Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 15, 1909

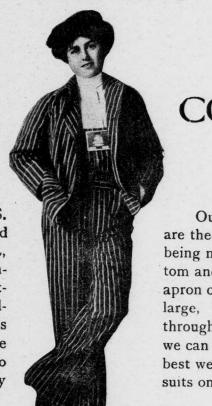
Number 1369

PLACE YOUR ORDERS EARLY FOR

IDEAL KHAKI PANTS

AND SHIRTS

Our Khaki pants are made from U. S. Government regimental standard Khaki dyed twills, in BLUE, BLACK, TAN, PEARL, OLIVE and NILE GREEN and are guaranteed fast colors. Cut peg top, with roll bottom, side belt straps and belt with large adjustable bronze buckle. We also make this same style in TAN and TOBACCO stripe coverts. These garments have to be worn to be appreciated as they not only look very nifty but are perfect fitters.



IDEAL COVERT PANTS AND OVERALLS

Our Tan and Tobacco stripe covert cloths are the best that can be bought and besides being made up in the peg top pants, roll bottom and belt, are also made in both waist and apron overalls, with coats to match. Being large, roomy garments, double stitched throughout, and having the best trimmings we can buy, they are by far the best fitting, best wearing and best looking uniform overall suits on the market

Norfolk Jackets and Uniform Coats to Match

Last season manufacturers were unable to deliver these styles promptly and a large percentage of the orders were never shipped at all. The demand for these goods for next season promises to be even greater and in view of this, together with the prevailing conditions in the cotton and cotton goods market, orders should be placed early.

FAC-SIMILE



OF TICKET



THE IDEAL CLOTHING CO.

30-32-34-36 Louis St.

GRAND RAPIDS; MICH.



Every Cake



of FLEISCHMANN'S

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

The Fleischmann Co.,

of Michigan

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



"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 merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

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

Grand Rapids, Michigan

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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.



Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 15, 1909

Number 1369

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A PAGAN INHERITANCE.

We humans have a dreadful time in proving that we are civilized and enlightened. The earth was never such days of good Queen Bess and we have community for its sins. furnished them. The Dark Ages have The same idea has been going on been lightened by the electric torches among the people of the South for a which our hands hold and inventive good many years. There whole neighgenius is daily adding to the cheer borhoods of people are hopelessly of everyday life, and yet we cling to sunken in physical and mental dean inheritance that paganism has cay. For decades they have been the handed down to us, and in spite of objects of religious and other kinds Sinai and Calvary, in spite of modern of social reform. They have been science and investigation, we still be- classed as "doggone" and called so. lieve in the oracle at Delphi, in the They have been preached to and ex-Druid of our Saxon ancestors and in horted to repent them of their sins the witchcraft that has made New and to try to be somebody. The Lugland Salem notorious.

paganism appears in our unshaken belief that Deity holds in its hands the destiny of men and that just in proportion as humanity conforms in letter and spirit to the Divine requirements in that same proportion will men receive and enjoy the blessings that Heaven has in store for those who obey the sacred decrees. In the moral world extremes are always found in each other's neighborhoodgood and bad, right and wrong, god and devil-and the paganism appears when the god is depended upon to punish erring humanity for sins it is supposed to be guilty of. So fire laid Chicago in ashes; so earthquake shock leveled San Francisco with the earth: so the ocean rushed inland and tried to drown Galveston; but, if reports are true, more than one Anglo-Saxon druid considered these disasters as so many proofs where Divine wrath was punishing men for their wickedness and holding them up to their followers as warnings to flee from coming wrath, and so by repentance and newness of life secure the rewards of the righteous.

community among the New England THE INCONSIDERATE RICH. man, that make the difference, exuplands where the air of the wholesome hemlock is as healing as the balm it exhales an epidemic broke out one summer and its victims were among the hundreds. Then, true to their pagan inheritance, the ministers called together their flocks and together they implored the Good Father to restrain this wrath and put an end to the death-dealing plague. In the midst of the prevailing excitement the leading physician of the town, who was not considered as having the fear of God before his eyes, took the occasion to remark publicly that the Lord didn't have anything to do with the plague and instead of bothering Him with their petitions they'd better turn to, clean out their wells and stop drinking tainted well water if they wanted to put an end to the typhoid fever that was killing them off like so many sheep. The advice was followed and a comfortable earth to inhabit as it the disease was staid; but for a good is now and we have made it so. The many years afterward the old pagan hut of to-day has more of the con- inheritance insisted that the plague veniences of the palace even in the was Heaven's means to punish the

schools have done their best to The foundation stone of modern arouse them from their intellectual lethargy. Reformers have scolded them for their laziness and thriftlessness and urged them to shake off their apathy and become self-respecting. but without effect. Degeneration has gone right on working its ravages among black and white, young and old, converted and unconverted, until the whole section of country has been looked upon as hopelessly cursed. Now medical science comes to the front, holds up to the astonished world the bookworm and announces that that half-inch of squirming wickedness includes the whole trouble that is afflicting unto death whole communities and aggregating millions of people. As a result one of the Rockefeller millions has come to the rescue of the "cracker" and the "poor white," and the pagan inheritance, strong as ever, stands ready with convincing proof to show that Heaven does punish men for their wickedness and that plague, pestilence and famine are the instruments with which it works.

Half a century ago in a certain not come from consoling yourself.

or words, it is the inconsiderate rich be expected of the extremes.

Christmas." For Nora's sake let us hope that the wash bills the country world wants irrespective of the bank to that effect.

foreign missions, being the largest journey contented and satisfied. amount ever given by a single individual for this purpose; but these millions and others which have been that money is not hostile to the lack a poor keeping quality. of it, only confirm what is readily

The truth was crowded into a sen-tended to a fellow mortal because he tence and here is the sentence: "The is a fellow mortal, exactly as Sir poor man doesn't begrudge the rich Launfal shared his crust with the man his money, but when he sees beggar at his gate on his return from the rich man so indifferent to the poor man's welfare, so inconsiderate has been said with considerable earnas to whether he lives or dies, it estness that the rich can never hobnob does make him restive under his pov- with the poor; but the same earnesterty, and all the more from the fact ness declares that there is a wide that such restiveness under the cir-cumstances is unnecessary." In oth-consideration and that this is all to that create rebellion and just so the full purse pay the unpaid bill. long as this inconsiderateness con- Let the sealskin sack give its seat in tinues there is going to be trouble in the street car to the faded shawl the camp. With this for the idea around the baby in the tired mother's opportunity alone was needed to affirm or to deny and it came.

arms. Let the man in the automobile take in the woman with the heavy This year the public, stirred up by basket and give her a lift, at least, the daily press, is making its holiday purchases early. Even now the shop is getting better, Mr. Jones," sends windows are claiming attention and Jones with a singing heart to his the bargain counters, covered with work and all day long that gleam of Christmas presents, are surrounded considerate sunshine is accomplishby eager customers. Among these only day before yesterday a woman, whose hands proclaimed the fact that the market the proclaimed the fact the state of the state that the washtub is her means of the children have been restless and livelihood, remarked to her friend beside her, "There is the present for and go out for a walk and a breath my Nora and if I had the money I'd of fresh air," and the wornout govrake it home with me; but the women erness spent the hour in the sun-I wash for are slow pay and out of shine, blessing the considerate moththe fifteen dollars that's coming to me I'll get only two this side o' which was becoming intolerable.

over will receive an early settlement account, irrespective of the social and that the hard-earned wage now if ever will illustrate the adage: "He a hearty "I'm sorry," indicating a pays twice who pays early," or words real interest in one another's lives is all. Then with each remembering The press is still talking about the will of Mr. John S. Kennedy, the New York banker. Something like that, if there are the inconsiderate sixty institutions were munificently not find its load lightened by the remembered by the donor, four and considerate sympathy of rich and poor alike and so jog along upon its

Egg Cheese.

A Finnish cheese food is the soso generously given in recent years called egg cheese, which are made the Carnegies and the Rocke- from whole or skim-milk into which fellers, while they have a tendency have been whipped eggs before coaguto mitigate the condition of the poor lation. This gives soft, rich and deliand are often mentioned as proof cate cheese, which taste well but have

conceded, that the rich do consider Detroit-The Clough & Warren the poor and that the latter have Co. music house has reorganized and little ground for complaint in a land is now incorporated with \$500,000 dotted all over with gifts whose sole capital. Joseph A. Warren, for ten purpose is to benefit the masses. It years sole owner, is President; J. B. is not, however, to these benefactors McIntosh, Vice-President; William that the quoted sentence refers. W. Washburne, Secretary-Treasur-These are some of the results of the er; Leo W. Essex, Auditor. These considerate rich. They are taken officers and Eugene G. Hohner comexactly for what they are, thankfully prise the Board of Directors. The so; but it is the everyday con-music house was established in 1850. The power to comfort others does cerns of life, the unpretending acts The factory was moved to Adrian of kindness, passing from man to about ten years ago.



Tinsel Scarves from the Land of the The donor should be very careful, Lotus Eaters.

would impress one with the idea that stress is laid upon goods of-I will not say inferior merit but of strikes me that more of an appeal tablishment: than usual is made to the pocketbook Price tags appear to be used more just now than at any time I can remember for a similar season. Perhaps it is imagination on my part, but if so it would seem that that characteristic is shared in by others as well, for it has been remarked more than once in my hearing that dealers are catering to the cost thought for this Holiday season more than ever in the past. Maybe this is to get people inside, where they will be treated to exhibitions of the more costly merchandise carried in stock.

The following placard - if it meant anything-ought to have induced many sales for these beautiful feminine extravagances from Tropics:

> Your Profit We Lose By Our Unloading Prices On This List Of Rich Egyptian Scarves

These tinsel scarves—the real ones from the Land of the Lotus Eatersare great favorites with the ladies. The genuine sell by weight-45 cents per ounce-while the imitation, which are made in France, retail at cheap prices. The former are said to have the metal scales clamped on by hand work, and close optical examination would leave no room to doubt the statement.

The "Modest Little Model" with the Richard Carle Company, at Powers' Opera House last week, glided around with an evening wrap made of several of these long shimmering scarves put together. They are worn by many actresses. The stepmother of the sweetheart of Walker Whiteside in "The Melting Pot" was resplendent in a magnificent sacque fashioned of these scarves. It reached to the knees and glittered with a million scintillations with every step taken by the little French beauty.

There are such fascinating jewelry sets in evidence in the men's stores and the exclusive jewelry shops that a most easy choice could be made.

however, to exactly ascertain the A cursory glance at Grand Rapids taste of the gentleman for whom she Christmas windows this year, I think, purchases one of these sets-or any other jewelry, for that matter-as it is dreadful to make a mistake of this sort.

The next card may be seen in a average or medium merit. And it prominent Grand Rapids toggery es-

> That Young College Fellow Will Want A Matched Set Scarf Pin and Cuff Buttons We Have The Newest Conceits.

The following trio of placards were to give an impression of the magnitude of the stores' selections for the Christmas trade:

> If We Took Five Newspaper Pages Of Advertising We Could Not Begin To Tell You Of the Good Things We Have Prepared For The Christmas Trade

It Is Our Duty To Inform You That Our Store Is the Best in Town To Buy Christmas Presents It Is Your Duty To Take Advantage of That Fact

> Out of Every Families Will Want Something From Our Christmas Stock

The next duo of placards have to do with the measly weather we have been experiencing of late:

> Such Free Slush Makes Wet Feet for Pedestrians Come In And Get Dryshod The Best and Lowest In Town

Do You Have To Go to Your Work Early

One of Our Nice Mufflers Will Make You Forget 'Tis Winter

The card below dwells on the grati- good results.

store whose aim is to please its customers with good service:

We Don't Claim to Be The Biggest Shoe Shop in the World But We Do Claim That None Can Give Better

The following three placards deal with people who have a good opinion of themselves:

Shoe Satisfaction

Buy That Lord of High Degree (Your Husband) One of Our Regal Cravats

The Thoroughbred Who Dotes On The Opera Needs to Know Us Well We Can Supply Him With Everything for the Evening

The Business-Building Power Of These Stylish Evening Clothes Helps Us Wonderfully They Have Come-Back-Again

Value

The man who likes to be comfortable and still keep an appearance of style-and there are many suchwould be attracted inside of store showing this card:

We Carry The Caps that Keep the Ears Warm And Still Preserve

Dressy Look

Placing Specials.

The special sale is usually effected in the sale of other goods than those as special sale goods are sold at a beautiful and beloved wood. price which frequently forbids them must be made to produce an indirect portant that these goods be located er can come in and pick them up else, they will not pull more than their own weight. If they are placed not fail to give joy to the receiver. back in the store where the buyer played line of something very seasonsales. The longer your customers charming. linger, especially if they are women, around if they are liable to become take of such bounty, but give somemay well be detained a little with favor be glad that you are alive.

fication to be gained by trading at a Gifts Should Be Chosen With an Eye To Usefulness.

Written for the Tradesman.

As Christmas creeps on apace so do thoughts of it more and more creep into our receptive minds.

I find that a great many of my friends and acquaintances are contemplating the giving of practical presents this year-whether impelled from their own choice or necessities of others I am not aware.

This giving of useful gifts has much to commend it and nothing to condemn it.

Time was when people thought that they had to give everybody that they "remembered" at Christmastime something bordering on the character of the fancy, but of late years many give, at least to members of their immediate family, presents that smack of the useful.

At this season a much nicer thing is generally bought than at any other time of the year. Articles would be regarded in the light of most unwarrantable extravagance at any other one of the twelve months at the Yuletide are considered as perfectly feasible, perfectly proper; the heart is now impelled to more generous action than at all the rest of the year put together.

And, really, the recipient of, say, a fine hat or an elegant pair of gloves, shoes or hose is much more apt to be pleased than if the gift were, say, an ornate inkstand that was always in imminent danger of tipping over or a spindly card table that was threatened with immediate downfall did the kitty's tail but swish against it. A long waving willow plume or a pretty silk petticoat is a lovely gift for the young lady of the family and a pair of elegant shoes are not to be sneezed at.

Then there are useful things with out number for the house that will be much more appreciated than foolish presents. A beveled plate mirror with artistic frame makes a muchwith the intention of making it help appreciated gift or a mahogany writing desk chair of pleasing design-if sold at the reduced rate. Inasmuch the desk is fashioned of this same

No housewife who loves luxurious paying a profit on themselves, they things about her would object to a swinging seat for the porch or a profit. This being the case it is im- large new hammock or a set of nice "porch furniture" in some of the where they will draw attention to new reeds that are impervious to the other lines that are likely to sell on weather. A lover of Nature is sure If the specials are placed to like a lot of tulip, hyacinth and right by the front door where a buy- crocus bulbs to delight the eyes of those who inspect the garden in the and go away without seeing anything spring. Or an order for a capacious windowbox for the piazza ledge will

An odd something on the order of will have to pass lots of other at- the grotesque, a something that can tractive goods to see the specials, to be ingeniously converted into an elecsay nothing of waiting for parcel tric light fixture, makes an acceptable and change right there by a well dis- present for the one who most does frequent that part of the home deable, they will be sure to make other voted to a social hour-the den

Don't give gifts that are going to the more goods they will buy. Of prove but eyesores and torments to course you do not want men hanging the ones so unfortunate as to parloafers, but any legitimate customer thing that shall make the one you

Ph. Warburton.

New Scheme for Rapid Transit.

of the single rail system. They will be, for the most part, elevated, especially over cities, and would run in commerce. These lines would connect with a system of feeders, constructed in the same way and connecting the main lines with smaller towns. A third system of lines would bring still smaller places into communication with the second, while the smallest and most remote hamlets system by automobile stage routes.

The trains would be operated by electricity and would contain each three cars. On the main lines speed of 125 miles an hour could be obtained. The trains would succeed each other at short intervals, half an hour, perhaps, so that time tables Trackless Trolleys Used in Europe. would not be required, but the passenger could start on his journey at luxury. any half-hour of day or night. cars as designed are far wider than with every comfort. The first car has room like a hotel. In this car are a newspaper stand and an information bureau.

and easily legible signs, lighted by next station to make his way to the allel with the supply cable.

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middle car. The rear car contains a Rapid transit at 100 miles an hour fine dining room with a band of mu- passengers, seated, although others is the idea of August Scherl for the sic. The train is also provided with are allowed to stand, even on the future. The railway lines would be special rooms for reading, writing and platforms. The entrance is at the end typewriting and with bathrooms and near the driver, who attends also to dressingrooms so that the traveler all the duties of a conductor. The can leave the train ready for busi- passenger is struck with the smoothstraight lines between the most im- ness or society. The main lines would ness and comfort of riding. The portant centers of population and cross the cities on high concrete spring base of the truck is well artowers, which, if necessary, would be ranged. The cars operate well unsituated inside the buildings.

be greatly depreciated because the in- power and form the hubs of the back terior of the towers could be used for elevator shafts or stair wells. Every large city would have one immense central station from which the main would be connected with the general lines would radiate in all directions; city lines would radiate parallel with fers the used current to the return. them from same station. Scherl's system, it is thought, would reduce the frame carrying these two pairs of time of transit between various Eu- wheels keeps them well pressed upon ropean cities to between one-third the wires. And the current is conand one-half of the time now occu-

Trackless trolleys are a European The vehicles do not differ much from the familiar motor omnibus except that they have some those now in use and are provided means of collecting current such as a fishing rod from the roof to the eleca lunch counter, the second a general tric current supply, as in the case of ordinary electric cars worked from overhead cables. But while the ordinary electric trolley is able to let The stations would be announced its used up current return to earth in advance in all the cars by large through the metal wheels, the rubber tired trackless tram has to let electricity, which would warn the that current return by means of a traveler intending to leave at the second overhead cable running par-

The vehicles carry twelve to thirty World's Highest Bridge in France. der the severest winter weather con-The buildings, however, need not ditions. The motors are twenty horsewheels.

The current is collected from the supply cable by means of a pair of wheels running on the top of the wire. A similar pair of wheels trans-A weighted pendulum slung from a veyed to the motors, not by a "fishing rod," but by a pair of cables which allow the car to pass to any part of the road in avoiding traffic. Owing to the comparative lightness of the vehicle the surface of the road suffers less than in the case of a service of cars carrying their own petrol or other engines.

This method of conveyance is thought to offer considerable possibilities as general feeders in suburban or interurban districts to tramway systems. It is quite capable of supplying a sufficient service for thinly populated districts on a reasonably economical basis.

The highest bridge in the world is in France and has been opened recently. It is the Fades Railway viaduct, which is to carry the Paris main line between Montlucan and Clermont-Ferrand over the Sioule gorge. The viaduct, which is situated between Saint Priest Sauret and Aneizes-Saint Georges, rises to a height of nearly 450 feet above the level of the valley. French journais state that it is some fifteen feet higher than the Gokteek bridge in the Shan hill of Burma.

The new bridge is a continuous steel girder structure and is supported on two enormous rectangular piers of masonry over 300 feet high, which in turn rest on bases nearly seventy feet high. The 43,000 cubic yards of masonry upon which the bridge is supported are founded on solid rock. The center span between the two piers is 470 feet long and is flanked by two spans 380 feet in length. The center span was built in sections some twenty to twenty-five feet long, which were built out, section by section, from each pier, until the two arms met and were joined.

The work, which was begun in October, 1901, and has cost \$800,000, was delayed by the subsidence of the rock foundation of one of the abutments, the designs of which had ultimately to be modified. This modification delayed work on the superstructure for several years. No lives No city is greater than its character have been lost during the construc-

Just as Staple as Sugar

Dandelion Brand Butter Color is just as staple, just as steady a seller as sugar. That's what upto-date grocers the country over say.

And it pays them big, dependable profits, too, for most of the buttermakers in the country-more than 90% of them, in fact—won't use any butter color but Dandelion Brand.

Buttermakers like the rich, tempting color Dandelion Brand imparts. And then, Dandelion Brand doesn't sour or turn rancid. It never affects the taste or the keeping qualities of butter, and it's the same the year 'round-clear to the last drop.

Other grocers are getting profits from Dandelion Brand Butter Color. Why aren't you? Your customers want it, too.

Dandelion Brand Butter Color Is Endorsed by All Authorities

> **Dandelion Brand** Purely



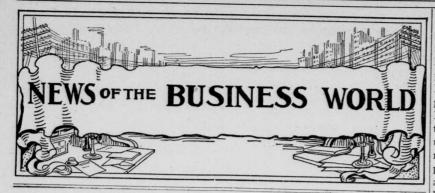
Dandelion Brand Is the Safe and Sure Vegetable Butter Color

Butter Color Vegetable

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

Burlington, Vermont WELLS & RICHARDSON CO.

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

ed a grocery store here.

Litchfield-Fred Spooner succeeds J. B. Hadley & Co. in the harness business.

Cedar Springs-F. W. VanAntwert, of Dowagiac, has opened a cigar factory here.

Alma - George Hodgkinson has sold his interest in the Alma City Ice Co. to J. W. Miller.

St. Johns-Ward & Holton, dealers in groceries, have dissolved partnership, H. W. Holton retiring.

Grant-W. G. Van Wickle, recently of Edmore, has engaged in the grocery and meat business here.

Lyons-T. U. Hawley has sold his stock of general merchandise to B. Grove, who will continue the business.

Eureka-Bristol & Jeffries have sold their cheese factory to Cloverdale & Deer, who will continue the lasiness

Benton Harbor - Charles Antes has sold his stock of groceries to Harry Palmer, who will continue the business.

Baroda-William Snyder has sold Feather, who will continue the business at its present location.

Traverse City-Joseph Sleder Son have purchased the meat market at 627 West Front street and will consolidate it with their own.

Hillsdale-Henry Katzenmeyer has purchased the stock and fixtures of the Gardner Hardware Co. and will consolidate them with his own.

Eaton Rapids-Carle Green and this city. Homer Myers have formed a copartnership and will engage in the con-

Shelby-Samuel Morse will engage in the hardware business Jan. Rankin Hardware Co. for a number of years

Snfield-Robert Berell has his interest in the grocery business of W. J. Allen & Co. to Jesse Norris. The firm will be known as Allen & Norris.

Lowell-Ed. Kniffin and Charles Fielding, of Detroit, have located here and will conduct the produce business under the firm name of Fielding & Kniffin.

Morenci-G. H. Miller has purchased the interest of his father, F. A. Miller, in the implement business of Miller & Son and will continue the business under his own name.

Owosso-Lewis McCarty, for sev-

cer, has purchased the grocery stock Riggsville-H. T. Myers has open- of E. H. Babcock, of West Main

> Saginaw-Archie Hill, an experienced watchmaker and optician, and G. V. Chandler have formed a copartnership and engaged in the jewelry and optical business at 115 South from \$30,000 to \$60,000. Franklin street.

Detroit-Janisse & Co. have incorporated to engage in the general millinery business, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$3,000 being paid in in cash and \$2,000 in propertv.

Riverdale-Van Alstine Bros. have taken a partner in the person of Thomas Rogers, of Bay City. Van Alstine & Co., will conduct a season. department store, having recently added lines of dry goods, shoes and groceries.

Detroit-Frederick Stearns & Co., pharmacists at Jefferson and Bellevue avenues, are preparing to add one story to the east side of the present plant. With an eye to still further extensions in the more distant future the company has purchased a his stock of groceries to William number of lots to the north of the present factory site.

Saginaw-At a meeting of the local Board of Trade it was decided to use all influence to bring about the proposed extension of the Pere Marquette Railroad between Leota and Stratford on the Petoskey branch. The new line will open a large new territory, a goodly share of the products of which will find a market in

assigned his grocery stock Monday fectionery and baked goods business to Alva W. Harpster in favor of his in in cash. creditors. Tuesday George E. Frost for the Holmes-Kelsey Grocery Co., of Alpena, and the Smart & Fox Co., He has been connected with the of Saginaw, placed an attachment on thorized capital stock of \$25,000, his stock, which is now in possession of Sheriff Clute. Frank DeGowin and John W. McLeod were appoint- in property. ed appraisers and are now busy taking inventory of the stock.

Household Supply Co. has gone into bankruptcy. Many will rue their dealings with the or- Lumber Co. It has changed hands ganization. The present situation is several times since. precipitated by the petition of three creditors, the Pittsburg Lamp & organized under the style of the Op-Glass Co. and D. L. Conroy Furniture Co., of Shelbyville, Ind., and purpose of manufacturing furniture, Fenske Bros., of Chicago. Claims amount to \$670.39 and the supply \$10,000, of which \$5,000 has been subcompany, consisting of Albert Pallak scribed and \$1,000 paid in in cash. and Charles and Lewis Himelstein,

were purchased direct from the comnumber had been accumulated in a posed to get a piece of Many complaints were made to the police and prosecutor and to Sergeant Hicks, who handles such matters for the Mayor, but no way was found, under the law, to prevent such a method of business. The chief complaint was that the furniture was not as good as the purchaser was led to believe.

Manufacturing Matters.

Hudson-The Hardie Manufacturing Co. has increased its capital stock from \$55,000 to \$80,000.

Hastings-The Hastings Cabinet Co. has increased its capital stock

Kalamazoo-The Oscar Felt '& Paper Co. has changed its name to the Michigan Box Board Co.

Detroit-The Detroit Architectural Iron Works Co. has increased its capital stock from \$10,000 to \$15,000.

Detroit - The Hargreaves Manufacturing Co. has increased its capital stock from \$150,000 to \$200,000.

Baraga-The mill of the Nester The Lumber Co. turned out 15,000,000 feet new firm, which will be known as of lumber before it closed for the

> Alanson-The Alanson Creamery Co. has engaged in business, with an authorized capital stock of \$5,000, of which \$4,350 has been subscribed and paid in in property.

> Detroit-The Detroit Body Co. has engaged in business, with an authorized capital stock of \$20,000, all of which has been subscribed, \$15,237 being paid in in cash and \$4,763 in property.

> Chassell-The Worcester Lumber Co. plans an extensive logging campaign in Houghton county along the line of the new Houghton, Chassell & South Shore Railroad, which will take care of a big logging business this winter.

Eau Claire-The Eau Claire Basket Co. has been incorporated to manufacture and sell baskets, boxes and fruit packages, etc., with an author-Cheboygan - August Champagne, ized capital stock of \$10,000, all of which has been subscribed and paid

> Detroit-A new company has been organized under the style of the Hubbell Chemical Co., with an auwhich \$13,030 has been subscribed, \$530 being paid in in cash and \$12,500

Flint-One of the oldest planing mill plants in the State is being torn Detroit-The Western Trading & down to make room for progress. It was built in 1855 by Thomas Newall. women probably Later it was operated by the Randall

portunity Manufacturing Co. for the

en years in the employ of A. D. admit inability to pay. It was a facturing Co. has been incorporated advance on machinery to manufacture and sell Whisler mag-sold but not delivered. It was a facturing Co. has been incorporated advance on machinery

nets and other devices, with an aupany, for cash, and when a certain thorized capital stock of \$100,000, of which \$50,000 has been subscribed, little book the purchaser was sup- \$6,500 being paid in in cash and furniture. \$3,500 in property.

> Detroit-A new company has been organized under the style of the Builders Specialty Co. for the purpose of building and manufacturing building brackets, builders' tools, etc., with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed and paid in in property.

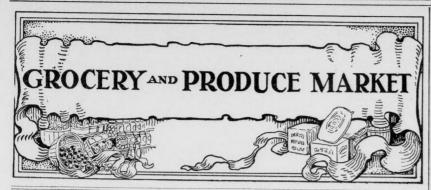
> Lowell-Lee H. Smith has purchased the interest of his partner, Ray L. Cornell, in the Smith-Cornell Co. Mr. Smith will increase the capacity of the factory next season by the installation of new and up-to-date machinery. He will make a specialty of crates and produce packages. He will also manufacture boxes.

Millersburg - The Michigan Manafacturing & Lumber Co., of Holly, will do an extensive business in the counties north of Alpena this winter. A. J. Fortier, of this place, is the representative of the company in that section. He has just bought 500,000 feet to be cut on the Ocqueoc by Peters Bros., whose portable mill will be shipped to Holly. He has established a yard here, where stock will be assembled.

Flint-The Buick Motor Co. has just completed a water works system of its own at a cost of half a million dollars. It will not alone serve the auto plants, but will also be used by all the allied industries in the north end of the city, where the ma jority of the factories are located. The source of the supply is the Flint River. The Buick company next Monday will start a big shipment of autos from here for Dallas, Texas. Fortyeight cars will be used to carry 120 machines.

Detroit-At the annual meeting of the Acme White Lead & Color Works the regular quarterly dividend of 2 per cent, and the expected extra dividend of 2 per cent. were declared. It was announced after the meeting that the net gain in surplus in the past year was \$437,136.95. There was a gain of 28 per cent. in sales over 1908 and 1910 is looked forward to as the banner year in the company's history. The total assets are now \$3,760,088.33. The common stock is \$2,000,000, preferred \$750,000 and surplus \$528,778.66.

Detroit-That the Cone Gas Engine Co., now in bankruptcy, organized largely on wind would appear from the testimony in Judge Murfin's court, where Harry M. Lau, trustee, is seeking to force holders to pay assessments for the liabilities. The company was organized by W. H. Cone, inventor; John L. Murphy and Frederick S. Evans, Saginaw-A new company has been the last two being of Windsor. Cone's patents, it was shown, were capitalized at \$15,000. He drew out \$1,393. Murphy and Evans gave dewith an authorized capital stock of mand notes for \$5,000 each. Murphy paid in \$2,900 and drew out \$817 and Evans put in \$1,850 and drew out Port Huron-The Whisler Manu- \$794. The company drew \$4,286 in which was



The Grocery Market.

Tea-The present demand for Japans is moderate and holiday quietness prevails, with prices remaining steady, especially on medium and low grades, due to light spot supplies. The market being well supplied with high grades the present demand runs almost entirely to medium and low grades with advances, which advances will hold, and with prospects of still higher prices after next month. The 1909 imports British grown tea (principally India and Ceylon) will exceed the imports from China, which is unusual. Formosas are becoming scarce, with prices correspondingly high,

Coffee-The demand for actual Rio and Santos has been quiet and prices have remained unchanged. Mild coffees have shown some little activity, but are ruling on a relatively low basis. Java and Mocha are quiet and unchanged.

Canned Goods-Tomatoes show no change in price and are in fair demand. The supply is as heavy as the demand as yet. String beans are the demand as yet. moving slowly, while the price re- firm and unchanged. Pure lard hard to find and prices are being firm- changed prices. ly held. Spinach, sweet potatoes and pumpkin are in fair demand and the in fair demand for the season Corn is in good demand, but the sup- and shows no further change, about the same as last week, aimarket is firm. There is a steady demand for all grades of salmon, while the stocks are light here and on the Coast. One canner states that the retail merchants do not seem to appreciate the conditions existing on fancy salmon of all grades and particularly on Alaska red. It is most impossible to buy any Alaska all of which has been subscribed and red salmon from first hands at any \$5,000 paid in in cash. price. There is a better demand for pink salmon now than for some time, caused by the scarcity of red. The price advanced 10c per dozen this week on pink salmon. The demand for other canned fish is light.

Dried Fruits-Apples are weaker, due to increased demand. Citron, figs and dates are unchanged and in fair demand. Fard dates are temporarily possible to innocence.

scarce. Orange peel seems about clean-Sugar-No change from last week. ed up. Prunes are unchanged and in fair demand. Peaches are temporarily quiet, although firm. Apricots are quiet but steady as to price. Raisins are unsettled and soft and prices show no improvement.

> Rice-The supply is good except in fancy Jap, which is showing a scarcitv. Advices from the South are the same as last week, stating that the mills continue to close down on account of the high price being asked for rough rice. But December will decide whether the millers or growers win.

Cheese-The market is very firm, although no change in prices has occurred. The production at the present time is said to be less than the consumption and the storage supply not being very heavy a continued firm market is looked for.

Syrup and Molasses - Glucose shows no change for the week. Compound syrup is fairly active at unchanged prices. Sugar syrup is dull but firm. Molasses shows no change, good grades being scarce and high.

Provisions - Smoked meats are mains the same as last week. Peas firm at 1/4c advance. Compound is are causing some attention, as some firm at unchanged prices; barreled grades wanted by the wholesaler are pork and dried beef are firm at un-

Fish-Cod, hake and haddock are present prices are considered low. about steady prices. Salmon is quiet alply is short in nearly all grades, though red Alaska, as previously rewhich may cause higher prices lat- ported, is firm through scarcity. Doer. The market in canned fruit is mestic sardines are steady and unchanged. The demand from though prices are very firm on all hands is exceedingly small. Importlines. The demand has continued ed sardines are ruling on a lower basvery good, especially for apricots and is than for many seasons, due to berpeaches. Reports from California ter catch, but the demand is light. say that business is very light at The market for mackerel shows no present, but stocks are not being change, the demand being light and urged and the general tone of the prices being about maintained. There will be little trade in mackerel until after the holidays.

> The W. G. Custin Cigar Co. has been incorporated to engage in the manufacture, buying and selling of cigars, tobacco, pipes, etc., with an authorized capital stock of \$10,000,

Dr. Chas. S. Hazeltine, President of the Hazeltine & Perkins Drug Co., sails from Japan on the Siberia Dec. 28 and is due to arrive in Grand Rapids Jan. 19. Mrs. Hazeltine will not return until May.

Ignorance is the weakest protection

The Produce Market.

Apples-\$3@3.25 per bbl. for all of Haarlem. Prices have declined. winter varieties

Beets-\$1.25 per bbl.

Butter-There is a very active market on all grades of butter. The receipts of all grades are about normal for the season. The market shows an advance of ic per pound over one week ago. We look for a continued good market for the coming week. Local dealers hold factory creamery at 331/2c for tubs and 341/2c for prints; dairy ranges from 22@23c for packing stock to 27c for No. 1; process, 27@28c; oleo, 11@20c.

Cabbage-50c per doz.

Carrots-\$1.25 per bbl.

Celery-\$1 per box.

Christmas Greens-Holly, \$4.50 per rate; wreaths, \$2.25 per doz. for double and \$1.35 for single; evergreen coil. \$1.

Cranberries-\$6 for Jerseys and \$6.50 for Late Howes.

Cucumbers-Hot house, \$1 per doz. will be a gradual increase in rereipts from now. Local dealers pay my big summer hotel at Eagle Lake. 28@30c per doz., holding candled at 32c and slickers at 33c.

Egg Plant-\$1.50 per doz.

Grape Fruit-Florida is steady at \$3.75 per box for 54s and 64s and enough clothes on my bed. \$3.50 for 80s and 90s.

and 12c for dark.

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

Lemons-The market is steady on Messinas and Californias.

Lettuce-Hot house leaf, 10c per th.; head (Southern stock), \$2 per hamper.

Onions-Home grown, 75c per bu.;

176s.

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

Squash-Ic per tb. for Hubbard. Sweet Potatoes-\$3.50 per bbl. for genuine kiln dried Jersey.

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 slightly lower, on account of lack of demand.

Morphine-Is unchanged.

Quinine-Is very firm and tending higher.

Cantharides-Are very firm and likely to advance.

Cocoa Butter-Is weak and declining.

Cod Liver Oil-Has advanced.

Haarlem Oil-Custom authorities have allowed the entry of Haarlem pend on your sighs here.

oil manufactured outside of the city

Menthol-Is higher.

Sassafras Bark-Is in small supply and advancing.

Wild Cherry Bark-Is tending higher.

Cubeb Berries-Have again advanced.

Juniper Berries-Are advancing.

Oil Wormwood-Is very firm. American Saffron-Is very firm at

the advance. Gum Asafoetida—Is very scarce

and is still advancing. Short Buchu Leaves-Are very

Flaxseed and Linseed Oil-Have

both advanced.

Change in Business at Berlamont.

Bloomingdale, Dec. 14-We have bought out the Fox Farm Produce Co. at Berlamont, which had just put in a brand new stock of general merchandise. The business is run under the name of F. S. Merrifield & Son. Eggs-Fresh eggs are beginning The writer's son, Harry M., has movto come in and it is thought there ed there and will run it. I will remain here, my old home, where I run

F. S. Merrifield.

Where They Belonged.

Guest (indignantly)-I haven't got

Proprietor (equally so)-You are Grapes-\$5@6 per keg for Malagas. not supposed to put them there. Honey-15c per fb. for white clover Don't you know what the hall-tree is for?

Hillsdale-The sale of the Alamo grocery to Park Adams and Clifford the basis of \$4.25@5 per box for both Crisp constitutes the second important business change during the past week. Mr. Spencer bought the business about a year ago of Mrs. Margaret Duff and had greatly enlarged the stock and remodeled the quar-Spanish are in fair demand at \$1.50 ters. Mr. Spencer began his career in the grocery business as clerk in Oranges-Navels, \$3@3.40; Flori- the Bankers' store eight years ago. das, \$2.75@3 per box for 150s and Three years ago he entered the employ of the Hillsdale Grocery Co., Potatoes-The market is steady on with whom he remained until he took the basis of 24@25c at the principal charge of the business he just sold. buying points in Northern Michigan. Park Adams entered the employ of Poultry-Paying prices are as fol- C. H. Sayles two and one-half years lows: Fowls, 10@11c for live and 12 ago, and when the Sayles grocery @13c for dressed; springs, 11@12c was sold remained with it. Clifford for live and 13@14c for dressed; Crisp was employed by Hiller & Beers for five years until two months ago, when he entered the employ of C. E. Sayles.

> Goodspeed Bros. have of Mrs. G. R. Mayhew all of the capital stock of the G. R. Mayhew Shoe Co., which carries with it the ownership of the shoe stock at 67 Monroe street. The purchasers will continue the business at the same location under the same corporate style.

Guy W. Rouse, H. T. Stanton, R. J. Prendergast and H. U. Biggar spent yesterday in Petoskey as the guests of the Petoskey Grocery Co.

The San Juan Timber Co. has increased its capital stock from \$1,000 to \$300,000.

Your size in Heaven will not de-

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11

A FEW REASONS

Why the Average Health Officer Is Unhappy.

Written for the Tradesman.

all large communities, to overlook all other possible causes of contagious board of health, as represented by opening. the health officer, for neglect of duty.

Beyond question every health offimake a commendable record while holding that position; also it can not percentage of his local associates in the practice of medicine and surgery entity. hold to the opinion that he is entirely incompetent to hold the office.

child's play by the side of the self- acted to the letter." anxiety between the doctors, and the spective patients the opposition to to convict. the health officer, whoever he may

medicine that lend vitality to such the role of complainant; but if he opposition, because, shameful as it is, does complain and the matter is politics is permitted too frequently prosecuted he then learns that the to play a strong hand in the game. defense has all sorts of evidence—

family in charge and who has, at assertions he presents. various times, attended all members down to the most recent grandchild, physicians—good ones, too—who difis summoned to "look at" member of the household. He answers the call and, influenced largely by the attitude of the family, declares differentiate to a nicety as to the re-

It is the "attitude" of the family oring the family. He hesitates at separating a hustling business man Only Complete Treatise on Spices from the enjoyment of his home circle, and yet it is impossible to permit him to go to and fro between

lations between the mistress of the and one might think that there house and her many lady friends can would be a great amount of printed reader is the evidence that the book not be interrupted by the presence of matter concerning it. But a glance gives of the importance of the spice a quarantine card and inspector, and, at a bibliography will correct such a trade. It is estimated, says Mr. finally, it's a shame to post a horrible view, and the author says that the Gibbs, that the world's production of red card on the front of such a great topic has never before been written true cinnamon "does not exceed

The obstructive conditions operate

is scarlet fever and I must quarantine you and your house," and if the red how to detect adulterations. "If I There is, apparently, an inclination, those who are isolated, in slyly "put- goods better and to sell only those this subject and has accumulated an very natural tendency perhaps, in ting one over" on the health board which are pure and wholesome I astonishing mass of information. by sneaking out through a side door- shall feel that my work has not been way, a back doorway, a basement a failure." disease and jump upon the local doorway or even a secluded window

equally harmful are continually con- ly 200 pages, entitled Spices and How cer nurtures an intense desire to fronting the average health officer, so that, after all and reduced to its inserted plates in colors, showing last analysis, the proper and successsuccessfully be contradicted that ful administration of a public health halftone reproductions of microevery health officer who goes into department rests chiefly upon the photographs and views illustrating office does so knowing that a certain spirit of good citizenship possessed the spice countries and industry; and and lived up to by the citizens as an

"Things would be different," says some one, "if our health laws were Talk about the jealousy of musi-enforced and if the penalties for failcians, painter-artists and actors, it is ure to observe those laws were ex-

True. We have a wealth of health health board phase of this fact pro- regulations, each one with a penalty vides the most striking exhibit as to clause; but then comes the matter of its force and persistence. With each making complaints, which is followed faction loyally backed by its re- by providing the evidence necessary

Just here we find that the average be, develops important proportions.

And it is not alone "schools" in grudge to satisfy, dislikes to assume Then comes the purely personal or from opposing physicians and from others influential in finance, com-A physician who has this or that merce and politics—to disprove the

How and why is such contradictory some fer as to the character of disease and this subject, and the text is helped as to methods of treatment; because by illustrations and figures. even the doctors themselves can not spective identities of contagious and he will find pleasanter entertainment and sometimes whether there is or infectious diseases; because good in the chapters that follow. These stretch a point now and then to help black pepper, white pepper, long pepable to get along. At all events, it nearly so patent and ever present a surroundings, its standard of culture, each other as is suggested by the fre-

Ever Published.

An old-time traveling salesman, who formerly visited Grand Rapids us how to go ahead. But, even if we tisers in country towns all over this his home and his business with a regularly, has produced a book which case of scarlet fever or typhoid fever is declared to be alone of its kind spices to know the story of how we advertisements on fly screens and or diphtheria in his house, and so it in the world. It is a book about obtain them from Tropical lands and pass them around among the people. isn't this, that or the other disease. spices. This is a subject of a great what was their history before they free, as they do other advertising.

W. J. Lampton. upon, except meagerly. He has a 400,000,000 pounds." wide experience with spices, cover- annual import of from 400,000 to both ways: If the attending physiing many years, and so he had the 800,000 pounds of nutmegs. Here are

siderations and says point blank, "It he knows of spices, whence they the amount to which they figure in come and how to know them and commerce!

The author of this book is W. M. used for culinary purposes. Gibbs, of Dunkirk, and his work ap-All of these and other practices pears in a handsome volume of nearto Know Them. There are eleven spice plants, blossoms and fruit; 21 three maps. As might be suposed, Mr. Gibbs gathered this material only at the expense of long labor and perseverance.

Spices and How to Know Them is an entertaining book, as well as an instructive one. There is romance about spices and the book tells about interesting countries and picturesque methods of growing and marketing spices. Perhaps it would be possible to write about spices in a dry fashion; but Mr. Gibbs has dealt with the subject in a different way. The book will entertain the general reader as well as instruct the trades-

The practical purpose of the author is shown in the two chapters which follow an introductory one on the early history of spices. These two chapters deal with adulterations in spices, and how to detect such adulterations. Mr. Gibbs takes up each adulterating substance separate-

merce. He has dug into literature many people do not use them for early mention of spices and descriptions of their use among various nations. If we could grow spices tion, within reach of the

One thing that will surprise the London has an

Another interesting thing is the card goes up there is too often a create a desire," says he, "among the variety of uses which spices find. quiet satisfaction, on the part of retail dealers in spices to know the Mr. Gibbs has delved widely into

At the end of his book is a chapter on the sweet and aromatic herbs

Spices and How to Know Them is published by the author, W. M. Gibbs, at No. 643 Central avenue, Dunkirk.

A Fly Suggestion.

"I was reading somewhere the other day," said an advertising man, 'something about getting rid of the flies that infest us and the writer said that sanitary advertising should be resorted to. By sanitary advertising I suppose he meant posting up notices all over, calling the general public's attention to the danger of flies and asking everybody to do what they could to keep the flies out of their houses, kill all the living ones they could and remove their breeding places. Even if the musca domestica, otherwise the common housefly, wasn't a menace to public health by its nasty manner of carrying infections of all kinds, it is founded nuisance that should be abated; the insect buttinski that should be obliterated. Most of us have not discovered wherein it has specifically worked us any harm personally, but all of us know what an infernal pest it can be and is, on al! occasions, public and private. There is absolutely no excuse for its existence that any of us can see and a of the family from grandparents testimony given? Because there are it. Nearly at pages are devoted to parent. Unanimous aid should be given to every means adopted by any and all sorts of societies, associations The ordinary reader will be inter- and so forth which are seeking to

"The writer especially noted that men and neighbors are willing to take up each of the spices in turn— should get together to make their that tells, and that aspect embodies, other good men and neighbors, and per, capsicum or Cayenne, pimento his views, I am about to promulgate because politics can and frequently or allspice, cinnamon and cassia, a scheme that will do the work to material side of the situation. The does develop any kind of evidence to cloves, ginger, nutmegs, mace and a very considerable extent and at no suit any sort of condition—because, mustard. They tell whence we obwell-to-do or, indeed, it may be just in short, civic righteousness is not tain these commodities, how the natives of far-away countries grow screens are in very general use in is a group which, by virtue of its factor in our everyday relations with them and how they reach the market. doors and windows and elsewhere. In Mr. Gibbs has made, in his book, an all of the smaller towns as well as its degree of intelligence, and so on, quent bloviations of self-seeking parcause they can not afford them. Now, to make them of universal applicain this climate, the book would tell that is to say, I purpose to get advercan not, it gives a new flavor to the broad land to place short and catchy

A hoe is the best prayer against

W. J. Lampton.

THE LATEST CDATE SAWYER'S BO-PEEP PUZZLE

A 25 cent puzzle sold for 10 cents to advertise Sawyer's Crystal Blue for the laundry. An evening's fun for all the family. Mailed for 16 cion overcomes all sentimental con- courage to gather into a book what merely two commodities, yet note cents stamps or silver. Sawyer Crystal Blue Courage to gather into a book what merely two commodities, yet note between the family. Mailed for control of the family of the family

THE CORSET GIRL.

She Discusses the Subject of Women's Foibles.

Written for the Tradesman.

"Are you selling many corsets for Christmas presents this year?" I asked a pleasant faced clerk in that particular department.

"Yes," she answered, and her tone of voice did not belie the expression in her eyes, "yes, you would certainly be surprised were I to show you my list of customers who are receiving already, as one of their Christmas presents, a fine pair of corsets. Of course, those sold for gifts are not all of the more expensive grades. but the models ordered, as a rule, are much better than the sort selected by these buyers at other times of the year. Naturally, people giving a present of any kind will unloosen their pursestrings with a more generous hand at such a season than otherwise.

"Corsets," continued the agreeable saleswoman, "although certainly the most important part of a lady's apparel, are something that the average woman begrudges paying out money They are the foundation of a well-fitting gown and there is really no other article of wearing apparel for which a woman should more willingly part with her money. Dressmakers are becoming more and more strenuous in the matter of correct corsets and will no longer fit a garment over a corset that is not to be worn with it. This is as it should be; anybody's common sense ought teach that fact. Ladies who are rich enough to afford it have six or more new pairs of corsets constantly on hand, always wearing with a frock the one over which it was fitted. Corsets, like shoes, last a great deal longer if they are not worn all the time, but are accorded a frequent rest.

"Corsets cost a lot?"

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"I should say that they do," admitted the corset lady, "but there nothing in the way of feminine apparel that gives such satisfaction. Why, put a woman in a corset that is properly fitted, plus a beautiful silk petticoat, and she is ready to facewell, the devil and all his angels, I had almost said. Anyway she feels a degree of composure which enables her to go through the greatest of dif-

"Now isn't that a perfect dream of a corset?" and the good-natured clerk spread out a white silk one all embroidered with tiny pink roses.

It was, as she said, a beauty.

Then others were displayed for my benefit, each one seemingly handsomer than the others. Some were of the finest batiste, which has greater powers of endurance than has silk, and One were almost as pretty. buff brocaded silk corset had large white chrysanthemums all over it. A pink silk corset had white daisies with yellow centers, while a pale blue silk corset had tiny water lilies at reguhad little black geometrical figurestriangles-for its adornment, while another was ornamented with small vellow tulips. Many varieties of in adjusting a model.

flowers were represented in the embellishment of these Christmas corsets and the prices mounted to the twenty, thirty, forty, fifty and sixty dollar marks.

"Do many indulge in these most expensive corsets?" I questioned.

"You would be amazed were I to tell the names of the women who invariably purchase some of my most expensive models. They don't seem to count the cost when selecting them. To suit their taste and get a fine fit appear to be all they think of in ordering goods from my stock. And they are women whom you would not pick out as extravagant persons, eitherwomen of apparently restricted means. I may say that they are always women who are the fortunate possessor of a figure to be proud of, and they are well aware that an expensive corset adds attractions. Some of my regular customers have a corset to match every gown.

"My best-fitting corsets are costly, even in the plain stuffs; a good coutil corset costs the customer a pretty penny without any furbelows other than a nice band of embroidery finishing the top.

"As a contrast to this seeming wastefulness on the part of some in what would be considered moderate circumstances there are others whom. judging from the style of living they exhibit, one would regard as very wealthy, and these women will kick on the price of even a \$2 corset and depart with having selected one priced at the paltry-paltry for a corset-sum of \$1! Think of it-why, it's almost unbelievable.

"'I never have my corset cost more than a dollar,' recently asserted one of our richest of widows.

"A glance at her figure by the most casual observer would have proved her assertion. For a rich woman she had a most miserable shape.

"A woman may have easily any sort of shape she desires," decisively stated the corset clerk, "and why any woman with means at her command would prefer to keep her money and or the side of a house is beyond my comprehension.

"Nowadays if the clerk knows her business she can greatly improve any woman who presents herself to be fitted. The stout one can be made to look much less so, while the straight - as - a - board - all - the set and some judicious padding, be made very presentable, and only God, her dressmaker and the corset clerk who metamorphosed her know the secret of her successful appearance.

"I have funny times fitting corsets, as does every one in my situation. The women who have to partially disrobe, if for the first time in my prescondition of their underclothes and their shape-always in this order. As lar intervals. One red silk corset to underwear other than to ask if now!" 'those are the garments they intend not, then I have to make allowances

"I've had women come to me who were a fright, as regarded their figure, and when they left my fitting room they walked like a queen.

"I well recollect one woman who was especially hard to fit. She had carried herself incorrectly, and had worn an improper corset for so long that she was entirely out of shape. She had got what I call 'all squabbly.' Her flesh stuck out where it ought not and where she should be plump she was hollow. I had much difficulty in getting her flesh into the right place, but, finally, when I had tried six corsets on her I had the satisfaction of seeing her leave the shop with head erect, shoulders back, chest out, abdomen in, as the physical culturists describe a correct carriage. Her poise was simply beyond criticism-and I had nearly despaired of bringing her 'out of it' when I began on the 'making over' process.

'Fat and thin ones?

"Well, I much prefer to get a fat woman 'where she belongs' than to start on a skinny person. The latter I have much more bother with, for with them I have to pad and pad until there isn't much of the upper part of their antomy but what has a false cushion applied. I have to be so careful not to have the lank ones look too voluptuous in spots and too cadaverous in others. With a plump body I can so distribute her enbonpoint that I preserve the right proportions. A woman well proportioned looks fine even if she is a trifle too iarge

"Flatter them?

"Oh, yes, I have to kiss the blarney stone so often that I wear is away," laughed the clerk. "Most women, you know, are 'struck on their shape'-that is, if they have the ghost of one to be 'struck' on-and of course I have to recognize this human frailty and cater to it. The 'walking skeletons' have nothing to make them an object of envy and these I have to 'taffy up' along another line entirely. I call them 'slender' and graceful,' and they like that-it flatters their vanity to be 'not one of go around looking like a slab of wood those fat ones.' Oh, I keep all kinds of cajolery bottled up and bring out the right tonic every time; I make no mistakes in this direction. You see, having dealt with women for so long, I know all their foibles. I know just how to manage them," and a the laugh closed the interview which I had sought concerning the subject of way - up sort can, with a correct cor- Christmas corsets, but which had been drifted from somewhat.

H. E. R. S.

A Pessimistic View.

Among the patients in a certain hospital of Harrisburg there was recently one disposed to take a dark view of his chances for recovery.

"Cheer up, old man!" admonished ence, always begin by deprecating the the youthful medico attached to the ward wherein the patient lay. "Your symptoms are identical with those of a matter of fact, I am so used to my own case four years ago. I was fitting corsets that I pay no attention just as sick as you are. Look at me

The patient ran his eyes over the to wear with this corset.' If they are physician's stalwart frame. "What not, then I have to make allowances doctor did you have?" he finally ask-"What ed, feebly.

What Other Cities Are Doing. Written for the Tradesman.

Des Moines plans to open a publicity campaign in the national magazines early the coming year. It has a population of 103,962, according to the new city directory, or a gain of 3,247 in the past year.

The city of Knoxville, Tenn., under direction of its Commercial Club, has been running full page advertisements in a number of newspapers, both North and South, and claims as a result that many people have been drawn to that city, while more than a thousand letters were received from persons who may later make that city their home. Publicity measures even more far-reaching and expensive than these are contemplated for the coming year.

The Merchants and Manufacturers' Association of Atlanta is pleased with the results of its publicity campaign conducted in the newspapers and through circular letters during the past year. Advertisements were placed in twelve Southern papers, including all the Atlanta papers, which resulted in drawing to Atlanta merchants from every Southern State, and the city's business was increased over \$100,000 in eleven months. This has been accomplished by an Association having at present only fifty members.

The Missouri State Board of Immigration has opened offices Springfield and announcement of this fact, with invitations to the people of the world to investigate the advantages of the State as a place for homes and investment, appeared in 100 daily newspapers of the country last Sunday.

Buffalo will conduct its cultivation of vacant lots for the benefit of its poor on a larger scale next year. This year nine farms in different parts of Buffalo were cultivated, under direction of the Poor Department. The land was obtained from philanthropic persons and it was alloted in onethird acre lots to needy families. There were 383 of these allotments and the total receipts were \$3,491.88, the potato crop yielding the largest returns. Next year's allotments will not be made in one-third acre plots, but the size will be governed by the ability of families to perform the work.

Denver will entertain an industrial convention next year, devoted to the exploitation of Colorado-made goods The Colorado Manufacturers' Association is promoting the enterprise.

The City Forester of Buffalo's parks and streets reports that during the past summer 225,000 trees were sprayed for the Tussock moth, at a cost of about 12 cents a tree.

Almond Griffen.

You never get any higher than the things you put on top in your life.



E. SWASEY & CO.

Everything in Stoneware SWASEY STONEWARE Do You Know Beans Baked in SWASEY BEAN POTS? Portland, Me.

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MICHIGAN RADESMAN

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

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Entered at the Grand Rapids Postoffice as Second Class Matter. E. A. STOWE, Editor.

December 15, 1909

NOT OUGHT TO BE BUT IS.

A Board of Education in the East has had lately added to its membership a woman who knows a lot about educating girls, or seems to, but is a little uncertain as to how much. While that uncertainty is crystallizing into conviction the world at large as well as that Eastern city has certain points which it may not be out of place to emphasize and, perhaps, add value to the educational crystals.

One of the first facts to be taught and thoroughly learned is that "having a good time" at the sacrifice of everything else is not the end and aim of human existence. The good time if it comes at all is only a means of making a hard time-the lot of the masses--endurable, more or less, not only to ourselves but also to those around us. The rest is hard work to be persisted in until the object to be attained is satisfactorily accomplished. Is this one of the ideals the woman Board member has made up her mind to realize?

A second thought which the panding feminine mind should learn early to contemplate is that the income should never be exceeded by the outgo. A dollar will pay a hundred cents and no more, and he or she who by hook or crook thinks to accomplish more than that with it will find that there has been a mistake somewhere. The hook or the crook spoils the equation and is sure to lead to financial disaster. Is the youthful mind so to be dealt with under the new regime of the Board that the coming woman will carry out this idea in the management of the future household?

Is the next June diploma which the girl graduate carries home to cover the notion that hard work, life's behest to candidates for its emoluments, and drudgery are not synonyms and that just in proportion as the two are ty is working for will crown the work? Are they learning, these children in all the schools, that never until hard work-drudgery, if that be the word insisted on-becomes inspired with the worker's enthusiasm does the world care much for the regoing on daily next door is the difference between like to and have to, and the next-door work will go on to the dismay of the neighborhood until the drudgery of drill shall feel the inspiration of sweet sounds and harmony reign where only discord existed before. Is this one of the aims the feminine Board member is keeping constantly in view?

Would it be possible in connection with this list of three to make the young woman believe that the home. her home, is the best locality to inaugurate the carrying out of these ideas? Under good home influences could she not so centralize her thought upon the doing of home duties as to put off or crowd out of her mind "the good time coming" and the getting ready for it as to make the home work the essential thing? If the good time is a matter which must be attended to ought not the young woman to be led to consider the cost attending it and so satisfy herself whether the home financially can afford the expense, and if there is any doubt about it whether the enjoyment coming to her is great enough to balance the sacrifice and the self-denial which the family must make and practice on her account? More than all this, a great deal more, can the young lady with academic honors rightfully hers, utterly unmindful of them, take up the housework with an enthusiasm which makes even the acknowledged drudgery divine and so gladden her own soul with the work her hands have found and so cheer the hearts of those around her that work, as such, shall not only not be deplored but be looked upon as it is, a blessing to the toiler no matter what the field of labor

These are some of the things the world wants and the burning question is, Can the woman Board member furnish them?

LEAD NOT INTO TEMPTATION.

"Is it wrong to help yourself to piece of candy from one of the pails near the door of the store?" asked a child of her mother recently. On being informed that it is remarked that the school children frequently helped themselves to a handful of salted peanuts, a little candy, a few cranberries or a handful of crackers as they passed the Sometimes the grocer open pails. saw them do it; sometimes he did With most of them it was immaterial.

The mother then related the story of the grocer who became weary of the trick of a certain user of the cut not only to the extent of a good chew but always filled his pouch. One day as he appeared in sight the kept apart the success which humani- dealer peppered the dose, and the pilferer left with tears in his eyes. The child was not slow to see the point when presented in this way. of their time, their influence and The habit is "sponging"-getting something for nothing.

"Twenty-five dollars," added the mother, "would scarcely pay the nicipal programme. sult. The difference between Pade- leaks of Mr. A. in this way, and he

this leakage. Possibly he takes notes ic conditions. of individuals who are especially agpractice."

just where the line bordering on pilfering lay, the mother was thinking of several things: First, Why is for one to test a berry here, a plum tion fair treatment. there, or a piece of candy in another place. Of course, only a fraction of a cent. with the habit comes always the in- personal standpoint. creased dose. The lad who ventured

of small wares extremely careful appreciation. about how he places them in the way child or grown-up who chanced to Time by the forelock" they will fall make free with it? A single thrust into line and help the cause along. of the soiled hand of the child or people, you must solve the problem John Ball Park, a county building, of food products. It is a problem of Houseman Athletic Field in business as well as of ethics.

There is but one way-remove the temptation. tempted to sample them. If your window, out of the reach of the pub- every section. lic but where they can readily be seen, there will be no chance for the separable from pilfering; no shudderdelicacies

GIVE IT A FAIR CHANCE.

effort on the part of public spirited, their cash in behalf of the cause, the people of Grand Rapids are provided with a consistent, comprehensive mu-

rewski's piano hammering and that can not afford to lose this. Some sidered and acted upon by the people one has to pay enough extra to make of Grand Rapids during the next decup the deficit. In other words, he ade, so will our city advance or fall is obliged to put his prices up to the behind in the steady march of Amergeneral public sufficiently to cover ican municipalities toward better civ-

> One essential to be borne in mind gravating and gets even with them in by every citizen who truly desires to some other way. But you must nev- act with perfect fairness in this mater help yourself to any of his goods ter is that the programme must be -at least not without calling his at- viewed as a routine which will retention to it. And even this is bad quire at least ten years of time for even its partial fulfillment and the While the child was wondering other is that the city as a whole and in all essentials-health, education, convenience, property values, industrial, financial and commercial stabiltemptation placed on all sides of the ity and beauty-must be considered in child? With the good things in relation to future growth by every sight it is not so very unnatural man who expects to give the proposi-

> Now as to personal convictions al-Each in itself represents ready and naturally formed by citizens who have, as a rule, contemthe merchant will not care. But plated the problem from a purely

> The municipal programme as formon one peanut yesterday will want a ulated is wholly impersonal, a purhandful to-day. It is a habit which pose wholly public in character, havgrows unconsciously. A principle is ing for its object the development being cracked. And what the big of a public intelligence as to our pubboy or girl does, as a matter of lic needs, our public opportunities, course, the small one soon imitates our public ability and the benefits that are certain to result in behalf of The problem of honesty should be the public if we succeed in developa sufficient one to render the vender ing such a community knowledge and

> For these reasons it seems that all of the weak. But there is a second men should approach the situation personal reason if money-making is without prejudice and bearing in mind the entire consideration: Who wants the fact that, very largely, the proto buy candy or nuts or food of any gramme means that the citizens of sort that has been handled by any Grand Rapids are attempting to "take

> Neighborhood interests, aldermanie the grimed one of the professional districts and their interests and indiloafer into the cracker box is enough vidual tastes and desires have no fair to cause the average woman to shun place in a citizen's estimate of the it, no matter how much she had pre- whole, except as they are merged as viously wanted crackers. If you important factors in the general obwould hold the trade of respectable ject. It is not possible to have a of how to avoid this contamination Union Trust building or a Julius each section of the city any more than it would be feasible to have a city pump-Keep your food prod- ing station in each ward, a public liucts, especially those which are in- brary every square or two and a viting in the state you present them, Government building at each street where every new comer will not be intersection. There is no such thing as favoritism in the carrying out of cakes are under glass, your crackers the municipal programme that has in a box behind the counter and your been recommended because each item choice candies and fruits in the show has been evolved for the good of

An adequate and wholesome supply of water for domestic and manuformation of habits which are in- facturing purposes is our most crying need. Let us get together, all of us, ing by the dainty customer lest a for that which is needed by all. Then, weed who habitually tested his fine- foreign taint be imparted to your settling that with a unanimity telling of harmonious co-operation by good citizens, let us take up the next most urgent acquisition and in this way At last, after five or six years of proceed toward an ultimate, complete and worthy municipal equipment, as far seeing citizens who have given it will be understood and required ten or twenty years hence.

> Moral blindness is often due to pressure on the money nerve.

Progress seldom comes on a track; As that programme shall be con-she makes her own way.

"THE OLD DUFFER."

keynote of the working world by if the line-the age limit-be drawn condemning to the back seat of in- here, there is the same point to condustry the man who is reaching or has reached his threescore years, that and crowded into inactivity is only part of human existence burdened another way of signing its death with white hairs is turned loose warrant. The world still wants hon-"Like to the empty ass, to shake his esty and faithfulness and certainty and ears and graze in commons." He finds all those other sterling qualities which that muscle is the only part of him have made the old men so many elethat the captains of industry value and that he, like any other machine after years of service, is fit only for the scrapheap and to the scrapheap therefore he must go.

As a machine, yes; but as a human being, no. "For 'tis the mind that makes the body rich" and the problem of the day is what is to be done with these men and these women whose sinews are becoming mere muscles and who are forced to acknowledge, as ex-President Roosevelt did the other day, that he can not as nimbly leap into the saddle as he could once. The general picture of old age, that everybody is fond of looking at and longing for, is a warm corner with an easy chair to stretch out in, if that is desirable, with a table near covered with reading matter, and into that chair the old man betakes himself after a late breakfast and so his days pass until, as Bryant puts it, he "wraps the drapery of his couch about him and lies down to pleasant dreams."

The picture is well enough; nobody is at all inclined to find fault with it as such; but that kind of life to the majority of men and women who have vitality enough to reach the age limit will kill them quicker than anything else, and instances are not wanting to adorn such tales. There is one over on Nob avenue. There is another—the world is crowded with them-where men have begun with nothing but their hands and brains and have ended in competency. Now, then, they are going to take life easy. They pick out the warm corner and get into it. The raging storm outside has no terror for them. They are snug and warm, and pretty soon they are carried out of the front door feet foremost and the granite shaft in the graveyard tells the rest of the story. This is the moral of it: The same mind that lived until 60 would have stayed longer on earth if it had kept out of the easy chair and the warm corner and it follows, therefore, that the action which strengthens any organ will continue to preserve that organ if it is allowed to do so.

There is a thought abroad that the time has come for the old and for those who are nearing the age limit to be looked after. They do this in Europe and why should not we in this country do the same thing? The leading reason may be fairly well expressed by saying that in Europe the aged are so many years old while in this country, if we may use Edward Everett Hale's phrase, that class of people are so many years young. Then, too, it is chiefly the man whose life has been spent in the shop and factory and in what may be called the transportation industry where ac- his friends out and subjecting them power for their will power.

Ever since Dr. Osler struck the is not found at all available. Still tion for chauffeurs would raise the sider and the active life pensioned ments of success in the business to which they have devoted their lives and the pension, which in America will ever be looked upon with favor, is the chance to retain so much of the old position as will call for these same sterling qualities released from the activity of muscle and sinew, which belongs and ought to belong to the age that rightfully boasts of their possession.

One praiseworthy authority sumes that "a land which honors its fathers and its mothers" will have no need of an old age pension; a statement which no one would care to dispute; but is it not in the United States of America that "Over the Hill to the Poor-house" was published not many decades ago, and was it not in that same section of the earth's surface that the subject of the poem was considered as only one of many such instances? Admitting that, it does seem as if, while encouraging the old age pension idea, it would be well to go back to the fifth commandment and begin with that. The American child too often is not taught to "Honor thy father and thy mother" and it is submitted that if this be granted right there in every home by the teaching of this commandment should be laid the foundation of that idea which thoroughly taught and thoroughly carried out would make an old age pension need-Let that be done and not only will old age receive its due consideration but the amenities of life which society expects from children will everywhere be more noticeable than it is much to be feared they are now.

There seems to be a growing disposition to demand that professional chauffeurs shall be examined by some competent authority and required to prove their knowledge of the business. It very often happens that a young man out of a job hangs around a garage a few days and gets a chance to run a car a little, learning enough to enable him to get along nothing happens and in places where there is no danger. He expects to get his experience in crowded thoroughfares or narrow roads and steep hills while driving his employer, and the latter may have to pay pretty dearly another's tuition. That there is great opportunity for accident if a chauffeur does not understand his business is too obvious to need comment or argument. That the owner who is inexperienced is just as liable to accident as a green chauffeur is equally obvious. Allow- ting all he wants in this world the ing that a man may be permitted to wreck his own car and break his own son. neck if he wishes does not also guarantee him the privilege of taking

tivity is the leading requirement who to similar hardships. An examinastandard of skill among that class of workers, but an examination would not reveal whether a chauffeur is level-headed and quick to think. Ability to do the right thing on the instant in an emergency is one of the most valuable assets which a driver can have. By all means anything which will promote general efficiency is to be commended. Probably examinations before granting a license would be a step in this direction. A man is not permitted to run a locomotive until he has had some training, and the principal difference is in the size and power.

> Should President Taft find it necessary to go forth officially as commander-in-chief of the military forces of the country he will carry a new flag. The War Department has decreed that the flag of the President shall be enlarged and improved. It will be fastened on a pike II feet long, instead of 10, and the American globe that adorned the top of the pike during all these years is to give way to a bigger bird. Instead of standing four inches high, the new presidential eagle is to measure five and three-eighths inches. The globe is to be reduced from three to two inches in diameter. War Department size nor the Nation's growth had anything to do with the change in the flag. Things were not quite symmetrical. So they concluded to remedy them.

similar purposes with reference to are inexpensive messengers cases after a few years it returns. what will cure it.

When a woman has spent ten or fifteen years training a husband and he has responded to her teachings, overcoming one failing or tendency after another, she usually discovers that his greatest fault is that he is different from what he used to be.

An honest man can attribute honesty of motives to one who is seeking to make a good bargain or transact business for gain.

Just before a man succeeds in getundertaker gets busy with his per-

Many people mistake their won's

THE POSTAL DEFICIT.

The postal department is one which of all the different branches of the Federal government comes closest to the people. If a rural free delivery carrier is an hour late, owing to unavoidable circumstances, there are people on his route who are more concerned about it than they would be over the sinking of a five million dollar section of the American navy. Everybody knows that it costs more to carry on a postal department than the revenues amount to, but no one for a minute would think of restricting the service thus rendered. On the contrary, the disposition, both on the part of the Government and the people, is to enlarge and increase its facilities and there is even talk about reducing letter postage from two cents to one. According to the presidential message last presented, a loss of sixtythree million dollars a year is charged up to the transmission of secondclass matter through the mail, meaneagle that has stood alert on the ing thereby newspapers, magazines, etc. The charge is made that what the Government gets a cent a pound for doing costs the Government nine cents a pound to do. There is no doubt but that this is a losing proposition as it stands.

President Taft pointed out with a great deal of particularity that the officials say neither the presidential statistics of 1907 showed that the second-class mail matter constituted 63.91 per cent. of the weight of all the mails and that it yielded only 5.19 per cent. of the revenue. Based on the same authority, he said that the average distance over which Fortunately it seems to be getting newspapers are delivered to their fashionable for people of large means customers is 291 miles, while the avto leave goodly sums to educational erage haul of magazines is 1,049, and and charitable institutions. One of of miscellaneous periodicals 1,128 the latest instances is that of the will miles. His recommendation is that of George Crocker, a New Yorker, the postage on magazines and periwho left more than a million dol- odicals be raised and with that no lars for the prosecution of medical one except stockholders in such conand surgical research regarding can- cerns can reasonably find fault. The cer. Other sums have been left for newspaper and weekly trade journals other maladies. Cancer is a dreadful put the people in touch with the disease, bringing great suffering to news of the days and week, spreadits victims. The surgeon's knife can ing intelligence and actually serving remove the growth, but in many as popular educators. The magazines are bigger, bulkier, carry Science, which with sufficient re-large proportionate amount of adsearch can find out almost anything, vertising and are altogether more exwill perhaps be able in time to tell pensive, frequency of publication and not only what makes a cancer but amount of matter taken into ac-The worst offenders count. those responsible for a large share of this deficit are periodicals that are scarcely entitled to be called magazines, which are nothing more nor less than advertising schemes and are deceivers rather than educators. By getting under the proper postal classification they are enabled to secure circulation at a ruinous price, from the Government point of view. These are the real offenders and the ones toward whom remedial legislation should be directed and if some of them were driven out of business altogether the world would be the better for it.

All men are supposed to be born free and equal. Suppositions are inexpensive.

THE CHRISTMAS RUSH.

Step on Each Other.

Written for the Tradesman.

Although Worthington has the best holiday trade in town, there is never a crush at his store. Of course there are crowds, for people will flock in the glad Christmastime and merchants are delighted to have them, if they have the price, but at Worthing- in a golden stream. Next morning ton's there are no exhibitions like unto the football season.

When other merchants are reasoning with buyers, suggesting that they come in early before the army ofbuyers forms, and, too often, before the best goods are in, Worthington is telling them to drop in any old time and he will keep excited shoppers from stepping on them.

The miracle of a well-ordered store during the holiday scramble is worthy of notice, so I'm going to tell you how

Worthington came down to his store one morning, during the week before Christmas, and found a headon wreck at his front door. There was a crowd trying to get into his place of business and another crowd trying to get out. There were customers waiting to buy goods and customers waiting for their change. The former were eager and sarcastic; the latter were tired and uglv.

It took the merchant half an hour to get back to his desk and the first thing he did when he got there was to send for his manager. The manager came looking as if he had been keeping cases on a dog fight.

"What kind of a joint are you running here?" demanded Worthington.

"The joint that's got the best trade in town," chanted the manager, joyfully, unmindful of the dilapidated state of his whiskers and his attire.

"Looks like a ward caucus!" insisted Worthington.

"Glad of it!"

The merchant scowled.

"I'm here to bring crowds." Worthington scowled again.

"And you're here to take care of them after they come," he said. "You seem to have overlooked that."

"How take care of them?"

"See that they are waited promptly and sent away satisfied."

"If there is any living being who could satisfy that howling cyclone out there," with a shrug of the shoulder toward the main floor of the store, "I'd like to meet him, her or it."

you leave people in a mess like that,' insisted the merchant.

"Have you any suggestion to make?" asked the manager. "These off-hand observations point to a condition but they don't present a rem-

what you are paid for."

This manager of Worthington's was a good man for the job. He was so either." good and in such demand that he could sass his proprietor if he wanted let the manager have his way. to and not run the risk of getting fired. At this time, however, he didn't want to. He said:

"All right, boss! I'll draw up plans and specifications to-night and pre-

sent them to you to-morrow morn-Why Worthington's Patrons Don't know how to do it and don't you ever think it will be a cheap proposi- tested. tion."

> Worthington growled again and the manager went off to his work. The stomping, the pushing, the excited voices, the sharp calls for cash boys, feet, so they won't get cheated out of were all music to him. He knew that money was rolling in on the store terribly in the way." he presented his scheme for a quiet Christmas trade to the merchant.

Worthington was busy and told him to go ahead with it. The manager sat down to wait until the boss wasn't busy and the boss scowled.

"This requires your attention," the manager said.

"Go ahead, then," gasped the mer-

"First," said the manager, "I'm going to rent the long store running back of this and facing Sixth street. It covers the entire width of this store."

"What for?"

"Then I'm going to cut four doors through the wall of this building and buyers." connect with that other store.

"What are you going to put into that other store?"

"People, buyers, satisfied customers. Then I'm going to cut a chute from her and the sum to come back, as the cash and wrapping gallery there to this back store."

"I hope you know what you are about!"

"Then I'm going to rent cash registers for all the departments where the articles on sale are small-where the saleslady can do her own wrap-

"And permit all these new clerks to handle my money? Not yet!"

"Then I'm going to get a map of the store, showing where every department is situated. I want one that the purchase, and doesn't want to will guide a stranger through the maze without a break."

Worthington began to see a great light. The manager, feeling that he had won his point, went on:

"Now for the reason, the utility, of all this: First, the people going out make more noise and more fuss than the people coming in. If there is a woman shopper in the world doesn't love to stop in a crowd, with her arms full of bundles, and tell a friend coming in what she has and what she paid for it, I have yet to see her. It is the rush at the front door that makes the trouble. Now, I'm going to send customers out by "You do only half your duty when the back doors, through that store."

"And you can put a line of goods in there, too. Good idea."

"Not so you could notice it!" replied the manager. "What do you want to do? Block up the exit so it will be just as bad as the front entrance? Not much. People don't stay "Find your own remedy. That is there a minute to buy. They get bundles and go right out on Sixth street: and no one comes in that way,

Worthington had sense enough to

"This relieves the pressure at the front door. It stops people butting all. into each other and it saves the floor space for people who want to buy."

"Get on with it!"

of it too highly until it had been

"Now, the aisles are always clogged by people waiting for their goods and their change. They hang on to the counters with both hands and what is coming to them. They are

"I don't see how you can get rid of them," said Worthington. not hurry them out of the store."

"I don't want to. I want to give them a quiet place to wait in. I'm going to have them wait in a room at the back of that rear store."

Worthington laughed.

"You're dreaming!" he said.

"As I said before, the clerks in the departments where the articles are small are going to wrap goods and make change. Then buyers can pass right along, out of the way of the others. In the other departments the clerks will put a number on their cash tickets and give duplicates to the

"Too much red tape, old man."

"For instance: A lady buys a coat at \$15. The clerk makes her cash slip show the sum of money given usual. She adds a number and a letter showing her department. A duplicate of this is given to the customer."

"Too complicated."

"When the buyer gets the duplicate she goes into this new store room and waits until the clerk at the bottom of this chute I told you about yells, 'A sixty-five!' if that is her num-She presents her duplicate and gets her goods and change. If she has paid in the exact sum called for by wait for the bundle, or wants it delivered, she can go her way and leave it there. Or she can call and get it any old time."

"I think the rear exit will work, all right," said Worthington, "but I am not sure about the bundle business. However, it is worth trying. People do not like to wait half an hour for their change and purchases and we do not want them clogging up the aisles while they are waiting. Go ahead with your scheme, anyway."

The rear exit plan works like door and walk out into the rear store in one direction. To be sure there are always people walking back and forth, from one department to another, but there is no football rush at the front door and in the main aisles, as there used to be.

It took some time to inaugurate the bundle delivery system. Buyers would wait as if afraid some trick was being played on them, at first. They refused to take their eyes off the clerk they had given their money to until they got their goods and their change-which is human nature, after

But in time the bundle service became familiar to all, and now people take a sort of pride in showing fool he is.

The merchant saw that it was a their friends from the country how ing. Don't you ever think I don't good idea, but didn't want to speak familiar they are with the complicated system of a big store. Anyway, Worthington has wiped out two evils: The buyer on the way out and the buyer waiting for goods and change. That is why his store is not a place of torture during the holiday rush.

Alfred B. Tozer.

-

Reliable Market Reports.

Nothing gives a newspaper a firmer place in public confidence than a well-established reputation for accurate and complete reports of the world's markets. Business men throughout the West have long esteemed The Chicago Record-Herald for the uniformly trustworthy way in which it covers the whole field of and commercial news. Whether you want to know what consols are worth in London or what railroad stocks are quoted at in New York, what price corn is bringing in Kansas City or how wheat is selling in Minneapolis or Chicago, you can always turn to the financial and commercial pages of The Record-Herald with the certainty of getting the latest facts in full and unbiased form.

The men who write the local live stock, board of trade and financial news for The Record-Herald are experienced staff editors whose years of trusted acquaintance with leading men often give them inside tips on important news in advance of other papers. The only morning newspaper in Chicago having its own special correspondent to cover the New York stock market is The Record-Herald. George S. Beachel's daily telegraphic reports from the stock and money markets of Wall street are models of insight and accuracy. The Record-Herald makes it a point to cover in full the financial reports of corporations and banking activities of Chicago and the West. The "Speculative Gossip" and notes of Wall street and La-Salle street happenings are valued by the largest brokers for their glimpses of real "inside history" of the various markets.

Odd Sense Organ of the Cat.

The common cat has a most uncommon sense. F. Fritz has discovered that the domestic cat possesses a peculiar organ of sense consisting of a few long and stiff bristles or charm. People walk in at the front feelers which spring from a region of and so on out into Sixth street. The in the vicinity of the wrist joint of the skin richly furnished with nerves motion of the crowd is, as a rule, all the fore leg. These organs are called "carpal vibrissae" and had been previously found in numerous animals, including rodents, edentata, carnivora, the lower quadrumana and hyrax.

They are found chiefly in animals which hold their food with the fore paws, or which crawl and climb. They are wanting in the apes and monkeys, which possess in their fingers and palms much more delicate tactile and prehensible organs. It is thought remarkable that they are also wanting in the dog, in which animal Fritz has sought them in vain.

A man must have a certain amount of wisdom in order to realize what a

Now for the Juicy Fat Mince Pie.

The kind that "mother used to make." None of your pinched up, stingy, all crust and no mince imitations, but the <u>real</u>, luscious, juicy, thick mince pie of boyhood days.

With a rich, brown, flaky crust that seems to melt as soon as it reaches the mouth and allows the greedy palate to get next to the flavor of the juicy mince at once.

It makes a feast fit for a full grown man.

If you've got a man in the house you'd like to please, order a sack of

LILY WHITE

"The Flour the Best Cooks Use"

And make him some mince pies with the kind of mince and the kind of crust we've described above.

Don't take any chances on the flour.

Get "Lily White" and you'll have light, tender crust.

Don't disappoint him with tough, leathery upper crust or heavy, soggy under crust.

If you undertake to give him mince pies let them be perfect in every respect.

Don't start until you can start right.

Get "Lily White."

Valley City Milling Company, Grand Rapids, Mich.

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.

UP THE RHINE.

Both Sides.

as the mountainous region is reached and Spain. along the Rhine, so soon does the reach oftentimes, hillsides covered with the vines.

The mountains are very steep, as rainfalls would destroy the crop, carrying vines and poles before them to district where they are produced. the river below. To avert such a disaster and also to make it possible be amiss to mention that at the juncfor the owner to harvest his crops walls of stone have been built divid- city of Coblence (the German coring these mountain sides into a network of lots.

The wall is proportioned in height to the size of lot wanted, but they tants. It is the capital of the Rhine are built low so as to make the lots province. It boasts a situation that comparatively small and level.

not only marking the ownership of the lots but to ensure finding one's with its imposing palaces and elegant possessions after a severe rainstorm has passed. Roadways, well paved lar, ending in a sharp apex, upon with field stone, are made in such places as will ensure drainage of these heights and preserve the general artistic work, can be seen from every topography. done the large part of this work, shar- in height. This monument justly exing the great expense liberally, and cites the admiration of every beholdthis can best be understood when we er and dominates the whole landlearn that the railroads running at scape, which is somewhat limited bethe base are owned by them. Hence cause of being shut in by the grand it is a case of self-protection merely heights of the surrounding mounfrom inundation of their property.

In appearance from the boat, while busy pruning the vine, cutting it well manured ground over between into winter quarters.

district are interested in the culture of the vine, earning their entire livelihood in this manner. In fact, this is the chief industry; but we were avocation never get beyond moderate the product of the vineyard at the make the money out of it. It is these one has to pay 25 and 50 cents when served at these places. bulk packages are some of them ancient days in payment of taxes, for proportions. which purpose it was accepted.

not only a great beer drinker but he understand what is meant, either from is a greater wine drinker. Of all this having seen or heard about one. As enormous amount of wine produced we do not now ever remember of

very little is exported. In the year 1908 but 2,500,000 gallons were sent Grape Growing and Wine Making on out of the country, while during the same time 25,000,000 gallons were Berlin, Germany, Nov. 29-As soon shipped into it, mostly from France

This means that 22,500,000 grape culture commence to be seen, lons more than the entire production and for many miles along this river of this country was consumed at can be seen, as far as the eye can home. Figures showing this amount were not obtainable at the consular office.

Rhine and Moselle wines are the a rule, and something has to be done most prominent kinds here produced to preserve these fields or the heavy and these names imply, as the reader will probably understand, the river

In connection with this it may not tion of these two famous rivers is the ruption of the Roman name Confluentes), located at the confluence of waters; a city of about 60,000 inhabiis, perhaps, unrivaled by any other This serves a double purpose in of the larger towns on the river. The prices. tongue of land upon which it lies, private buildings, is flat and trianguwhich is the fine statue of Emperor William I. This, a beautiful piece of The government has point of view, it being about 80 feet tains.

Across the Rhine and connected making the river trip, the sides of with Coblence by a bridge of boats these mountains look very much like as well as an arch bridge lies the dissected maps. During these late fortress of Ehrenbreitstein, built in autumn days we can see the owners 1826 on the spot where an ancient one had stood that dated back to a away so that, seemingly, a straight very early period. This fortress is stalk only remains, with this tied by a built on a rock 575 feet high, fro bit of straw to a pole that keeps it wmhich a magnificent view of the from the ground. They then turn the Rhine and Moselle valleys and the surrounding country can be obtained. the rows of about 21/2 feet width by Five companies and two battalions means of a four-tined grub hook, aft- are stationed here. Another famous er which the vineyard is ready to go wine-producing district is Rudesheim (opposite Bingen), which is one of Quite a large percentage of the the oldest wine-growing towns along the whole Rhine country.

This town of 5,000 people lies at the foot of the vine covered Niederwald and no tourist traveling in the told that those who follow this district should leave this delightful spot unvisited. Moreover, its celebcircumstances. It is those who sell rity no longer rests on its celebrated wines or its natural beauty, for it has tables of the many wine rooms who been greatly increased by the national monument having been erected here bottled in pints and quarts and for at the height of 1,100 feet above the Rhine. It was erected in commemo-The ration of the victorious efforts of the German people, which culminated in very large, running from barrels of the establishment of the German Emfifty to 100 gallons for shipment to pire in 1871. The main figure, bearthe large ones at Heidleburg, called ing the imperial crown and a gartuns, the larger of which holds 466,- landed sword, is that of Germania 000 gallons and was used for storing sitting 100 feet high in mid-air upon the wine received from farmers of a base of magnificent design and

We have already spoken of a boat The German, we have learned, is bridge and wonder if our readers will

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

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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

W. C. Rea

REA & 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

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

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.

▼ 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.

Send Us Your Orders

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

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

Lemon and Vanilla

Write for our "Premotion 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.

having seen one in America, we will but an adjunct of the war take the liberty of explaining this ment. queer piece of mechanism, now so nearly extinct. Cologne and Coblence have the only two known here. They consist of floats about 30 feet in width, made slightly pointed at the end, being boat-like in appearance, and are placed about 30 feet apart, having staging built in them that answers for the floor of the bridge when they are in place. At one point, where the river is the deepest, four of these boats with their contents are detached from the others, moving out from the line to positions just back of their regular ones, leaving an open and unobstructed passage for the shipping interests of the river.

This is done by means of steam power furnished from two of these boats that are manned by engines and engineers and by means of chains the boats are pulled out of position to clear a passage and again into line to make the bridge complete. The whole structure when in place is not over eight feet from the water level and is certainly unique in being so different from the suspension and arch bridges which are so universally common. This boat bridge carries all kinds of traffic over it, from the push cart of the delivery boy to the heavy truck pulled by two horses.

While at Cologne we were peculiarly favored in seeing three airships on one Sunday afternoon. The day was all that an aeronaut could desire, clear and quiet from storm or wind, and therefore seized upon by all to take out their aerial horses.

Count Zeppelin first hove in sight and made a fine appearance in his new ship. It appears exactly like a mammoth cigar, having four fans, one on either side back of the center, with two boats depending from near the center of the ship which seemed to hang twenty feet below. Estimated to be nearly 1,000 feet high, the hum of the four propellers was plainly This well-proportioned, cigar-shaped white monster floated around over the city for a period of fifteen minutes and then speeded onward, up and over the Rhine.

The other two, considerably less in length but greater in circumference, seemed ill-shaped affairs in comparison with Zeppelin's. They were both owned in Metz, one by Herr Gross and the other by Herr Parsival.

Differing very much in shape, as has been said, they differed much otherwise in appearance. The propeller was one very large wheel at the side, pretty well to the rear, and appeared to stand out very boldly. On either side of these two latter ships one basket only hung from center, in which could be seen a half dozen or more persons, while in Zeppelin's none were in sight. Pretty well back a finlike protuberance was seen and on one, running along the bottom three-fourths of its length, was a paddle, ending in a blade that served as a rudder.

Germany is encouraging this kind ot science by financially aiding those Connell after that affair. who are at all successful and proposes to make it not only a feature began Colonel McConnell went to

Until now the flights of the aeronauts have been announced, but in Grand Rapids a few years ago. now, and but recently, weather conditions being favorable is the only signal necessary to enable one to see one of these wonderful exhibitions of aerial flight. Chas. M. Smith.

Mock Duel Fought More Than Fifty Years Ago.

Written for the Tradesman.

Time Editors' Association, several weeks ago, the veteran James N. Davis recalled a mock duel, in which two young men of the village of Grand Rapids were the principals, which was fought more than half a century ago. The late Colonel Daniel Mc-Connell, an Englishman by birth, well educated and trained in the use of firearms, settled in Grand Rapids soon after his discharge from the army of the United States, in which he served during the war with Mexico. His military bearing, good taste in dress, gentlemanly deportment and an evident disposition to seek the companionship of educated and refined people naturally caused much discussion of his character and proceedings in the community. He at once became a favorite with the ladies, while the young men of the place either envied or hated him. One A. Tracy took exception to the attentions paid by the young soldier to a lady whom he considered his own and, relating his grievance to friends more or less sympathetic, consultation was called. It was decided that Tracy should issue challenge to McConnell to meet him on the field of honor. It was presumed that the Colonel would fuse to accept the challenge and that he would be laughed out of the community, or in the event of his accepting the invitation to engage in battle the seconds would so conduct the affair that no injury be done to either of the participants. McConnell promptly chose a friend to represent himself in the affair, named pistols as the weapons, at ten paces, and stipulated that after the first shot another could be demanded by either combatant if not satisfied. The time and place having been named McConnell and Tracy were driven to the locality selected for the purpose, when the men removed their coats and took positions. The pistols were placed in their hands and, in response to the command, "Fire," the two pistols exploded simultaneously. Neither man was injured and trained in the use of firearms, knew by the reports following the explosions that the pistols had been loaded with blank cartridges. McConnell advanced to his opponent and remarked, "Tracy, our seconds have tried to make fools of us. I propose that we dismiss them, when you and I will load the pistols and fire atwell, until one of us is hit or killed." Tracy declined to go on with the contest

No one doubted the courage of Mc-

When the War of the Rebellion

the front as an officer of the Third Michigan Infantry and rendered faithful service to the country. He died

Arthur S White

Buying 'Em Early.

"I want a Christmas present of some kind for my wife; something practical and useful, you know."

"Has she a chafing dish?"

"Yes; I got one here last winter." "Well, she'll want a coffee perco-At the annual dinner of the Old lator this time. Next counter to your

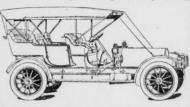
> The merchant may never become an ideal merchant, but he should have ideals toward which to strive

Most of our irritability comes from hunting the rough places in the road.

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P. 7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important efficiency tests of the 1909 season. List of these winnings will be mailed on request.

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y. one gallon mileage contest, h held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by

50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin. Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

DOLLARS PAID

For Actual **Business Time Savers**

Are Always Good Investments

If you will give us the chance we know we can convince you that our Inventory System will save you much time and trouble. Time is cash—Hard cash, too. Trouble is just trouble. We cash and dodge trouble. Samples and description free. Don't forget—Barlow Inventory Systrouble.

BARLOW BROS.

Grand Rapids, Mich.

Our Slogan, "Quality Tells" Grand Rapids Broom Company

Grand Rapids, Michigan



STEIMER & MOORE WHIP CO.

WESTFILE

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

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building Grand Rapids, Mich.





Ground Feeds

WYKES & CO.

GRAND RAPIDS

CHRISTMAS TRADE.

How You Can Secure Your Share of It.

ness, who make little effort to get their proper share of the holiday tions of the goods. trade.

and a few there for Christmas sell- "Hosiery," "Handkerchiefs," "Necking and if the customer demands those extras they are shown and prob- business requires it. Or it might be ably sold, otherwise they are allowed to lie in stock for another year.

Some of these merchants are doing well, most of them are satisfied page to each of the following: "Gifts with trade in general, but Christmas means little more to them than the busy time of the year. They do no extra pushing for trade but wait for what comes, taking it as a matter of course.

These merchants should have some them into activity. It is with a hope that this article may serve as as prod that it is written. At the same time vice more or less wise.

By this time the more active merchants will have had their Christmas his own store will suggest itself to campaigns in full operation for some days at least. But it is not too late any way to the whole family the third to start even now.

should run over his stock and locate the nattiest styles, the latest patterns and the newest novelies that are suitable as a Christmas offering. printer at once. These are to be his Christmas goods. It is not necessary that all these lines should be especially boxed. Useful articles have no place in a box fringed with paper lace and having a chromo on the cover. A black silk dress is a suitable Christmas gift for an elderly or middle-aged lady. A pair of patent leather shoes are just as suitable for a man of any age.

Useful gifts are more suitable for Christmas giving than useless. The majority of persons have found that out and the sale for gaudy folderols has fallen off, while the more useful articles are taking their place.

After the merchant has sized up his stock he may prepare a number of Christmas advertisements for his newspapers. He should double the size of his space to show that he is

These Christmas advertisements should not start off with the hackneved phrases, "Christmas is coming," or "Santa Claus time is here." Every one knows that. Try the catch-line "Useful Christmas gifts," and then add a few words, by way of introduction, about the useful present lasting longer and giving more pleasure than the useless bauble. Add to this a few items fully described much any one would appreciate such and priced.

There is no need to say that they are worth double the price asked, or that they are special values. Christ- now. mas shoppers are not usually out looking for bargains. They are look- shown in the store it will communiing for good value and better goods than they ordinarily buy.

Harp on the usefulness of the gift. Keep that side turned to the public harmful. all the time.

ed, say of four or eight pages. Let the first page be given up to the title, which may be, "Helpful Hints There are a number of merchants, for Holiday Shoppers," or "Gifts some doing only a small business Suitable for Christmas." The other and many doing a fairly large busi- pages should contain descriptions and prices and if you have them illustra-

This leaflet may be divided up in-They purchase a few extras here to departments such as "Slippers," wear," etc., when the nature of the divided something like this: Under the following headings assemble the different items suitable and devote a Suitable for Small Children," "Gifts Suitable for Boys and Girls," "Gifts Suitable for Ladies," "Gifts Suitable for Young Men and Their Fathers," "Gifts Suitable for Grandma and Grandpa."

Another method of arrangement one behind them to push or prod might be used, devoting a page or portion of a page to "What 5 cents will buy," "What 10 cents will buy," "What 25 cents will buy," etc., giving the writer offers a few words of ad- items every time even if they have to be repeated in several sections.

The arrangement most suitable for each reader. If the store caters in arrangement mentioned is good. In the first place the merchant If a dry goods store uses the last mentioned arrangement it will not go far astray. Suit the arrangement to the store and rush it off to the

> Now get into the windows and liven them up with a few evergreens and other Christmas decorations. Trim "up" to the season. Do a little decorating in the store, too. It all helps to convey a sense of the season and where one feels the Christmas spirit in the air one opens up his heart-and his pocket.

> When the leaflets are delivered mail one to every name on the mailing list. Put one in every package leaving the store. Pass them out to sightseers. Never mind about duplicate circulation. Get them out. They won't do you any good stacked up on your counters.

> Now the campaign is ready to begin in earnest. The foregoing preparations are merely preliminary. The rest of the work must be done personally by the merchant and his clerks. And don't fail to remember the results depend upon the manner in which that work is performed.

> Holiday gifts should now be talked of as if it was the most important subject in the world (and it is just about now). When customers come in to supply their daily wants show something else besides. Tell how an article as a holiday gift. Show goods! Show goods! Rest after Christmas but work at fever

If there is enough enthusiasm cate itself to the customers. the most contagious disease there is and in most cases not in the least

Now about ten days before Christ-

Now get a number of leaflets print- mas you will be feeling pretty gay with yourself. Go and spend a few coppers on "mistletoe" and slip a sprig under the string of each parcel and your customers will feel gay,

> Now get to work and may you have a busy, profitable, merry Christmas. A. E. Edgar.

> He who dare not be misunderstood never says anything worth under-

General Investment Co. Stocks, Bonds, Real Estate and Loans 5. 225-6 Houseman Bldg. GRAND RAPIDS Citz. 5275.

FLI-STIKON THE FLY RIBBON
The Greatest Fly Catcher in the World
Retails at 5c. \$4.80 per gross
The Fly Ribbon Mig. Co., New York
ORDER FROM YOUR JOBBER Called Market

I Sell Coffee Roasters

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.

WORDEN GROCER COMPANY The Prompt Shippers

Grand Rapids, Mich.

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

ure Pennsylvania Gasoline. Also best and cheapest for engines and automobiles. It will correct the old fogy idea that Gasoline is Gasoline. Ask us.

Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.

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, III.



NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

market is just as dull as last week dozen. to be gathered. Sales when made are of small amounts and everybody firsts, 31@32c. is simply waiting the turn of the year. It is possible that some concession might be made on the price of Santos, but, as a rule, quotations are Spot stocks are ample and there seems to be no dearth of coffee in any part of the country. In store and affoat there are 4,530,358 bags, against 3,764,148 bags at the same time last year. At the close Rio No. 7 in an invoice way is held at 81/2@85/8c. No business is being done to speak of in mild coffees and the whole market is unchanged.

The tea trade is somewhat improved over that of last week, but is still much less active than a month ago. Holders are confident, however, that with the turn of the year matters will take on a better shape and they are, consequently, holding firmly to quotations and good teas are not on the bargain table.

The same story must be told of sugar as of coffee-business for the present is suspended and everybody is giving more attention to holiday stuff. Withdrawals made are on a basis of 5.05c, less I per cent, cash.

There is some business going forward in rice all the time and the aggregate amount of sales is not to be despised, although there is still room for improvement-a condition which is confidently looked for within a few weeks. Good to prime domestic, 5@

Spices are mighty quiet, especially in the case of nutmegs, which are in big supply. As a rule quotations show little, if any, change, but the little is toward a lower level on some things.

There is a fair market for molasses and yet, for this time of year, it fling needfuls. can be called only of an everyday character, with prices about the same as have prevailed for months. Good to prime centrifugal, 26@30c. Syrups are moving somewhat slowly.

It is rather unusual to chronicle a bit of activity in canned goods, nor can the present market be called one that partakes in the least of the nature of a boom, but there is possibly a little better feeling-only that and nothing more. There are fewer really standard tomatoes being sold at present. 571/2c and more at 6oc than has been the case, and this is something. Holders of good corn are firm in their views--too firm, buyers seem to think, as they are not partaking to any great extent. There is a little call for peas and all in all the market gives promise of something better farther on-say within two months.

Top grades of butter are coming in in such small quantities that there is almost a famine and prices are strong with an upward tendency. Creamery specials, 341/2@35c; extras, 33½@34c; held stock, 32@32½c for specials and 31@311/2c for extras; deal until they get a poor hand.

Western imitation creamery firsts, 26 @27c; Western factory firsts, 25c.

Cheese is firm and quoted at 171/2@ 18c for full cream.

Eggs of the sort called fresh near-New York, Dec. 11-The coffee by stock are quoted at 48@52c per The market is firm for aland there is not an item of interest most all grades that are good to eat and extra Western are worth 37@38c;

Notion Counter Drawn Upon For Christmas Presents.

By a little skillful manipulation of customers the girl at the notion counter may add quite materially to the sum total of her December sales.

Ouite a good many people are in the habit at Christmastime of picking up small articles in the department specified for gifts to members of their family or to others where a larger present would be unjustifiable according to existing relations.

We all know how a person is continually in want of some one or more of these necessary nicknacks and, as it takes quite a bit of money to keep constantly supplied with all the sorts that could possibly come into use, a gift from the notion counter always proves acceptable to the one who is made the recipient.

For instance, a cube of pins, either black, blue or assorted colors, comes in mighty handy when beauty pins are lost or mislaid or have taken to themselves wings and flown away as they have such an annoying way of doing just when one wants them the

Also belt pins, safety pins, hairpins and just common white pins come good a dozen times in the day and when they are not lacking owing to the kind thoughtfulness of a relative or friend who has supplied them the receiver is going to rise up and call that donor blessed.

Curlers and curling irons, darners, tape, hooks and eyes, collar supporters and an almost endless variety of etceteras appeal to the one who likes to have on hand these tri-

I know one lady who is always thoughtful for others' comfort who one Christmas gave her young niece everything she could see on the notion counter that a girl of her age could possibly use, and, while the young relative profited richly by the generosity of other kindred, still there was nothing among her many gifts which pleased her more or which proved more useful in the long run than the aunt's practical

All clerks at notion counters should be instructed by store proprietors or managers of this department that they shall bring to the notice of customers the efficiency of the notion counter in supplying Christmas gifts where a large sum can not be expended. There are hundreds of people who would give notions at Christmas who never happened to think of these as possible presents. Janey Wardell.

Some never let their light shine except through an advertising sign.

Some men never believe in a square



A Merry Christmas Mr. Grocer

To every grocer we extend our heartiest wishes for a Merry Christmas, and in the joy of this occasion may we all forget our petty trials and tribulations in giving pleasure to others.

In the true Christmas spirit of giving rather than receiving we wish you to accept our sincere thanks for the liberal patronage you have bestowed upon

CRESCENT FLOUR

"The Kind Everybody Likes"

Each Christmas day has brought to us more forcibly the amount of gratitude we owe to the grocer, who by a loyal support and an earnest appreciation of our efforts has permitted us to establish a standard of quality in flourmaking that admits of no such word as "failure" on bake day.

May yours be a Merry Christmas indeed, with the keen happiness caused only by a desire to make the world better by having lived, and

May there be many happy returns of the Christmas anniversary to you and yours.

VOIGT MILLING COMPANY

GRAND RAPIDS, MICH.

SUCCESSFUL SALESMAN

Retires After Twenty-Nine Consecutive Years on Road.

In his autobiography Mark Twain quotes John Hay as saying: "At 40 a man reaches the top of the hill of life and starts down on the sunset side. The ordinary man has at that age succeeded or failed." But John Hay himself did the things which gave him a place in the world's his tory long after he was 40, and Mark Twain has done his best work under the influence of riper years. Almost innumerable are the instances in the best development of character and ability in the last half of life. Vet it is true that nearly all men have settled by the age of 40 into the path which they are to follow the rest of their lives. They may still grow and their greatest successes may lie beyond that division point, but the kind they are then they are likely to remain to the end of their activities.

This is true in business as in any other line of activity. Many of the greatest business men whom this country has ever known have complished their best work late in life; but it has almost invariably been along the lines in which they were trained before they were 40. After that age men have lost fortunes and won them again, but they have been won in the same old lines. They are extremely few who, after that age, have gone into entirely new fields of effort and in them reaped a rich harvest.

The Tradesman has in mind one man in the traveling fraternity who has done just this thing. Until he was 56 years old he was a traveling salesman. He has shown exceptional ability and is what, in the parlance of the road, is known as a "star" salesman; but as usual that career has brought him not much more than a good living and, giving his house a year's notice, he has forsaken a vocation that he has followed for practically thirty years to make a fortune in an entirely new and geographically remote line of business.

Lloyd Marcellus Mills was born at Saegertown, Pa., May 20, 1853. His father was a Baptist minister, to which fact may be attributed the frequent changes of residence made by the family in the childhood of "Max" Mills. After living at Northeast, Pa., for eight years, the family removed to Line's Mills, Pa., where young Mills gained his first experience in the drug business, entering the store of H. V. Line when but 10 years of age. He remained there three years, when the family removed to Boston, N. Y., and "Max" entered the employ of Mark Whiting, a retail druggist, remaining with him two years. In 1868 his father's health broke down and the family removed to Northport, Mich., then a mere backwoods settlement. Spending one winter on the farm, young Mills went to Traverse City in the spring of 1869 to accept a position as drug clerk with L. W. Hubbell & Co. He remained with

bought the drug stock and business of tender him a dinner at the Pantlind years. He is a Mason up to the Roy-C. V. Selkirk, at Kalkaska, remaining there until 1879, when he sold out ner he will leave on the midnight ing and chickens and in his new asto the firm of Goodrich & Son to accept an offer of partnership extended by S. E. Wait, of Traverse City. The new firm of Wait & Mills began business in 1879 and continued with success until Jan. 1, 1881, when 'Max" sold his interest to his partner to accept a position as traveler tendered him by the then firm Shepard & Hazeltine-now the Hazeltine & Perkins Drug Co. His territory at that time included all available towns south and east of Grand Rapids, the "fighting ground," as he appropriately designated it. He continued with this house until January 1, 1895, when he engaged to cover the same territory for Morrison, Plummer & Co., of Chicago. He remained with this house five years,

Hotel. On the conclusion of the din- al Arch. His hobby is home, gardentrain for Chicago, en route to Port- sociations and relations on the Coast arrives at his new location he will Shepard-Mills Co., a stock company capitalized at \$50,000 and officered as follows:

President-Richard Shepard. Vice-President-Anthony Hardy. Mills.

Mr. Mills will engage actively in the real estate business on the Coast and expects to be on Easy street, financially speaking, in the course of

Mr. Mills was married April 22, 1875, to Miss Mary McDowell, of when he returned to the Hazeltine & Traverse City. They have three liv-

land, Oregon. He has extensive real he will probably be able to realize estate interests at Whitwood, a his expectations along all of these suburb of Portland. As soon as he lines. In describing Mr. Mills in the course participate in the organization of the of a biographical sketch published 14, 1884—nearly twenty-six May years ago-the Tradesman said: "Mr. Mills is a typical salesman. possessing all, or nearly all, the points that characterize a successful traveler. He is very careful, never Secretary and Treasurer - L. M. selling a new customer until satisfied that he is reliable, and his knowledge of the resources and liabilities of his patrons is a matter of common acknowledgment. His skill in this direction is evidenced by the fact that very few years. during the three years and over he

> who know him." Although more than a quarter of a century has elapsed since these words were written, they can hardly be improved upon at the present time. All the road ever made more

has represented his house on the road

he has made but one bad account, and

that amounted to only \$9.75. Another

peculiarity of his career as a traveler

is that he has never offended a cus-

tomer, and is still selling the same

men who bought of him on his first

trip out. He enjoys, to a marked de-

gree, the confidence of his trade and

has the respect of his house and all

1

of the statements contained therein have been strengthened by the passing of the years, with the possible exception of the item of losses, which could, of course, be somewhat qualified. One of the reasons why he has worn so well has been his ability to make and hold friends. No man on lasting friendships than Mr. Mills. He did this without impairing the good name of his house or jeopardizing the interests of his customers. He is, moreover, a prince of good nature and a good fellow in all that the term implies. Having an excellent voice and the disposition to employ it he can make himself at home in any family and always accommodate himself to any condition or circumstance. It goes without saying that the best wishes of hundreds of friends, both ustomers and acquaintances, go with him to his new home on the Coast.

Lloyd Marcellus Mills

he has been constantly and continuously for the past ten years, making architect at Portland, and L. M. Mills, altogether twenty-four years with the Jr., who is attending the Hill Mili-Hazeltine & Perkins Drug Co. and tary Academy at Portland. five years with Morrison, Plummer & Co. and an uninterrupted career as a drug salesman for twenty-nine years. There may be drug salesmen who have covered their territory longer denomination he has long been affilithan Mr. Mills, but none have ever ated. He was State Secretary of the covered their trade more thoroughly T. P. A. prior to the abandonment of or made more friends to the square the organization in this State. He inch than he has. His relations with his house have always been of the Michigan Knights of the Grip in 1888, most cordial character. He says they have never made a deduction in his elected Secretary at the first annual salary for illness or vacations, which is something all traveling salesmen dent at the second annual convention can not honestly say. Mr. Mills rethat house until the spring of 1873, tires from his present position on two years as Secretary and five years when he identified himself with the Dec. 19 and on the evening of that on the Board of Directors. He has firm of Page Bros., general dealers at day about fifty of his old-time asso- been President of the Grand Rapids the same place. Four years later he ciates and traveling comrades will Tumbler Washer Co. for several

Perkins Drug Co., with which house ing children, Mrs. Richard Shepard, Wayne L. Mills, an of Portland,

Mr. Mills was baptised by his father when he was 15 years of age and he soon after joined the Baptist church of Traverse City, with which was one of the organizers of holding Certificate No. 2. He was convention and promoted to Presiand afterwards served the orgaization

To think a good thought twice is a long step toward a good habit.



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be overlooked as an aid to success. The man who has a sonorous ring in his tones, whose enunciation is clear and free from affectation, and who uses good language, inspires our condence and attracts attention to what he says-just as we are repelled by the harsh, discordant speech and careless, slipshod vocabulary of him who is either handicapped by nature with a poor voice or who neglects to train his vocal organs in the art of pleasing.

'Tis true that many are born with the misfortune of defective speech, but a great many willfully or unconsciously neglect to train their voices, with the result that they often have to take back seats.

No one can take to a harsh, rasping voice. It creates a general discord, and all try to get away from its influence. There is a love of music implanted in every soul. The harmony of sweet sounds soothes and captivates and makes us feel at ease. 'Tis through the ear that we are enabled to realize the beauty and melody of the universe. The winds and waters, the trees, grasses and flowers have a music of their own. The trained ear is receptive to its sound and the soul is ravished with the vibrations of the natural harmony.

The notes of the skylark enthrall us; we listen in rapture to his full and perfect song as he warbles his anthems from the azure dome of heaven, but we turn away from the dismal croak of the frog, piping his guttural discord from the fens and

The tones of a well balanced piano send the blood tingling and move the feet to a rhythmic accompaniment, while the jangling tune jars on the nerves and grates upon the entire being.

The same with the voice. A well modulated voice of sweet tone and pleasing inflection exercises a power over us and holds us by its sway. Even natural defects in many instances can be overcome. Demosthenes was a stutterer, yet by cultivation and practice he conquered his misfortune and became the most forceful speaker of his age. In modern times one of the most eloquent forensic speakers was John Philpot Curran, the ornament of the Irish bar. He excelled all in a land prolific of great orators, yet in the beginning he was a stutterer and stammerer and was the laughing sport of his colleagues. "Stuttering Jack Curran" they styled him.

To have a good voice it is necessary to have the requisite physical adjuncts. The first and foremost of these is good health. There must be pure red blood bounding in the veins, the step must be elastic and the eye clear. You must keep the body strong and firm and the mind free. The muscles must be developed, the nerves nourished and all the parts learned man among us never uses kept in complete harmony.

If the body is well regulated it follows that the mind will keep in good contains something like 120,000. The

When the body is in health the brain can be kept liberated-from morbid thoughts and desires and all unnatural inclinations. It can be filled with noble, elevating and inspir- tion. ing thoughts, and these in turn will govern the tongue and proclaim its

The voice has a commercial value. That value can be increased or lessened according to the labor and pains taken to acquire a graceful devery of speech.

The man with a low, guttural, froglike voice can not expect to have the same attention paid to his words as the man with an open, soft toned, good breeding and careful training. mellow enunciation; the former can never get the ear of his audience.

at Delphos concerning what course of studies he should pursue the answer was, "Follow nature." A French writer truly said: "We are never rendered so ridiculous by qualities which we have as by those which we aim at or affect to have."

When Gladstone arose in the House of Commons every voice was hushed on the instant and every ear strained to catch the slightest intonation of his mellow voice. That voice was just the same with which he saluted his friends in ordinary conversation, only pitched a little higher. There was no straining after oratory, no attempt at high flying in speech. It was the plainness of the man in everything that made Gladstone truly great.

It is artificiality and straining after theatrical effect that are ruining the voices of America to-day. A good many are not trying to improve on nature, but are endeavoring to cast off nature and make themselves something they are not nor ever can be. I would advocate elocution lessons for all were it not that many imbibe artificiality from its teachings. Frequently words uttered with a pleasing elocution suggest only the unreality of the speaker.

You can be your own teacher and your own critic. Read aloud, listen to vourself train your ear, tutor it to be sensitive to harsh sounds and pleased with a flow of smooth sentences. Open your mouth and articulate distinctly. Call all your organs into play and make each do its part.

It is necessary to good speech that you have good teeth. If your teeth are imperfect see the dentist. A little expense along this line may declare big dividends in the future.

Be cheerful, keep your disposition serene and genial. If you are a croaker you will have a croaking voice. If you are sunny your talk will be sunny and it will flow out like liquid amber in a stream that will refresh your listeners.

Be sure of your pronunciation. You can be a good talker without a degree after your name. The most a vocabulary of more than 4,000 words, although the English language working order. Both will regulate most profuse author never uses more

Good Voice Factor in Inspiring Confidence.

the voice so that the latter will become a reflector of the state of the 15,000, but almost half of them are now obsolete.

> You can master the necessary 4,000, even 2,000 will carry you along.

> If you are in doubt buy a good dictionary and get the right pronuncia-

Wrong pronunciation jars on the nerves and grates on the ear. Many a lawyer has lost his case through ignorance of language. Many preacher has lost his influence with the people by mispronunciation.

Correct speech often proclaims a man's character. Errors in talk proclaim a man of low intellectual caliber and put him out of many good positions. Good language suggests

Chesterfield said he acquired his polished style by making note of every When Cicero consulted the oracle good expression he met with in his reading. Weigh your words as in a hair's balance. The cautious man uses words as the gunner does bullets Ead language easily runs into bad deeds. Use slang and your moral sense will soon lower to its level. "If any man offend not in word the same is a perfect man."

Madison C. Peters.

Correct Mathematics.

Teacher-One from two leaves what?

Johnnie-I don't know, ma'am. Teacher-Well, here are two bananas; supposing I say to William, William, you may have one of these." Now, what would be left? Johnnie-The littlest one.

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Grand Rapids, Mich.

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FORTY-SEVEN YEARS.

Oldest Account in Any Grand Rapids Bank.

The Old National Bank came near losing one of, if not its very oldest, its oldest accounts a few weeks ago. It was Clay H. Hollister's persuasive eloquence combined with the more than half repentance of the withdrawing deposition that saved it. It was through anger nor disappointment or any unpleasant incident that nearly brought the account to an end, but because of the kindly consideration of the depositors for the bank with which he had done business so many years. The account was that of Thomas Hefferan. In 1862, forty-seven years ago, Mr. Hefferan, doing business at Eastmanville, opened an account at what was then the First National. He did his banking here in all the years that he was at Eastmanville and continued doing so when he came to town. When he became President of the Peoples Savings upon its organization in 1890 he did not withdraw his account at what had become the Old National. A few years later he suggested that as the ducing the price to the consumer account had grown small and inactive in justice to the bank he really ought to take it out. James M. Barnett and Harvey J. Hollister would not hear to such a proposition and Mr. Hefferan promised that his account would remain as long as his old friends survived. A few days ago Mr. Hefferan went to the bank and friends and patrons. The Old Naquietly checked out the last dollar he had on deposit there and left his book to be balanced. Clay H. Hollister heard of it and at once constituted himself a committee of one to do the same this year. The National bring the account back, not for its size nor for its importance to the bank, but for sentimental reasons pure and simple. Mr. Hefferan had regretted his action almost before he left the bank because closing the account seemed so much like parting with an old friend. The account is not large nor will it be active, but to have an account on the books unbroken for forty-seven years is worth more than lard. These gift books, because they many dollars.

President Wm. H. Anderson put in an entire day last week as member of a jury in Justice Cresswell's court. He received 94 cents for his day's work, which can not be regarded as a very high salary for a bank President. The case in litigation involved the enforcement of a machine purchase contract. A farmer had contracted to buy a hay loading machine son, would not work satisfactorily. The dealer was sent for to put it in ond time and took occasion to remark that he could furnish hay loading machines but would not furnish intellifarmer, releasing him from payment. the figures for the respective decades

Mr. Anderson as a banker and business man has high respect for contracts, but it is also a part of his creed that the party of the second part is under some obligations to be civil and decent, especially when he is dealing with a farmer. The 94 cents Mr. Anderson earned in his jury service will come handy in his Christmas shopping.

American Light & Traction, common, which has been a strong favorite in this market, has been going up so rapidly in recent months that what is regarded as a high price one week is looked upon as dirt cheap the next. The holders of this stock are naturally pleased at its rise in market value, but they are also becoming apprehensive as to consequences. The high marks being scored by the stock. coupled with the stories told of the company's great earning capacity, are beginning to make the gas consuming public wonder how great are the profits in the gas business to make such earnings possible, and the next step will be a demand for a reduction in the price. It is possible that remight be a simpler and easier solution of how to keep the earnings down than the declaration of big dividends on that class of stock which represents no original investment.

The bankers will soon be getting out their New Year's souvenirs for tional for several years has issued a very handy year book, in diary style, with a page for each day, and useful information before and after, and will City, Fourth National, Grand Rapids National, Peoples, Kent, State and Commercial usually have calendars. some of ornamental design, others with big black figures that can be seen across the office and for this reason are useful. The Michigan Trust Company, ever since it started in 1889, has issued annually a dainty gift book prepared by Mrs. Wilare given away, are probably not more than half appreciated, but as a matter of fact they are of high artistic and literary merit and will rank with the best gift books in the Christmas market.

From 1850, when Grand Rapids had a population of about 4,000, until 1890 each succeeding decade found the city's population doubled. Since 1890 it has taken twenty years to double for \$75. The machine, for some rea- the population, but it is interesting to note that during this period of slow growth in population the city's running order, but the next day it banking interests have progressed at again went wrong. In no very good the old ration of 100 per cent. per humor the dealer came out the sec- decade. As shown by the statistics given last week the total deposits were \$6,007,071 in 1889, \$12,510,437 in 1899 and now they are \$27,186,427. gence to run them. This made the The savings deposits doubled from farmer angry and he ordered the deal- \$3,503,383 in 1889 to \$7,482,403 in 1899 er off the premises and sent the ma- and very nearly doubled again to \$13,chine back, refusing to pay for it. 714,830 in 1909. The loans and dis-The jury, with Mr. Anderson as fore- counts did not maintain the pace, but man, after hearing all the evidence, if taken with the bonds and mortrendered a verdict in favor of the gages the old ratio is kept up, with

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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 at \$6,792,644, \$12,599,829 and \$25,122,-457. In twenty years the bank capitalization has not doubled even once. being \$3,275,000 now compared with \$2,400,000 in 1889, but the surplus and undivided profits, while falling short ly an anachronism in that connecof the doubling rate the first ten tion-that I took the statement alyears, have kept up the last ten, with the score for the three periods at been with me ever since in vivid re- ing to himself. "Something will 'turn \$539,440, \$799,708 and \$1,799,929, respectively. The first ten years covers the panic of 1893, with its many and heavy losses, which accounts for the slow growth. The panic of 1907 was not a circumstance to that of 1893 in commercial disasters. There may be no special significance in the ten year doubling record, but at least it is an interesting coincidence and would be still more interesting if only the population had done the same.

Negligence on the Part of the Father.

In the house of a friend the other night I met a man, his wife and a bright, amiable, imaginative young son of theirs, just out of high school. There was something especially pleasing about this youngster, who had been in long trousers only six months and then after fighting for

"It seemed so dreadful to me to have Fred grown up," said the mother, glancing at the boy fondly. "He's the only baby in the house and now he's as tall as his father."

I knew the mother's feelings. Fred had insisted in getting out of his knickerbockers. That he admired his father, was chummy with him and was feeling a growing interest in his father as a world's worker were apparent. The mother was losing her hold on her one boy-he was seeking the companionship and advice of the father instead. He was a boy who would be looked at twice by anyone concerned in boys. His bright face, genial smile, unaffected, artless interest in "grown up" topics, his unmistakable breeding and wholesome unselfishness could not fail to impress.

Later in the course of the evening the father began talking to me about his boy. The father was appreciative of the responsibility of starting his son in life. He was in moderate circumstances, interested in his own rather small mercantile business only for the reason that it gained him a livelihood. Whatever might have been his own first ambitions in any line, long ago they had been sacrificed to business merely for the sake of dollars. Like so many other men in like situations, he had no idea of even allowing the son to follow his own line of occupation. The son had no taste for it, but, even if he might have had the wish, the father said he would discourage it.

"It is a problem just what to do about one's boy," he said. "But as I've looked things over, I've decided opening for him."

The remark might have been an invitation for an expression of my opinion, but in the shock of the statement ness-which has been to keep

I couldn't rise to a spoken opinion if I had tried. The whole atmosphere of the household gathering was so far removed from the thought of busimost in silence. But the picture has

I have thought of that father appearing before the membership of a constituted stock exchange, commanding the attentions of the gathering from a stage, showing a living picture of the boy as he appeared that evening and asking judgment of these men as to what line of work that boy should choose. From my experience and knowledge of the broker I would say that such a body, voting, would put that boy almost anywhere else than in the brokerage boy. line. Just as the father had decided against the son's following the father's business, so I believe thinking brokers would decide against his entering a brokerage business. And especially that hungering little speech of the mother, echoing there, would have made unanimous the against it.

Yet, after all, such a vote would have decided nothing. It would have left nothing, even by inference, to guide the father who is feeling his responsibilities for starting his son in the world's work. That father is facing some fixed, unchanging conditions. As said he is not a very rich man. His boy is not to go farther than a high school training; he is almost 18 years old and he must go to work, naturally. Reared as a boy in all boyishness and unaffected innocence, he has not been encouraged to develop any one talent that he may have. He has been satisfied with making good grades in school: his father has been satisfied with this, putting off that time when he should determine for the boy that work which he felt the boy honestly would try to do well.

What can this father do but make a father's best choice in a father's own best judgment? Even if the father should discover where he has made a mistake, probably he would feel that it is almost too late to rectify it. His boy, almost 18 years old, suddenly has been "put out" of knickerbockers and out of school. He is anxious to go to work; he feels that he ought to go to work. What work? Well, he's ready to ask father, and father-his perceptions already biased and blunted by business which he himself does not like-has decided to make his son a stockbroker. And when the father tells the boy his decision the boy is going to enter the work with a will.

But in my best judgment of this little vexatious problem that comes up so often and so unexpectedly for sothat the business of the stock broker lution at the eleventh hour in a boy's is promising for a bright boy. I have life it seems to me there is a strong not said a thing to the boy, but that's element of tragedy. The father has my best judgment and I know of an not been doing his duty in proportion as he has felt his responsibilities. The mother has been doing the mother's part in all a mother's natural-

only boy a boy just as long as possible. The father has been staving off the time when-feeling his responsibilities strongly-he should be ness-the boy himself was so utter- forced to exercise his real duty by the

> "Oh, he's a boy yet; let him be a boy," I can imagine this father's sayto decide. Time enough yet."

> But I know that which the father may not have recognized yet-which is that the father is feeling his own past negligence. He has been eighteen years engaged in building the most wonderful piece of enginery in existence and, now that it is almost complete, he does not have an idea where he best can use its wonderful powers. I'm sorry that father spoke to me as he did of this work which he at present contemplates for his

> "Brokerage in stocks always will be necessary to business growth," he has said, acceptably enough, too, only that he added: "And taking it as a business, the broker 'gets his customers coming and going."

> This may be true enough, too; it may be inviting enough for the commercial spirit. That boy one day may be a leader in his work.

> But if in the next ten years this boy in the brokerage business should strike upon that other one embryonic, dormant, buried, sleeping talent which could have blossomed and made him a world's producer in the largest measure of that term, there will have been proved a tragedy in that little scene of that other night!

And the murderer will have been that boy's own father!

John A Howland.

A New Method.

Woggs-Do you make a slip with our money when you deposit it?

Boggs-We used to, but the bank prung a new wrinkle last week.

Woggs-What was that?

Boggs-The Cashier made a slip with everybody's.

Generally Do.

Percy-Which end of a cigarette should a person light?

Archie-My experience is that you get the best results by lighting the end opposite the one you put in your



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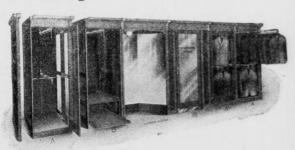
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With our new addition we will have a capacity of \$2,000,000 annually, which means you can get more prompt deliveries than from any other manufacturer. We will carry an enormous stock in the white, ready for finishing.

Let us figure with you for one case or an outfit



Grand Rapids Show Case Co. Grand Rapids, Mich.

HUGO WATSON'S IDEA.

A Moving Picture Show on Merchandising Art.

Written for the Tradesman.

When Hugo Watson was waited upon by a committee of three from the Highland Ladies' Helpmate Society, with an invitation to address the members of that organization at its .next regular meeting, he saved himself from suddenly falling to the floor of his office by madly clutching the back of his chair. His next impulse was to shout in derision at the idea suggested by the request; and son was the manager of the largest suring the ladies that he deeply apbestow upon him and thanking them for their kindness for even considering his name in such a connection, he added: "You know I am a merchant; don't know anything beyond the art informed?" of merchandising and, besides, I never addressed an audience in my life."

At this Mrs. Agatha Dartwood, the "Madame President" of the Help- proaching the store manager-inmates, gracefully disposed her outer formed Watson that they had no cuwraps so that the handsome gown she wore-which she had but recently business-the selection and buying of tertainments once in awhile for embought in Watson's dressmaking de- goods, packing, shipping, unpacking, dence; and in the tones of a practiced goods "and we don't desire just now her power as an adjuster of critical What we wish to hear is as to some the night devoted to "The Art of community to the credit of his callsituations, she beamed patronizingly of the striking incidents of the daily Merchandising" found the Help- ing," he added, "except by the co-

knows more than yourself of that art?--that is exactly what we want to bat" for the second time, "you see, and because we wanted to be enlightened on that subject we have come to you."

Watson," urged Miss 'Beth Parsons, chairman of the Helpmates' Programme Committee, at the same time coyly toying with a large and well filled envelope bearing the department store's trademark and which the manager recognized as having come from the glove counter.

"I would be delighted to make the then business came to its own-Wat- effort you suggest," responded the gentleman as he turned ostensibly to department store in the city-and, as- lower the window shade but in reality to declare: "Nit," as he performed the preciated the honor they sought to operation and, again facing the three ladies, he continued: "But I will be forced to rely upon you for ideas. What particular features of our artalong what lines do you desire to be how well the Association's club

The third lady of the Committeeevidently the rotation of speakers had been carefully agreed upon before apriosity about the mere routine of the partment-was very much in evi- checking, marking and selling of fit." "smoothing-lady" thoroughly proud of to take up the matter of advertising. and observed: "You have voiced the life in a store; some telling charac- mates' rooms crowded. Every one of operation of competent assistants." key-note, Mr. Watson; the 'art of teristics of store patrons and some of the fifty and more members of the Here, accepting the cue they had

"Yes," and Mrs. Dartwood "came we have been discussing the extravaso reached the poor working girls and their pride, vanities and lack of "Please don't disappoint us, Mr. thrift; and what we would really like is that you should give us actual practical illustrations as to the relation between those people and the general practice of merchandising."

Watson became seized with a happy thought and asked: "Would it be agreeable to you if I illustrated whatever I might have to say? You know pictures would help me out a lot."

"Oh, how lovely!" ejaculated 'Beth Parsons as she waved her glove package aloft.

"The very thing," mildly observed the third member of the Committee.

"Yes, and we have a stereopticon and screen and-" President Dartwood was about to enumerate just absence. rooms were equipped when the merchant, with a courteous apology, assured her that he would very gladly furnish all the paraphernalia for a the speaker of the evening. regular moving picture accompaniment to the talk he had about decided to give. "You know we have enployes and we carry our own out-

And so it was agreed upon and ar-

was accompanied by two or more invited guests.

Watson, because of his generosity gances of the American people and in providing a moving picture show and his talk as well, had readily been accorded the privilege of having absolute control of the roomy stage and its various ante-rooms, with the single exception that "Madame President" was permitted to come upon the stage from the auditorium and, calling the meeting to order briefly, to return to the main floor to enjoy the entertainment.

The stage was "set" as a drawing room, with a piano at one side, potted plants and flowers and appropriate articles of furniture. And it was artistic in that there was just exactly enough for the purposes of the evening and not a thing in excess of good taste. Vulgar display of resources was conspicuous by its

And these facts-with a few words of praise and thanks to his chief window trimmer, were forcefully presented as "introductory remarks" by

Then, briefly adverting to the human needs in the way of food, clothing, household utensils and furnishings, Watson showed how among the many essential factors for securing human happiness the merchant stands foremost. "And no merranged, and in accordance therewith chant can fill such a place in any merchandising'-and who in this city the idiosyncrasies of store employes." society was present and each one been given, ten handsome, graceful

No

Quantity price. You

don't have to load up

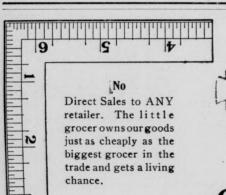
on a perishable stock

to have our goods at

bottom prices. They

are always fresh and

suit the customer.



Four Points

of the

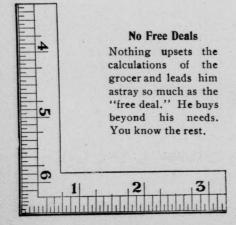


Square Deal Policy

BEST SELLER ON THE MARKET

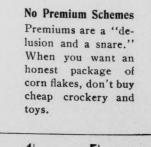


PROFITS SURE AND CONTINUOUS



Kellogg Toasted Corn Flake Co.

Battle Creek, Mich.



and exquisitely dressed ladies enter- everybody agreed that the exhibit ed the stage from the right and six- thus far had been intensely enterteen fine looking men in evening taining and instructive. clothes came on from the opposite

"My first moving picture," observed the store manager after his associates had disposed themselves naturally and effectually around three sides of the stage, "and the respec-tive heads of the various departments in our establishment."

Then came tersely, sincerely and kindly an eloquent denial by Watson of the charges that the "poor working girls" have inordinate vanity, are absurdly proud and without thrift. "Not only is this not true, but a majority of those women who work in stores, offices and factories are breadwinners for others who are dear to them-father, mother, sisters, brothers, grandparents and sometimes even aunts and cousins. More than that, it is true that good grades of culture, refinement and education are often found among those who 'work somewhere' for a living. This I will proceed to illustrate by a series of moving speaking pictures."

For an hour and a half thereafter, ninety minutes, repeatedly emphasized by enthusiastic applause, the audience was treated to a miscellaneous entertainment-readings, recitations, vocal and instrumental music. solos, trios, quartettes and chorus, with violin, piano, 'cello, flute, cornet and clarionette accompaniments-presented by men and women who "worked somewhere downtown."

"That you may not go away with the impression that I am utilizing this occasion," said Watson when the programme was about half through, "by solely advertising the establishment I represent, I desire to say that among those who have thus far entertained you are employes from competing stores. from a box factory, a printing office, a banking office, from the offices of lawyers and factories and from a cigar factory."

kerchiefs, programmes and fans and evening?"

dising because I can not tell you In diameter Venus is about 100 miles that subject. But the young ladies oned at 7,926 miles. This resemand gentlemen who have entertain- blance is strikingly close. No other ed us so well have told you as well member of the solar system in this as I could a great deal about the art respect at all approaches these two, that perhaps you did not know.

pay envelope at the close of each axial measurement. Mars has a tridivest them of their gentility nor rob miles. them of their ability. What I know and that which many of you do not know is that a very large proportion important similarity: Their density is of the ladies who have appeared be- practically the same. But the density and actual housekeepers of ability- the earth. Likewise the masses of here are competent garden farmers, the earth. The force of gravity at waiter said, humbly: poultry farmers, men clever in a the earth's surface is reckoned for ture or some one of the sciences.

"And that tells you much of the to about fifty-seven pounds. art of merchandising. It is an art which commands and wins the interest, the intelligence and the faithful 0.92, and that of Mars about 0.22. The Metropolitan Opera House they pay service of men and women such as earth's mass being reckoned at I, that these. And so, will those of the Highland Ladies' Helpmate Society think Martian atmosphere seems to be not these facts over carefully and kindly over 0.10. The terrestrial barometer know how to blow dot oboe." remember that my associates and records thirty inches normally at sea Max Wurfel.

Venus Twin Sister of the Earth.

After all Venusians seem more on Mars. probable than Martians. The difficul-The last half of the programme ty with which Venus can be viewed was given entirely by employes in has kept speculation regarding her Watson's store, each member being within narrow limits, although in much you do not already know on less than the earth, which is reck-The outer major planets are giant "They have shown us that, like globes, measuring from four to ten ourselves, they are men and women times the diameter of the earth. Merdemonstrated that the receipt of a the moon a quarter of the earth's week in return for hard, confining, the more than half the apparent meassometimes gruelling labor does not ure of the earth and Venus, or 4,210

In habitability from their human viewpoint there is another equally fore you this evening are practical of Mars is about seven-tenths that of students-students as a matter of about 0.38, so that a man weighing be so hardt." recreation and well versed in litera- about 150 pounds transported to Mars would find his weight reduced

Taking the volume of the earth's as 1, that of Venus is approximately of Venus is not much more, while the You might try that." tinctly more favorable to the presence scatter your incompetence.

of life as known to us on Venus than

Conditions on Mars where life may be granted to exist must have modified the Martian species quite out of all form or semblance to those with which the human race is familiar. It heartily encored, and at its-concluseveral important particulars she is likely that only among the lowest sion Mr. Watson said: "My friends, more nearly resembles the earth than forms of life would the botanist or I haven't said much about merchan- does any other known heavenly body. biologist from the earth look for similar species. And the ages would have evolved a ruling race, adapted to pronounced extremes of temperature, excessive drought and rarity of air, with forms and characteristics that altogether baffle speculation.

The Venus world is remarkably like the earth in several features that are commonly considered essential to the of character and ability; they have cury is about 3,000 miles through and Hesperian lives in a habitable belt between the two separate regions of perpetual night and day. It must be a wide zone of subdued rose flushed light where the climatic conditions may be well suited to the existence of a race of intelligent beings.

His Bitter Rebuke.

The dinner had not gone at all well. The waiter was slow, the food was cold and the cooking was bad. good managers, good at cooking, bak- the planets are as I for the earth, o.8 The guest in the German restaurant ing, needlework and keeping the for Venus and about o.11 for Mars. was of a naturally peevish disposihome in order. Moreover, they are Objects on the surface of Mars lie tion, anyhow, and he complained vignot extravagant as a rule; can not af- only about 2,000 miles from the cen- orously to the head waiter and esford to be. And as to the gentlemen: ter of attraction, whereas that dis- pecially complained of the waiter at Among those whom you are greeting tance is about doubled for Venus and his table. As he was leaving the

"If you only knew vat a hardt dozen different directions. Some are Venus nearly the same and for Mars time us vaiters haf, you would nicht

> "But," said the guest, "why be a waiter?"

> "Vot else couldt I do?" asked the

"Well," said the guest, "up at the a man \$5 a night to play the oboe.

"Budt," said the waiter, "I don't

"What is the difference?" observed myself are grateful to them and level, that of Venus about 27 inches the guest, as he turned away, leaving The announcement was greeted thank them sincerely for the oppor- and that of Mars 25 inches. The at- a much mystified waiter. "You don't with cheers and a waving of hand- tunity they have afforded us this mospheric conditions seem to be dis- know how to waiter either; you might



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1

BIG BUNCH OF BUYERS.

Excellent Prospects For the Coming Furniture Season.

"There ought too be a law making it a State prison offense for any architect to design furniture, and especially chairs," said a well known furniture designer a few days ago. He was studying the plans and specifications for a special order library chair which had been sent in by a New York architect and disgust was written all over his face. "An architect thinks only as to how a thing will look. All his work, except of course the construction, is for the eye. It never occurs to him that a chair should fit, and he wouldn't know how to apply the idea if it did occur to him. With the designer, however, the fit of the chair is as important as the looks. In other words, the designer must know anatomy as well as the rules of art or his chairs will be seats of torture instead of comfortable resting places for the weary. The architect who made the plans for this chair has given us something that may match the bookcases. but it sure will be tough on the man who tries to use it. The back legs have the wrong curve for comfort. The back itself has a double curve, the reverse of what it should be, and the top is straight across. The chair won't fit at any point and the man who tries it once will take a milk stool next time in preference. With a few changes we could, without alering the essential features of the design, make the chair what it ought to be, but these Eastern architects are a touchy lot and if we should suggest anything we would likely be told to mind our own business.'

Liverpool is the center of the world's traffic in mahogany, Circassian walnut and other high grade cabinet woods. South America, Africa, Mexico, Syria, all countries, in fact, that produce fine woods, send their timber to Liverpool and there it is sold at weekly auctions and the prices paid at these auctions make prices for all the world. The American market is supplied from Liverpool. Some of the buying is done at the auctions through carefully instructed commission men, some through dealers who buy the logs on their own account. The timber is sent to this country in the log, in which form it is given free entry, and it is sawed in the American mills. Much of the mahogany used in this city is brought here in the log and sawed at the Michigan Barrel Company's mill. The mahogany log as it is received here is not round like the familiar pine log, but is hewn square before leaving the This saves freight on the bark, slabs and waste and the timber in this form is more easily handled.

The sellers of mahogany, representing the Liverpool dealers, used to visit Grand Rapids occasionally, but in everybody to work after the depresrecent years they have been coming regularly and in increasing numbers, the manufacturers has shown such a having discovered apparently that this marked improvement that the total about 1,000 it can be understood how city is a big consumer. There have for the year will be better than in important the opening is to Grand been four or five sellers in town this any previous year. Some have not Rapids, entirely aside from the orseason, and it is probable that Grand fared quite as well as others, of ders that are left here. The sellers

Rapids will in the future be more than ever an important point on the behind the record of 1907. map of the mahogany salesmen.

a bright young Englishman, visited the Michigan Barrel Company's mill a few days ago and on the way back he noticed the Upper Canal street engine house. He had never seen an engine house before and A. B. Porter, who was with him, took him in to show him around and to explain things. He told the stranger all about the stalls opening and the horses dashing out when the alarm sounded, how the harness dropped into place and the firemen shot down the greased pole to their places. Mr. Porter finished his description and just as he came to a pause the alarm sounded and what he had been describing so graphically was enacted by the horses and firemen. Mr. Porter happened to be out of range of the horses when they dashed out and he calmly put his hands in his pockets and looked as though he had himself touched the button for the stranger's benefit. And when the young Englishman had recovered from the scramble for safety he had to make from the center of the floor he seemed mightily impressed with Mr. Por- the gong sounds. Advices from the ter's importance.

The upholstered furniture manufacturers want more money for their goods, and the manufacturers in this city have decided to advance prices. and they have reached this conclusion without consulting the manufacturers at other producing points. Six years ago such a movement would have ben impossible. One reason that the local manufacturers were not in harmony and would not pull together on any proposition, and the other was that this city as an upholstery center was not large enough to command attention from the trade. To-day there are seven upholstery concerns in the city, besides some who do a little in connection with other lines, and they have learned that in unity there is strength. This branch of the furniture industry has made such progress in this city also that Grand Rapids dominates market in upholstered goods almost ble. as strongly as in case goods. It is unlikely that the manufacturers other parts of the country will fight the advance in price. They, want the money and will cheerfully follow the Grand Rapids lead.

The year that is nearly ended has been a good one for the furniture industry-that is, taking the year as a whole. The first six months showed an improvement over the spring of days old. There will be no lack of 1908, but still in volume it was only about 60 per cent. of the spring of ples as long as possible, but the wise The furniture trade had a fine revival following the settlement of the tariff discussion and the return of sion. The fall trade with most of

How the furniture manufacturers re-One of these mahogany salesmen, gard the prospects for the future is shown better by what they are doing than by what they say. Fourteen of the local concerns enlarged their capacity this fall or have enlargements under way or plans for expansion in the spring. Never before in the history of the industry in this city has there been such a general movement to make the output larger, which means that the manufacturers are confident that trade will be good and are backing their confidence with an increased investment of capital. In most instances the expansion is into new buildings in connection with the present plants, but in the case of the Century an entirely new factory is being erected. Beside the fourteen enlargements there are two new factories, one brought here from another city with 100 hands on the payrol! and the other starting from the bottom in the upholstery line.

> The new furniture season will open the Monday following New Year's and it is expected there will be a bunch of buyers on the ground when trade encourage the manufacturers to look for an unusually good trade, and they are preparing themselves accordingly. The retail stocks have been depleted by the good fall and winter business, and with excellent spring prospects ahead the buyer will want goods and lots of them. No plans have yet been made for the entertainment of the visiting buyers and probably none will be other than theater parties, informal dinners and similar functions. The Furniture Guild with Pantlind connections will no doubt be a strong center of attraction in a social way. The Guild was opened last summer for the July season, but the weather was so warm that nobody wanted to remain indoors and the cosiness and convenience of the place were not more than half appreciated. It will be different in January, however, and the Guild will be the scene of much social activity when the furniture men assem-

The outside manufacturers who display their lines in the exposition rooms are already sending in their samples. The exhibits represent between 200 and 300 carloads of goods, and experience has taught that the manufacturer who waits until the last minute is usually caught in the final rush and can not get his line in order until the opening is several those who delay shipment of samones are getting them in early. The salesmen will begin dropping in right after Christmas to get ready for the coming of the buyers a week later. There will be 300 or 400 of these sellers and as the buyers will number

course, but the worst off is very little will remain here through the month and the stay of the buyers will probably average about a week. Whether buyers or sellers they are good spenders and their semi-annual visits mean a lot of coin put into circula-

The Soft Answer.

At a dinner in Bar Harbor a Boston woman praised the wit of the late Edward Everett Hale.

"Walking on the outskirts of Boston one day," she said, "he and I inadvertently entered a field that had a 'No Trespassing' sign nailed to a

"Soon a farmer appeared.

"'Trespassers in this field are prosecuted,' he said in a grim tone.

Dr. Hale smiled blandly.

"'But we are not trespassers, my good man,' he said.

"'What are you then?' asked the amazed farmer.

"'We're Unitarians,' said Dr. Hale."

Truth is stranger than fiction-to some people.

Cudahy's Milwaukee SAUSAGE

Absolutely Pure No Cereal Used

Only the Choicest Meats and Purest Spices Used

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

Can be obtained in Ohio and Michigan by corresponding with the following salesmen:
T. J. McLaughlin, care Wayne Hotel, Toledo, O. F. E. Drew, 648 S. LaFayette St., Grand Rapids, Mich.

F. L. Bents, Box 42, Ludington, Mich.
A. E. Leighton, 317 Genesee St., West, Lansing, Mich.
C. Malone, 117 S. Seventh St., Saginaw, Mich.

Mich.
Geo. Bessor, 297 Broadway, Niles, Mich.
W. A. Wilson, care Marquette Hotel, Marquette, Mich.
G. P. Farney, 316 Barnum St., Ishpeming, Mich.
R. J. Hill, Houghton, Mich.
Chas. Haase, care New Ludington Hotel, Escanaba, Mich.
C. B. Fenton, Box 474, Iron Mountain, Mich.
J. E. Coogan, Marinette, Wis.
W. R. Goe, Box 403, Ironwood, Mich.

or by ordering direct from the packers:

Cudahy-Milwaukee

Why not a retail store of your own?

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

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

CONVENTION HALL

Can Never Be Built by "Wife's Relations."

North was throbbing with patriotism, who come to conventions, and this is when from pulpit and platform and 10 per cent. on \$5,000. The Gas Comnewspapers came appeals for fighting pany and the Grand Rapids and Musmen to save the Union, one gallant kegon Power Co. would find many citizen to show his zeal for the cause conventions in town very helpful to expressed an earnest desire to enlist all his wife's relatives

Has it ever occurred to anybody that Grand Rapids is full of just such patriots and patriotism?

This city needs a convention hall, and needs it badly, and on every side the need is recognized. The reason been called upon. the convention hall is not built is because those who are most earnest in advocating it want to enlist their wives' relatives instead of themselves going to the front. They want to saddle the expense upon the general taxpayers or to discover a philanthropist or to appeal to the State for aid. They are very zealous in asking others to pay, but seemingly it never occurs to them that the easy, simple like amount and the News for \$2,500. and natural method is for them to reach down into their own pocketsto build it by subscription.

A convention hall with site would probably cost between \$100,000 and \$150,000. It may be said by some that even the smaller amount would be im- them down for a total of \$7,500. possible to raise by subscription. But would it be impossible if the right parties went after it in the right way, with the right names at the head of the list in amounts that gave promise of success?

A subscription list with the names of Senator William Alden Smith at half of I per cent. of their capital a the head for \$10,000 would be splendidly started. Mr. Smith's campaign from this source. expenses alike when running for Congress and as a candidate for his present position have always been paid by the contributions of his friends, and his \$10,000 subscription to the convention hall fund would be no more than a recognition on his part of what his friends have done for him in the past. The senatorial salary is \$2,500 a year more than it was and the subscription suggested is merely this increased salary for the four years Mr. Smith still has left of his term in office. Mr. Smith has been fortunate in his financial affairs in recent years and can well afford to be liberal in a cause of this nature. Let us start the list with his name for

J. Boyd Pantlind, controlling the Morton and the Pantlind hotels, would be directly and greatly benefited by having many conventions in town. Let us put him down for \$10,-000-\$5,000 for each hotel.

The Livingston and the Cody would be fully as much benefited as the Morton and Pantlind. Put them down for \$5,000 each.

The Herkimer and the Eagle would be benefited not to the same degree as the more centrally located hotels, tate men, the manufacturers and the but would not the benefits they received from the convention crowds from. represent a handsome return on an investment of \$2,500 each? Put them have: down for \$5,000 between them.

Up to this writing \$35,000 is in

sight and the list has only just started

The Street Railway Company ought to be able easily to see \$500 increas-Way back in war days, when the ed earnings in carrying the visitors them-put them down for \$2,500 each. to ask of the two telephone compan- Smith. As said, this would repreies? The utility corporations ought to be good for at least \$15,000.

This swells the total to \$50,000. And only a few of the good ones have

Who would receive greater quicker returns from the crowds in town than the daily newspapers? The newspapers have been especially earnest in trying to enlist their wives' relatives, but why should they not fall into line with the others who will be ings here, could or would any on the benefited and help pay for the good list say the direct and immediate benthey hope to receive? Put the Press down for \$5,000. The Herald for a

This adds \$12,500 to the fund, making a total of \$62,500.

The Powers, Temple and Majestic theaters could easily make 10 per cent, on an investment of \$2,500 each to bring conventions to town. Put

The city banks always have been loval in supporting all movements for the benefit of the city and there is little question but that they could be persuaded to contribute to the convention hall fund. If they would make their subscriptions equivalent to onetotal of \$17,250 could be looked for

Now we have \$87,250 and the building of a convention hall by popular subscription does not seem to be the dream that it did.

Among the merchants none would be more benefited than the big dry goods and department stores. them down for \$15,000. Herpolsheimer, Friedman, Spring & Co., the Boston Store, Steketee and Ira M. Smith & Co. each contributing \$2,500. other retail merchants, clothing, jewelry, boots and shoes, hardware, millinery, tobacco, etc., ought to be good for \$15,000 more, a total of \$30,000 from the retail trade.

This city is an important wholesale and jobbing center and frequent conventions with reduced railroad rates would be very helpful in this quarter. Would not the jobbers and wholesalers among them respond cheerfully to a call for \$10,000?

The brewing interests among them ought to stand for an assessment of

The retailers, wholesalers and brewing interests are down for a total of \$50,000 and this swells the grand total to \$137,250. This is \$12,750 short of the \$150,000 needed, with the real espublic spirited citizens yet to be heard

To summarize the subscriptions we

Wm.	A1	len	1	S	m	ii	tł	1						.\$	10,000
Hotel	s .														25,000

Utility corporations	15,000
Newspapers	12,500
Theaters	7,500
Banks	17,250
Retail merchants	30,000
Wholesalers	10,000
Brawery interests	

Total\$137,250 ture.

The largest single contribution according to this list would be that of Would \$2,500 each be extravagant \$10,000 from Senator Wm. Alden sent not more than the increase in his salary for four years. J. Boyd Fantlind is down for \$10,000, but this is because he conducts two hotels. Aside from these two subscriptions not a corporation, a firm, an individual nor an institution is asked to give more than \$5,000, and most of them would get off for \$2,500 each or less. And with a convention hall, making it possible to bring many great gatherefits received would not warrant the investment?

> It is time the Board of Trade, the newspapers and all others quit playing the role of the wartime patriot. It is time they gave their wives' relatives, that is the taxpayers, the philanthropists and State aid, a rest and did something themselves. Board of Trade might very well take the matter in charge on the lines indicated. The Board represents organized effort and its standing is such that any project properly framed and would receive favorable consideration.

is on the eve of a great industrial and commercial uplift. A convention hall will help this movement. The lack of it will retard and embarrass us. Everybody just now is optimis-Brewery interests 10,000 tic and there is nothing like optimism to help along an enterprise of this na-

> Keep so close an acquaintance with truth that no one can ever say that you are a stranger to it.

HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



HIGHEST AWARDS IN EUROPE AND **AMERICA**

perfect food, preserves health, prolongs life

Walter Baker & Co. Ltd.

DORCHESTER, MASS.

WISE **GROCERS** SUPPLY

'QUAKER" BRAND COFFEE

WORDEN **GROCER** CO.

GRAND RAPIDS



Man Should Be Head of the Family. er," who stands at his side and dis-

form of the so-called advanced wom-en, the "shrieking sisterhood," as standing which is essential to genuine they are sometimes called, because of and permanent love, there will never their unceasing clamor for rights and be any question of master or mis-

Home, they insist, is the woman's although these advanced women sometimes fail to devote much time or attention thereto. Men and women, they say, also, are equal in sense. in judgment and in power of control. And that they should be so most people will readily admit.

The claim is not a new one. St. Augustine said long ago, "If God had designed woman as man's master he would have taken her from his head; if as his slave, he would have taken her from his feet, but as he designed her as his companion and equal he took her from his side," for which reason a wife should be her husband's nearest and dearest friend, as capable of advising him as of consoling him.

On the other hand, much pernicious nonsense is talked about the duty which a man owes to himself to be "master in his own house," and much wit, or what passes for such, is leveled at the household in which, as the saying goes, "the gray mare is the better horse." Which is all folly and vexation of spirit. Between fond husband and true wife there can be no struggle for supremacy. Each will desire earnestly to please the other and the two will be part of the one harmonious whole. Perhaps the household in which the woman rules and the husband meekly submits is a degree less miserable than that in which the husband is a tyrant and the wife a slave, but at best they are only different in degrees of misery. Contention of any kind in a family is, and must be, a perpetual source of unhappiness to all concerned.

Perfect happiness can exist only where there is perfect equality, based upon perfect love, love which "seeketh not her own and thinketh no Such equality, be it remembered, is not only not inconsistent with, her superior in judgment. A weak subordination which a sensible woman surrender to a strength which she recognizes as due to the man, as loves; that is one of the crowning placed socially in a position of great- joys of marriage to a woman of er responsibility, and by human laws strong character and good sense. as well as divine constituted from the These are not the women who cry band" which holds the family togeth- right with the man to rule the house-

Rebellion against man, the arch-ty-penses that which he provides. Where rant, is a prominent plank in the plat- there is entire compatibility of temprivileges, reasonable and otherwise. tress. Husband and wife will alike No small part of this rebellion is realize that each has separate duties, the perpetual protest against a man's with common interests, each a work his own household. which the other can not do and both a world of pleasure and labor to be kingdom, which is undeniably true, shared between them. Each will understand when to yield and when, as is usually the case, it behooves them to walk joyfully hand in hand.

> Nevertheless, in spite of this affectionate equality, it is a well known social and political fact that every government must have a virtual head, else there will be confusion and mishaps. The man's superior physical strength, the fact that he is or ought to be the provider for the family. naturally entitles him to such position in the family. A wise woman always at least professes to defer to and obey her husband. "My dear child," once said an astute married woman to a bride friend, "have your own way if you can, but be sure to make a parade of your husband's au-Then you can always excuse yourself from whatever you dislike by fearing he won't approve and pose as a model wife at the same

It is an admirable rule between husband and wife that the woman should have her way in all minor matters, leaving the decision as to great ones to the husband, she following his tastes as much as is possible and he paying due regard to her interests as to his own, which, by the way, should be identical.

After all, however much women talk against man's rule, there are exceedingly few women who do not in their heart of hearts enjoy being governed by the man whom they love, who do not take pride in the wisdom and strength to which they may willingly submit. Only a weak and foolish woman ever rebels against such sway. The stronger a woman's own intellect and will are the greater the pleasure which it gives her to bow to one whom she acknowledges as it is part and parcel of the willing woman can never know the delight of beginning of time the head of the out against masculine tyranny and The husband is the "house say that the woman has an equal er, the wife is the lady, or "loaf giv- hold. On the contrary, she finds it a

delicious sensation to submit her own strong will to one which is wiser and stronger, a delight which can not be equaled by any satisfaction in having her own way.

But it must not beforgotten that woman delights in being governed only by the man she loves. Unloved mastership is irksome, often unendurable and is certain to make itself felt as such. When the rule is arbitrary, unjust, without devoted love on both sides to sweeten it, then no woman finds being governed pleasant, nor can render loving service with a song of joy in her heart.

It is a pity, but few men, comparafively, understand the art of so ruling their own households that the government is a pleasure to those who are governed. The ideal way is the steel hand in a velvet glove. perfect strength and perfect gentleness combined. Too many men assert their authority roughly, forgetting gentleness altogether, a course which may compel obedience but which can not make it willing nor loving.

Dorothy Dix.

Making It Pleasant.

Goodsole (removing wraps)-I've owed you a call for a ong time, you know. I hate to be in debt, and I just felt that I couldn't est easy until I had discharged my obligation by coming to see you.

Mrs. Sliptung-Why, my dear Mrs. Goodsole, you shouldn't have felt that

No life is hopeless so long as it gives others happiness.

BE READY



To furnish Jennings' Flavoring Extracts for Holiday candy, cake and "Goody" making-they will delight the most exact-

We warrant you to guarantee Jennings' Extracts-they represent thirty-seven years of knowing how to make good flavorings.

Order now from your jobber or direct. Assure the satisfaction of your trade with Jennings' Extracts.

Jennings Flavoring **Extract Company**

Grand Rapids, Mich.

Established 1872





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.



<u>low</u>ney'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

Gratitude Her Only Reward.

"One of the oddest experiences I ever had," said one woman stenographer to another while they were swapping stories, "was one day when, discouraged and disheartened. I called at the office of a man who had advertised over a week previously for a stenographer. On calling at his office at that time I had found so many applicants there that, having an opportunity to hand him my professional card, I had not waited to be tried.

"My memory served me as to street, number, floor and office number and. ascending to the seventh floor and going to room 750, I found a large roll of mail matter which could not be put through the aperture in the door and a man's huge bunch of keys in the door on the outside.

"I opened the door and walked in; no one in the outer office. I advanced to the inner sanctum; absolutely nobody in the place save myself.

"'Visiting a fellow tenant,' thought; 'so careless to leave his keys-a valuable bunch-in the lock.'

"I picked up other mail from the floor, removed the keys from the lock, seated myself in the private office and awaited the owner's arrival, smiling to myself at his surprise when he discovered me in posses-

"Well, I waited a quarter of an hour and then reported the matter to the superintendent's office. Callers came; I received them. The telephone rang a number of times; I answered in businesslike fashion, making a note of names and exact time of receipt of messages. In the meantime I had 'nosed' around a bit and found a note penciled to a young lady to the effect that he 'would not return until 4 o'clock,' and thus my answers to enquiries were to that

"Well, I gave that man two hours of my time and visions of a negligent employe and a grateful, appreciative man floated through my brain, and I began to think that position was mine.

"I attempted a letter to him on the office machine, but it was not geared for speedy work. 'All right,' thought I, 'my own is a beauty with every latest up to the minute device. I'll offer to bring it down with me.'

"My letter was written in long hand. I stated facts succinctly yet a bit humorously and knowing he could gain admittance to the office by means of the superintendent's pass key, I left the letter and keys on his desk.

"Just plain curiosity made me call at the office later. I found a much painted, insipid young woman there, who informed me that Mr. Brown would not be back until '4 o'clock.'

"The following day a poorly typed, much stuck over note came from Mr. B-thanking me for my courtesyhe had never been guilty of such gross carelessness before-was glad the keys fell into such good hands, but the position was filled to his entire satisfaction.

"The work of art evidently came when she felt like it and I am still some one else to help you solve your peace, to happiness. on the outside. Poor me!"

Inner Self the True Adviser.

Ask your own soul.

When you are in doubt about anything, don't know just what to do, can't decide what course to take, what desires to follow, just sit down quietly and ask yourself-and wait for the answer.

You may think you have been asking yourself, have been thinking and thinking, until you are so distracted No one else can advise you so well

But don't do it. Don't ask anybody else. Fall back upon yourself, your real self, the inner self, the part that their mistakes if there is a joke in

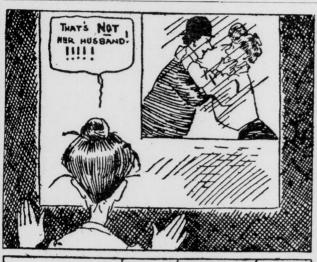
of the intuitions, the voice of the local theater. soul, the voice of that infinite part of you, the thing that is the real you. Listen and the voice of guidance will ing, he said: come clear and strong.

No Boxes For Two.

is deep within you-the divine part. consequence. The story is told by Stop the fretting of the mind. Be a telephone operator about a man still and listen. Listen to the voice who asked her for the number of a

He got the wrong number and without asking to whom he was talk-

'Can I get a box for two to-night?" A startled voice answered him at













The Woman Who Jumps at a Conclusion.

you don't know what to do and can as your own self can advise you. No not tell what is best to do.

But you haven't been asking youryour own soul to tell you what to objective mind which sees only the best pathway is. outside of things, perplex you with cide matters for yourself.

problem; you want some one's advice.

one else can know the real inner you, the real soul of you. self, you haven't been listening to the infinite part of you that knows what is best for you, knows what do. You have let your mind, that you are best fitted for, what your

Stop thinking. Be still and listenits reasonings until you have lost listen to the voice that comes from your way and think you can not de- deep down within your own soul and then-act. Be not afraid to follow it. Then you begin to look about for for it will guide you to success, to

Evely Oilkens.

the other end of the line: "We don': have boxes for two."

"Isn't this the . Theater?" he called crossly.

"Why, no," was the answer; "this is an undertaking shop."

He canceled his order for a "box for two."

Freak Allurement.

Mary-John, please stop that noise! John-Noise! Lots of people pay to hear worse singing than this. Mary-I should think they would.

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A GOOD SCHOOL.

Relation of the School and the Community Again. Fourteenth Paper.

at liberty to replace the offensive word, "good," by your own favorite adjective, "splendid," or "tip-top," or ample of the divine touch upon our some one, perhaps many, with him. them and makes them all over to its eyes to the dreadful waste of all that by a constant "infection of good" own liking. Yes; to its own liking; gives our race its dignity and power from its best men. Then who will for, although few individual members through the manifold temptations of do his work? Who will pay for safeof the community may be satisfied social and community life. The school guarding him? Decidedly it is a with this product of the community and the home-and, to those who ac- community affair. life acting upon the children, yet they knowledge its authority, the churchare aware that they can at any time have hitherto been, and must still be, make it what they will, and so are the main barriers against moral evil, dren: 1. Those which are more or responsible for it. How it comes about but it seems to me that the time has less personal and temporary and can that nearly every adult member of society may agree in disliking the effect of the social life of the place upon the children, while they agree also in perpetuating it, shows how new the problem is in its present form and and abundant, a scientific habit of know a man of wealth, position and also how much more we care about mind, great resources and widely difother things. The important fact is fused prosperity ought to be the fin-less, is a great lover of children and that the children become very much est race in all history, known the is almost always surrounded by a It is probable that the youth of most efficiency directed to moral ends. I convivial in his habits; has much leiscommunities are morally the better do not care who leads in this mat- ure; is very social and habitually uses part of the community, but still they ter-the church, the school or some the saloon as a clubroom. There he can never be very far above the general level. No effort of the home or or the blending of existing organi- upon his words and are fond of quothe school can maintain the superiori- zations. The Y. M. C. A. and the Y. ty long. A moral miasm entering the W. C. A. are already in the field, and community soon spreads to every if more thoroughly secularized and home and school. Indeed, the home laicised, but pervaded as now by a and the school may become centers of high moral purpose, seem to me the know is the idol of the small com-

example. But let us take a very sane and need. moderate view of this matter and fluences are as free to work as evi!, being slowly educated under Divine untold harm. It is not an attractive

if only there is some one to set them Providence and no effort of ours will Let us remember that a boy is not timidity or squeamishness on the one as I have indicated above, giving no mainly a school boy or a girl mainly hand as from toleration on the other. little hope that greater, more united a school girl. Ask them if they are. Then, too, it is as true in the moral and better directed effort would be Both have, in addition to their school as in the physical world that children still more effective. Why make life, a more or less rich family and do not take all diseases to which they limit? Why not try to save all? social life, so that in order to make are exposed. The mechanism of mor- Other voices are heard: Am I my good school boys and good school ai immunity is as obscure as that of brother's keeper? Isn't this a free girls we must see to it that they are physical immunity, but it is the sal-country? If the boy wants to go to good boys and girls out of school, (If vation of thousands. Some young the bad hasn't he a right to? Let his this sentence seems rather flat you are people seem to be immune by the parents and friends see to him. No, "AI," or what you wish. Good has race than here in this strange shield- The stench from the lower world as come to mean goody-good, I admit.) ing of white souls from moral pollu- he raises the lid will reach every home When the family has done with the tion; but while we take a sane view, in town. Then, too, his lapse lowers children-or while it is doing with even an optimistic view, of the situa- the moral tone of the neighborhood, them—the community takes hold of tion we are inexcusable if we shut our come for more concerted action, out- not be reached by any general remeside the law, on the part of the com- dy. 2. Those which are organized munity in the suppression of that and persistent and can best be reachwhich leads to vice and loss of power, ed by organized opposition. An ex-We in America with food excellent ample or two of the first class: I what the community life makes them. world over for health, longevity and company of his young friends. He is special organization for this purpose infection. Thousands of families most promising agency. I have my- munity in which he lives on account have moved away from their home self a strong feeling against the multi- of his skill as a hunter and his reputown because the bringing up of chil-plication of societies and often wish tation far and wide as a crack shot. dren there was as unsafe as it would that we might all-all-go back to He usually has a company of young have been in Sodom; and thousands Mother Church and find in her every men and boys with him on his huntmore would be wise to imitate their delight and defense. Some united ing expeditions, and evenings around and efficient organization we surely the camp fire he regales them with

acknowledge that there are many special effort is unnecessary. The as ought to be banned from all huhelps and compensations. Good in- world is growing better. Our race is man society. In this way he has done

in motion. Let us not expect too accelerate this progress. The world much at once, but rather cultivate a is growing better, but it is growing robust morality as far removed from better by just such sustained effort which can be kept at a high level only

We may discriminate two classes of evil influences acting upon chilgreat social gifts who, although childtakes his young admirers, who hang ing his opinions. I do not think he "treats" the boys and I am sure he is not aware of the great harm he is doing them. Another man whom I stories and incidents, mainly fictitious, To this it is objected by some that of the most indecent character, such

Why He Worried.

A Cadillac business man entered his office on a recent morning looking very much dejected.

"What's the matter, old man?" enquired one of his associates.

"A fellow I know had a fall last night and injured his head. He seems to be in a bad way?"

"Well," the other replied, "I'm sorry to hear it, but it will not do him any good for you to grieve. Still, I'm glad to see that you are kind hearted and sympathetic and think so much of your friends."

"But he's no friend of mine; just a social acquaintance.'

"Then, why worry?"

"You see he owes me \$50 and the doctor says he will probably lose his memory."

Had Him.

Guest-What are your terms? Proprietor-A dollar a day and take your meals out or ten a day and board here.

Guest-Nine dollars for eating. Are

Proprietor-No; but the nearest lunch room is at Killbuck, thirty miles over the hills.

Small Vocabulary.

The Lady - Your language can hardly be called choice, little boy.

The Kid-Naw; but it ain't a bad selection considering what I've got to choose from.

That is a dangerous religion which would not be known but for its label.

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, Waffies or Biscuits. AT ALL GROCERS.

Wizard Graham is Made by

Grand Rapids Grain & Milling Co. L. Fred Peabody, Mgr. Grand Rapids, Michigan

It's a Bread Flour



"CERESOTA

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

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

prescription-I am sure I should find Forestry as Conducted by Germans. it a very unpleasant medicine-but the moment by great plainness of only save the youth but it might also from the bitter words of the friends forests the absence of underbrush in one or two cases I have known, density of the forest and the even by the lash or a pistol shot.

which people are willing to make-inchildren of the household and the always being the case neighborhood. There is no motive woods. in human character to which appeal Everything will be given up for the children except exploiting them for eral love of children, or even the the trees are small, more rapidly passionate interest of friends, will stand a moment before the power of organized self interest working for come large. When the trees die the the corruption of the young is greatly mistaken. "By this craft we have they decay the capital is reduced. The our wealth," is as powerful a motive forester leaves this wood capital as as it was in Paul's time. Organize long as the interest continues satisany business which has for its ob- factory. ject the production of something which addresses the tastes of young people, sell stock, advertise and push the business in the usual way and it becomes respectable, is hedged about by legal sanctions and comes to have taken care of by the forester and sold an acknowledged place in modern And here comes in a difficulty which has hitherto paralyzed the efforts of the defenders of young people-want of agreement as to what is bad, what good and what indiffer-Extravagant clothing, jewelry, candy, chewing gum, the cigarette, alcohol in some form, sensational or vile reading-really the list is a long one-each of these and many others has in turn been regarded as the one evil thing for young people. So an enormous literature of protest and appeal has risen, to which I do not wish to add, great as is my interest in the matter I find that I have come to the end

of the space which I promised myself I would not greatly exceed without having said all I wish to upon this subject. So a few words next week. I have given but a few minutes each week to these discussions. simply sitting down at my typewriter and usually finishing the instalment at a sitting, without copying or revision: but even this time I can hardly spare for the coming few weeks, so that with the next writing I must close what I have to say for the present. I now regret that I did not begin at the other end of my work and say a few words upon more timely questions in place of the more general discussion that I have tried to make. I seem to be somewhat in the position of Irving's athlete, who took so long a run before his leap that he had to sit down and get his breath before leaping. Only in this case I have changed my mind about printing office," explained Champ. making the leap at all.

Edwin A. Strong.

Germany makes forestry pay by ought we not to meet such cases at using scientific knowledge applied with the greatest technical success. It speech? Such a course might not has produced an increasing forest output together with an enlargement save the careless corrupter of youth of profits. In the cultivated German of his victims, perhaps enforced, as and decayed logs and limbs, the distribution of the trees, often plant-But the organized corrupters of ed in long, straight rows, immediyouth for gain present a far more se- ately arrest the attention. One can rious problem. I have often spoken walk with ease or drive anywhere in these articles of the sacrifices among them, except where the hills are too steep or stony or where the deed, are continually making-for the trees stand too closely together, this

The trees are not allowed to reach can be made with such assurance of the full limit of their life and then, response as to love of children—that as the result of decay, to fall and rot is, none except human selfishness. on the ground. They are considered as wood capital which adds interest to itself as long as the trees congain. He who expects that the gen- tinue to grow, at first slowly when when they are of medium size and more slowly again when they bewood interest ceases entirely and as forester leaves this wood capital as

When the growth declines it is removed, the forester taking the trunk and limbs and the peasants gathering up the brush and often digging up the stumps, although these are often in the market to pay the cost of removal. In some German districts all the products are marketed.

In Mecklenburg a good layer of leaves and moss sells for \$16 an acre. In some sections a nominal sum is charged for brushwood. In some places it has long been the right of peasants to gather the forest litter without charge. Sometimes this permission applies to the gathering of nuts, which are used as food for domestic animals.

In Germany forestry is a well established profession, for which the candidates must prepare themselves thoroughly. They must learn the science in a forestry school, where the course of study requires much hard labor. After graduation they must practice the science under masters for several years. These masters usually are officers having charge of several ranges.

Had To Do It.

Champ Clark, who is not overgiven to taking things seriously, was showing a constituent about the Capitol one day, when he invited attention to a solemn-faced individual just entering a committee room.

"See that chap?" asked Clark. "He reads every one of the speeches delivered in the House."

'What!" gasped the constituent. "Fact," said Clark. "Reads every word of 'em, too!"

"Who is he?" queried the visitor, regarding the phenomenon closely. "A proof-reader at the Government

All the world loves a winner.

How About It?

Is Fanchon better flour than some of your customers want?

Would cheaper flour be easier to sell?

Isn't quality more important than price?

Does popular price make popular goods?

What flour of medium price has a reputation like Fanchon?

Why does Fanchon succeed and so many of its competitors fail?

Fanchon

(The Flour of Quality)

succeeds because it satis-Those who try it want more. They are willing to pay more than the usual price because they get better than the usual quality.

Judson Grocer Co.

Distributors

Grand Rapids, Mich.

BAKE. HOWELL'S VACATION

And Its Development of a Department Store.

Written for the Tradesman.

doorway of the Spottswood Mercantile Co.'s store to the corner of the salary?" street and looking up and down the crowded with teams and carriages

"Pretty good for an afternoon in part to-"
November," he remarked, as he real- "Hold o ized that John Allen, President of Sit down," gently urged Allen. "Let's years he has had a savings account the Spottswood National Bank, was see about this. I'm a stockholder in observing him curiously.

"How many are there?" asked Mr. Allen smilingly as he walked over and shook hands with Harwell.

"I counted fifty-three vehicles and teams and nineteen saddle horses," was the response, at which the bank- had that investment for over twelve fortable balance in the bank as well." er continued: "And, of course, that years." means a good day's business for your store."

"Yes, it does," admitted Harwell as he turned toward the store entrance. "We've had a fine trade to-day," and the banker as though he had not been more, as a member of the directorate rodding courteously to the banker he interrupted, "that our stock has not I am going to see that he gets that returned to his duties.

Baker Harwell had passed seventeen of his thirty-four years of life in the service of the Spottswood Mercantile Co., coming into the store as a boy and, performing every duty as it had come to him during those years faithfully and to the best of his ability, he had risen to the distinction of assistant manager of the establishment. He knew every permanent resident within a radius of ten miles personally and many outside of those limits, and all of them knew him as an active, cordial, accommodating friend, and as one who had an interest in their successes and a generous, helpful influence in whatever pertained to the general welfare of the entire countryside.

Bake, Harwell, as he was familiarly called by all who knew him, had won the confidence not only of his employers, but he had the love and esteem of fully 90 per cent. of the patrons of the company he represented, so that when the head of that organization admitted that Harwell's salary as assistant manager of the concern was only \$60 a month there followed a sort of community gasp of surprise and resentment.

"I understand," said the chairman of the directorate of the Spottswood Co., addressing John Allen, the bank-"that you repeated what I told you as to Harwell's wages."

"Why, yes, I did tell our pastor," admitted Allen. "You see we were discussing ways and means for our new church building and he asked me how much I thought Bake, could afford to give-you know he's a member of our church-and I told him what you said you were paying him in the way of salary."

"I don't care what you were discussing," hotly responded the mer-

chant, "I think it was a measly piece you are not ashamed, I confess that I of business on your part."

"Are you ashamed of the fact." smilingly continued Allen, "that after seventeen years of faithful service on "and, anyway, it doesn't cost much Seeking a five minute respite from the part of a man who has practia busy day's work and at the same cally built up your trade and who time catching a mouthful of fresh air, carries the entire responsibility of Baker Harwell had stepped from the making your enterprise pay a profit annually, you pay that man such a

The head or rather the figurehead two thoroughfares constituting the of the Spottswood Co. was by this business center of the little city had time so enraged that his face was enjoyed noting how the tie-rails fairly purple, while beads of sweat along each side of both streets were stood upon his partly bald head. "No matter whether I am ashamed or not, and wagons, with now and then a I am paying him all the business will saddle horse sandwiched in between. stand and it's dirty mean on your

> "Hold on, Tom, don't get excited. your company. I am interested in you as well as in Harwell. More than that, I am vitally interested in the prosperity of the city of Spottswood. Now our company has \$50,-000 of capital, all paid in, and we have

during the past ten years," went on pay him that salary. paid 12 per cent. net. One year we salary, or more, if I can." rcceived 15 per cent. and one year 17 per cent."

me that this year it will go to 19 or body else anything and our credit is 20 per cent," added the merchant, who A-I. So if you are going to try to was beginning to forget his anger frighten me you are barking up the

the banker, "Harwell tells you. You understand once for all that I am don't know yourself. And yet you are going to continue to control the polidrawing \$2,500 a year as your salary cy and the business of our comagainst Harwell's beggarly \$720. If pany."

am."

"But I've my investment in the business," was the puny response, to live in Spottswood. Harwell is getting a big salary for the town."

"I agree with you, it is a good salary for the town; but not as representing Harwell's worth, and let me tell you something"-here the banker drew a box of cigars out from his desk and tendered it to his business

"No, I don't smoke during business hours," was the sullen response.

"There are a lot of things that are worse," Allen observed as he lighted a cigar. "That man Harwell is a thrifty man and during the past seventeen in this bank and I have enjoyed watching it grow."

"I know he has," admitted the merchant, "and think of it, John, he's only 34 years old. Before he's 40 he will have his home paid for, his life insurance policy paid up and a com-

"Which is all beside the question," "Yes, and we ought to increase our capital," muttered the angry man. | said Allen. "That man is worth at least \$1,200 a year to the Spottswood "Williams" | 10m.

"Look here, Allen," said the merchant as he arose from his chair, "Yes, last year, and Harwell tells "we don't owe your bank or anyin the contemplation of net per cent. wrong tree.' I own \$26,000 of our "There you are," cheerily persisted company's stock and you may as well

"Very well, Tom, I'm glad I know that," rejoined Allen as he wheeled in his chair. "To-morrow I will give you a chance to buy my \$5,000 of stock. Now, what I want you to understand is that at no time, even by inference or suggestion, has there been any discussion between Bake. Harwell and myself in relation to this salary question. And, further, if he learns as to what has passed between us this afternoon it will be through you and not myself."

"I can believe that or not as I please," was the insulting answer of the now thoroughly maddened man. 'As I figure it, you prefer the savings account of Bake. Harwell to the commercial account of the Spottswood Co."

Without for an instant losing his temper John Allen, speaking smoothly and gently, met the affront with: Tom, you tell me that we are paying Bake, all that our business will stand and you admit that for ten years our profit has never been below 12 per cent. net and from that up to 17 per cent."

"Yes, I do. What of it?" said

"What is it that tells a man as to "And there hasn't been a single year Co. and the business can afford to that which constitutes a fair profit on And what's an investment?" came from Mr. Allen.

"With some men it's one thing, with others it is another," replied Baker. "With myself it is a determination to accumulate a certain competency within a certain time and then to retire from business."

"Are you almost there?" queried the

"Not by considerable. Why?" from Tom.

"Oh, nothing especial. Only I advise you to hurry up, because just as sure as you are standing where you are either Bake. Harwell will be receiving from us a salary of \$1,500 a

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

It is boldly advertised, and will both sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

year within three months or he will be in business for himself in this town and a very, very considerable competitor, I believe," declared Al-

"Has Harwell ever made any such threat?" eagerly enquired the thoroughly interested merchant.

"Never. Not even thought of it. i don't believe such an idea has ever entered his head," was Allen's declaration. "But, man alive, Spottswood is a growing town. You yourself acknowledged this when you suggested that we must increase our capital. There's business enough here capital. There's business enough here tate," and it was signed, "Yours for two or three new establishments truly, Baker Harwell." and somebody is going to wake up to the fact soon and when they do a man like Harwell will be worth considerable to the newcomer."

"When that time arrives," ventured the head of the big store, "I guess we can pay Harwell as much as any competitor will offer."

"Possibly," was Allen's only response as his friend abruptly left his office.

Baker Harwell's wife was the daughter of one of the pioneers of Spottswood who had located there when real estate was of little value. A man of education and refinement. he had tried to earn his living as a school teacher, but the income from this source was so small that he had been forced to take advantage of the five acre lot he owned by gardening. From this, assisted by his wife and daughter and hired help now and then, he had managed to gain a modest livelihood until the death of his wife. Then it was that the daughter-who had perfected herself as accountant and stenographer-obtained position in the Spottswood Mercantile Co.'s store, and there it was that Harwell met, wooed and won her, and for her wedding present the father gave her a quit claim deed to the five acres which lay just outside the city.

It was on the tenth anniversary of the birth of their first born, June 21, that Harwell asked for the first time for a vacation. "My wife and children and myself," he said to the chairman of the directorate, "are invited to spend two or three weeks with an aunt of my wife's in Massachusetts, an elder sister of my father-in-law, whom we have never met, and the old gentleman is going with us."

"How long do you expect to be away?" he was asked.

"We will be home on or before the 15th of August, leaving here the first of Tulv.'

Harwell was forcibly informed that he could not be spared for so long a time and just at harvest time, too, and it was intimated that if he would forego the hoped for pleasure his salary would be raised to \$75 a month beginning on the 1st of July.

"If, after all these years," quietly responded the assistant, "I have not fairly earned my first vacation I do not think I can earn \$75 a month if I stay."

"Now, Baker," quickly prompted the head of the company, "you must not lose your temper. Don't get sarcastic. You know that doesn't go was the response. "I have often won-

with me. I'm willing to give you dered why, but if you had I would from the street, for the local Masonic two weeks' vacation with pay, but have given no attention to it." not six weeks and at this time of the year."

"Very well," was Harwell's reply as he turned pleasantly to greet with customary cordiality a customer who, with his wife and daughter, had just entered the establishment.

On the following morning the head of the Spottswood Mercantile Co. found upon his desk and opened and read a peremptory letter of resignation: "to take effect on the 30th of June or at once, as you may dic-

Putting on his hat and hurrying over to John Allen's office he rapped on the door and in response to the Come in" entered the little room and asked, "What is Bake, going to do?"

"Nothing unusual so far know," replied the banker. "What's

"John, you remember," said the merchant, "when I bought your stock in our company you promised you would say nothing more about an in-

crease of salary?"
"Not at all," quickly answered Allen. "I promised I would say nothing to Harwell. More than that, I urged, long before that sale of my stock, that you should tell him nothing of our discussion of the matter. And, if you remember, before I sold my stock you promised to raise the boy's salary to \$75 a month. I have kept my promise to the letter. Have you kept yours?"

"I offered to raise his wages and he has tendered his resignation, to take effect the first of next month," Tom returned in a hopeless tone.

'The deuce you say," said the banker as he arose and took his hat. "I'll go over to the store with you and see what's up."

And so the merchant and the banker soon faced Bake., who smiled broadly as they approached and Allen was the first to speak:

"Well, Bake., what's in the wind?" "Nothing especial," was the response, "except that Mrs. Harwell and myself feel that we have earned a rest and having a very favorable opportunity we are going to take

"But your resignation-what are you going into on your return?" was the next enquiry.

"We haven't yet made up our minds. My wife thinks we could make a good thing out of gardening our five acres, with half an acre under glass," said Bake. proudly. "You know she's an expert in that line and I'm strong and healthy and willing to work."

"But you haven't got half an acre

under glass," put in Tom.
"No, we haven't," answered the faithful employe, "but we have the cash to pay for putting that and more in such a shape."

"Bake.," spoke the banker, "have I ever said a word to you or hinted at anything which has influenced you in the step you are taking?"

"I should say not. Not a word,"

"Indeed," said the banker, "and why not?"

"For various reasons. In the first place I find my wife is my best adviser. Then I would hate to see you interfering in any way with my business--with great and due respect to you. And, finally, I am well able to look after my own affairs," was Harwell's reply.

And he was.

The vacation was taken, but with these differences: The family was 'Down East" nearly three months. During this time the venerable auntwho through her brother had been generously informed as to Baker's ability, rectitude, popularity and general character-had an opportunity to draw conclusions of her own, with the result that the half acre under glass never materialized and the five acres were platted as a city addition and put upon the market, finding ready sale at good figures. Then, too, a three story building of Roman brick with cut stone trimmings and in every way modern as to essentials and conveniences, was put up on the best corner in town. Its first floor had two stores, each one 23 feet wide in the clear and half. connected by three wide archways. Wide stairways gave access to the second floor, which was fitted up for salesroom purposes. On the third floor were handsomely appointed quarters, reached by a broad stairway

organizations.

It was distinctly a great acquisition to the little city's institutions and especially so as it was built for and chiefly occupied by Harwell's Department Store-the finest and best establishment of the kind in the eastern part of the State.

Two years later, when Baker Harwell took over the entire stock and good will of the Spottswood Mercantile Co., the venerable aunt from "Down East" was on hand to participate in the celebration at her niece's home. She remarked: "I had not heard until to-night that you once tried hard to get Baker's wages raised."

"Who told you that?" asked John Allen, the banker, in surprise, and the old lady answered: "His first name is Tom. I forget the rest. He works for Baker in the store at present." Charles S. Hathaway.

Would Take Less.

Agent-I will take only three minutes of the boss' time.

Office Boy-Naw, you won't. Agent-But I promise you. Only three minutes.

Office Boy-Guess not. The last man was bigger than you and the boss licked him in a minute and a

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"So you discovered a cab driver who writes poetry? Well, what sort of a writer is he?"

"Naturally, he's a hack writer!"

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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.

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> The answer is: Become a Sealshipt Agent.

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

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South Norwalk

Connecticut

THE WIDOW'S MITE.

Merchant.

Written for the Tradesman.

Widow Whitney, the most energetic and practical woman in Hartford, inherited, according to the last will and testament of her husband. who had been dead upward of seven years, a fortune close to a million dollars. "And I would readily part with half of my cash and other holdings," she observed to a close friend, "could I but live up to the reputation people seem to have bestowed upon me of being big hearted, sympathetic and generous.'

The remark had been brought out by an interview she had just hadwith her friend cosily seated and absolutely noiseless behind a large screen in the corner of her living room-with Jason Carver, one of the leading retail merchants in the city and of whom she was a steady and profitable patron.

"You certainly deserve the reputation," responded the friend, herself a woman of ample means, "and I have often wondered how it is that you meet the multitude of appeals so successfully-that is, so much to the advantage, the real benefit, of those whom you assist."

"My dear," observed Mrs. Whitney, as she stepped to the large recessed window and gave a touch or two to window hangings that did not seem to fall exactly to her taste, "vou have no idea of the number of mistakes that are to my credit-the frequent injuries that I bring to people I try to help," and as she spoke her eyes filled with tears; tears which, unobserved by the friend, did not premuch charity there must be now and then a case of faulty judgment."

had what appeared to be a good busiwas with the very best people in the city; but because Carver was something of a sycophant and not entirely a wise merchant he had developed a large credit business, his creditors being chiefly the husbands, wives, daughters and sons of the classes where monthly allowances are regular and generous and where individual expense accounts are kept care-

And so Carver, finding himself in a tight place, unable to collect his bills and to meet his own liabilities, to enth grade and then he went to work say nothing of discounts on the bills he purchased, had appealed to Mrs. mind became silently reminiscent. Whitney for a loan on first class realty as security.

"Julia," said Mrs. Whitney as she took a seat in an arm chair at the reading table, "come over here and sit down, please-that chair opposite-I want to preach."

"At me?" cheerfully asked the friend as she complied with the request. "Fine! I'll listen gladly."

"First," and Mrs. Whitney pushed aside a great vase loaded with chrysanthemums which partially obstructed her view, "it was neither your fault nor my own that you had to hide behind that screen when Mr. the widow admitted, "but he is Carver was announced. My maid is coward; afraid to go after his credit-

a new one and dreadfully new, and ors. He tells me that if he could of course Mr. Carver-he's a capital How It Saved and Reformed a Retail fellow-knew no better than to obey her directions and so followed her into this room."

> "Do you know I felt simply silly when our private tete-a-tete was broken and you jumped from the couch and stepped from behind the screen, leaving me there alone," said

> "And there stood Carver, hat hand and bowing, with the maid, the impossible thing, saying, 'The gent asked to see Mrs. Whitney.' What could I do? And you overheard his whole story. Wasn't it dreadful in me to permit it to happen?" and the comely widow, placing both elbows on the table, rested an amused and tear-stained face upon the backs of two shapely hands clasped beneath

> Julia gave herself over entirely to enjoyment of the contretemps and concluded her shouts of laughter with: "And we'll dismiss the maid and forgive the eaves-dropper because Carver is in a very serious way

Mrs. Whitney ventured to disagree with her friend by explaining that the maid needed instruction rather than dismissal and that Carver was not nearly so badly off as he imagined himself to be. Here the lady assumed an erect and decided positionin which, by the way, she was, if anything, more attractive than ever, with her deep, dark eyes flashing indignation while the peachy richness of her skin intensified the sincerity of her voice as she added: "The chief trouble with Carver is that he lacks force. He was a poor boy at the beginning, vent that lady from adding: "With herribly poor, with an inherited awe in the presence of anything that smacked of power and he has not Jason Carver, the retail merchant, gotten over the characteristic. A person of wealth in his estimation-alness. It was a large business and though he is not nearly as bad in this respect as he was when younger-is almost a deity to be worshipped. This weakness is emphasized by the habits of poverty acquired in boyhood and youth and not yet over-

"How do you know all this?" was the surprised and curious enquiry of the now thoroughly interested friend.

"How do I know it? Why, I have known Jason Carver ever since we were children. He was a classmate of mine up to and through the sevin Lovell's grocery," and the widow's

"And that was-how many years ago was it?" Julia asked with twinkling eyes.

"Never mind that-let's see, Jason is close on to 40 years old-old enough to avoid being a moral coward. I'll tell you the trouble with Mr. Carver," and again Mrs. Whitney became strong and decided: "He is far from being illiterate, he is industrious and thoroughly upright and

"Not bad looking," wickedly ventured the roguish friend.

"No, if it comes to that, he is not,"

collect what is due to him for merchandise bought by people well able to pay up, people who would naturally pay by check and can draw checks at any time and checks that would be honored, he could square every outstanding indebtedness and accumulate a balance sufficient to enable him to discount every bill."

"Then why in Heaven's name doesn't he get busy?" asked Julia.

"Because he's afraid of offending those who pay by check; afraid of losing customers. Do you suppose I would stand for any such nonsense if I were a merchant?" asked the widow as she gave an energetic, impatient push to a pile of current magazines and toppling several of them to the floor.

"I am sure your remarks while I was the contemptible spy behind the screen," said Julia as she shrugged her shoulders, "were decidedly frank; that you almost scolded him for giving any credit at all and that if the man could understand plain English he must have known that you despised him almost because of his timidity as to dunning his debtors."

"Especially those debtors who are well off," added the widow. "Why it is I can not in any way explain; but it seems to be a cruel fact and a miserable one that too many people who have money find pleasure in delaying payment of their just liabilities until the last possible minute."

"Why, here it is almost 5 o'clock," observed Julia as she looked down at her watch, "and I just dropped in

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Send for sample order of Sweet Cider in any of the following sized packages:

> Regular barrel, 50 gals., \$7.50 Trade barrel, 28 gals., 1/2 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.

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John C. Morgan Co. Traverse City, Mich.

for a minute. Excuse me, please. I advance of cash with which to meet over and see me, do," she added as, with Widow Whitney's arm clasped way toward the front door.

Halfway down the front steps Julia stopped and turning asked: "What's the matter with your becoming a merchant yourself? I know you could make a success of it."

"I've often thought of it," quickly responded the widow and then in a lower tone: "and each time I find myself fairly gloating over the satisfaction I would take in 'turning down' the careless rich who ask for credit."

Mrs. Whitney's return to the big, comfortable, restful and practical living room, an apartment full of the vitality and joy of domesticity and a real home, was loaded down with serious thought and for half an hour thereafter the splendid woman sat silently and thoughtfully in a great arm chair-which she familiarly termed the "animal chair" because her dead husband had once declared that it always received him as might a big, trustful, affectionate, wholesome, well kept animal-a dog, or horse, or even a pet cow-Whitney had been a successful stock breeder.

Presently she arose and the next minute, using her telephone, she was inviting Jason Carver, the retail merchant, to call upon her in the evening and telling him that she had conceived a plan which might be of service.

Of course Jason Carver was at Mrs. Whitney's door and pushing the bel! button exactly as the clock sounded the half hour after 7, as he had Moreover, Mrs. Whitney was ready and pleased to greet him and at once came to "business" by asking her visitor if he had seen the play, "The Servant in the House?" Carver admitted with enthusiasm that he had experienced that pleasure and immediately thereafter replied to an enquiry that he had a clear recollection of the climax, where the rector and his wife had turned the absolute control of their establishment for one hour over to Manson, the servant in the house.

"Well," said Mrs. Whitney as she again assumed that favorite attitude of hers-elbows on the table and chin resting upon the backs of her clasped hands-"if you will give me the absolute control of your mercantile business for thirty days I will not only help you out of your present difficulty but I firmly believe I can put that business on such a footingif you will do exactly as I direct-that you will have a larger and a better trade and will have no further serious business difficulties. Now I don't desire that you shall agree to this idea of mine except that it be given on the basis of absolute secrecy. No person whatever, outside of yourself, is to know as to the arrangement."

Naturally Carver, overwhelmed by his old schoolmate's earnestness and a notion that the plan involved an there?

have been delightfully entertained; I his debts, quickly figured that, enhave captured a most important se- tirely out of debt, he could within a cret and I must say au revoir. Come reasonable time refund with fair interest whatever money she might advance and resolving that once out of about her waist, they made their debt he would then do a strictly cash his horse. "Do you know what the business he gladly acceded to the conditions the widow stipulated.

Mrs. Whitney took charge of the business, but did not visit Carver's store any more frequently than usual nor behave in any way while there other than had been her habit.

At her home she had a stenographer and typewriter, imported from an adjacent city, and the merchant's book of accounts. Moreover, Carver delivered to her an abundance of blank bill heads and statements, together with letter heads, envelopes and postage. Within a week every debtor had received a courteous, brief and urgent request to settle and the checks began to arrive-some with apologies for the delay and some without comment. A week later a more emphatic but none the less courteous request was sent to those who had failed to respond to the first call and other checks were the result. Meanwhile not a dollar's worth of goods left Carver's store that had not been paid for, and every evening as the widow and Carver went over the day's receipts and discussed the day's developments as to the reception of the new order of things at the store by the customers the two reformers found much to congratulate themselves upon.

The business was certainly improving. Old customers remained and were more appreciative and less critical and now and then a new one was developed. "And don't you know," said Carver, "somehow I'm not half so timid with the rich ones as formerly."

"Of course you're not," was the reply of the widow, happy over the success of her business policy, and as she helped her guest to the delicious salad which constituted a feature of the evening luncheon she added: "You feel the equal of any of them, don't you?"

"Bet your life," was Carver's anwer, and as he thanked the lady for the zest he went on: "It makes all the difference in the world whether a man is a debtor or a creditor."

There isn't much to add to the narrative, and what there is was best told by Julia, who confessed to the widow in confidence one day shortly after the widow had said that Carver was "now a man among men," that she "suspected it would end that way, that day I was hiding behind the screen, and the next day when I learned that Carver was a bachelor I knew you would win out all right." L. F. Rand.

A Much-Needed Invention.

Jimmie-Do you sell that new-fangled invention to keep a cow's tail from switching?

Storekeeper-Certainly, my little

Jimmie-Ain't any way they can faith in her plan and having secretly be fastened onto a school teacher, is

Rural Optimist.

The pessimistical tourist found the freckled farm boy sitting on the turnstile, twanging a penny jewsharp.

"You needn't be so all-fired happy," warned the tourist, as he slowed up almanac predicts?"

"No, indeed, mister," drawled the lad, pausing in his tune. "Dad only has one almanac and he won't let me see that."

"Well, it predicts that there'll be an earthquake within the next ten days that'll shake you inside out."

"Won't hurt me, mister. I broke six mules for dad this season and I guess when it comes to shaking you up they beat a dozen earthquakes."

Well, the week following there is to be a cyclone that will toss you over into the next county."

"Couldn't please me better, boss. There's a circus over there that week and I'm shy of railroad fare."

"H'm! You are a hard nut. Know anything about comets?"

"Never saw one in my life."

"Well, Halley's is due next year and it is liable to hit this old earth and put you out of business with a billion sparks."

The farm lad grinned.

"Billion sparks, mister? Gee! ma always did say I'd have a brilliant finish, and I guess that's what she meant. So long!"

Look out for the man who always hints at sharp dealing, trickery or scheming on the part of the mer-

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every can shows you a good profit.

Karo is unquestionably the popular syrup. The big advertising campaign now on is helping every Karo dealer.

CORN PRODUCTS REFINING COMPANY

New York



ROSE TO THE OCCASION.

Stenographer Was Equal To Any Emergency.

"I have to laugh," said Miss Erling, the stenographer for Smith & Buford, attorneys, "when I think how Billy Smith came to think me competent to handle nearly any situation. Billy Smith is the senior member of the firm. His full name is William Jefferson Smith, but in club and society circles he is called Billy. We hear him called this so often that we Billy when we are not speaking directly to him.

"I had known him for some time before I went into their office. In fact. I rather think it was on account of the friendship between his father and mine that he gave me the position. Billy takes a prominent part in social affairs, both as a matter of business and a matter of pleasure. He's the business getter for the firm, while his partner, Col. Buford, sees that the business is attended to.

"The first few months after I began my work in the law office I was pretty much at sea and felt shaky. But I had had similar experiences before--when I began teaching school, and later when I went from the school work into a railroad office-and I had learned the absolute necessity of trying to know I could do the work. Sometimes I stumbled through it. sometimes I got through by hard labor, but I managed not to make any bad breaks.

I felt confident and didn't hesitate to Neither has he asked me to do any tackle anything. About this time the circumstance occurred which made Billy's faith in me so strong. He had been called to another part of the State to try an important case on the eve of a 'society wedding' at which he was to act as best man. He had been compelled to leave hurriedly, but expected to rush the case and get back the morning of the wedding.

"About noon that day he called me up over the telephone and said the he could not finish it and get back to the city before 7 o'clock.

"'I wish you would go to Timmon's and get my suit,' he said. 'I left it there to be pressed before I came down, telling him I'd send for But I'll not get back in time.'

built up a big business by catering further: to the fastidious. He was a good tailor but a crank and decidedly obstinate and independent. At 4 o'clock, sallied forth to see Timmon, told him der.' what I wanted and said I'd take the suit with me.

"'There is \$2 charges on it,' he said, curtly.

"'Well, charge it to Mr. Smith-William J. Smith,' I answered.

"'I do not have any charge cash business. I do not keep books.'

"I told him that Mr. Smith was out of town and explained the situation, but to no purpose. Timmon was adamant. I had lost some money did not come back as planned and

not many months before and never carried more than enough for luncheon and carfare. The banks were closed. I managed to keep my temper under control.

my desk and started out to get the Col. Buford had gone home. There was no one else in the office who had it on my desk and I'll look up the a machine." any money. I went to the next floor, matter. I know little about it-less to the office of a man who had some- than you do.' times asked me to do little favors. and asked him to loan me the money. think of him as Billy and call him He had just \$2 and let me have it all but a nickel. I had a nickel more ford's desk and laid it on top in plain than my carfare and sallied forth to brave Mr. Timmon again.

"I planked down the \$2 and said grandly: 'This is for Mr. Smith's suit. Please see that it is delivered by 7:30 at the latest.'

"'We do not deliver goods after 5:30,' he said calmly.

"'But you must,' I cried.

"We do not and we will not,' came the reply.

"I felt like throwing something at him, but instead told him to give me the suit. With the box under my arm I hurried to Billy's house and then walked home-about two miles.

"Billy laughed when he heard about it the next day, but promised me he would cut Timmon off his list.

"'He's a good tailor, though,' Billy protested.

"'Nobody can be a good anything who is as stupidly stubborn as he is,' I retorted.

"Billy never has hesitated "By the end of the first six months then to leave the office in my charge. more such stunts. I told him I didn's object to doing them, but it wasn't the proper thing to do: that it was undignified. The firm keeps a little cash in the office safe now to take care of any such emergencies. was another thing I insisted upon having done.

"This incident was not in the line of business and I should not advise stenographers to make a practice of taking charge of the wardrobes of their bachelor employers, but it helptrial had dragged and he was afraid ed me, because it proved to Mr. Smith and Col. Buford, who course heard of it, that I could be depended upon to try to change my tactics when the occasion demanded it. It was an indication that I had sense enough to think for myself.

"Not many months later another "Timmon was a tailor who had thing happened that helped me still

"Col. Buford has a very quick temper and also is set in his ways. He works by rule and resents anything when there was a lull in the work, I that tends to interfere with his 'or-

"We had an important matter, involving a good many hundreds of thousands of dollars in real estate, which Mr. Smith had been handling. During Mr. Smith's absence from the city a letter came from another county regarding this case and requiring counts,' he replied, 'I do a strictly an answer before the last of the month. I laid it aside, knowing that Col. Buford would refuse to consider it because it was 'Billy's case,' and waited for Mr. Smith's return.

wrote that the date of his return was ers in this way. There are no rules uncertain.

"Then I took the letter to Col. should be attended to. He asked apply-except this one: "I went back to the office, closed what it was about. When I told him he said to hold it for Billy. I said that Col. Buford grumbled: 'Well, leave

> "I waited a couple of days and, the letter not having been answered, I dug it from the papers on Col. Busight. When he came down I called his attention to it and received a grumbling answer.

> "Two more days passed and still the letter was unanswered. There remained only three days to attend to it and there was little chance for Mr. Smith to return within that time. So picked up my notebook and pencil, marched into Col. Buford's office and sat down as if waiting for him to begin dictating.

> "'What's the matter?' He looked up in surprise.

> "'I'm waiting for the answer to that Running letter. It ought to go out to-night.'

> "'Confound it,' he said, hotly, 'you will drive me crazy about that infernal letter.

> "'It should be answered to-day,' I repeated. I had lost my fear of his cutbursts

"'Well, where is it?"

"'Right on top of your desk.'

"He grabbed the letter and read it with a start.

"'Whew!' he exclaimed. 'Come back in half an hour and I'll give you the answer. I'll have to look up the case a bit.'

"We got the letter off that afternoon-and it saved our clients nearly \$50,000. Col. Buford gruffly thanked me for being so persistent and when Billy returned he was quite loud in my praises.

'It was only another example of rising to the occasion. I was certain the letter required an answer, although I did not realize just how important it was, and I was determined that I would do all I could to make Col. Buford write it.

"But I wouldn't lay it down as a rule for stenographers to make practice of 'pestering' their employ-

that will enable a person to rise to the occasion, because the occasions Buford and told him I thought it are so different that no set rules will

'We have machines that will do everything but think, and some of \$2 to save the wedding festivities. Mr. Smith might not return in time. them almost think-but they can not take the place of a thinker. Don't be Philip R. Kellar.

> Good manners adorn good motives.

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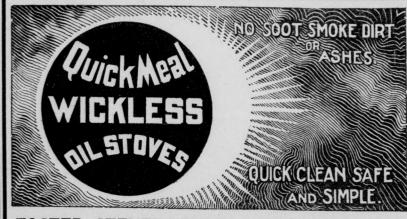
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Merchandising in Alexandria Sixty Years Ago.

Written for the Tradesman,

"Away back 'befo' the wah.' in the days of Franklin Pierce, James Buchanan, Howell Cobb, Jeff. Davis and Braddock during the French & Indian War-in Alexandria, Va., was a very popular suburban resort for the only six miles away up the river," observed an old merchant, "I enjoyed the distinction of 'standing' George White's general store in that city for a couple of years. To-day the matter would be expressed by saying I was a clerk in the store."

And with a far-away smile of pleasure over the reminiscence, he continued: "My, we sold everything from all kinds of seeds, vegetables, tobacco and hay to all sorts of fabrics and, as we then called them, Yankee notions. And our trade came in all manner of conveyances, critterback, sailboats, steamboats, carriages, wagons, yawls and dugouts, from across the river in Maryland, from down Culpepper way and from over the Ridge (Blue Ridge) as well, even from Washington and Georgetown. You know Alexandria was the big town in that district those days and then, as now, it was one of the finest ocean ports in the land."

"How far is it from Norfolk?" was the enquiry as the old gentleman relighted the cigar he had temporarily forgotten.

"They called it 175 miles by the river, but, bless your soul, that made no difference. All the coastwise trading vessels and many of the regular clippers from across the ocean came to our port. All of our cotton goods came to us from New England, New York, Philadelphia and Baltimore by water and practically everything we shipped out went by boat

"But what I was going to say is that a large portion of the trade that came to our store came through the negroes, coachmen and house-boys from the plantations."

"Boys?" queried the listener.

"Well, we called 'em 'boys,'" was the reply. "You know that was six or eight years 'befo' the wah,' when slavery was an institution. Yes, we called 'em all 'boys,' old or young. These boys, some of them mighty bright, too, could read and write and figure and were keen on a dicker when they had anything to sell. And what I was going to say is that one of the invariable guestions they asked whenever they bought a bit of flannel or a piece of pants cloth was, 'Is it all wool?' And our invariable reply was, 'Yes, it's all wool and a yard wide.' Then we would pull out a bit of the edge and hand the boy a piece of the woof and another piece of the warp. Usually the warp was a doubtful example of wool and the negro would look one straight in the eye with: 'Ah yo' shuah, boss, thet this yer is sure 'nough all wool?' And the sale depended on whether or not we could, without batting an eye, come

back with, 'Certain, it's all wool,' whether it was or not.

"In those days blue broadcloth was the ideal material for dress coats and what we called wool-gray or towngray was the popular thing for everyday wear. Once in awhile a houseboy or coachman would be the recip-Isaac Toucey, when the Braddock ient of a cast-off coat or pair of trous-House — headquarters of General ers from their masters, and not because they had any doubt as to the character of the material, but simply because they wanted to make sure American statesmen at Washington, that we would notice their acquisition, they would step up to the counter and with a look of assumed doubt would hold their arm over the counter or lift a knee level with it and observe: 'Say, boss, won't you jess into another, barium, worth less than that radio activity is a general proper-'nough all wool?'

"Assured that the goods was not only all wool but a beautiful fabric, the negro would then strut and pose, perfectly happy and confident that he was about the finest thing that ever happened."

Thomas Sefton.

Is Radium Really Only Barium?

Does radium, after all, exist? Dr. Gustave Lebon, the eminent Frenchman, says no, and offers to prove that radium is merely barium, if any one for the experiments. The net pracconsequences would be considerable. condensed energy.

M. Moissenne, member of the French Academy of Sciences and Professor of Chemistry at the Faculty of Science of Paris, is indignant with Dr. Lebon for putting forward the hypothesis that radium and barium are one and the same body. He points out that we know the atomic weight of radium, 2.26, and its spectrum. To doubt the existence of radium is antiscientific.

A third physicist, who withholds his name, does not go so far as to say will give him about \$10,000 to pay with Dr. Lebon that radium does not exist, but expresses his admiration tical result of these, as he points out, of the experiments upon radio activiwould be to convert one body, ra- ty of many other substances by which dium chloride, worth \$20,000 a gram, the doctor appears to have proved tech thet goods an' see ef et's sure a penny a gram. But the scientific ty of all matter and that matter is



MICHIGAN BEHIND.

Used To Lead All in Lumber Production.

Michigan used to lead all the states in the production of lumber. To-day Michigan yields precedence to six other States. Washington is now at the head of the procession and then in their order come Louisiana, Mississippi, Arkansas, Wisconsin, Texas and in seventh place Michigan. Except Wisconsin how many of these States were known for their valuable timber when Michigan was in her heyday-how many of them were thought to have anything worth while from the lumberman's point of view? Michigan a few years ago thought her timber resources were inexhaustible, and how rash and reckless was the slaughter of the trees. As the forests disappeared the lumbermen discovered their mistake and then began the search for new forests to conquer. Michigan lumbermen have gone to the Far West and to the South and others have joined with them, and the hum of the sawmill is now heard loudest far from what was once its home. The production of lumber in Washington and Louisiana is now double that of Michigan, and while the other States are not so far in the lead, with them in recent years lumbering has been growing in magnitude, while in Michigan it has been steadily growing

A bulletin on forest products has just been issued by United States Forester, Gifford Pinchot, in co-operation with the Department of Agriculture, which contains much of interest. From this bulletin it appears that there are 989 mills in Michigan, that they produced in 1908 1,478,252,ooo feet of lumber, with a total value of \$22,967,344, the production and value being about evenly divided between hardwood and soft. Going into details the production, according to specie and value, was as follows:

Soft Woods. M. feet Value White pine205,235 \$4,135,485

	0, 00	111 0011-0
Hemlock	495,379	5,954,456
Spruce	17,067	268,635
Cedar		
Tamarack		
Balsam fir		
Hardwo		
	M. feet	Value
Oak		\$ 503,082
Maple		6,666,877
Beech	85,746	1,126,702
Birch		804,717
Basswood		1,082,849
Flm		1,008,542
Cottonwood		
Ash	21,091	423,929
Hickory		24,914
Walnut		10,295
Sycamore		8,757
Cherry		28,826
All others		5,265
Other Pro		

M. feet Value

which he despised, and maple, which sixth in cherry and is classed with the he admitted was excellent for wood, but had no value as lumber. But in quantity cut the despised hemlock now leads in Michigan, in value maple is far in the lead and pine holds third place. A generation ago the self respecting lumberman would have scorned to cut spruce, cedar, tamarack or fir except to get it out of the way, and half the hardwoods now on the list would have been laughed at as having value. But times and conditions have changed. Almost any kind of tree that grows is now looked upon as of value. This in part is due to the growing scarcity of timber and partly to the fact that men have learned how to make all timber useful.

In quantity produced and value white pine used to lead all the rest, but to-day the production of all the other soft woods combined but little more than equals that of yellow pine. The cut of yellow pine in 1908 was 11,000,000,000 feet and then come Douglas fir and white pine, each a little more than 3,000,000,000, the fir leading, and then in their order hemlock, spruce, Western pine and cypress. Of oak the cut was 2,771,511,-000 feet and maple was about onethird of this, yellow poplar one-quarter and the others in ofder were red walnut, sycamore and cherry at the bottom of the list.

Louisiana is the great yellow pine State, producing 20 per cent. of the whole, and then come Texas, Missisippi, Arkansas and other Southern States

Douglas fir is a Western timber and Washington produces 62 per cent. of it, Oregon 31 per cent. and the other Western States smaller amounts.

Minnesota is first among the white pine States, producing 32 per cent... Wisconsin with 15 per cent, is second and it will surprise Michigan to know that New Hampshire, Maine and Massachusetts are ahead of this State. Michigan's share is only 6 per cent. of the whole. In explanation of the prominence of the New England States it is stated that large tracts once cut over have grown new forests and these forests are again being cut.

In the production of oak Kentucky, West Virginia, Tennessee and Arkansas lead in the order named and Michigan's place is twenty-second, below Oklahoma, Louisiana and Connecticut.

Michigan is led only by Wisconsin and Pennsylvania in the production of hemlock, has thirteenth place in spruce, with Maine at the top, and of maple cuts four times more than any other state, with New York in second place and Wisconsin third. Michigan also leads in beech, with Indiana and Pennsylvania closely following, and is third in birch, with Wisconsin and Maine leading and New York in fourth place. Michigan Shingle905,555 1,996,007 basswood column, and the same is How these figures would have as- true of elm. Michigan is third in cetonished the old time lumberman. dar, Washington and Idaho leading, How he would have opened his tenth in cottonwood, first in ash, with eyes to see white pine, which was Arkansas and Ohio closely following, his king, supplanted by hemlock, third in tamarack, third in balsam fir,

"also runs" in walnut and hickory.

The only State producing redwood is California; fourteen States produce chestnut, with Pennsylvania and West Virginia leading, and cypress, yellow poplar and red gum are Southern products. The production of red gum has more than doubled in the last five years and this is due to its increased use for furniture and interior finish. Larch is a product of the West, cottonwood mostly of the South, while fir is of the Far West, balsam fir mostly of New England, tupelo of the South and the chief States for walnut are Indiana Ohio and Missouri.

The statistics show that \$1,651,417 worth of mahogany lumber was sawed in this country, chiefly in Kentucky, Louisiana and Alabama. Other woods used for lumber purposes are buckeye, locust, persimmon, cucumber, apple, Spanish cedar, willow, dogwood, hackberry, alder, myrtle, sassafras, magnolia and coffee tree. In the production of apple wood lumber Michigan leads and New Jersey and Pennsylvania follow. The total production of apple wood lumber is only \$11,375.

White pine shingles are now but a small factor in the market, according to the statistics. Cedar represents gum, chestnut, beech and birch, with 75 per cent. of the total production, cypress 9.5 per cent., yellow pine 6.6 per cent., redwood 3.7 per cent. and white pine only 1.5 per cent. Other shingle materials are spruce, hemlock, chestnut, Western pine oak, with traces of fir, yellow poplar,

red gum, cottonwood, elm, ash and walnut. Lath is a by-product of the sawmill and is made of all sorts of remnants that can not otherwise be utilized. Washington leads all the states in lath making, with Louisiana, Minnesota, Wisconsin and Maine above Michigan.

Every time a chronic kicker stubs his toe he imagines the world is

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Grand Rapids Dry Goods Co.

Exclusively Wholesale Grand Rapids, Michigan nd

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CENTER AISLE NOTES

Anent the "Do Your Christmas Shopping Early."

Written for the Tradesman.

With the season of extra clerks variety of special goods on exhibition, telling of the approach of the holiday merchandise season, comes, also, the time for noting the idiosyncrasies of those who are shopping.

When the average woman, be she just out of her teens or the wearer of wrinkles and white hair; be she fresh in the beauty and glory of young motherhood or subdued and interesting as the anxious head of a growing household; she is impressed with the responsibility which attaches to the details of shopping.

It is a matter of real business with her-perhaps the only real experience in actual business which is her privilege, and so, freighted down with a variety of missions each one of which must be executed in an especial way, she indulges in self absorption. There is the bit of lace for this one, something in neckwear for the other; that one needs underwear, someone else requires shoes or hosiery and so it goes with an item from each section of the great department store and-"Oh, yes, I must not forget those toilet essentials."

It is not singular that she is preoccupied as she enters the store or that, deaf to the buzzing, bustling, busy environment, her thoughts and entire attention are centered upon the carefully penciled list in her pocketbook, which, in turn, is within her handbag. She is impressed that she must begin things right, just as she has them jotted down "and then I won't forget anything and besides I will waste no time," she adds as she makes her way to a counter.

"Anything I can do for you, Madame?" courteously inquires the clerk who, busy trying to create a clear space on the counter before him, notes the lady's coming.

There is no reply. The lady is busy looking over the piled up, incongruous mass of dress goods which, to satisfy the lady who has just left after making a purchase, has accumulated. "I don't see what I am looking for," says the lady as she hastily scans the shelves back of the clerk and that official observes: "What was it you wished to see?"

Still no answer, as the lady slowly sidles along to the left, with her eyes and thoughts fastened upon the shelves. And then, as the clerk directs his attention to another customer who is approaching, she awakens with "Just a minute, please. I

Thus recalled, the clerk waits patiently as the lady deliberately. gracefully and tediously manipulates handbag and pocketbook. Present- comprehended the man's enquiry and ly she says: "I saw some wash dress goods in here yesterday-"

"Next aisle, please," is the direction given by the still amiable clerk as he turns to serve the new cus- in a very confidential almost whispertomer, and the lady looks hastily to ing tone, he added: "Do you know, the right and then to the left, and me gur-r-l, I've been wond'rin' all

throng.

One day, recently, a richly dressed lady, quite evidently one of the hautton, entered the store with a smile back of counters and an unwonted ly confused nor preoccupied and indicating that she was not especialstepped up to the perfume counter to be greeted by the lady clerk with 'Anything for you, Madame?"

> The madame made no response, having an intense discussion on with her silver mounted pocketbook and its contents. Out came samples of silk, bits of paper, a pencil, a couple of pocketpieces and a bill or two, the clerk smiling and silent meanwhile. Then, with a puzzled, somewhat blank expression on her face, the lady glanced at the clerk who at once and in her very sweetest voice repeated: "Anything for you, Madame?"

Again there was no reply, the lady having, figuratively, dived down into her pocketbook once more. Presently, however, she drew out a card and without a word handed it smilingly to the clerk. This young lady at once realized that she was waiting upon a mute, possibly a deaf mute, and her color came abundantly to her already rosy cheeks as she thanked the stars that she had not been impatient with the unfortunate visitor. Looking at the card that had been handed to her she read the word: "Frostine." Turning the card over she wrote "17 cents," on the reverse side and with a sympathetic smile returned it to the lady.

At this, a great light dawned upon the visitor and with a hearty laugh she exclaimed: "I don't blame you a particle. It is solely my own fault. I heard you each time you asked if I wished to be waited upon and didn't answer you either time."

The lady clerk attempted to apologize but the customer stopped her with: "Laugh! I know you feel like it, and you are entitled to do as you feel. Don't apologize, let me do that."

my husband that he is married to a mute."

"He won't believe you, he knows better," was the clerk's reply-a bit of natural Irish ready wit.

Speaking of Irish wit, a rosy faced, jolly Irishman entered a store the other day and addressing a lady clerk in the house furnishings department, said: "Will yez plaze show me wan o' thim heatless cookers?"

Fortunately the girl, Irish herself, pleasantly conducted him to a fireless cooker. "These are the fireless cookers you-" she began.

"Sure!" exclaimed the man, then, exclaiming, "So it is! How stupid of the way down town how in the divil

wan could boil praties wid a shtove tentative 'before Christmas' inspechavin' no heat. Whist, don't give it tions." away."

"We don't," responded the girl with a smile, "it's \$6 for this size an' \$4.75 for this size"

"I'll go you tin dollars you're Irish," said the man.

"You win," responded the girl. 'Shall I have one of this size sent

And the girl made the sale and a new and firm friend at once.

"Do you find that the 'Do your Christmas shopping early' idea helps matters at all?" was the enquiry a gentleman made to a lady clerk who was waiting upon him.

"Well, really I don't know," was the reply, "it's almost too new a thing to decide upon. I think however, that so far the result has not been quite what was expected."

"How so?" asked the customer, who evidently was favorably impressed by the lady's looks and manner and rather enjoyed the prospect of a chat.

"Well, you know," and the lady bestowed a winning smile upon the gentleman, "the men customers are all right. Delightful. They know just exactly what they want, they don't haggle over prices and getting what they ask for they buy it and go away and one knows that a sale has been permanently made. But the women-a too large proportion of those who are doing the 'shop early' stunt are simply looking around. They come in and paw over things to their heart's content without letting the clerks who try to wait upon them know that they are alive.'

"The clerks or the customers?" wickedly enquired the man.

"The clerks, goosey. Trying to be funny, aren't you? Those shop-early women come in and silently look at and feel of everything within reach without saying a word or answering a question and then go away without And the thoroughly amused pair buying a thing. And as they go-just did laugh, heartily and in spl ndid for fun, you know—we say, under our harmony, much to the curiosity of breath, 'Good night, dearie.' No, as floor walkers, clerks, cash boys and for myself, I like the old time rush all and the lady, having obtained and and crowds of the Christmas season. paid for what she wanted, told the It spurs one's pride; provides a novel clerk: "I'll keep this card to show and interesting test of one's ability as a salesman and I prefer it to the

"You know the reason why, I suppose?" was the gentleman's final proposition and when the saleslady asked: "No, why?" he responded: Because you know your department, you are fond of it and, strong, healthy and very attractive, you enjoy the excitement."

As the man walked away from the counter with a self satisfied smile over his cleverness, the girl observed to a lady who had just stepped up to the counter and with whom she was well acquainted: "Do tell me who that conceited old jollier isthe one over there-just entering the elevator." C. H. Seymour.

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In which to sell holiday goods, and if your stock needs replenishing you will want goods in a hurry.

We still have a good assortment of Handkerchiefs, Neckwear, Mufflers, Suspenders, Ladies' Handbags, Purses, Perfumes, Novelties, etc.

If you want goods in a hurry telephone your orders. We can fill them promptly.

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Wholesale Dry Goods

Grand Rapids, Mich.



Effect of Weather Conditions on Shoe than ever before in the history of the Trade.

Written for the Tradesman.

Take it all in all shoe retailers throughout the country seem to be getting business in paying quantities, notwithstanding the fact that weather conditions, from a shoe retailer's point of view, are not exactly looked the fact that many of these ideal. The extreme openness of the shoes which are discarded, both by season in most sections of our coun- dressy men and dressy women, are try are not conducive to heavy shoe buying. It requires cold and slush, out but because they are unseasonable snow water and frost crystals to persuade lots of people that their old tions of Dame Fashion. It would be summer and fall footwear are inadequate. A cold, penetrating, bonechilling rain for about two days or a sizeable snow storm does more to persuade your average citizen that it wouldn't be a bad idea to discard his fall Oxfords (maybe his thin-soled, summery low-cuts) than all your cleverly wrought newspaper adver- bers of which seldom, if ever, really tising. When snow water and frost get the maximum of wear from a pair begin to percolate through worn and of shoes. They wear their shoes for soggy soles a winter shoe with thick a few weeks or a few months, as the soles and solid looking upper leath- case may be, and then because the er looks good to your average citi- toes have become slightly skuffed, or

shoes both for comfort's sake and for economy's sake is more marked ed, the shoes are passed on to some among men than among women. The servant or friend or relative. Peoshort skirts, especially for street ple of this type can, of course, keep wear, bring women's shoes more conspicuously into view than used to be the case, and as a consequence the ever they desire. well dressed woman makes it a care to keep herself provided with shoes that are seasonable as well as neat and stylish in appearance.

the remainder of woman's costume is a far more important factor than it used to be. It would be difficult to over-estimate the importance of this fact both in respect to the shoe manufacturer and the shoe retailer. The multiplication of shades in dress goods has put the tanner on his metstimulated the manufacturer to more activity and fruitfulness in the way of style-production. The the times in the matter of dress must at the same time. perforce buy more shoes than she principle holds when it comes to the it used to be and more regard is paid varieties of feet in the world. to seasonableness in men's footwear to seasonableness in men's footwear Some dealers have a "foot-fitting than ever before. For this reason system," consisting chiefly of certain the average man is buying more loose sheets or charts, scientifically

trade.

From this fact some writers—and a great many laymen who are not writers--have drawn some illogical inferences. One of these is to the effect that present-day shoes are not as durable as the output of ye oldtime craftsmen. But they have overdiscarded not because they are worn or just a trifle behind the latest creasurprising, doubtless, to know the exact percentage of shoes among the well-to-do which are thrown side or given away to less prosperous friends or servants. There is a large-and continually increasing-class composed of men and women of the more prosperous and dressy sort the memthe original freshness and finish of This tendency to hang onto old the shoes are dimmed because of use, or the original shape is partially spoilabreast of the latest footwear styles and they can buy a new pair when-

But it was of the average citizen of the male persuasion that I was speaking when I referred to clinging to old shoes until their day of beauty The relation between shoes and and service is manifestly "in the sear and yellow leaf." On account of this man-and he is in the majority in most communities-the retail shoe dealer is decidedly in favor of cold weather about this time of year.

Finding the Shoe That Fits.

I recall having read somewhere recently a facetious and laconic bit of tle, while the shortening of skirts has advice for the shoe retailer, namely: "Give 'em fits!" And the average retail shoe merchant would doubtless practical be delighted to give each of his cusbenefits accruing to the retailer from tomers a perfect fit if he could fit this situation are not far to seek. The their feet, please their fancy and suit woman who tries to keep abreast of the exact capacity of their purse all

There are a great many so-called used to. To a less extent the same rules for fitting feet. The only trouble with many of these rules is well dressed man's footwear. The that they sometimes fail to work and style-feature is more capricious than that is because there are so many

pairs of shoes during a twelvemonth devised for ascertaining the exact



Very Few Kicks

You won't have much trouble if you sell Boston Rubbers. Bostons are always durable. Besides in style, looks and fitting qualities Bostons always excel.

Rubber weather is here in earnest and we are prepared to give extra prompt attention to your order for the kinds and sizes you need.

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Cold Weather is Coming

Order Your Warm Rubbers Now

Romeo Alaskas

Men's English last, F and W Men's Potay last, F Men's Columbia last, F Men's British last, F

Women's English last, M, F Misses' English last, F Child's English last, F

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Dukes, One-Buckle Men's English last, F

Men's British last, F Women's English last, F Misses' English last Child's English last Men's Heavy Bkl. Arctics British F and Regular W

Four-Buckle Arctics

Men's Polar, Regular W Men's Portland, British F Men's Portland, Regular W Men's Emperor, English F Women's 3-bkl. Empress, English F Misses' Empress, English F Child's Empress, English F

English last has a medium toe. British last is a swing last with wide toe.

Potay last is a swing last with medium toe. Columbia last is a swing last with narrow toe.

Fit, style and wearing quality of "Glove" rubbers is unexcelled.

If you must have second quality rubbers, however, order Rhode Islands.

> Hirth=Krause Company Grand Rapids, Mich.

measurements of the foot at important points. And the way these charts are used is simplicity itself. The customer just places his (or her) foot and saying. on the chart with the heel at a certain line and a lead pencil is drawn around the foot. This determines certain measurements; then by adding sizes or half sizes the exact size and width of the shoe are determined.

Perhaps the greatest value of the chart lies not so much in its actual scientific accuracy as in its psychological influences. It looks convincing enough doubtless to the average shoe buyer and has the very commendable virtue of impressing the customer that he or she is going to be thoroughly fitted. And that, believe me, is an important desideratum. But if the foot happens to be "squat" or short and plump or somehow or other out of kilter-and almost every pair of feet have some peculiarities of one kind or another-you've got to make allowances and use your imagination, and incidentally do some rapid talking, some rapid thinking and perhaps a little pure bluffing.

But there is this consolation: there is not one man in fifty who really knows just what style or size or width of a shoe he ought to wear. Most people are altogether innocent of any exact, specific knowledge about their foot requirements or about the nature of leather. You may not know all there is to be known about shoes-most likely you do not-but you probably know vastly more than the average man who comes in to be fitted. And it is up to you to show that you know.

The Confident Air.

This is accomplished for the most part by the confident air and do you know I like the positive fellow. Don't you? I don't mean the uppish, cocksure cad; but one of your sort who is dead sure-even if he is considerably mistaken.

Confidence is a good thing anywhere. In a shoe dealer or a shoe clerk confidence is a veritable sine qua non of success. A man may have all of the virtues in the catalogue, but lacking confidence he is as sure to fail as a spent sky-rocket is certain to fall. On the other hand a blooming, spectacular and wholehearted assurance makes a man succeed when all his friends and near relatives predict failure.

I once knew a shoe clerk whose confidence in his ability to judge shoemaking, determine leather values and cinch sales to people of all sorts was a quality beautiful to behold. He did not have any of that nasty, ireincurring egotism about him, but he did seem to exude an atmosphere of cognoscibility.

He wasn't a college man-not even a high school graduate; wasn't what you would call a particularly brilliant fellow, and I fear me that much of his shoe talk was pure bluff and wouldn't for a minute stand the spot light. But he was prodigiously convincing. He conveyed the impression of having on tap an inexhaustible supply of bona fide shoe lore. He wore a look of finality. And he got on famously with his customers just

because he was beamingly confident. the various processes through which He impressed them with the idea that

Now when it comes to knowledge about shoes, leather and shoemaking the average shoe dealer or the average shoe clerk knows enough to equip him for most any exigency in the course of his business duties; but not all of them are fortunate in the matter of creating a convincing atmosphere. They lack a certain element of confidence in their capacity to convince.

Confidence Backed by Knowledge.

If confidence alone is a good thing the summer. for a shoe clerk or a shoe store owner or proprietor, confidence backed by exact knowledge of shoes, leather and the processes by means of which leather is converted into shoes is vastly better.

In these days when manufacturers are laying bare the secrets of shoemaking and describing, picturing and explaining the qualities of leather and the processes of shoemaking ignorance upon these topics would seem to be a high crime and misdemeanor on the part of any one connected with the shoe retailing indus-

Facts are easily accessible. They ought to be mastered. A shoe man ought to know his proposition. He ought to have at his tongue's end nage-the old-time bark or vegetable process and the modern chrome or mineral process. He ought to be

the shoe passes on its long journey he knew precisely what he was doing from the stock room to the packing department. Clerks in city stores where shoe factories are accessible ought to visit the factories often. They ought to go through under the care of the foreman and have each process thoroughly explained them. And clerks living in sections remote from cities where shoes are manufactured ought to make it a religious duty to seek out the shoe factories when they go to the cityand most of them will be visiting the city from time to time, especially in

> There used to be an expression about being able to give a reason for the hope that is in one. The shoe clerk who is long on reliable knowledge about shoes can give a reason for his hope; to-wit, the hope of convincing his customer. He can back up his statements about this shoe or that shoe by solid arguments. He can deal with facts-solid, substantial, indisputable facts. And the man who is thoroughly acquainted with the subject will always impress people favorably.

> > The Trade Situation.

Recent quotations in the hide and leather market have not had the effect of relieving the acuteness of the situation. The upward tendency in prices still continues. True some of the details of the methods of tan- the closest observers of conditions in the leather market are convinced that prices have at last reached the topmost limit. But who can tell? able to describe in an interesting way It is a precarious thing to link one's



No. 983. Men's Vici Kid or Velour Calf Blucher. A sightly shoe made over a tread-easy last.

What's In a Name?

Well, it all depends on what the name is. If it's

H. B. Hard Pan

on a shoe it means as much as "sterling" does on silver

It means the most satisfactory hard - service shoe ever put on the market.

If it's the Bertsch Shoe it means a Goodyear Welt hand Sewed Process shoe that has come right into the front of the front rank.

Dealers everywhere are re-ordering from first shipments.

To this add the fact that they are bound to be popular because they are made right. Back of all this are fair, honest prices that will please you and please your trade. You can see the samples of both lines for a postal.

Herold-Bertsch Shoe Co. Grand Rapids, Mich.

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. &



name and fame with an ultimate pre- that there are a whole lot of other Merchandise Displays Suitable For

It has been said that tanners can not turn out leather at the rates quoted some weeks ago. Consequently they must now quote higher prices. Six weeks ago they were buying green hides for less money than they are now paying. But some one will ask, Why are hides higher? Perhaps the simplest and sanest answer is that hides are scarcer now than ever before. I heard an old-time German butcher who has been in the business for more than forty years say that the fancy prices he is now getting for green hides are higher than ever before in his experience. It is fortunate for the consumers of meat that hides are bringing such fancy prices. Otherwise the price of meat would be almost prohibitive. Hides are a by-product. You can not raise animals profitably for their hides alone. And even with fancy prices for hides, thus enabling the butcher to sell meat at much less per pound than would otherwise be possible, the price of meat has been (and is yet) so high many people have virtually been compelled to cut down their consumption of meats and take to less expensive food stuffs. And in the meantime many new uses have been discovered for leather.

For months now shoe manufacturers have been buying conservatively. Now they will be forced in a very short time to go into the leather market actively. Since the leather market has successfully withstood the test of conservative buying for lo these many months, will prices decline as shoe manufacturers are forced into the market? That would be an anomalous situation. It would violate the most fundamental principle of sapply and demand.

So, judging the situation from present indications, there does not appear to be much hope for cheaper leather in the near future. And that means that shoe manufacturers can not quote lower prices-in many cases they can not quote the same old price. Indeed, many of them have frankly advised the trade-just as furniture manufacturers are doing with their trade-that they must look for advanced prices provided they want the same value to appear in the shoe. The margin of profit on pair of shoes has to be, in the nature of the case, a fair margin. If materials go up the price must go up pari passu with the upward trend of materials-or the shoe must be "skin-That means that cheaper materials must be wrought into the shoe to offset this increased cost of production. But "skinned" shoes mean dissatisfaction all round.

Now the moral in all this for the shoe retailer is right here: Don't anticipate any forthcoming decline in the price of shoes. Buy now-and buy commensurate with your needs. If there is a slight advance in the asking price do not imagine it is a trumped-up game to bunco you. Just pay the advanced price and remember

diction as to the ultimate goal of retailers in the same boat. Pay the soaring leather prices in these times advanced price and be sure to cover of unparalleled uncertainties and sur- it amply in the price at which the your home and receive him in the shoes are retailed. Cid McKay.

bring the most exciting and exacting him to ride and offer to take him days of the whole year, and those in a wheelbarrow. You would not who are concerned in the handling invite him to a feast without first arof the holiday business must con-ranging for the spread. How is it stantly bear in mind that they alone with the customers who are being inare not the only ones who are work- vited to your store? ing on high-strung nerves and tired muscles.

such days as these is as much good day gifts. There are many reasons business as to have the highest why the buying public should do this; amount of sales in the house; to be let the merchant be careful not to considerate of every one of those give it any reason why it shouldn't. who are honestly endeavoring to help the stock of goods out of the to lend a Christmas air the average store is as much a right part of busi- hardware store is about the plainest, ness conduct as to promptly attend most prosaic proposition imaginable. to each appearing customer and get So while urging upon the public the all that is possible of his or her fact that the hardware stock in-

no matter what their policy for the store itself should breathe forth some rest of the year. That means a daily of the spirit of the occasion. Effort service of from 12 to 14 hours, and in this direction will be well spent. those days will be jammed full of While it may seem to some merchants hard work of every sort. To get the to be a mere matter of sentiment, it right results the store forces must is nevertheless a powerful influence be kept in the best possible humor. upon the minds of customers, espe-The bosses must put on the smile cially, as is now the case, when the that won't come off, and the clerks spending of money is largely governmust forget to snap at their neigh- ed by sentiment. bors when matters go wrong.

The store that takes everything cheerfully and makes the best of all dows and about the store will in a sorts of predicaments and situations measure overcome the bread-and-butis the store that will get the most ter plainness of the hardware shop. out of the holiday trade and will More elaborate efforts are usually come to its work on the 27th with worth while, but the use of everthe best prospect of doing something greens and inflammable roping should good in that usually bugaboo of a be indulged in judiciously, for there week before the New Year.

able during the holiday selling; bear violating insurance regulations which ye one another's burdens and you'll in case of accident might prove even surely find the stock and the cash in more disastrous than the fire itself. a satisfactory condition after it is all over.-Boot and Shoe Recorder.

It is the easiest thing in the world for a man to keep his troubles to himself if he has none.

Our unfairness is always based on a lack of faith in our fellows.

My own faults are failings; my neighbor's are vices.

the Holidays.

woodshed (unless for some cause you Everybody Push During December. had reason to be looking for him The first three weeks of December with an axe). You would not invite

It is understood that hardware merchants are asking, even urging, the To be charitable to a neighbor on public to go to their stores for holi-

Unless some special effort is made cludes scores of practical and accepta-Most stores will be open evenings, ble presents, let us not forget that the

The Christmas Garb.

A few wreaths hung in the winis not only the danger of fire to be Don't get foolish and unmanage- thought of, but there is the risk of

> A branch of holly or a bell or star hung from each chandelier and occasionally alternated with a wreath

> > It Pays to Handle MAYER SHOES

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-amoment stock where it be-

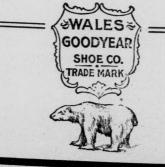
Let us have your order early-today.

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

You get them in the **ERVICE** ATISFACTION 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 around the walls or shelving will give an excellent effect with practically no risk. Small sprays of holly with the cheerful red berries laid in windows and showcases help to associate the merchandise on display with the gift idea. Backgrounds and floorings of holly paper are easily arranged and inexpensive.

Gift Suggestions To the Front.

Rearrange the windows, the showcases, the tables and counters. Get out every possible line that can be applied to Christmas giving and display it prominently. Let the price tickets and announcement cards be of design and wording in keeping with the idea. This requires thought and effort, but it is worth it. Tool displays might be allowed to stand for tools make good gifts, especially when they are grouped in sets or kits at a bulk sum for the outfit. The same might be said of the cutlery and tableware cases, but they should be rearranged with the Christmas idea in mind. The live showcase is in truth 'a silent salesman."

At this season people are looking for holiday suggestions. They are in humor for buying gifts. If the whole store reflects the spirit of the occasion the merchant will be surprised at the number of apparently irrelevant things that he will sell while his customers are in a purchasing frame

Christmas Window Display.

No detailed plan of window display can be given that will apply to all stores alike, because the lines of merchandise carried by different stores vary widely. While the principal features of display may be generally employed, the smaller details must be governed by the character, the scope of each establishment.

A Santa Claus window is always effective. So is a trimmed Christmas tree, but this plan is open to the objection that the tree is dangerously inflammable. However, with modern electric lighting devices the danger can be minimized.

No matter what the "star attraction" may be it should not be forgotten that the chief object from the merchant's point of view is to display merchandise and stimulate the demand for it. Those displays which are entirely "feature" or "show" are usually ineffective in getting direct results, for the simple reason that they do not get people into the store.

A Successful Tableau Series.

One of the most satisfactory efforts in this direction was made by a firm that arranged a fixed setting or background for their window by using a fancy mantelpiece and an open grate. In conjunction with this scenic effect three figures were employed. nearby. One was Santa Claus made from a clothing dummy. The other two were a boy and a girl made from large dolls. These figures were arranged in a series of three tableaus, announced in the advertisements of the firm and changed three times during the two weeks prior to Christmas, always with the same principal features, but with different merchandise.

Christmas," in which the children ap-

in the act of hanging their stockings especially bought for Christmas sell- quickly accepted and, on a date chosby the grate. Peering between por- ing seem to lag and hang on put the tieres at the side of the window was knife to the price and get it out while the jolly Patron Saint, half concealed the public is in a buying mood. from view. The floor, table, mantelpiece and rear wall held a profuse display of gift suggestions, respectively ticketed, "What Father Wants," What Mother Wants," "What Sister Wants," "What Brother Wants." The appearance of a glowing fire in the grate was obtained by means of concealed electric lights.

The second tableau was "Spying on Santa Claus," in which the same figures and background were used, but in this Saint Nick was seen in the act of filling the stockings, while the merchandise display had been entirely rearranged and articles were strewn about in apparent disorder as though he had just taken them from his pack which stood on the floor, seeming to be overflowing. In this window the tickets had all been replaced with neat cards bearing the price of each article and no further comment. In this the two children could be seen peering cautiously between the portieres, clad in their nightgowns. Because of the value of the prices this display was allowed to stand longer than either of the other two.

Shortly before Christmas the display was again changed and this time it was called "Christmas Morning." "Merry Christmas" cards appeared in profusion and the merchandise was now marked "For Father," "For Mother," "For Sister," "For Broth-"For er," respectively. The two children could be seen examining their presents, bicycles, skates, kitchen sets, knives, miniature sweepers, etc., while the gifts for father and mother included many other articles that might never have been generally thought of had they not been suggested in this manner.

Special Store Features.

A live Santa Claus in the store is always a drawing card, even when he does nothing more than shake hands with the youngsters and write down their names and addresses. If he can give a small toy or picture book to each child accompanied by parent or guardian his presence has double importance-that of winning the good will of the children who will some day be possible customers and that of bringing their elders into the store with them.

A large Christmas tree within the store, ostensibly bearing a present for each child, is also attractive, but in reality it should hold a lavish merchandise display which is not dis-turbed, and the children's presents should come from a box or bin

Clearing Holiday Goods.

In connection with displaying holiday goods a word regarding clearance of all goods of peculiarly holiday nature should not be amiss. This clearance should be made before Christmas.

Merchandise which is not good staple stock can not be moved after the Christmas fever is over, even with The first was "The Night Before dynamite. Every merchant knows well that it does not pay to carry it peared in day costume as they were over. So if odds and ends of stock

Bitter as the medicine is it is betinvestment for a year and then take the dose anyway.—Iron Age-Hardware.

Stumps.

Written for the Tradesman.

commanded, and the matter was dropped. A club was organized with a long list of officials and a constitution and by-laws covering several vards of paper. The players met for practice on Washington street, in the cemetery and at such other places available, and when he felt confident that his men had learned the rudiments of the game, Capt. White issued a challenge directed to the Kent Baseball Club of Grand Rapids, champions of Kent county, to play a game with the Grand Haven nine at Grand Haven. The challenge was

en, the Kents journeyed to Capt. White's town at the mouth of the river. Lon Porter, Dwight K. Hulbert, John B. White, Lew Waldron, ter to take it early than to tie up the John M. Avery, L. H. Withey and other mighty athletes represented Grand Rapids and, after dinner had been eaten, the contestants proceed-They Played Baseball Among the ed to the ball field. Such a one has never been seen since. The field was filled with stumps and there was In his early manhood, T. Stewart scarcely clear space to lay out a White was a devotee of the National diamond. Base lines were diverted game of baseball. Indeed it may from a straight course in several intruthfully be said that in his mature stances by the stumps. The men of years, he would rather witness a Kent protested vigorously against lively game of baseball than many playing on such a field, but Capt. other kinds of amusement. Mr. White taunted, dared and railed at White formerly lived in Grand Hav- the visitors so annoyingly that they en and was the acknowledged leader finally took the field and the game in athletic sports. When he failed began. The visitors could not make to lead he turned the duty of leading much headway against the combined over to Frank E. Gates temporarily. prowess of Capt. White's men and Mr. Gates had won a championship the stumps in the field, while the men with the sculls and really merited Mr. of Grand Haven, trained in that par-White's kindly consideration. In the ticular line of play, pulled off wondays of which I write Grand Haven derful feats of skill and agility. The did not contain much clear land. The presence of the stumps did not instumps had been pulled out of Wash- terfere with their work in the least. ington street and there were stretch- They had been trained to leap upon es of beach land over which a car-them to take a hit ball, and to leap riage could be driven short distances. over them when running, while with One bright sunny morning Mr. the bat they dropped the ball in spots White decided to organize a base- where the stumps were the most ball club and, summoning the youth numerous. Grand Haven won, as a of the city to his office, he revealed matter of course, the score standing the scheme. "Where can we find 38 to 4. With the aid of the stumps grounds fit for a ball park?" one of Capt. White's nine were able to detheir number enquired? "Don't say feat all comers to Grand Haven that a word on that subject," Mr. White year. Arthur S. White.

MOTOR DELIVERY



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 Blackboards Bookcases 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



Psychology of Salesmanship Consists of Pleasing Personality.

Now that Professor Hugo Munsterberg has put the stamp of his scientific approval on psychology in business we may expect commercial colleges to add that hitherto rather abstruse subject to their courses of study for prospective business men.

Taking it along selling lines, the average salesman thus far does not think much about psychology when he is trying to coax a customer to come with an order. Indeed, it may be questioned if the average salesman could give even a halfway satisfactory definition of the word "psycholegy," if he were held up for it suddenly. He has heard of it, of course, if he has read at all, but just what it means he has seldom or never stopped to think. If he ever has thought buy and although the Professor does about it it was only to think it was some "dope" or other as far removed from business as could be.

Yet it does bear a very important relation to business and the salesman who studies the matter and learns what there is in it will very soon discover the value of it. Long before Professor Munsterberg promoted its publicity by his approval many salesmen practiced it every business day of their lives. They do it now, but most of them do not know that they exercise a psychological influence over customers and they do not care. What they want is to sell goods.

Experience has proved that it is not the man who has the best brand of goods or the most satisfactory prices who always has the best grip on his trade. Good goods and right prices are valuable assets to the salesman, but the man with the pleasing personality is the one that the customer always likes to see; and no matter what he has to sell he will sell it if the customer can possibly make an order. That is the psychology of salesmanship. In the vernacular such a man is described by his fellows who invariably say: "Oh, he's got 'em hypnotized." That may sound like slang, but it is science. Professor Munsterberg has not said so in these words but that is what his position signifies.

What this winning quality is can not be definitely stated, nor can it be acquired, although it may be developed by training, but it has marked effect on the customer and has no relation to the goods the ity has its strength in that its possalesman may have to offer. Another salesman, although his goods and his prices are all that could be de- He is not a mixer and a spender and sired, his manners good and he ap- when he gets a dollar he knows

gets really close to his customer. He may sell him a bill and give perfect satisfaction, so far as the business is concerned, but the customer would may think there is in it. not miss him greatly if he never came back. Really, he would just about as soon he did not come back. He can not explain why, but the salesman is lacking in pleasing personality and he gives him the order only because he actually needs the goods. "Pleasing personality" is the less scientific term for psychology. These are the salesmen to whom Professor Munsterberg may come as a ministering angel. If they will become munsterberged, so to speak, they may make friends of their customers, not mere business relations.

Psychology prevails not less in stores where the customer goes to not mention the fact, yet it is a fact certain clerks attract and frequently customers will wait for many minutes to deal with the clerks they like. They do not get goods that are any better or prices that are lower, nor is one clerk any more conscientious or more polite than the other, but that is not what the customers are after. Possibly the less attractive clerk is the more careful and reliable, but the customer finds in him some indefinable quality that repels and he wants to deal with the attractive clerk. It is not physical attraction, nor moral, nor mental, nor religious, nor any of those human attributes that may be segregated and defined. He does not know what it is, nor does he care. He only knows he wants to deal with a certain clerk and it is that one for him if he can possibly get him. That is again the psychology of salesmanship and applies no less to men than to women clerks and to customers. It is some not clearly defined human quality which compels a response, either attractive or repel-

Fortunately for the salesman who lacks in the attractive quality which catches the majority, all customers are not alike and he finds some who do not differentiate psychologically between clerks or salesmen on the road. These constitute his clientele and save him from losing his job. What they want is the goods and the means is not closely considered, beyond fair treatment.

But the psychological question has two sides and the less attractive qualsessor is usually a better business manager than the more attractive.

the office of the firm of which he and the other man in due time may charge of a girl. She was a gumbecome members, looking out for the financial end of the business. Many I scowled at her, but she did not fling men have been called in from the road to do this kind of work. The attractive man gets the trade and and she said it was none of my busimakes the friends and the other collects the bills and handles what the drawing man pulls in. Nearly every successful firm is constituted in this way, and it works well because it is the proper combination of winning force with retaining power. Business is not all psychology, however much of the "dope" Professor Munsterberg

It is hardly necessary for a salesman to make a profound study of psychology as it affects his success, but he should have a good working knowledge of the psychological side of his business and use it with proper discernment. There is what is called the "psychological moment" the transaction of business and the wise salesman, when he meets a customer who is not in the humor to buy, or even to be talked to about buying, should either turn the talk into other channels than trade or should give him a pleasant word or two and leave him, to return when conditions are favorable. A business man may not have the same nervous and highly sensitive temperament of the artist or the intellectual neurotic, but he has nerves and psychic qualities which should be respected and also handled with discretion. A salesman had better lose an immediate sale and leave the customer in a friendly frame of mind than to sell him and get out without an invitation to come again. This again is the psychology of salesman-The psychological salesman senses" the situation and gives it up.

Many a salesman, with a thorough knowledge of his goods, and having good goods at good prices, does not know how to gain the personal-we might say, the psychological-interest of his proposed customer. He can show the goods to the best advantage and can talk of the goods, but he can not talk to the customer. He may talk at him, but it does not get clear into him and unless the customer really needs to buy he will let the salesman go without an order. That is the salesman who should know his customer better than he knows his goods, and as a proposition it may be said that the successful salesman is one who takes care of his customers and lets his goods take care of themselves. Goods are not psychological, even Professor Munsterberg will not go that far. but human beings are and the salesman who realizes and appreciates the psychology of his business will have the trade that will remain his whether he is selling pork or pianos, corsets or car wheels. W. J. Lampton.

The Drummer's Scheme.

"Even at the early age of 3 years," said the grocery drummer, "I exhibited an antagonism toward any female chewing gum, and the feeling has parently a model of morality, never where to put it to make it produce Last week I went into the telegraph

other dollars. He is to be found in office in a little New Jersey town to send a dispatch. I found the office in chewer. She was chewing like a cow. away her cud. I asked her if she was not working her jaws overtime

"When I came to look for a blotter there was none. She said headquarters didn't provide. I went out and bought half a dozen and handed them over the counter. The girl chewed and chewed and made no remark. There were but two places in the village where gum could be bought and visited them and purchased the supply and dumped it in the road.

Two days later I returned to the village and had another dispatch to send. No blotters. I asked the girl if they had been stolen, and she stopped chewing long enough to answer:

"'Oh, no, but they are all gone, as you see.'

"'But where have they gone?"

"'Chewed up. You see, the grocery's got out of gum and as I had nothing else to chew on I had to take those six pink blotters. They will match the ribbon at my throat while I'm chewing!"

Good Reason.

His Wife-Two o'clock. Why did you tell me you would be home at 117

Jaggs-Because I knew that the clock was going to run down at 10.

Knowledge His Guide.

"Do you believe that spirits talk nd reveal secrets?"

'Unquestionably. That's why ever indulge."

A dishonest merchant believes that the way to gain money is to deceive

Hotel Cody

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

Many improvements have been made this popular hotel. Hot and cold vater have been put in all the rooms. Twenty new rooms have been added, any 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.

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you

Hotel Livingston Grand Rapids

you see the word WEL-COME written across every face.

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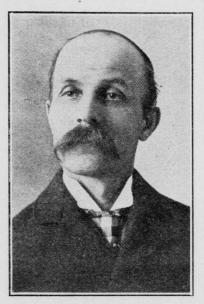
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WANTS AN OFFICE.

Lansing in Line With Candidate for Secretary.

Lansing, Dec. 14-The members of who attend the State convention in this city on Dec. 28 and 29 next will find Post A ready for them and earnest in endeavoring to make the most successful meeting, both in a business and social way, that the order has thus far held.

with enthusiasm to produce such a result. Meetings have been held twice in each month since September and have been largely attended by the members. All have cheerfully performed the duties of the several com- them. mittees to which they have been as-



Early in the campaign the following committees were appointed:

Transportation - F. M. Seibley, chairman.

Hotels-A. E. Kratz, chairman. Badges-H. F. Harper, chairman.

Banquet-Jas. F. Hammell, chair-

Ball-J. A. Raymond, chairman. Baggage-S. P. Kyes, chairman. Hall-E. L. Smith, chairman.

Music-H. E. Bradner, chairman. Invitations-J. A. Weston, chairman.

Carriages-E. J. Evans, chairman. Printing-W. C. Dudley, chair-

Decorations-C. C. Barton, chair-

Reception-I. C. Saunders chair-

Finance-H. C. Klockseim, chairman.

A largely attended meeting was held at the Hotel Downey on Saturday evening, December 11, and reports received from the several committees show that the work is well in hand and that when the convention is called to order everything will be in readiness for as good a meeting as Post A has ever prepared for.

The Ladies' Auxiliary to the Post is preparing to entertain the ladies who accompany the Knights and receptions, pink teas and other forms of like for Christmas? social entertainment are being pro- Maud-Yes-not to get them.

jected to make their visit to our city a pleasant one.

The business meetings of the convention will be held in Representative Hall in the Capitol, which has the Michigan Knights of the Grip been placed at the disposal of the convention by the Board of State Auditors. The banquet and ball will be held in the Masonic Temple on Tuesday evening, so that every leave for home as soon as the busi-ters, ness of the convention is concluded. Post A has been working hard and if he desires to do so, without losing the opportunity of enjoying all of the festivities prepared for him. The invitations have been mailed to the members of the order and all are and Saginaw. now advised of what is in store for

> At one of the most largely attended meetings, held Nov. 26, the Fost unanimously endorsed F. M. Ackerman, of Post A, for the position of Secretary of the Michigan Knights of the Grip, and every member of the Post is enthusiastic for the success of the brother. Mr. Ackerman is one of the oldest members of the order and we know him as one of the most faithful and earnest workers for the good of the same, of good executive ability and an efficient organizer, as he has well demonstrated in his conduct of one of our local organievery honorable effort to convince the members of the convention of the correctness of its estimate of the brother and confidently predicts his successful election.

The annual elections of officers of the Post occurred on Saturday evening, Dec. 11, and resulted in the reelection of the present officers, as

Chairman-J. C. Saunders. Vice-Chairman-E. J. Evans. Secretary-E. R. Havens. Treasurer-B. S. Gier.

Sergeant-at-Arms-F. M. Seiblev. Board of Directors-C. C. Barton, C. F. Poxson and S. P. Kyes.

E. R. Havens, Sec'y.

Traverse City Men in Role of Resurrectionists.

Cadillac, Dec. 14-Speaking in behalf of the members of Wexford Council of United Commercial Travelers, No. 468, will say that they would appreciate the favor very much if you would print the following in your next issue:

Our Council recently had the pleasure of a visit from F. C. Richter, Grand Secretary, and W. L. Chapman, Senior Counselor of Traverse City Council, No. 361. Their visit was greatly appreciated, as they certainly know how to administer the axle-grease in livening up a council. Every member has become very enthusiastic and all have made great promises for the near future.

These men deserve much credit for the work they have done here, as our Council lacked only the burying to be dead. J. F. Berner.

The Christmas Spirit.

Beatrix-Does anything make you money. madder than to get things you don't

Gripsack Brigade.

Geo. T. Peck, who has represented tory since the year one, has been His successor is Geo. H. McWilliams.

J. Schram, a traveling salesman from Escanaba, while eating an oyster dinner at Negaunee, found a pearl, Some of us may not be so situated as large as a pea, and appraised by Knight may attend the same and jewelers at \$60, in one of the ovs-

> John Van Blois, formerly with the Yuille-Miller Co., has connected him- er for those of small purses. self with P. Steketee & Sons. His territory will be the northeastern half of the State, including Bay City

L. M. Mills (Hazeltine & Perkins Drug Co.) will be succeeded by T. Edward Reily, who has been connected with the house for the past ten years and is thoroughly familiar with later in commercial transactions. every branch of the business.

H. H. Leiser, who has traveled in this State for the past three years for Harsh & Edmonds, of Milwaukee, handling their line of high grade heavy shoes and high tops, when payhis subscription said that the Michigan Tradesman is like many other things, that when once tried it is hard to do without. He also says that the first month he received the Tradesman he derived enough value of the season. zations, and the Post will put forth from it to pay his subscription for six years.

> taken a position on the road with prise attached is even more than this the William Frankfurth Hardware Mr. Bottje has been assigned to cov- ers. er the territory in Michigan from headquarters at Des Moines, but the back to Michigan.

> A Detroit correspondent writes: good will by the change. The death of Richard J. Neagle, well known throughout Michigan as a Butter, Eggs, Poultry, Beans and Potraveling salesman for Crowley Bros., occurred Sunday morning, at St. Mary's hospital. Mr. Neagle had been ill six weeks of a complication to common, 18@21c. of stomach troubles. He was born 55 years ago in Guelph, Ont., and 33c; cold storage, 22@24c. spent the greater part of his life in Montreal until ten years ago when he came to this city with his family. cocks, Ioc; geese, 12@13c; turkeys, For some time he was connected with the firm of Burnham, Stoepel & Co., and later went to the Crowley firm, with which he had been ever since. He is survived by his wife, Cella Phelan Neagle, and four children: Leo, Joseph, Irene and Laura. Mr. Neagle was a member of the Knights of Columbus and of the \$2.75@2.90; marrow, \$2.75@2.80; me-Catholic Mutual Benefit Association. dium, hand-picked, \$2.25. The funeral took place Tuesday morning, from SS. Peter and Paul's cathedral, Adelaide street, Fr. Gabriel conducting the services.

On Christmas Eve.

The Burglar - Gimme all your

The Married Man-Sorry, old chap, a week.

The Christmas Dinner.

The Tradesman knows of at least James S. Kirk & Co. in this terri- one millionaire's wife who never sits down to her Christmas dinner until given an indefinite vacation, with pay. she has seen to it personally that every poor family in her town of several thousand inhabitants is provided with a suitable dinner for the day. as to be thus liberal, even if the gift could be so bestowed that it would be certain of a welcome; yet we can all in some way make the day bright-

> There are scarcely two families who can be approached in the same way. It may require far more tact than dimes to make the matter a success, but the exercise of the ingenuity to accomplish the object without treading on pride may give a bit of practice that can be utilized

> Suppose you ask Johnny to some errand for you early in the morning. Then it will be easy to send over a good cut of meat or a fine head of cabbage with your compliments, adding a quart of cranberries for luck. Or, if you have no errands which need doing, just extend a pound of raisins, a quarter's worth of a "new kind" of tea, or a bit of choice fruit, with the compliments

It is but a little thing to do, but the remembrance pleases, just as A Grand Haven correspondent much as the gift from an acquaintwrites as follows: Edward Bottje has ance pleases you. Perhaps the surand the joy is thus increased. Co., of Milwaukee, and will take up makes your own Christmas happier, his new duties in the near future. this helping to brighten that of oth-

There may be some left-over goods Traverse City to Grand Rapids and which will not be salable after the he expects to make his home either holidays and which for some reason in this city or Grand Rapids. He is are not fully disposed of before, Look at present located in Iowa, with about for a customer to whom they are adapted and include them in the new position brings him home and Christmas offering. The recipients are ahead in goods-you are ahead in

tatoes at Buffalo.

Buffalo, Dec. 15-Creamery, fresh, 28@34c; dairy, fresh, 22@28c; poor

Eggs-Strictly fresh, candled, 30@

Live Poultry - Fowls, 13@14c; springers, 13@15c; ducks, 15@16c; old 18@20c.

Dressed Poultry-Old cocks, 12@ 121/2c; fowls, 15@16c; chickens, 15@ 17c; turkeys, 21@23c; ducks, 17@18c; geese, 12@13c.

Beans - Pea, hand-picked, new, \$2.20@2.25; red kidney, hand-picked, \$2.75@3; white kidney, hand-picked,

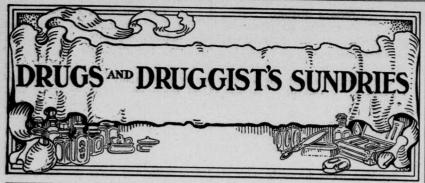
Potatoes-New per bu., 40@50c. Rea & Witzig.

Naturally.

Mr. Shortcash-I'll remember this Christmas for quite a few years.

Mr. Smithson-How so?

Mr. Shortcash-I bought the piano I gave my wife this Christmas on the but my wife beat you to it by about installment plan and I'll be several years paying for it.



Michigan Board of Pharmacy, sident—W. E. Collins, Owosso. retary—John D. Muir, Grand Rapids. asurer—W. A. Dohany, Detroit. er Members—Edw. J. Rodgers, Port n, and John J. Campbell, Pigeon.

Michigan Retail Druggists Association.
President—C. A. Bugbee. Traverse City.
First Vice-President—Fred Brundage. President—C. A. D. President—Fred First Vice-President—Fred Muskegon.
Second Vice-President—C. H. Jongejan, Grand Rapids.
Secretary—H. R. McDonald, Traverse

Michigan State Pharmaceutical Associa-President-Edw. J. Rodgers, Port Hur-First Vice-President-J. E. Way, Jackson. Second Vice-President—W. R. Hall, Manistee.
Third Vice-President—M. M. Miller,
Milan.

F. E. Calkins, Ann Arbor. n. cretary—E. E. Calkins, Ann Arbor. casurer—Willis Leisenring. Pontiac.

Some Thoughts On Live Subjects. How can we increase our prescrip-

By getting the confidence of the public.

By getting the confidence of the physician.

By using neatness and dispatch in least heard of it. filling orders, and, lastly, by exercising diligence abundantly.

made a very loyal patron in a man-account. He must have been a resi-ally prepared by experts.

over a prescription.

prescription up?"

please be seated?"

doctor told me that this was some- present a bill. Don't neglect this. thing new and that I might not get

have tried a few places, and they each month. told me I couldn't get it until to- precautions, one will have accounts morrow;" and many other like re-that get old. Be after them, but marks are frequently made.

leading journals, that enable us to firmly remind delinquents. keep informed on new remedies, and threaten to do this, that, or the oth- perfumes, toilet waters and the like, casein, while constantly stirring. Heat all those from reputable sources are er thing, unless you actually mean there is an advance of about 10 per stocked immediately.

If a person will call later for his prescription, give him a check or and during all that time my losses take his name and affix it to the con- haven't amounted to over \$150. tainer, neatly wrapped, with the price or the word "paid," as the case may able as possible for your soda cus- er must expect to pay correspondingbe, plainly marked thereon. The tomers, and you'll enjoy business. ly. Bristle goods, such as brushes of water. writing of the label should be as carefully and legibly done (typewritten pleasant, obliging, quick-witted clerk advance. tion is correctly compounded.

solution and uniformity in pills, suppositories and powders will invariably catch the physician's eye, and don't forget that he looks at most prescriptions! The slightest shrug of the shoulder or the most flitting expression of the face speaks volumes.

A belladonna suppository should not possess the appearance of a layer cake. An extra five minutes on a may bring you manifold returns. One of the most serious mistakes is the making of tinctures from fluidextracts. many a pharmacist has lost both the physician's and the public's confidence through this pernicious practice. Lastly, keep well informed on

Thus, when a physician or a layman really beautiful fifty-page booklet on Le Chatelier's pyrometer for the asks you about something that be- corks, with fine illustrations and measurement of high temperatures. longs in a drug store, you have at well-written text; makers of brushes,

The public must have confidence credit unless the party is reliable. the story of rubber in attractive or porcelain. A platinum wire fused in our ability. Don't begrudge an This, of course, opens the subject as form, and so on all through the into a glass vessel will not produce investment in some article that is to what constitutes reliability. A many lines handled by drug stores; cracks or leakage by unequal conbeing detailed or circularized. Put mere superficial acquaintance does there is a wealth of special informatraction in cooling or unequal expanit in stock. Many times we have not warrant a person in opening an tion to be had for the asking, usu- sion in subsequent heatings. This ner which the following colloquy de- dent some time, and your observation "Have you this in stock?" handing pay \$0.35 or \$0.50 for an initial pre- know about cigars, for example, can with the external circuit by short scription certainly can't pay \$5.00 to easily get quite a file of cigar lit-\$10.00 later on. In an emergency one erature; after mastering this he will bulbs. "How long will it take to put the necessarily will give out goods to take up another line of goods and presumably good citizens. "Five or ten minutes. Won't you upon them that you keep no books. talk with authority about anything in inum wire which is baked with the Then, upon failure to put in an ap- the stock. It means work, but it porcelain mass in the kiln. "My! I'm so glad I came here. Our pearance within a few days, call and brings a reward in increased efficienthe catalytic properties of platinum

Or people will sometimes say: "I of course, are rendered punctually are going to do something, do it!

I've been in business ten years, fifty to sixty per cent.

Experience has taught me that a of all kinds, are not affected by the labels are the best) as the prescrip- does the business. If it's too much In the opinion of leaders in the

'em up and advertise them. I have can manufacturers, for these Street Quencher," "North Division ed articles. Frappee," attract attention and get extra business.

Better Get Posted.

dries, toilet goods, etc., the salesman in many cases does not know much if any more about them than the customer. This keeps him from talking prices of the better grades. article.

advertising booklets issued by manu-technical electrolysis. facturers or large dealers devoted to

Profits.

There are some legitimate price whatever you do, don't lose your advances, based upon the new tariff We are subscribers for all the temper and patience. Kindly but law, that druggists should not be

trouble to take care of a fountain, trade and those well informed re-The utmost care as to clearness of throw it out. Start in right. If you garding such matters, the advances stomach.

have calls for certain drinks, make ought to prove of benefit to Amerifound that such catchy names as make excellent qualities of all the "Howe Street Sundae," "Mohawk goods found in the lists of import-

The American goods remain at E. H. Ladish. former prices and it is thought that the general public will begin to inquire regarding their qualifications One of the defects of drug-store for favor and that gradually the sales salesmanship is often that when of American goods will increase to handling such things as drug sun- large proportions over those of the past.

Commercial Uses of Platinum.

Platinum plays a leading role in convincingly about them, from pre-current industry. Since it resists atsenting real reasons for the higher tack by strong sulphuric acid, it is It is a suitable material for the vessels a pleasure to buy something from a employed in concentrating the dilute man who knows all about it and can acid of the lead chambers and until tell as much of what he knows as recently platinum vessels were almay be necessary to convince the ways used for this purpose. Its percustomer. But one never feels ex- manence in the air makes it suitable actly safe in dealing with a salesman for contacts in electric bells, inducwho shows that he knows little more tion coils, and the like, its resistance yellow oxide of mercury ointment than the name and price of the to the action of chemical reagents causes platinum to be employed in The ambitious salesman can over- the construction of crucibles, evaporcome this by posting himself thor- ating dishes, scale pans, etc., as well This habit will grow, and oughly on various lines, by getting as electrodes for experimental and

Platinum is little affected by heatsome special subject. A good deal ing to a high temperature and it is of information about cigars will be consequently used in the construcall new articles, as well as your mamail-order cigar dealers; one of the which temperatures exceeding 1,800 Read the pharmaceutical journals! largest cork concerns has issued a deg. Fahrenheit are attained and in

Another property of platinum which particularly of the newer sorts, give is of great practical importance is the Follow the system that any mer-interesting information about brush-approximate equality of its coefficient cantile house does. Don't extend es; rubber-goods houses have printed of expansion by heat to that of glass property is utilized by the makers of The salesman who starts out first incandescent electric lamps, the carmust be close. A person who can't to know all that a salesman can bon filaments of which are connected platinum wire fused through glass

For a like reason the attachments Impress study that, continuing until he can of artificial teeth are made of platcy, larger opportunity, and certain are utilized in various chemical in-I have a number of monthly accounts with business houses, which, but perfection is no trifle."

dustries, especially the production of sulphuric acid by the contact process and in the construction of self-light-Notwithstanding all Get Your Own in the Way of ing gas burners and similar objects.

A good method of dissolving casein is as follows: Into a pint of cold Don't slow to adopt. On imported soaps, water slowly pour one pound of good the mixture to at least 160 deg. Fah-This creates to do it. Once you tell people you cent. The tariff advance on these renheit, and when the casein has be-"luxuries," as they are called, is from come partially dissolved add a small quantity of sodium bicarbonate (1 If there be insistence on having per cent. will be sufficient), and stir only the finest imported quality of thoroughly, when a milk-white fluid Make it as comfortable and agree- this or that article, then the custom- will be obtained, which can be re-

> Humanity gives in love what render in faith.

A good many opinions rise in the

WHOLESALE DRUG PRICE CURRENT

WHO	LES	A	LE DRUG P	PRIC	CE	CURRENT		
A coticum Acidum	6@	8	Copaiba1	75@1	85	Scillae	a	50
Aceticum Benzoicum, Ger	70@	75	Cubebae3 Erigeron2	00@3	25		@	5
Carbolicum	16@	12 20	Evechthitos1	00@1	10		a a	5
		46	Gaultheria2				<u>a</u>	50
Oxalicum	8@ 14@	10 15	Geraniumoz Gossippii Sem gal	70@	75	Tinctures		0
Phosphorium, dil.	(a)	15 47	Hedeoma2			Aloes & Myrrh		6
Salicylicum Sulphuricum Tannicum	134@	5	Junipera			Anconitum Nap'sF		5
Tannicum	38@	85 40	Lavendula1			Anconitum Nap'sR Arnica		51
Ammonia			Mentha Piper2	25@2	50	Asafoetida		5
Aqua, 18 deg Aqua, 20 deg	4@ 6@	8	Mentha Verid2			Atrope Belladonna		6
Carbonas Chloridum	13@ 12@	15 14	Morrhuae, gal1 Myrlcia3			Auranti Cortex Barosma		50
			Olive1	00@3	00	Benzoin		6
Black 2 Brown Red Yellow 2	80@1	00	Picis Liquida Picis Liquida gal.			Benzoin Co		7
Red2	45@ 50@3	50	Ricina	-		Cantharides		5
Raccae			Rosae oz6			Cardamon Co		75
Cubebae 5 Juniperus Xanthoxylum1	10@	12	Rosmarini	90@1	00	Cassia Acutifol Cassia Acutifol Co		50
	25@1	50	Santal Sassafras Sinapis, ess. oz. Succini Thyme Thyme, opt. Theobromas	@4	50	Castor	1	00
Copaiba 1	65@	75	Sinapis, ess. oz	@	65	Catechu Cinchona Cinchona Co		50
Terabin, Canada Tolutan	78@	80	Thyme	4000	50	Cinchona Co Columbia		50
	40@	45				Digitalis		50
Abies, Canadian Cassiae		18	Tiglil	90@1	00	Ergot Ferri Chloridum		50 35
Cinchona Flava		20 18	Bi-Carb Bichromate	15@	18 15	Gentian Co		50
Buonymus atro Myrica Cerifera Prunus Virgini Quillaia, gr'd		60 20	Bromide	25@	30	Guiaca		50
Prunus Virgini		15 15	Carbpo.	12@ 12@	15 14	Hyoscyamus		50
Sassafras, po 25 Ulmus		24 20	Iodide2	30@ 50@2	60	Iodine, colorless		75
Extractum		-	Chlorate po. Cyanide 2 Iodide 2 Potassa, Bitart pr Potass Nitras opt Potass Nitras	30@ 7@	32 10	Kino Lobelia Myrrh		50
Glycyrrhiza, Gla	24@	30 30	Potass Nitras Prussiate	6@ 23@	8 26	Myrrh Nux Vomica		50
Haematox Haematox, 1s Haematox, ½s Haematox, ¼s	11@	12 14	Sulphate po	15@	18	Nux Vomica Opil Opil, camphorated Opil, deodorized	1	25
Haematox, ½s	14@	15 17	Aconitum	20@	25	Opil, deodorized	2	50
Ferru	100	1.	Althae	30@ 10@	35 12	Quassia Rhatany Rhei		50
Carbonate Precip. Citrate and Quina	2	15 00	Calamus	20@	25 40	Sanguinaria Serpentaria Stromonium		50
Citrate Soluble	-				15 18	Stromonium		60
Ferrocyanidum S Solut. Chloride		15	Hellebore, Alba Hydrastis, Canada Hydrastis, Can. po	12@	15	Tolutan Valerian Veratrum Veride		50
Solut. Chloride Sulphate, com'l Sulphate, com'l, by		2	Hydrastis, Can. po	@2	60			60
bbl. per cwt Sulphate, pure		70	Inula, po	00@2	10	Miscellaneous Aether, Spts Nit 3f 306 Aether, Spts Nit 4f 346	@	35
Flora	90@	0=	Ialapa, pr.	65@	• 0	Alumen, grd po 7 30	α	38
Arnica	50@	60	Ialapa, pr Maranta, ¼s Podophyllum po	15@	35 18	Annatta 400	ത	50
Matricaria	30@	35	Phot out	10001	00 25	Antimoni, po 40 Antimoni et po T 40	ā ā	50
Rarosma.	50@	60	Rhei, pv Sanguinari, po 18 Scillae, po 45 Senega Serpentaria	75@1	00 15	Antifebrin (Antipyrin (Antipyrin	ã	
Cassia Acutifol, Tinnevelly	15@	20	Scillae, po 45 Senega	20@ 85@	25 90	Antipyrin	ã	12
Tinnevelly Cassia, Acutifol . Salvia officinalis,	25@	30	Serpentaria Smilax M	50@	55 25	Bismuth S N1 656	@1	85
¼s and ½s Uva Ursi	18@ 8@	20 10	Smilax, M Smilax, offi's H Spigella1	45@1	48	Calcium Chlor, 1/2s (Calcium Chlor, 1/2s (Calcium Chlor, 1/2s)	<i>a</i>	10
Gummi		0-			25 25	Calcium Chlor, 4s (Cantharides, Rus.	a) a)	90
Acacia, 1st pkd. Acacia, 2nd pkd. Acacia, 3rd pkd. Acacia, sifted sts.	@	65 45	Valeriana Eng Valeriana, Ger Zingiber a Zingiber j	15@	20 16	Capsici Fruc's po	a a	20
Acacia, sifted sts.	@	35 18	Zingiber j	25@	28	Carpine, No. 40 Carphyllus 20	@ 4	25
Acacia, po Aloe, Barb Aloe, Cape Aloe, Socotri	45@ 22@	00	Anisum po 20 Apium (gravel's)		16	Carphyllus 20@ Cassia ructus	@ 4 @ @ @ @	35
Aloe, Cape Aloe, Socotri	@	25 45	Apium (gravel's) Bird, 1s	13@	15 6 8	Cassia ructus (Cataceum (Centraria (Cera Alba 50)) Cera Flava 40)		35
Ammoniac	55@ 80@	60 85	Bird, 1s	700	90	Cera Alba 506	(D)	55
Benzoinum	50@	55	Carui po 15	12@	15 30	Crocus 45@ Chloroform 34@ Chloral Hyd Crss 1 20@	a a	50
Catechu, ½s	@	14	Coriandrum Cydonium Dipterix Odorate 2	12@	14	Chloral Hyd Crss 1 200 Chloro'm Squibbs	1	45
Aloe, Socotri Ammoniac Asafoetida Benzoinum Catechu, Is Catechu, ½s Catechu, ¼s Camphorae Euphorbium Galbanum	60@	65	Dipterix Odorate 2	50@2	75 18	01 3 000	2	OF
Galbanum	@1 25@1	00	Foeniculum Foenugreek, po	7@	9	Cinchonid'e Germ 38% Cinchonidine P-W 38% Cocaine 28% Corks list, less 75% Creosotum		48
Gauciacum po 35	@	35	Lini Lini, grd. bbl. 234 Lobelia	3@	6	Corks list, less 75%	y s	00
Mastic	@	75	Phariaris Cana n	900	1.1	Croto hhl 75	0	2
			Rapa Sinapis Alba	5@ 8@	6 10	Creta, prep 96		11
Shellac, bleached	45@ 60@ 70@1	65	Sinanis Nigra	900	10	Creta, Rubra Cudbear		24
Tragacanti	70@1	09	Frumenti W. D. 2 Frumenti 1 Juniperis Co. 1 Juniperis Co. 1 Saccharum N E 1 Sat Vini Galli .1 Vini Alba 1 Vini Oporto .1	00@2	50	Creta, prep		10
	45@	60	Juniperis Co1	75@3	50	Emery, all Nos	7	8
Eupatorium oz pk Lobelia oz pk		20	Saccharum N E 1	90@2	10	Emery, po @ Ergotapo 65 60@ Ether Sulph35@ Flake White12@ Galla	ā	65
Majoriumoz pk Mentra Pip. oz pk		23	Vini Alba1	25@2	00	Flake White 126		15
Mentra Ver oz pk Rueoz pk		39	Sponges	25@2	00	Gambler 36	w	60
Lobelia oz pk Majoriumoz pk Mentra Pip. oz pk Mentra Ver oz pk Rueoz pk Tanacetum. V. Thymus Voz pk Magnesia		22 25	Extra yellow sheep wool carriage	s' @1	25	Gambler 36 Gelatin, Cooper . 6 Gelatin, French 356 Glassware 6t boo 750	1	60
Calcined Pat	55@	60	Florida sheeps' woo	00@3	50	Glassware, fit boo 75% Less than box 70%		
Magnesia Calcined, Pat Carbonate, Pat. Carbonate, K-M.	18@	20	Extra yellow sheep wool carriage Florida sheeps' woo carriage 3 Grass sheeps' wool carriage	@1	25	Glue, brown 116 Glue, white 156 Glycerina 226		13
Carbonate	18@	20	** * *	00 2	00	Glycerina 22@ Grana Paradisi	0	30
Olaum.		00	Nassau sheeps' woo carriage 3 Velvet extra sheeps wool carriage Yellow Reef, for	50@3	75	Humulus 356 Hydrarg Ammo'l	201	60
Amygdalae Dulc. Amygdalae, Ama 8	75@ 00@8	85 25	wool carriage	@2	00	Hydrarg ChMt Hydrarg Ch Cor		90
Absinthium 6 Amygdalae Dulc. Amygdalae, Ama 8 Anisi 1 Auranti Cortex 2 Bergamii 5 Caifuuti	90@2 75@2	00 85	Yellow Reef. for slate use	@1	40	Hydrarg Ox Ru'm Hydrarg Ungue'm 500	1	60
Bergamii	50@5 85@	60	Cymune		50	Grana Paradisi Humulus	1	85
Carvonhilli 1	2001	30	Acacia	0	50	Indigo 75 @ Iodine, Resubi 85 @ Iodoform 3 90 @	01	00
Cedar	75@4	00	Ipecac	000	60	Iodoform3 90@ Liquor Arsen et	24	00
Conium Mae			Rhei Arom Smilax Offi's Senega	500	60	Hydrarg Iod (Liq Potass Arsinit 100)	2	25
AND THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.		1000	THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW			IUQ		26

1	Lupulin @ 4	0	Rubia Tinctorum 12@ 14 Vanilla 9 00@10 0	0
	Lycopodium 70@ 7	5	Saccharum La's 18@ 20 Zinci Sulph 7@ 1	
	Macis 65@ 70	0	Salacin 4 50@4 75 Oils	
	Magnesia, Sulph. 3@	5	Sanguis Drac's 40@ 50 bbl. gal	1.
1	Magnesia, Sulph. bbl @ 1%		Sano C	0
1	Mannia S. F 75@ 8	- 1	Z Lard, No. 16000 6	
٩	Menthol 3 15@3 38		The state of the s	
ŧ	Morphia, SP&W 3 55@3 80		Sapo, W13½@ 16 Linseed, boiled 61@ 6 Seidlitz Mixture 20@ 22 Neat's-foot, w str 65@ 7	
ı	Morphia, SNYQ 3 55@3 8		Sinapis @ 18 Turpentine, bbl 62½	U
	Morphia, Mal 3 55@3 80		Sinapis, opt @ 30 Turpentine, less 67	
1	Moschus Canton @ 4		Snuff, Maccaboy, Whale, winter 70@ 7	6
4	Myristica, No. 1 25@ 4	0	De Voes @ 51 Paints bbl. I	
٩	Nux Vomica po 15 @ 10		Snuff, S'h DeVo's @ 51 Green, Paris21@ 2	6
ı	Os Sepia 35@ 4	0	Soda, Boras 51/2 10 Green, Peninsular 13@ 1	6
ı	Pepsin Saac, H &	.	Soda, Boras, po5 1/2 @ 10 Lead, red 71/2 @	8
	P D Co @1 0	0		8
1	Picis Liq N N ½		Soda, Carb1½@ 2 Ochre, yei Ber 1¾ 2	
ı	gal. doz @2 00 Picis Liq qts @1 00		Soda, Bi-Carb 3@ 5 Ochre, yel Mars 134 2 @	4
ŧ	Picis Liq qts @1 00 Picis Liq pints @ 60		Soda, Ash 3½@ 4 Putty, commer 1 2¼ 2½ Soda, Sulphas @ 2 Putty, strict pr 2½ 2¾@	0
1	Pil Hydrarg po 80 @	١	Spts. Cologne @2 60 Red Venetian1% 2 @	
	Piper Alba po 35 @ 30	0	Spts. Ether Co. 50@ 55 Shaker Prep'd 1 25@1 3	
1	Piper Alba po 35 @ 30 Piper Nigra po 22 @ 13		Spts. Myrcia @2 50 Vermillion, Eng. 75@ 8	
1	Pix Burgum @	3	Spts. Vini Rect bbl @ Vermillion Prime	
9	Plumbi Acet 12@ 1		Spts. Vi'i Rect ½ b @ American 13@ 1	5
ł	Pulvis Ip'cet Opil 1 30@1 50	0	spis, vii kt lu gi @ whiting Gliders' @ 9	
ı	Pyrenthrum, bxs. H	-	Spts. Vi'i R't 5 gl @ Whit'g Paris Am'r @1 2	5
	& P D Co. doz. @ 75		Strychnia, Crys'l 1 10@1 30 Whit'g Paris Eng.	
1	Pyrenthrum, pv. 20@ 28		Sulphur Subl234 @ 4 cliff @1 4	0
	Quassiae 8@ 10 Quina, N. Y 17@ 27		Sulphur, Roll212@ 31/2 Whiting, white S'n @	
	Quina, S. Ger 17@ 2		Tamarinds 8@ 10 Varnishes Terebenth Venice 28@ 30 Extra Turp 1 60@1 7	^
	Quina, S P & W 17@ 27		Terebenth Venice 28@ 30 Extra Turp1 60@1 7 Thebrromae 48@ 50 No. 1 Turp Coach 1 10@1 2	0
	2 11/00 2	-	Theoretina Tow ou two. I luip Coach I luw 2	

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.

74

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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, liable to change at any time, and country merchants will have their orders filled market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets	T	2
By Columns	ARCTIC AMMONIA	Oysters
A Col	Doz	Cove, 17b 85@ Cove, 27b 60@1 Cove, 17b., oval @1
Ammonia	11b. wood boxes, 4 doz. 3 00 11b. tin boxes, 3 doz. 2 33 3½1b. tin boxes, 2 doz. 4 25	Plums 1 00@2 Peas
Baked Beans 1 Bath Brick 1 Bluing 1 Brooms 1	157b. pails, per doz 20 257b. pails, per doz 20 257b. pails, per doz 12 00	Early June 95@1 Early June Sifted 1 15@1 Peaches
Brushes	17b. can, per doz 90 27b. can, per doz 1 40 37b. can, per doz 1 80 BATH BRICK	Pie 90@1 No. 10 size can pie @3 Pineapple Grated 1 85@2
Candies	American 75 English 85	3002
Catsup 2 Cereals 2 Cheese 2 Chewing 3 Chicory 3 Chocolate 3 Chethodate 3	Arctic 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box Sawyer's Pepper Box	Gallon 2
Chicory 3 Chocolate 3 Clothes Lines 0 Cocoa 3 Cocoanut 3	No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 Sawyer Crystal Bag	Standard@ Salmon Col'a River, talls 1 95@2 Col'a River, flats 2 25@2
Cocoa Shells	Blue BROOMS No. 1 Carpet, 4 sew .2 75 No. 2 Carpet, 4 sew .2 40 No. 3 Carpet, 3 sew .2 25 No. 4 Carpet, 3 sew .2 10 Parlor Corp.	Pink Alaska 1 35@1 1 Pink Alaska 90@1 1 Sardines Domestic. 14s 314@ 4
Cream Tartar 4 Dried Fruits 4		
Farinaceous Goods 5	Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00 BRUSHES Scrub	Standard
Feed	Solid Back, 8 in 75 Solid Back, 11 in 95 Pointed Ends 85	Fair
Flour 5 Fresh Meats 6	No. 3 90 No. 2 1 25 No. 1	Fancy
Gelatine	No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90	Good 95@1 Fair 85@
Herbs	W., R. & Co.'s 25c size 2 00 W., R. & Co.'s 50c size 4 00 CANDLES	CARBON OILS Barrels
Jelly 6	Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20 CANNED GOODS	Water White @10 D. S. Gasoline @13 Gas Machine @4 Deodor'd Nap'a @24
Matches 6 Meat Extracts 6	Wicking	Engine 16 @22 Black, winter 81/4 @10 CEREALS
Meat Extracts 6 Mince Meat 6 Molasses 6 Mustard 6	21b	Breakfast Foods Bordeau Flakes, 36 1tb. 2 5 Cream of Wheat 36 2tb 4 5
Nuts 11	String	Egg-O-See, 36 pkgs, 2 8 Excello Flakes, 36 lb. 4 5 Excello, large pkgs. 4 5 Force, 36 2lb. 4 5 Grape Nuts, 2 doz. 2 7
Olives 6	Standard 1 35 Gallon 6 25 Brook Trout 21b. cans, spiced 1 90	Excello, large pkgs. 4 5 Force, 36 2lb. 4 5 Grape Nuts, 2 doz. 2 7 Malta Ceres, 24 1lb. 2 4 Malta Vita, 36 1lb. 4 0 Pillsbury's Vitos, 3 dz. 4 2 Ralston Health Food 36 2lb.
Pickles 6 Playing Cards 6 Potash 6 Provisions 6	Little Neck. 11b. 1 00@1 25 Little Neck. 21b. @1 50 Clam Bouillon Burnham's ½ pt 1 90 Burnham's pts 3 60 Burnham's qts 7 20 Cherries Red Standards @1 40	36 2th
Rice	Burnham's pts	Flakes, 36 pkgs in cs. 2 8 Vigor, 36 pkgs 2 7 Voigt Cream Flakes 4 5
Sal Soda	White @1 40	Zest, 36 small pkgs2 7 Rolled Oats Rolled Avena, bbls5 6
Snuff 8	Fair	Monarch, 90 fb. sacks 2 5 Quaker, 18 Regular . 1 5
soda 81	Fine Fine 19	Quaker, 20 Family .4 6 Cracked Wheat Bulk
Syrups 8	Moyen	Columbia, 25 pts. 4 1 Snider's pints 2 3 Snider's ½ pints 1 3 Acme CHEESE 2 174
rea	½1D 2 25 11b 4 25 Picnic Talls 2 75 Mackerel	Jersey @174
Vinegar 9 Wicking 9	Mustard, 17b	Springdale @174
Woodenware 9 Vrapping Paper 10	Tomato, 11b	Leiden @15
east Cake 10	Ruttons 7 28	Sap Sago @22 Swiss, domestic @18

		•
six hours of mailing.	CHEWING GUM	
Prices, however, are	Beeman's Pepsin 58	5
e their orders filled at	Adams' Pepsin 56	5
	Best Pepsin, 5 boxes 2 00	5
	CHEWING GUM American Flag Spruce 56 Beeman's Pepsin 56 Adams' Pepsin 66 Best Pepsin 46 Best Pepsin 5 boxes 2 Black Jack 56 Largest Gum Made 56 Sen Sen 56	3
LINED	Sen Sen Breath Per'f 1 00	5
	Lucatan Di	9
	Spearmint 55)
	Bulk	5
	Eagle	5
	Eagle Franck's Schener's	7
	CHOCOLATE	•
2	Walter Baker & Co.'s	•
The second secon		-
Oysters 2, 11b	Caracas 31 Waiter M. Lowney Co. Premium, ½s 32 Premium, ½s 32 COCOA	L
, 21b 1 60@1 8	Premium, ¼s 32	
e, 17b., oval @1 20	Premium, ½s 32	
Plums ns	Baker's 37 Cleveland 41 Colonial, ½s 35 Colonial, ½s 38 Enns 49	
Dann	Colonial, ¼s 35	,
rowfat 90@1 25 y June 95@1 25 y June Sifted 1 15@1 80	Colonial, ½s 33 Epps 42	
y June Sifted 1 15@1 80	Epps 42 Huyler 45	1
Peaches 90@1 25	Lowney, 1/48 36	
10 size can pie @3 00	Lowney, ½s 86	
Pineapple 1 85@2 50	Van Houten, 1/8 12	
u 95@2 40	Van Houten, 48 40	1
Pumpkin 85		
90 y 1 00	Wilbur, 1/28 39	
H 2 50	COCOANUT	1
Raspberries	Dunham's ½s & ½s 26½ Dunham's ½s 27 Dunham's ½s 28	
Alaska 90@1 00	Dunham's 1/828	-
River, talls 1 95@2 00 River, flats 2 25@2 75	Bulk12	1
Alaska1 35@1 50	Rio Rio	1
Sardines	Fair144	1
estic, 1/s31/4@ 4	Choice16½	-
estic, % Mus. 6%@ 9	Santos	1
ornia, ¼s11 @14	Common	1
ch, ¼s 7 @14	Fair 14½ Choice 16½ Fancy 19	1
sardines estic, ¼s3¼@ 4 estic, ½s @ 5 estic, ½s @ 5 estic, ½ Mus. 6½@ 9 ernia, ¼s 1 @ 14 ernia, ½s 17 @ 24 eth, ¼s 7 @ 14 eth, ½s 18 @ 23 Shrimps lard 90@ 1 40	Peaberry	1
Succotash 90@1 40	Peaberry Maracalbo Fair 16	1
85	Choice19	1
y 1 25@1 40 Strawberries	Choice	۱
	Quatemala	1
y	Choice	1
95@1 10	African12	
V 85@ 90	O. G	1
ns @2 50	P. G31	1
CARBON OILS Barrels	New York Basis Arbuckle 14 25	١
ction @10½	New York Basis	l
Gasoline @13½	Arbuckle	١
Machine @44 or'd Nap'a @1214	Jersey	١
der 29 @34½	McLaughlin's XXXX	١
, winter 81/4 @ 10	McLaughlin's XXXX sold to retailers only. Mail all	1
CEREALS	orders direct to W. F.	١
eau Flakes, 36 1tb. 2 50	go. Chica-	ı
O-See, 36 pkgs 2 85	Holland. % gro boxes 95	ı
lo Flakes, 36 tb. 4 50	Felix, ½ gross1 15	
, 36 21b4 50	Hummel's tin, 1/2 gro. 1 43	ı
Nuts, 2 doz2 70 Ceres, 24 1th2 40	Holland, Extract Holland, gro boxes 95 Felix, gross	1
Vita, 36 1tb 2 85	Brand	
ury's Vitos, 3 dg. 4 25	N. B. C. Square 61/2	1
on Health Food 21b 4 50	N. B. C. Square 6½ Seymour, Round 6½ Soda	
th Flakes, 36 1th 2 85	N. B. C 6½	
g's Toasted Corn	Soda Soda Solar Select Si/2 Saratoga Flakes 18 Zephyrette 18 Solar Solar	
36 pkgs in cs. 2 80 36 pkgs 2 75	Zephyrette	1
Cream Flakes 4 50	N. B. C., Round 61/2	1
36 small pkgs2 75	Faust, 8	
Avena, bbls 5 65	Sweet Goods.	
Cut, 100 lb. sks. 2 7	Atlantics12	
rch, 90 fb. sacks 2 55	Arrowroot Biscuit16	
er, 20 Family 4 60	Bumble Bee	1
Cracked Wheat	Cadet 8	,
packages 3 1/4	Cavalier Cake14	
bia, 25 pts	Chocolate Drops16	1
's pints 2 35	Package New York Basis Arabian Package New York Basis Arabian 14 25 Dilworth 13 75 Jersey 15 00 Lion 14 25 McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extract Holland, ½ gro boxes 95 Felix, ½ gross 1 15 Hummel's foll, ½ gro. 85 Hummel's foll, ½ gro. 85 Hummel's tin, ½ gro. 1 43 CRACKERS. National Biscuit Company Brand Butter N. B. C. Square Square Square Square Square Seymour, Round 6½ Select 8½ Saratoga Flakes 18 Zephyrette 18 N. B. C. Round 6½ Saratoga Flakes 18 Zephyrette 18 N. B. C. Round 6½ Saratoga Flakes 18 Zephyrette 18 N. B. C. Round 6½ Saratoga Flakes 18 Zephyrette 18 Sweet Goods. Animals 10 Atlantics 12 Atlantic, Assorted 12 Arrowroot Biscuit 16 Brittle 11 Bumble Bee 10 Cadet 8 Cavalier Cake 14 Chocolate Drops 16 Circle Honey Cookies 12 Currant Fruit Biscuit 10 Cracknels 16 Coffee Cake 10 Coreckels 16 Coreckels 17 Coreckels 17 Coreckels 17 Coreckels 18 Coreckels	
Cracked Wheat packages 350 CATSUP blia, 25 pts. 415 s pints 235 S ½ pints 1 35 CHEESE 1714	Coffee Cake16	,
@17½	Coffee Cake, iced	1
@17½ @18	Cocoanut Bar	-
dale @171/2	Cocoanut Honey Color	
er's @1714	Cocceput Hon Firm Lake 12	1
010/2	Cocconnet Hon Fingers 12	
018 ²	Cocoanut Hon Jumbles 12 Cocoanut Macaroons 18	1
018 015 015 018 019 018 019 018 018 018 018 018 018 018 018 018 018	Cocoanut Hon Jumbles 12 Cocoanut Macaroons18 Currant Cookies Iced 10	I
CHEESE		I

Family Cookie 8	DRIED FRUITS
Fig Newtons12	Sundried 7
Fig Cake Assorted .12 Fig Newtons .12 Florabel Cake .12½ Fluted Cocoanut Bar 10 Frosted Cream .8 Frosted Ginger Cookie 8 Frosted Honey Cake .12 Fruit Honey Cake .14 Fruit Tarts .12 Ginger Gems .8	Sundried 9 7 Evaporated 9 7 1/2
Frosted Cream 8	California 10@12
Frosted Ginger Cookie 8	Complete Citron
Fruit Honey Cake14	Currente @15
Fruit Tarts12	Imp'd 1 fb. pkg. @ 8
Ginger Gems, Iced. 9 Graham Crackers 8 Ginger Nuts 10 Ginger Snaps Family 8 Ginger Snaps N. B. C. Ginger Snaps N. B. C. Square 8	Corsican
Graham Crackers 8 Ginger Nuts	Onongo 1 10
Ginger Snaps Family 8	Orange American 13 Raisins Cluster, 5 crown 175 Loose Muscatels 2 cr. Lose Muscatels 3 cr. Loose Muscatels, 4 cr.
Ginger Snaps N. B. C. 7½ Ginger Snaps N. B. C.	Loose Muscatala 2 1 78
Square	Lose Muscatels & cr. 514
Honey Block Cake14	Lose Muscatels 8 cr. 51/ Lose Muscatels, 4 cr. 61/ L. M. Seeded 1 lb. 61/40 7
Honey Cake, N. B. C. 12	California Prunes
Honey Jumbles12	
Honey Jumbles 12 Honey Jumbles, Iced 12 Honey Flake 124 Honey Lassies 10	80- 90 251b. boxes
Honey Lassies10	60- 70 251b. boxes. 6
Trousenoid Cookies 8	50- 60 251b. boxes. @ 7
Household Cookies Iced 9 Iced Happy Family12	30- 40 251b. boxes. @ 714
Iced Happy Family12 Iced Honey Crumpets 10	%c less in 50h. cases
Imperial 8 Jersey Lunch 8	FARINACEOUS GOODS
Jersey Lunch 8 Jubilee Mixed 10 Kream Klips 25	Dried Lima
	Dried Lima
Lemon Gems 10 Lemon Biscuit Square \$	Farty
Lemon Fruit Square 1214	24 1 fb. packages 1 50 Bulk, per 100 fbs 2 50
Lemon Wafer 16 Lemona 8	Hominy
Mary Ann	Pagel 100 th. sack 1 66
Marshmallow Walnuts 16	Flake, 50 lb. sack 1 00 Pearl, 100 lb. sack 2 45 Pearl, 200 lb. sack 4 50 Maccapul
Molasses Cakes, Iced 9	Maccaroni and Vermiceili Domestic, 10 fb. box. 66 Imported, 25 fb. box. 2 50
Molasses Fruit Cookies	Imported, 25 1b. box. 9 50
Molasses Cakes	Common
Oatmeal Crackers 8	Chester 8 66
	Chester 8 66 Empire 8 65 Green Peas
Penny, Assorted 8 Peanut Gems 9 Pretzels, Hand M. 9 Pretzelstes Hond M. 9	Green, Wisconsin, Du. Green, Scotch, bu
Pretzelettes Hand Md 9	Split. Ib.
Pretzelettes Mac Md. 9	Sago Sago
Revere. Assorted	German socks
Raisin Cookies 10 Revere, Assorted 14 Rosalie 8	promon byg
Scalloped Gems 10	Flake, 110 th sacks
Rube 8 Scalloped Gems 10 Scotch Cookies 10 Stock Crosms 10	Pearl, 130 lb. sacks
Snow Creams16 Spiced Currant Cake10	FLAVORING FYTTA
Spiced Currant Cake 10 Sugar Fingers 12 Sultana Fruit Biscuit 16 Spiced Ginger Cake 9	FLAVORING EXTRACTS Foote & Jenks Coleman Brand
Spiced Ginger Cake 9	Coleman Brand
	No. 2 Terpeneless 75
Sugar Cakes 8 Sugar Squares, large or	No. 2 Terpeneless 78 No. 3 Terpeneless 175 No. 8 Terpeneless 2 60
Sugar Squares, large or small 8 Sunnyside Jumbles 10 Superba 8 Sponge Lady Fingers 25 Sugar Crimp 8 Vanilla Wafers 16 Victors 12 Waverly 10 in-er Seal Goods	Vanilla
Superba 8	No. 2 High Class 1 20 No. 4 High Class 2 00 No. 8 High Class 4 00 Jaxon Brand
Sponge Lady Fingers 25 Sugar Crimp	No. 8 High Class 4 00
Vanilla Wafers16	Jaxon Brand Vanilla
Waverly 12	2 oz. Full Measure 2 10
In-er Seal Goods	8 oz. Full Measure4 00
Albert Biscuit	2 oz. Full Measure 2 10 4 oz. Full Measure 4 60 8 oz. Full Measure 5 00 Lemon 2 oz. Full Measure 1 25 4 oz. Full Measure 2 40 8 oz. Full Measure 5 40 8 oz. Full Measure 6 50 Lemon 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
Arrowroot Riggett	4 oz. Full Measure1 25
Baronet Biscuit 00	8 oz. Full Measure4 50
Wafers Butter	
Brenner's Butter 1 00 Wafers 1 00 Cheese Sandwich 1 00 Chocolate Wafers 1 00 Cocoanut Dainties 1 00 Faust Oyster 1 00 Fig Newton 1 00 Five O'clock Tea 1 00 Frotana 1 00 Ginger Snaps, N. B. C. 1 00 Graham Crackers, Red	LIGHTON
Cocoanut Dainties 1 06	No. 2 Panel
Faust Oyster1 00	No. 6 Panel 1 50
Five O'clock Tea 1 40	Taper Panel1 50
Frotana	4 oz. Full Measure 2 00
Graham Crackers, Red	Jennings D. C. Brand Extract Vanilla
Label 1 00	Extract Vanilla
Marshmallow Dainties 1 00	No. 2 Panel 25
Old Time Sugar Cook 1 00	No. 6 Panel 3 00
Oval Salt Biscuit1 00	No. 2 Panel 125 No. 4 Panel 208 No. 6 Panel 350 Taper Panel 200 1 0Z. Full Measure
Peanut Wafers 1 00	2 oz. Full Measure 90
Pretzelettes, Hd. Md1 00	4 oz. Full Measure3 50
Saltine Biscuit 1 00	GRAIN BAGS
Saratoga Flakes1 50	Amoskeag, 100 in bale 19
o I JIBCUIT 1 00	Amoskage los Hand
Soda Craks, N. B. C. 1 00	Amoskeag, less than bl 191/4 GRAIN AND FLOUR
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters	Taper Panel 200 1 oz. Full Measure 90 2 oz. Full Measure 180 4 oz. Full Measure 3 50 No. 2 Assorteu Flavors 1 00 GRAIN BAGS Amoskeag, 100 in bale 19 Amoskeag, less than bl 19½ GRAIN AND FLOUR Wheat
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters 1 00 Sultana Fruit Biscuit 1 50	Amoskeag, less than bl 19% GRAIN AND FLOUR Wheat Red
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters 1 00 Sultana Fruit Biscuit 1 50 Uneeda Biscuit 50 Uneeda Jinier Wayfay 1	Red
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters 1 00 Sultana Fruit Biscuit 1 50 Uneeda Biscuit 50 Uneeda Jinjer Wayter 1 00 Uneeda Lunch Biscuit 50	Red
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters 1 00 Sultana Fruit Biscuit 1 50 Uneeda Biscuit 50 Uneeda Jinjer Wayfer 1 00 Uneeda Lunch Biscuit 50 Vanilla Wafers 1 00	Red 1 12 White 1 11 Winter Wheat Flour
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters	Red 1 12 White 1 11 Winter Wheat Flour
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters	Red
Sugar Clusters 100 Sultana Fruit Biscuit 150 Uneeda Biscuit 50 Uneeda Jinjer Wayfer 100 Uneeda Lunch Biscuit 50 Vanilla Wafers 100 Water Thin Biscuit 100 Zu Zu Glinger Snaps 50 Zwieback 100	Red 1 12 White 1 11 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additions!
Soda Craks, N. B. C. 1 00 Soda Cracks, Select 1 00 Sugar Clusters	Red 1 12 White 1 11 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 5 10 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additions!
Soda Craks, N. B. C. 1 00	Red
Soda Craks, N. B. C. 1 00	Red
Soda Craks, N. B. C. 1 00	Red 1 12 White 111 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Seconds Patents 5 60 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additional. Lemon & Wheeler Co. Big Wonder 1/4s cloth 5 50
Festino Per doz. Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champaigne Wafer 2 50 Per tin in bulk. Nabisco 1 10c Nabisco 1 175 Festino 1 75	Red 1 12 White 111 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 4 70 Clear 400 Flour in barrels 25c per barrel additional. Lemon & Wheeler Co. Big Wonder ½s cloth 5 50 Big Wonder ½s cloth 5 50 Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Eclipse 5 20
Festino Per doz. Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champaigne Wafer 2 50 Per tin in bulk. Nabisco 1 10c Nabisco 1 175 Festino 1 75	Red 1 12 White 111 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 4 70 Clear 400 Flour in barrels 25c per barrel additional. Lemon & Wheeler Co. Big Wonder ½s cloth 5 50 Big Wonder ½s cloth 5 50 Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Eclipse 5 20
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Festino Per doz. Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champaigne Wafer 2 50 Per tin in bulk. Nabisco 1 10c Nabisco 1 175 Festino 1 75	Red 1 12 White 111 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Straight 4 70 Clear 400 Flour in barrels 25c per barrel additional. Lemon & Wheeler Co. Big Wonder ½s cloth 5 50 Big Wonder ½s cloth 5 50 Worden Grocer Co.'s Brand Quaker, paper 6 00 Quaker, cloth 6 20 Eclipse 5 20
Festino Per doz. Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champaigne Wafer 2 50 Per tin in bulk. Nabisco 1 10c Nabisco 1 175 Festino 1 75	Red 1 12 White 111 Winter Wheat Flour Local Brands Patents 6 10 Seconds Patents 5 60 Seconds Patents 5 60 Second Straight 4 70 Clear 4 00 Flour in barrels 25c per barrel additional. Lemon & Wheeler Co. Big Wonder 1/4s cloth 5 50

	6	7	8	9	10	11
	Grand Rapids Grain & Milling Co. Brands.	Lard Pure in tierces 13%	10 lbs 1 12 55	Pure Cane	Butter Plates	
	Purity, Patent 5 70 Wizard, Flour 5 60 Wizard, Graham 5 50	80 lb. tubsadvance 4	8 lbs 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50	Fair 16 Good 20 Choice 25	Wire End or Ovals. 14 1b., 250 in crate30 15 1b., 250 in crate30	
	Wizard, Corn Meal 4 00 Wizard, Buckwheat 6 00	50 lb. tinsadvance 1/2 lb. pailsadvance 3/4	Handy Box, small1 25 Bixby's Royal Polish Miller's Crown Polish 85	TEA	1 lb., 250 in crate30 2 lb., 250 in crate35	Tallow
	Spring Wheat Flour Roy Baker's Brand	5 fb. pailsadvance 1	Scotch, in bladders37	Sundried, medium .24@26 Sundried, choice30@33 Sundried, fancy36@40	Churne	Unwashed Wool
	Golden Horn, family 5 75 Golden Horn, bakers 5 65 Duluth Imperial 5 95	Smoked Meats Hams, 12 lb. average14	Maccaboy, in jars35 French Rappie in jars43 SOAP	Regular, choice30@33	Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55	Unwashed, fine @ 23
	Judson Grocer Co.'s Brand	Hams, 14 lb. average14 Hams, 16 lb. average14	J. S. Kirk & Co. American Family4 00	Basket-fired, medium .30 Basket-fired, choice 35@37 Basket-fired, fancy .40@43 Nibs	4 inch. 5 gross 50	Standard Pails
	Ceresota, ½s	Skinned Hams151	Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60	Siftings 20030	Egg Crates and Fillers	Standard Twist 8
	Wingold, %s	Boiled Ham	Savon Imperial 3 00 White Russian 3 15 Dome, oval bars 3 00	Gunnaydan 14@15	No. 1 complete 40	Extra H H10
	Worden Grocer Co's Brand	Minced Ham, pressed11	Satinet, oval2 70 Snowberry, 100 cakes 4 00	Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40@45	Case, mediums, 12 sets 1 15	Mived Com
	Laurel, %s cloth6 10 Laurel, %s cloth6 00 Laurel, %s&%s cloth 5 90	Bologna Sausages	Proctor & Gamble Co. Lenox	Pingsuey, medium	Cork, linea, 8 in 70	Grocers 64 Competition 7 Special 8
	Voigt Milling Co.'s Brand Voigt's Crescent 6 00	Frankfort 10 Pork 11	Star	Choice Young Hyson	Mop Sticks	Royal12
	(whole wheat flour) 6 00	Veal 11	Acme, 70 bars	October 9	Lichtpae patent Spring 85	Cut Logf
	Voigt's Hygienic Graham 5 40 Voigt's Royal 6 40		Acme, 25 bars4 00	Formosa, fancy45@60 Amoy, medium25 Amoy, choice29	No. 2 pai. brush holder 85	Kindergarten 10
	Sleepy Eve 1/2 cloth 6 20	Rump, new14 00	German Mottled2 85 German Mottled, 5 bxs 2 80	English Breakfast	Pails	Hand Made Cream .16
	Sleepy Eye, %s cloth6 00 Sleepy Eye, %s paper6 00	14 bbls., 40 lbs 2 00 1/2 bbls 4 00	Marseilles 100 cakes 5 90	Fancy	2-wire Cable	Taris Cream Bon Bons 10
,	Bolted 3 90	Tripe 00	Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil 4 00	Cevlon choice 2002		Coco Bon Bons14
	St. Car Feed screened 28 50	14 bbls., 40 tbs 1 60 12 bbls., 80 lbs 3 40	Marseilles, ½bx toilet 2 10 A. B. Wrisley Good Cheer	Fine Cut	Toothuiste	Sugared Posses 9
	No. 1 Corn and Oats 28 50 Corn, cracked28 Corn Meal, coarse28 50	Hogs, per Ib 32	Old Country3 40 Soap Powders	Sweet Loma34 Hiawatha, 51b, pails 56	Hardwood 2 50 Softwood 2 75 Banquet 1 50	Starlight Kisses11
	Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00	Sheep, per bundle	Lautz Bros. & Co. Snow Boy	Pay Car	Ideal 1 90	Lozenges print10
	Dairy Feeds Wykes & Co	Solid dairy10 @12	Gold Dust, 100-5c4 00 Kirkoline, 24 4lb3 80	Prairie Rose 49 Protection 40 Sweet Burley 41	Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70	Eclipse Chocolates14 Eureka Chocolates14
	O P Linseed Meal35 00 O P Laxo-Cake-Meal 32 50 Cottonseed Meal34 00	Corned heef 2 th	Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75	Phus	Rat, wood 80	Champion Gum Drops 9
	Digwers Grains 28 00	Corned beef, 1 lb. 1 65 Roast beef, 2 lb. 2 90 Roast beef, 1 lb. 1 65	Roseine	Red Cross 30 Palo 35 Kylo 35	Tubs	Imperials
	Hammond Dairy Feed 25 00 Alfalfa Meal25 00 Oats	Potted ham, ½s 95 Deviled ham ½s 55	Soap Compounds Johnson's Fine 5 10	American Eagle33 Standard Navy 27	18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75	Ital. Cream Bon Bons 12
	Michigan carlots 43 Less than carlots 45 Corn	Potted tongue, 4s 55	Nine O'clock 3 20	Spear Head, 7 oz47	18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25	Auto Bubbles
	Carlots 65 Less than carlots 68	RICE	Scouring	Nobby Twist 55 Johy Tar 39 Old Honesty 48	No. 1 Fibre10 25	Fancy—In 5tb. Boxes Old Fashioned Molas- es Kisses, 10tb. bx 1 30
	Less than carlots 15	Japan 5% @ 6½ Broken SALAD DRESSING	Sapolio, gross lots9 00 Sapolio, half gro. lots 4 50	J. T		Lemon Sours 60
		Columbia, ½ pint2 25 Columbia, 1 pint4 00 Durkee's, large 1 doz 4 50	Sapolio, hand	Tip I wist 43	Double Acme3 75	Peppermint Drops
	Laurel Leaves 15 Senna Leaves 25 HORSE RADISH	Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35	security to cures iie of	Cadillac	Single Peerless3 75	H. M. Choc. Drops 1 10
	Per doz 90	SALERATUS Packed 60 the in hor	Boxes	M(1)	Good Luck	Bitter Sweets, as'td. 1 25
	1910. pails, per pail 55	Deland's 3 00	SPICES	Sweet Core34	Window Cleaners	Lozenges printed
	2 oz. bottles, per doz 3 00	L. P	Cassia, China in mats. 12	Bamboo, 16 oz 25	14 in	Imperials
	C. D. Crittenden Co. Noiseless Tip4 50@4 75	Granulated, bbls 85 Granulated, 100 ths cs 1 40	Cassia, Batavia, bund. 25 Cassia, Saigon, broken 40	I X L, 5 D	13 in. Butter 25 15 in. Butter 25	G. M. Peanut Bar 60
	New Orleans	Lump 145 th lang	Cloves, Amboyna 22	Gold Block 40 Flagman 40 Chips 33	14 in. Butter	Cream Wafers 65 String Rock 60
	Choice	SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 1a	Mace	Duke's Mixture 40	WRAPPING PAPER	String Rock
	Half hammala On	90 101/ 10	110 DO DO	Myrtle Navy44 Yum Yum, 1% oz. 39	Fibre Manila, white 3 Fibre Manila, colored 4	Ten Strike No. 16 50
	Per case	28 lb. sacks	Pepper, shot	Cream 11b. pails 40	Cream Manila3	sortment, Summer as-
		28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks		Corn Colso 112	Wax Butter, short c'nt 13	Scientific Ass't. 18 09 Pop Corn Cracker Jack 35
	Bulk, 5 gal. kegs 1 35@1 40 Manznilla, 3 oz 75	Common Granulated, fine 80 Medium, fine 85	Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochin 18	Peerless, 3½ oz35 Peerless, 1% oz35	Magic 3 doz 1 15	Pop Corn Rella 200 1 25
	Oucon 20 am 7 00	0/12/1/10/1	Mace 65	Cant Hook	reast Foam, 3 doz1 15	Azulikit 100s \$ 28 Oh My 100s \$ 50 Cough Drops
	Stuffed, 5 oz 90 Stuffed, 3 oz 1 45	Large whole @ 7 Small whole @ 6½ Strips or bricks 7½@10½	Mustard	Forex-XXXX30 Good Indian26	Yeast Cream, 3 doz1 00	Smith Bros 1 35
1	Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob	Pollock @ 5	sage 20	Seir Binder, 1602. 802. 20-22 Silver Foam		Almonds, Tarragona 16 Almonds, Drake15 Almonds, California sft.
	PICKLES Medium	Holland Haming	Corn	TWINE	Halibut 10	
	Barrels, 1,200 count6 50 Half bbls., 600 count 3 75	Pollock @ 4 White Hp. bbls. 8 50@9 50	Muzzy, 40 11b. pkgs 5 4 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Cotton, 4 ply24 Jute, 2 ply14	Herring 7 Bluefish 14½	Brazils 12@13 Gilberts 12@13 Cal. No. 1
	Half bbls. 1.200 count 4 50	White Hp. ½bbls 4 50 05 25 White Hoop mchs. 60 0 75 Norwegian	Kingsford	Flax, medium N24	Boiled Lobster29 Cod 10	Walnuts, soft shell 15@16 Walnuts, Marbot . @13 Table nuts, fancy 13@13½
	No. 20. Rover, enam'd 1 501	Round, 100 fbs 3 75 Round, 40 fbs 1 90 Scaled	Silver Gloss, 16 3fbs. 6% Silver Gloss, 12 6fbs. 8%	State Seal	D: 1 1	ecans Med @19
	No. 572, Special 75 No. 98 Golf satin fin 2 00	No 1 100 ths 7 50	18 1tb. packages 5	Barrels free.	Thinacle Colman 15	Pecans, ex. large . @14 Pecans, Jumbos . @16 Hickory Nuts per bu. Ohio, new
	No. 632 Tourn't whist 2 25	No. 1, 10 lbs 90 No. 1, 8 lbs 75	12 6ID. packages 6	No. 0 per gross30	Mackerel	Cocoanuts
	PROVISIONS Barreled Pork	Mackerel Mess, 100 lbs	"Morgan's" Regular barrel, 50 gals 7 50	No. 2 per gross50 No. 3 per gross75 WOODENWARE	Roe Shad	Shelled Spanish Peanuts
	Mess, new	Mess, 10 lbs 1 65 Mess, 8 lbs 1 35	Trade barrel, 28 gais 4 50 2 Trade barrel, 14 gals 2 75	Bushels 1 10	HIDES AND PELTS Hides	Pecan Halves @58 Walnut Halves 30@32 Filbert Meats @27
	Short Cut		Corn Some	Splint large 3 50 (Fured No. 2	ordan Almonds @42
1	Brisket, Clear24 00 Pig24 00	No. 1, 8 fbs 1 25 Whitefish	Half barrels	Splint, medium3 00 C Splint, small2 75 C Willow, Clothes, large 8 25	Calfskin, green, No. 1 13 Calfskin, green, No. 2 11	Peanuts
	Dry Salt Meats P. Bellies	No. 1, 8 lbs 1 25 Whitefish No. 1, No. 2 Fam. 100 lbs 9 75 3 50 50 lbs 5 25 1 90	5tb. cans, 2 dz. in cs. 1 80 1 1/2 lb. cans, 3 dz. in cs. 1 90	Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 121/2	Roasted 6/2 7 Choice, H. P. Jumbo 7

Special Price Current



Mica, tin boxes ..75 9 00 Paragon 55 6 00 BAKING POWDER



10c size 1/4 mb. cans 1 35 6oz. cans 1 90 16 1b. cans 2 50 % Tb. cans 3 75 17b. cans 4 80 31b. cans 13 00 51b, cans 21 50



C. P. Bluing

Small size, 1 doz. box..40 Large size, 1 doz. box..75

CIGARS Johnson Cigar Co.'s Brand



Evening Press O'Halloran Bros. Brands

Worden Grocer Co. brand Ben Hur Perfection Extres 35

TOTACCOLON TAVELOR					
Londres					ı
Londres Grand	ľ	Ī	ſ	Ī	I
Standard					
Puritanos					ä
Panatellas, Finas .	0			I	I
Denetelles Deels	۰	•	٠	۰	ľ
Panatellas, Bock					
Jockey Club					
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,

FRESH MEATS

	D 001	
Carcass		6%@ 9%
	arters	
		7 @ 71/2
Plates		@ 5
Livers		0 6

Butts Mutton

Carcass 6 @ 9

CLOTHES LINES Sisal 60ft. 3 thread, extra..1 00

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60ft.																	7	į
72ft.																	9	i

Cotton Victor

Cotton Windsor

Galvanized Wire
No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE Roasted
Dwinell-Wright Co.'s B'ds.

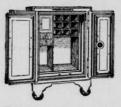


Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids.
Lee, Cady & Smart, Detroit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Godsmark, Durand & Co., Battie Creek; Fielbach Co.,
Toledo.

Peerless Evapa
Peerless Evapa
1.35
Pishing Tackle
Fishing tackle
114 to 2 in.

11/4 to 2 in	7
1½ to 2 in	9
1% to 2 in	i
2 in	T
3 in	ì
Cotton Lines	
No. 1, 10 feet No. 2, 15 feet	E
No. 2, 15 feet	7
No. 3, 15 feet	5
No. 4, 15 feet	10
No. 5, 15 feet	Ì
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No. 7, 15 feet	ť
No. 8, 15 feet	u
No. 0, 15 feet	Ľ
No. 9, 15 feet	3(
Linen Lines	
Small	20
Medium	ď



Full line of fire and burgar proof safes kept in tock by the Tradesman ompany. Thirty-five sizes and styles on hand at all

SOAP Beaver Soap Co.'s Brand



Tradesman's Co.'s Brand



Black Hawk, five bxs 2 40 Black Hawk, ten bxs 2 25
TABLE SAUCES Halford, large 3 76 Halford, small 2 25

Use

Tradesn.an

Coupon

Books

Made by

Tradesman Company Grand Rapids, Mich.

FINE CALENDARS



THING can ever be so popular with your customers for the reason that nothing else is so useful. housekeeper ever has too many. They are a constant reminder of the generosity and thought-

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship. Tell us what kind you want and we will send you samples and prices.

fulness of the giver.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

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.

For Sale—Strictly pure maple syrup. Hickory nuts, walnuts and butternuts. All first quality. J. L. Meeker, Nutwood, Ohio.

For Rent—Old shoe stand in thriving city of Battle Creek on main street. All modern, rent reasonable. Opportune opening for prosperous business. For further particulars, address R. J. Spaulding Realty Co., Battle Creek, Mich.

For Sale or Exchange—Grocery stock and fixtures in Southern Michigan town. Invoices about \$1,000. Small rent. Good reasons selling. Have good steady trade. Address "P," care Tradesman. 260

For Sale—General store; good stock; good trade; moneymaker; post, railway ticket and express offices in connection.

Address P, care Tradesman. 200

For Sale—General store; good stock; good trade; moneymaker; post, railway ticket and express offices in connection.

Address P, care Tradesman. 200

For Sale—General store; good stock; good sto

Listen, Mr. Merchant,

Write for my special proposition if you want a successful sale of any kind. Your stock can be reduced at a pront, or closed out with satisfactory results. Remember, I come mysein thoroughly quanned. Engagements now being booked for January and February sales. Sale circulars furnished. Terms right. Get in touch with B. n. Comstock, 907 onto Building Toledo, Ohio

For Sale—The best grocery business in the city of Batavia, ill., 38 miles from Chicago. Stock will invoice about \$3,500. Sales last year were over \$30,000. For particulars write to J. A. Anderson & Son, Batavia, ill.

For Sale—General store, established 1890. Invoice \$5,000 to \$6,000. Population 1,000. County High School. Reason for selling, going West. Terms cash. Address Chapman Mercantile Co., Chapman, Kan.

For Sale—Patent on attachment for

Address Chapman Mercanen.

256

man, Kan.

For Sale—Patent on attachment for hitching weight strap for team that will adjust itself automatically on pole from weight to bit. Have other business. Will sell on terms to suit. Address Witzeg Bakery, 1400 Marshall St., N. E., Minneapolis, Minn.

255

For Sale—Grocery and hardware stock in one of the best small towns in North Dakota, with or without the building. Address P. O. Box 203, Forbes, N. D.

For Sale—New clean stock of groceries, Central Michigan town. Stock and fixtures invoice \$800. Rent reasonable. Good reasons for selling. Address No. 250, care Tradesman.

Good reasons for selling. Address No. 250, care Tradesman. 250

For Sale—Millinery and general notion store. Doing cash business. Town of 2,500. Invoices about \$1,500. Sell below invoice. Owners moving away. Excellent opportunity to make money. Address Box 259, Coquille, Ore. 249

For Sale—A good clean stock of hardware and implements; tinshop in connection; a good location; will inventory about \$5,000. For further particulars address Jos. F. Pierce Hardware Co., Logan, N. M.

For Sale—Cheap, a nice shoe stock in small manufacturing town. Let me tell you about it. Address No. 246, care Tradesman.

For Sale—\$6,000 to \$6,500 stock of

Tradesman. 246

For Sale—\$6,000 to \$6,500 stock of hardware, no implements. Only hardware in town of 1,200. Price & Blair, Mt. Morris, Ill.

For Sale—An old-established machinery exchange. Money can easily be doubled annually. Second hand machinery can be bought at exceedingly low prices. Shipments can be made by rail or water. If interested let us hear from you at once. J. T. Simonson & Co., Muskegon, Mich.

For Rent—Store 24x50, living rosabove. 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.,

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. ½ H. P., \$30. Larger sizes also. Write L. E. Lemon, Aurora, Ill. 240

For Sale—Paying 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.

IF SPOT CASH

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.

Texas. 237
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—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.

For Sale—Stock of drugs, soda apparand 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 to day and we will be there to-morrow.

Paul L. Feyreisen & Co.,

184 Franklin St., Chicago, III.

Farm and timber lands for sale in Eastern Texas, the best part of the state. This is the center of the farming, stock traising and fruit belt of the Great West. Good health and good society, no trouble to answer questions. S. D. Goswick, Mt. Vernon, Texas.

188

For Sale—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.

For Sale—63,000,000 feet long leaf pine, Jill, planing mill, shingle and stave mill, dry kiln, etc., complete. Also ten miles 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.

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

D. H. Richards, Ladysmith, Wis. 226

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; 2½ 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

For Sale—Livery and feed stable. Mrs.

For Sale—Livery and feed stable. Mrs. Pfeiffer, Portland, Mich. 213

A splendid town site or irrigation proposition, very cheap. D. J. Myers, Boulder,

Want Ads. continued on next page.

You Can Make January **Business What You Will**

The time of the crucial test is at

January will tell.

Are you to be numbered among the plus-men-or among the minus quantities?

Is it to be a clean, clear, speedy get-away-or a stumble at the start?

It takes only the most ordinary ability to get business when business is good.

But the real merchant shows what is in him when the rush is past.

The myth that January must, of necessity, be a dull month was invented by some lazy man.

January for you will be just what you make it-the profits will depend upon the push.

We cannot imagine a worse start for a new year than an acknowledgment, even in one's own consciousness, that January could possibly be a dull month.

Experience has shown that it may be one of the best-for then every extra pound of steam generated means

an increased impetus—an advantage gained over the competitor whose fires are banked.

In order that you may make January all that it can be made—the merchandise offered in our catalogue has been marketed with peculiar care and we have more fully than ever before, we believe, met the heavy demands of an exacting condition.

With its help you may make January a month of advancement and profit-if you will.

Be sure that the January number does not miss you. If it does not reach you soon write for number F. F. 758.

Butler Brothers

Exclusive Wholesalers of General Merchandise.

New York, Chicago, St. Louis, Minneapolis.

Sample Houses-Baltimore, Cincinnati, Dallas, Kansas City, Omaha, San Francisco, Seattle.

They Pass On.

"Yes, I had given a good deal of year on the road." thought to the tramp problem," said the Long Island farmer, "when the idea came to me all at once last summer. It had done no good whatever putting up signs warning them or to no-not this time-s'mother time.' keep a bulldog at the gate. What I did was to put up signs for several miles around inviting the Wearies to call at my farm day or night and re- but it is the first step toward it. ceive a cordial welcome. They averaged three per day before the signs were up; after that I did not get one a week. Early in November a big means a whole lot in business. husky came along and was passing by when I hailed him and asked him ing until we prove our worth. to come in. He stood on one foot for a minute and then asked:

"'Got any constables hidden in the

me, old man! This is my sixteenth not understand what success means.

"'But what racket do you mean?" "'Putting pizen in the champagne and selling my cadaver to a medical college for twenty-five bones! Oh, everything. Many a racehorse wins

Homely Thoughts for Workers.

Effort does not promise success, day than at night.

ter more than bank accounts.

think accurately and the hand to respond quickly.

Work without rest is like bread

A sudden shock in business is as good a tonic as a splash of water. It wakens one in a hurry.

Don't give up until you have tried on the last stretch.

Rest does not mean idleness; more tangible dreams are spun during the

John Trainer.

BUSINESS CHANCES

For Sale—New clean stock of groceries and general store. Southern Michigan town. Invoices about \$1,800. Rent reasonable. Moneymaking business, as you will see for yourself by enquiry. Best location in town. Good reasons for selling. New house and lot centrally located if desired. Address No. 265, care Iradesman.

For Sale—Best general store in West-ern New York. Inspection invited. Ad-dress No. 212, care Michigan Tradesman.

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.

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. the administrators until sold. A. Cooper and Allan McDuff, Adm's. 211

Cooper and Alian McDuff, Adm's. 211

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.

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 Rent—Best and largest store build-

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.

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.

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.

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.

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.

rbor, Mich.

For Sale—One 300 account McCaskey egister cheap. Address A. B., care fishigan Tradesman. register cheap. Ad Michigan Tradesman.

register cheap. Audress 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

For Sale—First-class meat market, stock and fixtures; building included. Cheap for cash. J. F. Rezac & Co., St. Marys, Kan. 86

I want to buy a going business. Will pay cash. Give particulars and best price. Address M. T., Box 313, Cherry Valley, III.

story with a strong plot; it keeps the best for the end.

Work well done to-day and to-morrow promises better next week.

If a man had no failures he would

III.

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, III.

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. Detroit 805 Mich.

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 771

HELP WANTED.

tangible dreams are spun during the day than at night.

Overwork may tire the body, but it certainly lightens the conscience.

Wanted—Man in each locality to prepare to represent us and earn large income. No canvassing, but pleasant business that can make you independent. Write us at once. American School of Real Estate, Dept. T, Des Moines, Iowa.

Wanted—Salesman for Michigan for first-class enamel ware and widely ad-vertised specialties. Enterprise Enamel Co., Bellaire, Ohio. 253

Wanted—For Central, Southern and Western states, good live traveling salesmen to handle representative line of men's, ladies' and children's sweater coats on commission basis. Samples ready in January. Right party can make big money. Address No. 210, care Michigan Tradesman.

Salesman—On commission or \$75 and up per month with expenses, as per contract; experience unnecessary. Premier Cigar Co., Cincinnati, Ohio.

Wanted—Experienced retail shoe salesman. State in first letter age, experience, married or single and amount of salary wanted. Address No. 193, care Tradesman.

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.

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—Position in a drug store by young single man, age 26. Have had six years' experience. Not registered. Address W. A. S., Fennville, Mich. 262

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.

Wanted—Position as clerk in general store. Can furnish good reference. Grand Rapids preferred. Address No. 197, care Michigan Tradesman. 197

AUCTIONEERS AND SPECIAL SALES-MEN.

Safes Opened—W. L. Slocum, safe expert and locksmith. 114 Monroe street, Grand Rapids, Mich. 104

SPECIAL FEATURES.

Lists and addresses of persons worth \$500 and more in towns of 3,000 and up. Just the ones you wish for a mail order list. Guaranteed 100% alive. These lists will be furnished to four firms, different lines. We have used them with profitable results. Why don't you do the same? Let us show the manner in which we get them, which will guarantee them to be genuine and worth many dollars to you. Tinning Supply Co., Kenton, Ohio.

Your questions concerning Washington State or Alaska answered for \$1. Seattle map and guide book, 16 cents. References, any Seattle bank. Edgar Royer, Dept. X, 722 New York Building, Seattle, Wash.

We pay cash for stock or parts of stocks of dry goods, groceries, shoes, clothing and all general stocks of goods. Must be cheap. Redfern Bros., Lansing, Mich.

Mich. 252

Real estate mortgages net you 6% to 8%. Any amount. Safest investment. The West has the opportunities, you have the money. Write Marcus W. Robbins, Grant's Pass, Oregon, for information. Bank references. 248

Wanted—By northwestern hardware jobber, young men, high school graduates, two years or more retail hardware experience. Address No. 165, care Tradesman. 165

Wanted—To buy stock shoes, clothing or general stock, give price, description, first letter. W. F. Whipple, Galesburg.

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

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

Work is intended to change charac-

Confidence is a simple word, but it

The world does not owe us a liv-

It is well to train the mind to

THE WOMAN WITH THE SERPENT'S TONGUE

[Copyright, 1909, by John Lane Company. Reprinted by permission.]

She is not old, she is not young, The Woman with the Serpent's Tongue, The haggard cheek, the hungering eye, The poisoned words that wildly fly, The famished face, the fevered hand-Who slights the worthiest in the land, Sneers at the just, contemns the brave, And blackens goodness in its grave.

In truthful numbers be she sung, The Woman with the Serpent's Tongue; Concerning whom, Fame hints at things Told but in shrugs and whisperings: Ambitious from her natal hour, And scheming all her life for power; With little left of seemly pride; With venomed fangs she can not hide; Who half makes love to you to-day,

To-morrow gives her guest away. Burnt up within by that strange soul She can not slake, or yet control; Malignant-lipp'd, unkind, unsweet; Past all example indiscreet; Hectic, and always overstrung-The Woman with the Serpent's Tongue.

To think that such as she can mar Names that among the noblest are! That hand like hers can touch the springs That move who knows what men and things, That on her will their fates have hung!-The Woman with the Serpent's Tongue.

William Watson.

- "'Only this one and he is harmless.'
- "'Any spring guns or bear traps lying around loose?"
- "'Nothing of the sort.'
- "'But a feller has got to do a day's work to git a meal?'

"'No work at all. You come right in and get a square meal and a smoke, and if you want to stay all night I'll give you the best bed in the house.

"He looked at me in a puzzled way for a long minute," continued the best for the end. farmer, "and then indulged in a wink and smile, and said:

"'You can't work that racket on

without veast: it is heavy.

What does it matter who gets the credit for the work? The work is what the world needs

Some men may die from overwork, but laziness is a more fatal disease.

There are times when a man shall act and times when he shall talk. He must learn how and when.

Character does not promise success, but without it a man is pretty sure to fail.

A man who tries and fails knows that he has tried.

A difficult piece of work is like a story with a strong plot; it keeps the

[&]quot;'Not a one.'

[&]quot;'How many dogs you got?'



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IS YOUR TIME WORTH MONEY?

Spend any time keeping books Do Copy and post charges—one book to another Make out statements at the end of the month You

Make out statements at the end of the month
Spend any time trying to collect your accounts
Write up pass books for your customers
Know how much you sell for cash
Know how much you sell on credit
Know how much you receive on account
Know how much stock you have on hand
Have disputes with your customers over accounts
Ever forget to charge goods sold
Ever forget to make proper credits
Old show a correct proof of loss in case of fire?

CAN YOU show a correct proof of loss in case of fire?

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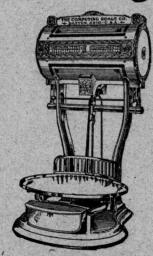
G. H. Gates & Co.

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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 14 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.

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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

B. J. McGee. 5 Nelson Place, Manager, Grand Rapids Please mention Michigan Tradesman when writing

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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

The Only Reason Someone Doesn't



Make as good a ketchup as Blue Label is because they can't.

The Only Reason We Don't

Make Blue Label Ketchup better is because we can't.

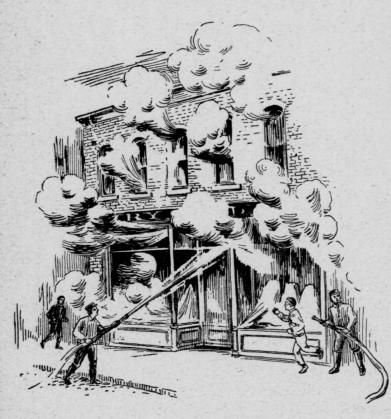
As long as we have the finest ketchup on the market we are satisfied. As long as we create an enormous demand for it by our advertising and keep your customers buying it on account of its quality and give you a good profit, we believe you will be satisfied.

When you are satisfied, When your customers are satisfied, And when we are satisfied, We figure that the problem is solved.

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