. With the new plant the working force will be increased about 600 men. The Reliance makes commercial vehicles.

Traverse City—Victor Petertyl, manufacturer of wagons and sleighs, has taken up the manufacture of telephone brackets also and is shipping a carload every two weeks.

In a good many cases a punch in the jaw is more effective than a soft answer.

### Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Dec. 8—Creamery, fresh, 28@33c; dairy, fresh, 23@28c; poor to common, 18@22c.

Eggs—Strictly fresh, candled, 30@33c; cold storage, 22@24c.

Live Poultry—Fowls, 13@14c; springers, 13@15c; ducks, 15@16c; old cocks, 10c; geese, 12@14c; turks, 17@18c.

Dressed Poultry—Old cocks, 12c; fowls, 14@16c; chix, 15@17c; turkeys, 18@21c; ducks, 16@18c; geese, 12@13c.

Beans—Pea, hand-picked, new, \$2.20@2.30; red kidney, hand-picked, \$2.75; white kidney, hand-picked, \$2.75@2.90; marrow, \$2.75@2.80; medium, hand-picked, \$2.30@2.35.

Potatoes—New, per bu., 40@45c.  
Rea & Witzig.

Many a man's wife prevents him from losing a lot of money in speculating by not allowing him any to speculate with.

Nothing can make up for the losses that come from self love.

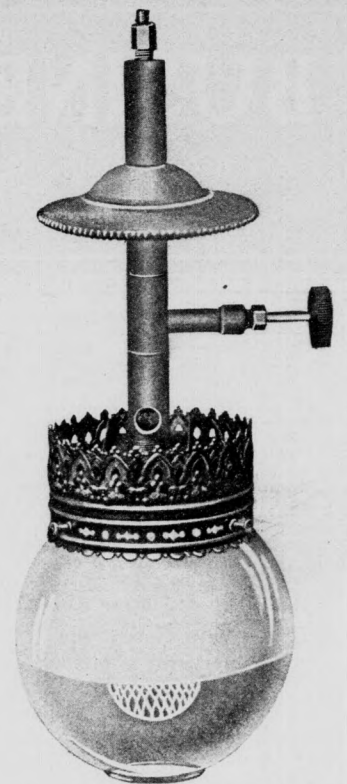
A good deal of religious fog is due to evaporated enthusiasm.

### BUSINESS CHANCES.

Pharmacist—Situation wanted. Relief or steady. S. E. Morgan, 116 Widdicomb Bldg. 241

Tobacco Stock For Sale—Wish to sell one \$300 share of Tobacco Plantation Co. stock at face. This stock has been selling at premium, pays 10% dividends. Good investment. Address W. Keplinger, P. O. Box 101, Bellingham, Wash. 242

For Sale—First-class 20 H. P. gas engine. Cheap. Elkhart Motor Co., Elkhart, Indiana. 243



## Palmer Beauty Noiseless Lamp

Can be installed on any wire system. 500 c die power. 45 hours per one gallon. 30 lbs less working pressure.

Removable Mantle Ring. Simple to open. Our own patent and fully guaranteed. newest and latest design. Your old system be made up-to-date at a small cost per lamp.

Cash Offer, \$3.00 Express Prepaid

Modern Lighting Co.

238 Jefferson Ave. Detroit, Mi.

# What Is the Good

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

## Tradesman Company

### Grand Rapids



## Never One Single Lapse In Quality

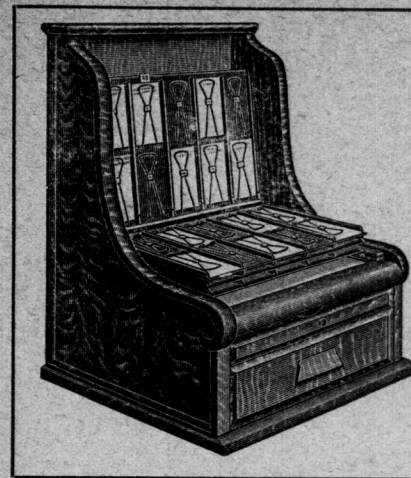
### Just Questions

What coffee but "White House" dares to talk about "Clean scores?" What coffee ever came to Michigan that more nearly exemplifies **strict coffee honesty than "White House?"** What coffee did YOU ever taste that suited you as well as "White House?"

The answers to these questions are significant of the reasons why "White House" has made friends with the whole State—with **your customers.**

**Dwinell-Wright Co.**

Principal Coffee Roasters  
BOSTON CHICAGO



## The Right And the Wrong Way

Some people think they are doing things in the right way because they do not know that there is any other way.

Some people think their way is right because their fathers and grandfathers did the same as they are doing.

Some people have not stopped to think long enough to know that times have changed and that what was all right in grandfather's day is not right at this time.

Get out of the rut.  
Turn over a new leaf.  
Be up to date.

Handle your accounts with only one writing.  
Use a system that shows you just how you stand at all times.

**THE McCASKEY CREDIT REGISTER SYSTEM**

Will give you more information about your business in five minutes' time than you can get from any other system in hours.

It will only cost you one cent to find out. Buy a postal and ask us for catalog.

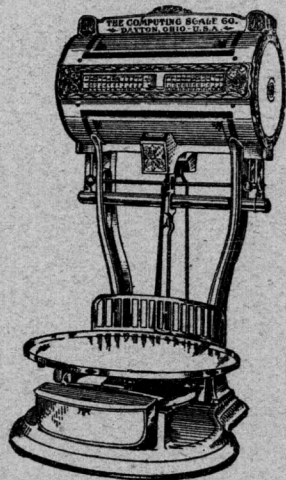
**THE McCASKEY REGISTER COMPANY**  
Alliance, Ohio.

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Sales Books, also the different styles of Single Carbon Books.

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## 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  $\frac{1}{4}$  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. Ionia St., Grand Rapids, Citz. 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

# If Ketchup Could Be Made Better

Than Blue Label, We Would Do It



Every bottle of ketchup we ship is expected to act as a testimonial for us. The best tomatoes grown and the finest spices money can buy are so blended and so carefully prepared as to result in a ketchup which has become a household word.

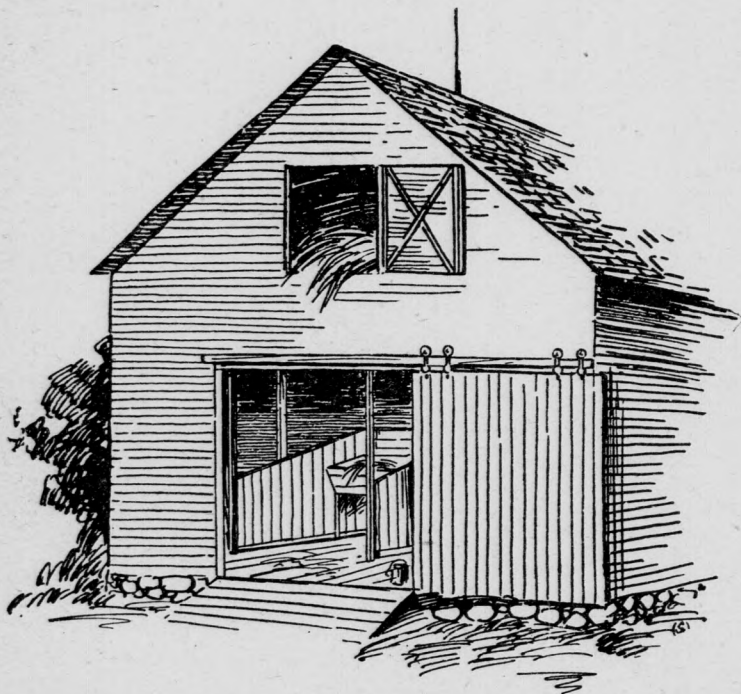
Say "BLUE LABEL" to a housekeeper and she'll say, "CURTICE BROS. CO.'S KETCHUP." Our Extensive advertising started people buying it. Its quality kept them buying it.

A good profit to the grocer and no risk as BLUE LABEL KETCHUP conforms to the National Pure Food Laws.

## CURTICE BROTHERS CO.

ROCHESTER, N. Y.

# Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you can not afford to be without

## A Bang Up Good Safe

Honest, now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us to-day and find out about it.

# Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.