

OLIVER WENDELL HOLMES

Born Cambridge, Mass., Aug. 29, 1809
Died Boston, Mass., Oct. 8, 1894



Pluck and Luck

One constant element of luck
Is genuine solid old Teutonic pluck.
Stick to your aim, the mongrel's hold will slip;
But only crowbars loose the bulldog's grip.
Small though he looks, the jaw that never yields
Drags down the bellowing monarch of the fields.

Oliver Wendell Holmes.

The Crooked Path



Ah, here it is! the sliding rail
That marks the old remembered spot—
The gap that struck our school-boy trail—
The crooked path across the lot.

It left the road by school and church,
A penciled shadow, nothing more,
That parted from the silver birch
And ended at the farm-house door.

No line or compass traced its plan,
With frequent bends to left or right,
In aimless, wayward curves it ran,
But always kept the door in sight.

The gabled porch, with woodbine green—
The broken millstone at the mill—
Though many a rood might stretch between,
The truant child could see them still.

No rocks across the pathway lie,
No fallen trunk is o'er it thrown,
And yet it winds, we know not why,
And turns as if for tree or stone.

Perhaps some lover trod the way,
With shaking knees and leaping heart—
And so it often runs astray
With sinuous sweep or sudden start.

Or one, perchance, with clouded brain,
From some unholy banquet reeled—
And since our devious steps maintain
His track across the trodden field.

Nay, deem not thus—no earth-born will
Could ever trace a faultless line;
Our truest steps are human still—
To walk unswerving were divine!

Truants from love, we dream of wrath—
Oh, rather let us trust the more!
Through all the wanderings of the path
We still can see our Father's door!

Oliver Wendell Holmes.



Our Brands of

VINEGAR

Have been continuously on the market
for over forty years



"HIGHLAND" Brand Cider and White Pickling

"OAKLAND" Brand Cider and White Pickling

"STATE SEAL" Brand Sugar



This surely is evidence of their satisfying qualities
Demand them of your jobber

Oakland Vinegar & Pickle Co.
Saginaw, Michigan

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

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. ❁ ❁

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

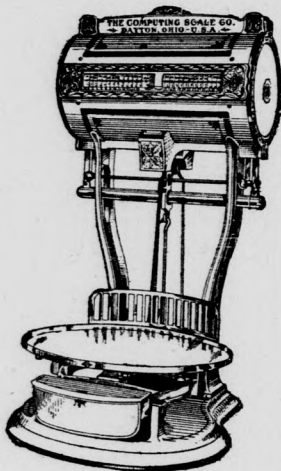
NOTICE

We are sole and exclusive owners of the fundamental patents covering
the manufacture, sale and use of barrel-shaped computing scales, disclosed
and covered in

Letters Patent of the United States

Reissue No. 11,536, granted April 28, 1896

No. 597,300, granted January 11, 1898



Warning

We claim that all barrel-shaped comput-
ing scales, platform or otherwise, similar
to this cut, are an infringement of our
exclusive rights under the above named
Letters Patent.

To substantiate our rights in the matter,
our counsel on May 23, 1910, filed a bill of
complaint against the Toledo Computing
Scale Company, for infringement of the
above named Letters Patent, and are in-
structed to prosecute such suit to a success-
ful conclusion as rapidly as possible.

All manufacturers, sellers and users of
such infringing scales are hereby notified
that our attorneys are instructed to protect
our rights in the matter in every way pos-
sible, and will bring suits in the United
States Courts against them for unlawfully

manufacturing, selling or using scales of this kind.

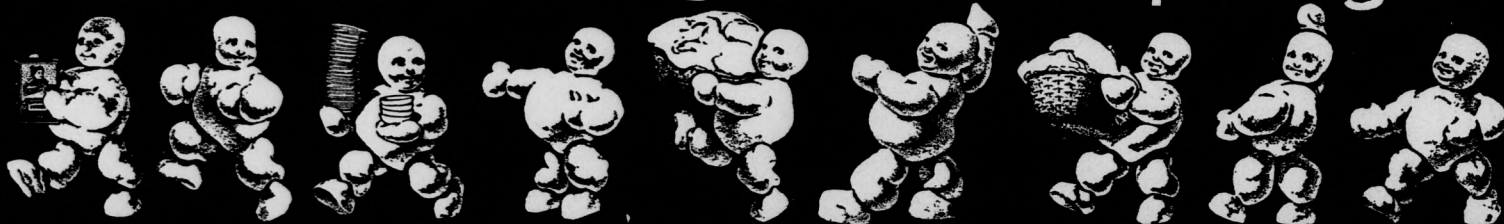
Do not become involved in expensive litigation, but buy your
scales from parties having the right to make and sell such scales.

The Computing Scale Co.,

Dayton, Ohio

Moneyweight Scale Company, Chicago
Distributors

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 24, 1910

Number 1405

SPECIAL FEATURES.

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THE JUVENILE ELEMENT.

It may be unpleasant to have little urchins thrust upon our attention, yet in them there are possibilities which promise rich rewards for the extra service entailed.

Treat them as little men and women and they will soon take pride in behaving themselves accordingly. If one transgresses do not let your temper rule, but by some comical remark, some gentle reminder, show your disapproval and the offense will probably not be repeated.

Strive to attend to their wants in such a way that the parents will not only take pride in being able to send Johnny to the store, but show the kindly interest which will induce them to specify that it shall be your store. It is worth something to gain the reputation for supplying a child as conscientiously and completely as the parent could do. Find out not only what he wants, but who and what he wants it for. Then fit him out as you would have his father do by your son.

Some day—before long—Johnny will become a man, the chief purchaser in a household. Strive to gain his confidence, his friendship and his patronage. If your service has been just he will remember it; but if you have taken advantage of his early inexperience, this, too, will remain in his memory, and Jones, who is honest as well as accommodating, will get the trade.

Court the friendship of the little folks with pleasantry, but never indulge in the wit that has behind it the sting of ridicule. Children are astute observers. You may make them friends for life, their parents cementing the friendship with increased patronage. But treat them as nuisances and they speedily become such.

WATCHING FOR WHISTLE.

The story is told of a lad who was helping to thresh who so divided his time during the entire forenoon between working and watching for the noon whistle that he really accomplished very little. Finally, 10 minutes before 12 the suspense became unendurable. "Why don't you

blow the whistle?" Promptly at 12 the whistle sounded and as promptly the lad dropped his work and hurried to dinner. The story goes that he ate so much as to be practically useless in the afternoon.

There are too many people in this world waiting for the whistle to blow. As if fearing that they may miss hearing it or not be ready to respond to the first call they wait and stop and listen and thus accomplish very little. It is a good thing to be prompt at mealtime. Nothing is more vexatious to the cook than being compelled to wait meals. Her time is worth something to her and no one has a right to make a practice of willfully inconveniencing another. But there is such a thing as being too prompt. The little girl who went to the party two hours before the time specified was decidedly in the way; had she left duties undone at home, the fault would have been double.

Bring your mind into the habit of taking up each duty consecutively and without letting it interfere with any other. Let not a prospective pleasure mar the faithfulness with which each portion of the work is done. Proper training shows the work of the forenoon standing out clear. Every step should be taken at the proper time, with no headlong jumps to clear a bridge before you come to it. Have the mind drilled and the work so well in hand that when the dinner hour comes you will be ready to transfer attention wholly to the new duty without detriment to the old. And so use this period that it may refresh rather than incapacitate for the afternoon labor. The boy or man who is always straining his ears to catch the first sound of the whistle is seldom the best man.

LOVE OF WORK.

We love our work in proportion as it becomes a work of love. This love may be only represented by the money which is in it. It then becomes the most poorly paid; for when money is the only incentive the labor is purely mechanical and of the smallest amount possible. We sometimes see those who seem to be doing the labor conscientiously, yet where the mercenary motive is the only one in evidence the spirit and the life of the work is lacking. The seed may be plump, seemingly intact; but if the germ is weak or dead it will never be a producer of new life.

Miss Mulock says: "People will work the better because they work from love—not merely doing their duty and obeying in a blind way." Here we have the whole secret in a nutshell. The work which has love back of it, a definite object, is the work which tells. When we set out to walk we go with more vivacity if we have a definite goal in view. And

the work which has love spurring it on is more ambitious than that inspired only by the humdrum good of duty.

It may be love of family or of the town. It may be love of employer. Certain it is that if you would have your clerk do his best you must arouse in him a higher motive than that of merely working for the salary.

If your work lags hunt out the reason. If it is with yourself be honest and see if you are working for love or just to make a living. If you have this higher motive strive to instill it into the heart of your clerk. Show him that you have an interest in his welfare and he will soon take an interest in yours. Work will move more smoothly and he will take an increased interest. Work in its highest sense must be combined with love and the more this is applied to the bettering of the human race the more fully will the conditions and results be elevated.

A LIFE OF SERVICE.

The death of Florence Nightingale removes from earth one whose name has been a household word for more than one generation. While of foreign birth and working in foreign fields, the lessons which she taught have been adopted and practically applied in our own land. She assisted in founding the Red Cross and through her labors army sanitation may be said to have had its birth.

A life devoted to her fellow men has been richly rewarded. She defined health as "not only to be well, but to be able to use well every power we have to use." And most nobly did she put her convictions into practical application.

For her services the Queen sent her an autograph letter of thanks and a cross set with diamonds. The Sultan of Turkey remembered her with a diamond-set bracelet. King Edward bestowed upon her the Order of Merit, the most exclusive distinction in his power to give. And now when the highest honor which England can bestow upon her dead—burial in Westminster Abbey—is offered, her executors feel obliged to decline because her will requests that burial be both private and simple. There will be a plain coffin, with only her name and the dates of birth and death.

And this is enough. For does not the whole world mourn her loss? And will not the lessons which she has left live through all time for the comfort and general uplifting of the human race?

Her work was of two distinct characters, although with a strong binding cord—active field work in which she stood for twenty hours at a time when wounded soldiers needed her attention and published documents

embodying the lessons learned, the results of observations and reforms needed. The former was more necessary at the time; the latter more wide-reaching in its effects. She has done what few women could accomplish. Longfellow has immortalized her in his Santa Filomena, yet to her a dearer memorial is erected in every step that she has made better for her fellow men.

STUDY THE PROPER SETTING.

The jeweler would not for a moment consider the setting of a valuable jewel in a brass ring; neither would he place a mammoth solitaire in a lady's ring. There is a question of appropriateness at all times to be borne in mind. An exquisite window design for a florist was a tank of water lilies surrounded by a birch bark covering. The combination might serve as well to attract notice in the window of a dry goods merchant or dealer in paints and drugs. Lilies are suggestive of purity and certainly we want to impress upon the public the fact that we handle only the pure stuff. But the drapery about the box would necessarily be changed. The rustic birch was admirable for the florist, but even the satiny petals of the spotless flowers could not conceal its inappropriateness among the silks of the fancy store. The border of horse shoes is artistic when used in connection with the various utensils of the hardware man, but it would fall far short of the requirements for a millinery store.

In window decoration we must not only decide upon the feature which we would press, but we must give it the harmonious surroundings. The clash in material is quite as noticeable as that in color. Even the hated billboard may be pardoned when it is really artistic in design and placed in such a way as to hide a rubbish heap or a pile of rocks. But when we are almost transported over the beauty of a landscape, it jars most shockingly to behold one of these cheap advertising mediums perched in the upper branches of a graceful elm.

Harmony in color, in subject and in substance is a most desirable quality when seeking publicity. The proper blending is as delicate as are the tints on the artist's canvas. The best is not best for us unless adapted to our special needs.

A plump girl is apt to be good natured until people begin to tell her how obese she is getting.

The merchant who is not a good talker should buy goods which speak for themselves.

In the summer hotel there's always room at the top.

Cultivating a Spirit of Good Fellowship.

Indianapolis, Aug. 22—The manufacturers and jobbers of the Indianapolis Trade Association find that one of the most valuable results of their trade extension trips is a by-product. The object aimed at is to interest more buyers in the Indianapolis jobbing and manufacturing market. That is why the heads of the concerns make the trips, as they realize that by coming into personal contact with the local merchants in various towns they may the more easily attract orders from these merchants for their houses.

The scheme was well planned and the results are fully up to expectations. It has been with great satisfaction, then, that the members have found a by-product almost as valuable as the original. This by-product is a closer acquaintanceship among the members of the Association.

"I ought to be ashamed to admit it," said the man at the head of a large jobbing house, as the cars were returning Friday night from the third trade extension trip, "but I have scarcely had a speaking acquaintance with half the business men of South Meridian street, and I have not even known the names of many of the manufacturers of the city. But I have been on all three of these trade extension trips, and while I have laid the foundation for a considerable amount of new business for my concern, I find that the most valuable result of the trip is the closer relationship I have established with

the men at the head of the big concerns on my street."

It is not all work with no play on the trips. When a stop is made at a town it is serious work. Every man on the special cars hustles out and calls on the merchants in his particular line. Often several men in the same line go together, this being the invariable rule with the representatives of the drug houses.

But when the business men are again on board and the cars start on a half hour run to another town there is a relaxation and a spirit of good fellowship. Those who desire to talk shop may find a quiet corner, but for the most part there is a chorus of song or the passing of clever stories. There are usually those on board who have an aptitude for entertaining and these form the center of special groups.

Last week's trip had what became known as the "Crazy Ward." On Car No. 2 a congenial group occupied chairs in the baggage compartment of the car, with the motorman. During the first day W. A. Holt, manager of the Denison Hotel, and David Wallace, representing the Indianapolis Motor Speedway, furnished most of the amusement, being known as professional "kidders." Wallace insisted on being allowed to provide special attentions and courtesies for Holt, winding up with the presentation of a pass over the entire Vandalia Railroad, with the specific privilege of allowing Holt to pass right through Indianapolis without stopping. Wallace also offered to arrange a collision for Holt and feign-

ed great disappointment when Holt declined to accept any further courtesies.

Herman Lieber seldom permitted his car to become quiet for long at a time. His ever present, "Let me give you one of my cards," as he extended any bit of advertising matter that came to hand, became one of the household phrases of the excursion. W. L. O'Conner frequently broke a period of quiet with the stirring lines of the song, "I'm a bold bad man," in which all on board joined in the final wild "whoop" which closes the verse.

John H. Crall, general manager and freight agent of the Terre Haute, Indianapolis & Eastern lines, over which the trip was made, accompanied the Indianapolis men over the route and had personal charge of the excursion. He was one of the most popular men on the cars, and before the end of the first day everybody called him by his first name.

R. P. Van Camp and Ferd Hollweg were the official military escort. They had charge of the small yacht cannon on each car, firing on entering a town and a few minutes before time for leaving—and in between time as long as the ammunition lasted. They usually "fired and fell back," for there was seldom any warning to others in the cars that the firing was to be done, with the result of a threatened assault on the cannon-eers.

Grunting would not be so much of a sin if the grunters did not demand an audience.

Motor Cars To Generate Electric Light.

One of the greatest additions to the pleasure and convenience of night motoring is an improved electric light system recently perfected abroad. By means of it a greatly increased efficiency for all the lights of the car is secured, as well as a much safer and more convenient system than has heretofore been employed. The system in question consists of a small multi-polar generator having a positive drive from the engine, and is contained under the same hood. Besides this a device known as a load regulator and a small storage battery are required. The generator, which runs upon ball bearings, and weighs but twenty-four pounds, is capable of producing the required current, even on a slow speed of the engine, to light all the regular equipment of lamps. It also furnishes the ignition spark for the engine. If running at a high speed or when the engine is being operated free of the machine, the load regulator comes into play, diverting the excess current generated into the storage battery and thus keeping it at all times fully charged and able to supply the necessary current for the lamps when the machine is standing idle. It is unnecessary for the chauffeur to leave his seat in the machine, either to light or adjust the lamps, or to ascertain the amount of current being generated by the dynamo or the battery. An instrument located directly in front of him gives all the necessary information.

A DOUBLE PROFIT

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

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

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

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

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

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

Modern Methods Needed in Trade.

The science of merchandising has risen rapidly in the past half decade, but there are still merchants who sell only trash and who care more for to-day's profits than for future patronage. Such merchants are no longer important. They are has-beens.

They are too weak, mentally and financially, to withstand the rising standard of modern business. They are gradually finding their way to the side streets, where they can dry up without anybody's knowing it.

The time to tune up your business is now. To-morrow begins with every tick of the watch. Every good business man knows the necessity of planning for the next minute and the next hour and the next day.

Take your metal scales and weigh your business thoroughly, from the standpoint of an outsider. Would you consider it a high-class business if some one else owned it? That is the test.

What are you doing to raise the tone of your store?

Are you steadily improving the quality of the goods, to give your customers a maximum value for the price? Your competitor probably is.

Do your methods conform to the Golden Rule? Are they as liberal as your competitors'?

Do you run your business with as much dignity as your banker conducts his? You should.

Do you try to sell each customer what is really best for him, or mere-

ly try to pick his pocket as soon as possible?

Do you lie or juggle words in your advertising? Exaggeration does more harm than good.

Do you use big box car capital letters in your advertising? Circuses do, but they appeal to a different kind of crowd.

Do you print your entire catalogue in each advertisement? You should not. Nobody wants to read your invoice.

Do you always state the price in each advertisement? That is the principal point the reader wants to know.

Do you put glaring printed signs on packages? No customer wants to be a walking signboard for your store.

Do you pay enough attention to the appearance of your store? Is it modern and attractive? Take a look at it now, from the standpoint of the man on the street.

Do you notice whether every corner is thoroughly clean and every article ready for a customer to see or handle? If you don't, customers will distrust you.—Farm Machinery.

In a Free Country.

Irishman (to ward leader)—How long do I have to be after livin' in this country before I can steal without gettin' into jail?

At the Restaurant.

Old Gentleman (to waiter)—Can you tell me if my wife is here?

Waiter—Yes, sir, eighth hat to the left.

To Trim a Small Store Window.

Nine times out of ten the small merchant makes the mistake of trying to show his entire stock of goods in one very small window. His idea is good; namely, "to sell an article you must display it." But it is a very bad plan to show too many kinds of merchandise in one window.

There is a time and place to display different kinds of merchandise. One particular item must either be displayed alone or with other merchandise of the same character.

Of course the real purpose of a show window is to sell something—to increase your bank account. To do this your window must be attractive and pleasing to the eye, with the goods displayed so that all the selling points are brought out at a single glance.

I know, Mr. Merchant, your strong inclination to rush a new article into the window the very minute it is received.

Your first impression is one of great admiration, and you congratulate yourself on being a clever buyer by purchasing the very article that is so much in demand before your competitor.

So naturally your first thought is to rush this new article into the foremost corner of your window, forgetting the other articles of different denomination already on display. You see only this one article and to you all its selling points stand out at a single glance. Your first impression is one of great joy and admiration.

You cry out, "That's fine! That's fine!"

Yes, it is fine, and you can see it, but how about the public, who sees this one article with the other contrasting things? They glance here and here through the window with no definite impression as to what is on display, and walk down the street to your much wiser competitor.

Now, Mr. Merchant, try a solid window of some good seasonable merchandise. If you find that you know too much about your merchandise to display it correctly, hire some clever young fellow to do it for you.

A window decorator, to be successful, must have natural artistic talent; he must be an artist and, above all, he must be patient. A window should be trimmed the same as a painter paints his picture—start at the beginning and cover every detail.

W. A. Carpenter.

"Putting On Airs."

Mrs. Dobbs was trying to find out the likes and dislikes of her new boarder, and all she learned increased her satisfaction.

"Do you want pie for breakfast?" she asked.

"No, I thank you," said the new boarder, with a smile. "Pie for breakfast seems a little too much."

"That's just the way I look at it," said Mrs. Dobbs, heartily. "I say pie for dinner is a necessity, and pie for supper gives a sort o' finishing touch to the day; but pie for breakfast is what I call puttin' on airs."

Dandelion Brand Butter Color Sells Itself

You won't have to waste time "Pushing" Dandelion Brand Butter Color. Just let your buttermaking customers know that you're keeping it. That's all.

Over 90 per cent. of the buttermakers in the country won't have any other kind. For Dandelion Brand is the best—proved so by years of trying tests.

It gives butter the rich, golden color that makes it sell better. It never sours or turns rancid.

It's the Butter color your customers want. Send a trial order now.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

Butter Color
Vegetable

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

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Orleans—W. D. Reynolds is closing out his general stock.

Plainwell—Jerome Parks will open a meat market here shortly.

Otsego—William Brigham succeeds Irving Clapp in the baking business.

Ishpeming—Miss Agnes Enright has engaged in the millinery business.

Pontiac—Aldrich & Harris have sold their grocery stock to W. E. Blynn.

Belleville—John S. Wright has sold his general stock to L. F. Wright.

Plainwell—J. Bunker has closed his bakery, sold the fixtures and leased the Depot Hotel.

Sherman—C. T. Beagle has removed his stock of harness from McBain to this place.

Manistee—Joseph Franckowiak succeeds Franckowiak & Zillinski in the grocery business.

Saranac—Miss L. Goodell has sold her interest in the millinery stock of Goodell & McKay to Mrs. George McKay.

Allegan—I. A. Brown has sold his interest in the Allegan Hardware Supply Co. to the other members of the firm.

Flint—W. H. McKeighan has opened a drug store at 2905 Industrial avenue. He will call it the Industrial Pharmacy.

Owendale—W. C. Jones has sold his hardware stock to Charles Ricker, who will continue the business at the same location.

Evart—Norman Schatz has sold his stock of confectionery to L. Loudon, who will continue the business at the same location.

Owosso—C. H. Barrett has sold his grain elevator to Fred Welsh, recently of Fenton, who took immediate possession.

Riggsville—Daly & McCallum have moved their stock of implements, vehicles, seeds and groceries from Cheboygan to this place.

Wyandotte—The Business Men's Association of this place is negotiating with the Quinn Manufacturing Co., of Kalamazoo, to locate here.

Allegan—I. A. Brown and Thomas Carboy have formed a copartnership under the style of Brown & Carboy to engage in the heating and plumbing business.

Detroit—The Reliable Furniture & Carpet Co. has engaged in business, with an authorized capitalization of \$25,000, all of which has been subscribed and paid in in cash.

Gwinn—Leo Verville & Co. have opened a meat market in connection with their grocery business. Peter Jandron, of Spokane, Wash., has been engaged as meat cutter.

Kalamazoo—The George W. Taylor Co. has leased the second story of the building occupied by the Colman Drug Co., preparatory to increasing its stock of clothing.

Marshall—The Lyon Lake Grocery & Provision Co., Ltd., has broken ground for its new store building at Lyon Lake. The store will be under the management of T. R. Cox.

Portland—C. A. Aldrich has sold his interest in the firm of Goodwin & Aldrich, manufacturers of washing machines, to his partner, who will continue the business under his own name.

Stambaugh—M. DuBois, who conducted a general store at Pentago, has removed his stock to this place, where he will engage in the grocery business after closing out his other lines.

Kalamazoo—A. A. Everhart & Co., meat dealers, have dissolved partnership, A. A. Everhart selling his interest to his partner, A. B. Fargo, who will continue the business at the same location under his own name.

Detroit—The Carpenter, Kendal & Naylor Co. has recently been incorporated for \$5,000. The company, operating at 60-62 Cadillac Square, is direct representative of a number of Eastern manufacturers of belting, drills, machine parts, etc.

Glengarry—George W. Brown, of Sturgis, has completed arrangements for the erection of a concrete and brick building, 48x130 feet, with several additions, which he will occupy as soon as completed with a plant for the manufacture of all kinds of upholstered goods.

Plainwell—J. H. Clement and F. M. Storms will erect a brick block, 60x70. The building will be divided into three stores, one of which will be occupied by Mr. Clement with his stock of dry goods, one by Mr. Storms with his hardware stock and the third store will be rented.

Adrian—J. F. Young and Truman Brainard, both former business men here, have purchased two stores at Syracuse, Ind., taking possession on last Monday morning. Mr. Brainard will not move from Adrian until September 1. The stores are a dry goods and a shoe store and a department store.

Baldwin—A display of farm products is now to be seen at the Pere Marquette depot at this place. The railroad company set aside a room for such a display and the Lake county directors of the Western Michigan Development Bureau provided the exhibit. There is to be seen hay, alfalfa, clover, rye, canned fruit and pictures of Lake county farms and orchards.

Manufacturing Matters.

Detroit—The Anhut Motor Car Co. has changed its name to the Barnes Motor Car Co.

Hastings—The Hastings Motor Shaft Co. is building an addition to its plant, 36x150 feet.

Centerville—Lloyd Miller has sold his interest in the Centerville Creamery Co. to Wright & Cheever, who took immediate possession.

Wiley—The Co-operative Creamery Co., organized in July with a capital stock of \$4,000, will begin operations as soon as the remainder of the machinery is installed.

Detroit—A new company has been organized under the style of the Serviscar Motor Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Puncture Proof Tire Co. is the style of a new concern recently opened for business at 269 Beaubien street. The company manufactures punctureless pneumatic and solid tires for motor vehicles, the material being a spongy composition of rubber, said to be as resilient as air.

Detroit—The Detroit Manufacturing Co., manufacturer of furniture, has increased its capital stock from \$15,000 to \$60,000. The company reports the increase to be in line with the general expansion of the business, which has grown steadily. A new plant will be erected in the near future.

Detroit—The Detroit Bag Co., purchased some time ago by Cleveland bag manufacturers, has shut up shop, so far as this city is concerned, and the building at Fourth and Abbott streets has been leased by the E-M-F Co. It is a four-story structure, and the property has a ground area of about 30,000 square feet.

Detroit—The Culver Chain Co. has been incorporated for \$50,000, the principal stockholders being William Culver and Arthur Taylor. The company will manufacture automobile chains and will be located at 140 and 142 Madison avenue. The plant will operate in the building formerly occupied by the Detroit Lithograph Co., Ltd., which is now being overhauled for the Culver company.

Detroit—The Cooley Automobile & Tire Co. has been incorporated with a capital stock of \$50,000. The factory will be located in this city. The chief product of the company will be the Cooley tire, puncture-proof, the life of which is said to be between 25,000 and 35,000 miles. A line of automobiles, equipped with the tire, will also be manufactured. The Cooley tire contains neither springs nor air, but is said to be as resilient as the pneumatic.

The Freight Rate Problem.

The adjournment of the freight rate hearing before the Inter-state Commerce Commission until September 7 will cause a subsidence of this vexed problem for the present. Railroad officials complain, perhaps with some degree of justice, that they are not accorded ordinary common law rights. In the issue between the shippers and the roads the burden of proof rests upon the accused and not upon the accuser. It

is thought that if business revives generally between now and the next hearing the protest of shippers will lose much of its insistence.

The dispute is intrinsically difficult to adjudicate. The railroad postulate is "all the traffic will stand." The shippers and the Commission say "fair and reasonable rates." As yet no one has presented anything like a working definition of either of these phrases. The shippers' slogan sounds well, but no one knows just what it means. It is vague and indefinite.

On the other hand, the phrase "all the traffic will bear" seems harsh and tyrannical. There have been explanations to soften its severity, however. It is claimed that some commodities must of necessity be carried at a small profit, if not actual loss, and that other articles well may be made to bear the extra rate needed to sustain a fair average. The question of rate making is at the best intricate and complex, and should be undertaken only in a spirit of moderation and compromise.

The prosperity of the country is so inextricably interwoven with industry and commerce that no one desires to inflict actual injury upon the transportation corporations. Of course the obverse of this is the determination of the shippers not to pay exorbitant rates. It would seem that between these contending forces and with the Inter-state Commerce Commission sitting as judge justice should be done to both sides.—Commercial Journal.

Preserved Ginger From China.

The United States buys practically all its preserved ginger from China. The 500,000 pounds imported annually having an invoiced unit value of 6½ cents, on which a duty of 1 cent per pound and 35 per cent. ad valorem is levied. As one-half of the supply of preserved ginger comes from Hongkong, the following report by Vice-Consul General Stuart J. Fuller will be of interest.

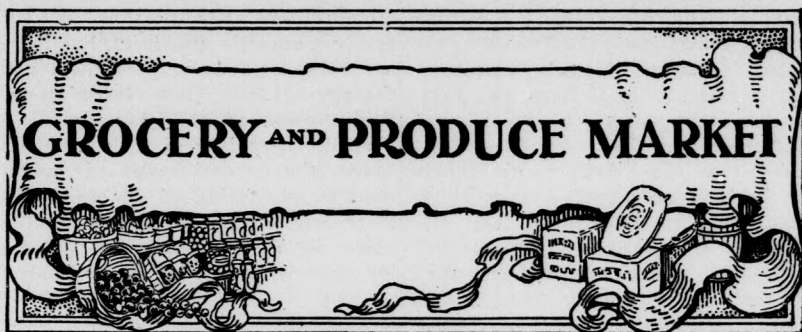
"The preserving of ginger is entirely in the hands of the Chinese, and the ginger manufactured in Hongkong is famous over the world. Tai Loong, Man Loong and Sun Sing operate the largest plants. The raw ginger is brought into the colony from the southern provinces of China, cleaned and soaked and then mixed with sugar and boiled. After this it is kept in casks for a number of days until ready for packing. It is shipped in bulk in casks and also packed in jars, the latter being packed so many to the case or to the barrel. A similar mode of procedure is following in preparing Chinese chow-chow, or preserved fruit with a ginger base; but in the case of the latter the fruit must be stoned as well as cleaned."

Short Order.

"Won't you please give me an order?" pleaded the persistent drummer.

"Certainly," replied the crusty proprietor. "Get out!"

Never speak ill of a living soul—not even the devil; you may have to live with him some day.



The Produce Market.

Apples—Fall varieties command \$1 @1.25 per bu.

Bananas—Prices range from \$1.50 @2.50, according to size.

Beets—30c per doz. bunches for new.

Butter—The market is very active at 1c per pound advance. The week's receipts have fallen considerably short as compared with the same week of 1909. The percentage of fine butter is very light owing to the extremely warm weather in the producing sections. All other grades of butter have advanced in sympathy with the best. The consumptive demand, considering the price, is very good. The outlook for the coming week is for a firm market and continued good demand. Local handlers quote creamery at 31c for tubs and 31½c for prints; dairy ranges from 19@20c for packing stock to 22@24c for No. 1.

Cabbage — Louisville, \$1.50 per crate.

Cantaloups—Maryland stock has declined to \$1.75 for 45s. Indiana Gems are selling for 60c per basket.

Cauliflower — \$1.25 per doz. for home grown.

Carrots—20c per doz. for home grown.

Celery—20c for home grown.

Cocoanuts—60c per doz. or \$4.25 per sack.

Cucumbers—25c per doz.

Eggs—Fresh are firm at current quotations. The receipts are showing better quality and all grades are meeting with ready sale at the advance. The consumptive demand absorbs the arrivals and there will likely be a continued good demand at firm prices. Local dealers are paying 17c f. o. b. shipping point, holding candled at 20@21c.

Green Peppers—\$1.75 per bu. for home grown.

Honey—15c per lb. for white clover and 12c for dark.

Lemons—Messinas, \$6@6.50; Californias, \$7@7.50 per box.

Lettuce—\$1 per bu. for head and 75c per bu. for leaf.

Onions—Spanish, \$1.25 per crate; Louisville, \$1.25 per sack; home grown green, 15c per doz. bunches.

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 150s, \$4.75; 176s, 200s and 26s, \$5.

Peaches—White freestone varieties fetch \$1@1.25 per bu.; yellow freestone command \$1.50@1.75. The crop promises to be good, both as to size and quality.

Pears — \$1.50 per bu. for home grown.

Pieplant—75c for 40 lb. box.

Plums — Green Gages, Bradshaws

and other varieties now in market bring \$1.50@1.75.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes — Virginia stock commands \$2.75 per bbl.

Poultry—Local dealers pay 12½c for fowls; 22c for broilers; 8c for old roosters; 12½c for ducks; 7c for geese and 13c for turkeys.

Radishes—12c for long and 10c for round.

Spinach—65c per bu.

Tomatoes—50@60c per ½ bu.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9c for good white kidney; 10c for fancy.

Wax Beans—\$1 per bu.

Watermelons — Georgia command \$2.50 per bbl. for 8, 10 or 12.

The Grocery Market.

Sugar—The anticipated advance in hard sugars went into effect last Thursday, Arbuckle, Howell and American advancing 10c on granulated and 20c on soft sugar. The advance released the numerous orders which had been held subject to such a market contingency with the result that heavy business was done covering requirements for the next thirty days at least. Other refiners remained unchanged until noon, when all of them advanced to 5.25c basis, less 1 per cent. The scarcity of softs is easing somewhat, but the supply is still very light, and those refiners able to furnish soft sugars are demanding a premium of 10 points. The strike, which is causing all the trouble, is a little further advanced toward settlement, but is by no means over yet. Refined sugar is in fair consumptive demand.

Canned Fruits—Practically everything in the canned fruit line is difficult to obtain and prices rule strong without exception. The demand for California fruits has been good and spot stocks of cherries, apricots, pears and plums are closely cleaned up. Peaches are to be had, but supplies of these are rapidly diminishing. Canning of this fruit is now on in earnest and the pack will probably be a big one. The increased cost of pears to canners in the country has advanced packing costs in that line and this market is unusually strong. Michigan reports relative to peaches that there will be a fair crop in the northwestern part of the State, but whether this will make a material difference to canners is a question, as there are but few canneries operating in that section. A leading canner in New York anticipates a 75 per cent. pack of red cherries and raspberries. In Baltimore all the early fruits have

been cared for by the canners, who are at work now on peaches.

Canned Vegetables — The tomato pack this year will be much lighter than last. Some of the largest packers are said to be sold up very close at this time and will not accept orders for any more goods until they see what the pack will be. Corn is still holding very firm and the supply is gradually growing smaller. It is expected by the time the new pack arrives on this market that the old pack will be all cleaned up. Future corn is firmly held and many packers will not accept any more orders for futures until they are sure what the crop will be. Fine grade peas will be very short this year from present reports and all other grades are firmly held.

Canned Fish—The opening price on 1910 pack red Alaska salmon will not be announced this week by the big packers. On red Alaska the trade is being told that \$1.35 will probably be the minimum, but some holders may go as low as \$1.25 f. o. b. coast. Spot sockeye salmon is held firmly. Pink talls are held at 95c by some houses. Domestic sardines are firmer. The Maine catch is reported fair, but not up to expectations.

Dried Fruits—Currants are quoted ½c higher and cables from Greece are very strong. It is generally believed now that the crop will not exceed 50 per cent. of what it was last year, due to disease and unfavorable weather conditions, and buyers are becoming more active. The strength in the currant market naturally is reflected to some extent by the raisin market, and the situation in the latter is growing stronger. Sales are being made freely at 6c for fancy seeded, and it is reported that some business has been put through at a shade over that figure. Growers are demanding 3c and over in the sweatbox and packers are paying these prices without a murmur. The demand for peaches has been better and this market has increased in importance and strength. Packers are paying 5½c sweatbox, which means that choice will have to sell at 6c. Buyers can purchase two cars of peaches for the same amount of money that will buy a car of apricots, and make twice as much in the transaction. The trade is slow in seeing this.

Syrups and Molasses—No change in corn syrup. Compound syrup is dull and unchanged. Sugar syrup is fairly active, but not for consumption. Molasses is quiet at ruling prices.

Cheese—There has been a considerable falling off in the receipts and a general light make reported in all producing sections. The consumptive demand for cheese is very good and the quality arriving is showing up very well. Considering prices the market is in a healthy condition throughout.

Rice—The market is without life and concessions are made to effect sales. Predictions of poorer quality, owing to the unfavorable weather in the rice sections during the spring, have worked out in the affirmative, while the receipts have shown some advance over the volume expected. Brokers are busy showing samples

of the new crop, but the trade in general displays no inclination to take hold with any degree of assurance.

Spices—A good jobbing demand is noted, with prospects of still greater activity with the approach of fall. Early reports of shortage in cloves appear to have been well founded with the predicted advance of gingers fulfilled in their present strength. Prices through out the list are firm at previous levels.

Provisions—The reduction in the price of smoked meats has, naturally, increased the consumptive demand. Stocks are about normal for the season and while the warm weather lasts there will likely be a good trade for everything. Pure lard is in good consumptive demand and the market is firm and unchanged. Compound lard has taken another advance of ½c, owing to the continued scarcity of raw material. The market is firm and the consumptive demand is good. There may be even further advances. Barrel pork, canned meats and dried beef are in normal demand and prices are steady and unchanged.

Fish—Cod, hake and haddock are maintained on the recently reported high basis. Demand is light. The mackerel situation is not improved to any extent. The supply is still light and price is high. The demand is fair considering conditions. Some authorities on Norway mackerel now believe that the market will ease off a little in the near future, but what it will do can hardly be known before a few weeks. Domestic sardines are still firm at \$1.75 for quarter oils in a large way f. o. b. Eastport, but the fishing is still bad and for some brands \$1.85 is now being asked. Imported sardines are quiet and unchanged.

Thoughts Suggested By Home-Coming Week.

Sebewa, Aug. 22—You will surely be in the city for the Home-Coming, won't you? I am planning to make your city about Wednesday, for I feel that Grand Rapids is a lot to me, although I have lived elsewhere since a short time after my birth.

The greater part of my dealings have been with Grand Rapids jobbers and wholesalers. Some of them took me up when I had very little and started me out—about thirty years ago. In 1860 I was born in your city and I can remember hearing my father boast that he made the brick for the first brick building erected in Grand Rapids, his stepfather having owned a brick yard there at that time.

I have been thinking of some of my old Grand Rapids standbys today and your paper stood out especially because of its influence upon my ideals in business, and also because it has always been so useful and helpful to me in other ways as well. I think I have never missed a number since I started with you.

Frank N. Cornell.

Some men are sure they were meant for a better world because they have made such a mess of this one.

When a man always does what he wants no one wants what he does.

INDIANA ITEMS.

Business News From the Hoosier State.

Veedersburg—The Farmers' Milling & Elevator Co. has been incorporated with a capital stock of \$10,000.

Marion—Claude Baldwin has engaged in the jewelry business.

Marion—Charles Nelson succeeds the Patterson Feed Store.

Vincennes—The Vance-Winans Co. has been incorporated for \$10,000 to engage in general trade.

Richmond—The Nixon Paper Bag Co., one of the pioneer paper manufacturing concerns in Indiana, has disposed of its plant to the Boyle Brothers' Paper Co., of Alexandria. The local plant will be operated and its facilities increased. A. D. McConaughy, of Alexandria, will be the manager of the local plant.

Indianapolis—The Goodyear Raincoat Co., with stores in eighty-one cities that handle the product of the Goodyear factory, will open a branch store here. Frank Kiser, who for many years has been identified with the company, will act as manager of the Indianapolis store. It is to be at 12 North Pennsylvania street.

Richmond—J. W. Cunningham, who has been in the shoe business here for many years, has purchased the shoe stock formerly owned by Edward J. Humpe, 807 Main street. The store has been operated for more than a year by Chas. Feltman, who in the future will devote his undivided attention to his North Side store, 724 Main street. Mr. Cunningham was formerly located at Seventh and Main streets and later was in partnership with Fred C. Lahrman.

Indianapolis—The boosting representatives of the Indianapolis Trade Association returned Friday night from their third "getting acquainted" trip. They traveled over two hundred miles, made a lot of new friends and are more than pleased with the trip. That is the expression of President Harold Hibben and Secretary Dobyns, and they voiced the sentiment of the entire party. There was not an accident of any consequence on the trip, and not an incident but would induce the best of feeling, not only between the representatives of the Indianapolis business houses but between the customers and Indianapolis dealers. The officers of the Terre Haute, Indianapolis & Eastern Traction Company were particularly alert and the three cars carrying the boosters were run exactly on schedule time throughout the journey.

The last stop was at Paris, Ill., Friday night. The people of that city made a holiday of the visit. The town was handsomely dressed and every one did all that was possible to make the Indianapolis visitors feel that it was a good place for them to visit. When the boosters landed in this city, at 10 o'clock, they were as happy and buoyant as when they left at 7 o'clock Thursday morning. The next trip will be in October, when the boosters will travel in a special train through Southern Indiana and Southern Illinois. This trip was a topic of discussion during the return trip to this city. It will be the most pretentious trip that has yet been

taken by the Trade Association. The trip will be made on steam railroads and the travelers will live on the train, having their own sleepers and diners. The trip will be made early in October.

Indianapolis—The first joint picnic of the Indiana Commercial Travelers, held Saturday afternoon and evening, at Broad Ripple, proved a great success and fully five thousand persons attended. Large numbers came from surrounding cities. Special cars were run from Anderson and Logansport. Shortly after 2 o'clock the twenty contests, which consisted of egg races, potato races, running races for men, women and boys and girls were pulled off. The fifty-yard dash proved the most exciting and it was won by R. H. Hill. Fifteen men, none of whom weighed less than two hundred pounds, ran this race, and about six of this number managed to cross the finishing tape. Mr. Hill won a traveling bag for his effort; Ed. Mahoney won second place and received a smoking set, while C. P. Hargit, who finished third, was given a box of candy. In the goose race, which was held in the swimming pool, three men were entered, and each weighed over 200 pounds. The goose was turned loose in the center of the pool and after an exciting chase it was caught by Arthur Alexander. There were several contests for women, including a base ball throwing contest, a tug of war and a broom throwing contest. The "Adam and Forepaugh circus," in charge of L. G. Adam, was also a feature. Part of the show was given up to "freaks," and some of them certainly looked the part. George A. Waters, who was the "barker" on the outside of the tent, told of the wonderful specimens on the inside. Riley Hunt was dressed as "Little Eva," Bert Veder as the "strong man who breaks everything, including the Ten Commandments," G. T. White and Jack Stewart as the "\$10,000 American beauties," Jack Holmes as the "bearded lady," John F. Gardner as the "Chinese giant," and Owen O. Bowne as the "tattooed man." Peter B. Trone lectured on each and every one of these. A base ball game, scheduled for 3 o'clock, with the Anderson traveling men as opponents, was called off on account of the non-appearance of the Anderson men. A scrub team was organized, however, and the regular team won an exciting game by a 6 to 4 score. The diamond ring contest, on which one thousand chances were sold, was won by Mrs. J. L. Hadley. The American Military Band gave a band concert in the afternoon from 3 to 5 o'clock, and played in the evening for the dance which was held in the roller skating rink. Jack Holmes was chairman of the general committee which planned for the picnic. The organizations that united in arranging for the picnic were the Travelers' Protective Association; the Indiana Travelers' Accident Association, the Hoosier Sick Benefit Association, the United Commercial Travelers and the Commercial Travelers' Association of Indiana. So successful was the first joint picnic that the various committees held a meeting and planned to

have a picnic every year. A permanent organization, to be known as the Joint Travelers' Picnic Association, was formed. J. C. Holmes was elected President and W. H. Rhodehamel Secretary and Treasurer. It was decided that the annual picnic should be held on or before August 13. It was voted to give \$10 to the Star Summer Mission Fund. The travelers expressed appreciation of the work of the various committeemen, as well as of the assistance given by the Indiana Union Traction Co.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 22—Coffee is the firmest article in the whole range of groceries and one well-known package brand has been boosted 3c per pound. The advancing tendency seems, however, to have no effect on the buyers and they are, apparently, taking only enough to keep assortments unbroken. The advance is purely speculative and the option market here might advance 150 points without any advance in real coffee. At the close Rio No. 7 is quoted at 9½@9¾c in an invoice way. In store and afloat there are 3,110,504 bags of Brazilian coffee, against 3,628,556 bags at the same time last year. Mild coffees are not meeting with good demand and at this writing good Cucas are held at 10½c.

Refined sugar has been in excellent request, but with this week it is thought there will be some dropping off and quietude is looked for. Practically refiners hold granulated at 5.25c, less 1 per cent.

There is a quiet market for teas. Foreign markets report higher quotations and this is bound to be reflected here in due time. Holders are feeling good and a buyer will have to look a good while before he finds a "bargain counter."

Jobbers seem to be well supplied with old rice, if we may judge by the apathy they show toward the new

crop. Individually sales are of the smallest possible quantities, but there are quite a good many of them and the aggregate is quite satisfactory. Prime to choice, 5½@5¾c.

While there is very little doing in spices, the general range of quotations is well held and on nothing is there any weakness. Pepper is the object of most interest and gingers are next, with supplies rather moderate.

Midsummer quietude prevails in the molasses trade and no change can be looked for for several weeks. Syrups are unchanged.

Canned goods show little, if any, change. New pack tomatoes are not receiving any great amount of praise. Corn and peas are well sustained. The pack of the former in New York State, it is said, will be normal, and some say better than for three years. Prices are firm all around.

Butter is firm for top grades and for creamery specials we quote 31c; extras, 30c; firsts, 27@29c; imitation creamery, 24@25c; Western factory June firsts, 23½c.

Cheese is well held at 15½@17c. The demand is good and the market is pretty well cleaned up.

Eggs are firm. White Western fresh gathered, 24@26c; extra firsts, 23@24c.

Boarding House Wit.

"Let's see," observed the smart boarder, seating himself at table, "how is it the proverb runs—"

"You refer to the saying that one man's meat is another man's hash," put in one.

"Oh," said another, "Don't cry over skimmed milk."

"Or possibly," said a third. "In butter there is strength."

"No," returned the smart boarder, "the particular proverb I had in mind is, 'None but the brave can face the fare.'"

Some men hate conceited people because they dislike competition.

O. E. BROWN COMPANY
COMMISSION MERCHANTS

100 Monroe St., Grand Rapids, Mich.

Members Chicago Board of Trade

Grain, Provisions, Cotton, Stocks and Bonds

Correspondent, LOGAN & BRYAN

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Movement To Regulate the Sale of Eggs.

Indianapolis, Aug. 22—An egg is an egg in Indiana no matter what it contains. It has always been so. National pure food laws and state pure food laws have dragged every other commodity that makes up a part of man's bill of fare into the line of purity. But eggs have been conservative and have kept to the old manner of the days when nobody asked how a thing was made.

The security of the egg, however, is endangered, for both dealers and state boards of health over the country are working alone or combining to put a stop to the practice of running through the channels of trade annually hundreds of thousands of dollars worth of more or less rotten eggs. According to present indications Indiana is on the edge of a pitched battle between the elements contending for strict supervision of this widely used commodity and those who will resist the attempt to destroy the profits of selling eggs taken out of incubators and gathered months late from nests made in the mow under last year's hay crop.

Realizing the gravity of the problem before the State Board of Health in attaining any degree of success in cleaning up the situation, H. E. Barnard, State Food and Drug Commissioner, has prepared for the July bulletin of the department, soon to be published, the following article on the egg question.

"For many years the consumer, although well aware of the fact that much of his food was adulterated, made little or no protest and took what came to him from the grocery store and market without complaint. The passage of the pure food law has largely changed the order of things and each year has seen an improvement in the character of the food supply.

"There is one article of food, however, which, because of the fact that it is sold in its original package, has received little attention from the food inspectors. The dealer in eggs, unhampered by law, still holds true to the traditions of his trade and sells 'eggs as eggs' without regard for their condition at the time they leave his hands. Consequently the consumer who buys eggs at the grocery or of the huckster may get fresh eggs or storage eggs which are in no way suitable for use as food. A dealer in bad meat can be summarily punished, but the dealer in bad eggs, under the Indiana food law, is practically immune from prosecution. This is due to the fact that at the time of the passage of the law an amendment was offered calling special attention to the egg question and provided that it should be unlawful for any person, firm or corporation to sell or offer for sale any eggs after the same had been placed in an incubator, or to sell or offer for sale knowingly eggs in a rotten, decayed or decaying condition to be used for food. This well-intentioned amendment in its provision made use of the word 'knowingly,' and this makes it necessary for the State in prosecuting dealers in bad eggs to produce evidence to show that the dealer

knowingly violated the law, an obvious impossibility in most instances.

"While egg raising is made a business of by many men, yet by far the bulk of the eggs which come to market still represents the product of the farmer whose wife has a few hens and whose eggs contribute to her pin money. These hens are not kept in close quarters, but have the free range of the farm and during the summertime make their nests wherever their fancy dictates. Consequently the eggs are not removed from many nests until after they are stale and too frequently are not before they have been sat upon by the hen. These eggs are collected from time to time by hucksters and exchanged for other products at the grocery store, and not until they reach the hands of the large commission merchant or egg dealer are they ever sorted as to their character. Fortunately a simple and practicable way is at hand whereby all eggs may be tested to determine their condition by holding an egg in front of a strong light. The contents of the egg may be plainly seen and when in its normal condition has a very characteristic appearance. As the egg becomes stale or as the embryo develops, the appearance of the egg changes so that the consumer can easily determine which eggs are in good condition and which are not. The process of testing eggs in this way is called candling and is largely practiced by egg dealers who wish to know the grade of the goods they supply their customers. If all consumers insisted on having candled eggs sent to their homes and refused to pay for eggs which, when broken, appear stale or unsound, all dealers would soon be forced to put their eggs to the candling test and consequently, in order that they themselves should be protected from loss, to require that the eggs they purchased were likewise candled. Recently commission merchants have adopted the plan of buying and selling eggs on the 'loss off' basis, paying only for eggs which were in good condition. There is no reason why this practice should not become universal, as it is fair and just and if conscientiously followed would put a stop to one of the most persistent forms of food adulteration. The farmer has no more right to sell rotten eggs than the butcher has to sell diseased meat, or the grain dealer moldy grains, and if such eggs are included in his shipment his returns should be correspondingly decreased.

"It is to be hoped that the present law will be amended at the next session of the Legislature so as to hold the dealer who sells eggs responsible for their character in the same way that he is held responsible for every other foodstuff which he carries in stock. When he is no longer able to shift the responsibility upon the person from whom he purchased, it will be possible to establish a new definition for eggs and to require that an egg be a sound, fresh, unincubated product of the hen."

In order to obtain light on the methods used in the other great egg producing states and find out whether their success or failure may contribute valuable information to those in charge of the campaign in Indiana, Mr. Barnard has written to the other food and drug commissioners of the states in the Middle West. That the problem is one widely discussed and under the consideration of those in authority is proved by numerous notices of prosecutions attempted here and there over the country. The United States Government, through the Bureau of Animal Industry of the Department of Agriculture, is interesting itself in the question, and only last week Mr. Barnard received a request from Washington for information regarding the State and city regulations in Indiana covering the sale of poultry and eggs.

The Fault of People.

Ex-Governor Folk, of Missouri, at the Missouri Society's dinner, said of corruption:

"The existence of corruption is the fault of the people. The populace, instead of making a real effort and ridding itself of corruption once for all, wriggles uneasily and does nothing.

"In fact, the populace adopts the dangerous laissez faire policy of the boy with the stomach ache.

"You mustn't go swimming today," this boy's father said. 'You've got stomach ache, you know.'

"Oh, that'll be all right, father," said the boy. 'I'll swim on my back.'

You are not getting ready to shine in glory by withholding your light here.

Believes in Abolishing the Club.

Grand Rapids, Aug. 22—To say that I am pleased with your editorial in the last Tradesman, entitled "Abolish the Club," does not half express it. I am delighted, as Theodore would say.

The club is, as you well say, an emblem of oppression and a constant menace to good feeling and good government. Under ordinary circumstances only cowards carry clubs. The honest man believes in the integrity of his cause and feels fortified to defend himself against intrusion or opposition by the fists and arms which God Almighty has given him to protect himself. In the case of an officer, the uplifted hand represents, as you well say, the majesty of the law—the embodiment of good government—and it is a thousandfold more impressive than the polished club which stands for oppression and tyranny and everything obnoxious to the average citizen.

I hope to see the time when some good citizen will have the courage and the civic pride to make a stand for chief executive of Grand Rapids on this platform and thus demonstrate to the world that Toledo is not the only city in the world that can have a Golden Rule mayor.

Good Citizen.

Does it make a man a liar to listen to lies without protest? The collector fears so and he holds up his hand and begs the speaker to desist.

The louder the pious puffing the less the heavenward hauling.

Reynolds Asphalt Granite Shingles

"Will last as long as the building"

We reason that the life of a building depends very much on the quality of the ROOF. One can never tell when or where a bad leak is going to occur, or when a neighborhood fire may send a burning ember onto the roof and start a fire instantly if wood shingles are in use.

Our ASPHALT SHINGLES are made 8 x 13 inches, and are to be laid ¼ inch apart and 4 inches to the weather.

Guaranteed for Twenty Years

Our ironclad guarantee is evidence of our unbounded faith in the shingles which are not in any sense an experiment, as we gave them years of severe weather test before placing them on the market. Weather will not affect them; they cannot warp, rot, split or blow out, and the nails will not rust as they are driven through ASPHALT, which is an absolute rust preventative. These shingles can be painted, where a color effect is desired, with our SPECIAL ASPHALT COLORS, and the expense is less per square than staining wood shingles.

Lower Insurance Rates

A saving in insurance rates is assured where our GRANITE SHINGLES are used, and while it is not large, it all helps to favor the use of a FIRE RESISTING roof covering.

We can furnish mechanics to lay the shingles, if required. Ask for free Shingle Book.

H. M. REYNOLDS ROOFING CO.

Manufacturer

Established 1868

Grand Rapids, Michigan



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

August 24, 1910

WHEN RIVALRY RUNS LOOSE.

The recent display at Asbury Park marks a feature in flying which to the thinking public is deplorable. When the bird-men work together for the edification of the people and the elevation of their own lofty pursuit we can all applaud heartily their success and rejoice with them for each victory won, but when the race resolves itself into a personal matter; when men endanger their lives to get the better of their rivals the sport loses its dignity. People soon lose a taste for seeing dare-devil tricks just for the sake of beating some one else. When the elements render it unsafe for flight, it is not a mark of bravery, but of foolhardy love for notoriety to tempt the winds.

Curtiss has wisely resolved that when the kites stay up it is time for him to stay down. The Wrights quietly stick to business and, no matter what the people want or say, they are not tempted into an unwise move simply through a desire to please. Neither do they care what trick some one else may cut in mid-air at the expense of his life. Their mission is to make aerial navigation practical and not to limit its mission to the circus realm.

The intense rivalry of some of the winged craft, as shown within the past week, has lowered the standing of the calling. That is, it would have lowered it permanently were it not for the real representatives of the aeroplane, who have stuck to business and let the loud-crying birds circle at their own sweet will. Rivalry at any time hurts the cause with which it is connected. The staid, sober business man does not allow himself to be carried away in a flight which is not backed up by the elements of common sense. If some one else wants to risk his neck in a foolhardy flight he is not disturbed. He wins in the end who couples common sense with all his undertakings.

LED BY THE CHILD.

A local fair distributes through the various school boards of the county tickets to 10,000 school children, good only on condition that the child is accompanied by an adult.

The result is obvious. For every child who attends there will be a full ticket sold.

Many who would not have a desire to go will be induced by the fact that this child's ticket is invalidated by their failure to make use of it. They dislike to see anything going to waste, even although it did not cost them any money. More, the child will be more persuasive, more determined in its desires to attend when the ticket is placed in its hands.

The plan is a good one, so far as it goes, but it might be carried much farther. The educative feature has been brought in through the recognition of the schools. Why not carry this into the exhibits, making the day set aside for the juveniles replete not only with entertainment but with something which will give a permanent value to the plan.

Merchants should fill the blank left by the fair managers. Get into your own exhibits some special feature for the juveniles. It will be money in your pockets, even although it means work now. If you are a dealer in textile fabrics make your linen department one which will be of real attraction by placing an old-fashioned spinning wheel in it. If possible secure an old lady who knows how to spin and will ply the thread during at least a few hours of the day. Show the flax as it is being prepared. Explain the processes. It may be money out at first, but it will be remunerative in the end, and it will leave an interest in you and your store which will cling.

SCHOOL FURNISHINGS.

"School begins next week!" This makes a good motto for the window or the morning paper. It attracts an army of little folks, flanked by one almost twice as great of adults. It means what at the time seems almost a revolution in household affairs. It means the purchase of clothing, food and other supplies in just a little different form from that which has been required through the summer.

No matter what your line of business, it should be interested in the school opening and made an opening for goods. If you have school clothing make a specialty of it. You can afford to sell a little cheaper for the sake of making more sales. A cutting of prices at this time will mean more sales than at the close of the season, when you expect to cut. Of course, you will not cut down to the cost margin. Make a liberal inducement to all to have their children neatly fitted in suitable clothing at the beginning of the term. Children like especially to be well dressed the first day. Give them bargains that are bargains.

If you handle foodstuffs, have you all of the materials for the first-class luncheon? Look after this feature; strengthen your weak points and emphasize the strong ones. The school luncheon is something of a problem in these days of high prices. If you can offer simple yet nutritious food in variety at moderate cost the mothers will be glad to patronize you and save their own time and labor. Canned meats, peanut butter, any of the things which go to fill that substan-

tial stand-by, the sandwich, will be appreciated.

Wake up to the fact that school is about to commence. A bit of your enthusiasm in your own school boy days released will make business move better for weeks to come.

THE CITY FARMER.

The call of back to the farm has been observed; and now, in some instances, we behold a reaction. The city farmer finds that money does not grow on bushes; that his fine little Utopian dream has passed and that he is poorer as well as wiser for the experience. He sells out at farm prices and goes back to shop or mill, glad to get the fixed rates per day which now seem so much more than a year ago.

There are two ways of looking at the situation. The city man has failed to appreciate the fact that times have changed, even in agricultural communities. He forgets that while brawn was the necessary adjunct a generation ago, education and science have invaded the farm world. He supposed that it was no trick to farm; that it required neither special knowledge or skill. But the time has passed when the man who was too stupid to do anything else could farm. Farming is at once an occupation, a science and an art. One must be a good machinist, a student of nature and a culturist. The more general knowledge he can add to his equipment the more fully can he do the work.

The city man bought land at prices which looked small to him and were, but were quite beyond the humble figures he could make from the land. Agriculture is slow in turning out the shekels but fairly sure. The income in dollars and cents is smaller, but the luxuries secured counterbalance some of these things.

On the other hand, the city man goes at business systematically, he makes a record of his time, and will in the end come out victorious if he can only hang on until he learns some of the business. The suburbanite will succeed. He may not succeed in making money at first, but in the end his systematic methods are bound to win. For trained as he is to business methods, he is soon enabled to apply them in a manner which gives him vantage ground.

BRUSSELS' CONFLAGRATION.

The calamity at Brussels, while a loss principally to the three nations, Great Britain, France and Belgium, will be a cause for regret to the whole civilized world. Every one who has visited a great exposition is well aware of the speed with which thousands of dollars' worth of property may be swept away almost in the twinkling of an eye. With buildings usually of a transitory nature and exhibits which readily take fire, a little carelessness at any point is liable to start a disastrous conflagration.

A loss of this sort always means much more than the bare commercial value of the articles which are burned. There are those rich in historical associations or personal attachment which can never be replaced. It is a pleasure to learn that some of

the paintings of the old masters in the present instance were not housed in the flimsy buildings of the Exposition, but were more safely kept in a substantial building in the city, two miles away.

To Americans the intelligence that most of Bostock's trained animals were among the victims will come as a personal sorrow. The cremation of living animals is in any case a revolting occurrence. It is doubly so in the present instance, when the rare intelligence of the beasts seems akin to that of human beings. Other animals will probably be trained to take their places; but it will take time and there will be no others just like the martyred ones.

The Columbian Exposition had her cold storage horror. Any great exposition is liable to have a similar horror. A most pitiable situation last week was that the firemen stood ready, yet were powerless to act through lack of water. Such defeat, when water can be procured, is almost inexcusable. It is the duty of municipal authorities to provide water in liberal quantities; and a city about to invite such a gathering should first of all consider the question, Are the water facilities adequate?

A FITTING TRIBUTE.

Those passing in at the side entrance to the Carnegie library building at Pittsburg, the direct route to the library proper, almost invariably halt before the simple shaft of Quincy granite from which a stream of pure water is constantly flowing and read these words,

In Memoriam.

Christopher Lyman MaGee.

At either end a touch of the finger releases a small stream which quenches the thirst and at the same time abolishes the problem of the public drinking cup. The water is the sterilized product brought from the library building and is cooled chemically. "There is no purer water on earth," said one of the guards emphatically and proudly, after explaining the process of its preparation.

Not only the visitors to the library, but all seeking entrance to the park by the most popular route are brought face to face with this gracious tribute to humanity as well as to a generous citizen.

It has been said, and not without weighty arguments, that much of the intemperance in cities is directly traced to bad water. The rich may sterilize and cool; but for the poor the easiest remedy is beer. And so beer is hurried down, only resulting in a call for more beer. Surely this simple memorial tablet preaches every day a strong temperance sermon.

Is your own town supplied with pure water? Are the facilities such that working men have free access to pure cold water? If not, there is a mission for you. If not so situated as to bear the expense personally, stir up a public interest in one of the most live questions for public good. Drink is something all people must have. Let it be the kind which refreshes without producing bad effects afterwards. No better memorial tablet may be left.

UNIVERSAL PEACE FAR OFF.

Among the most impractical dreams of the impracticable dreamers who infest this age of civilization are those who are foretelling universal peace and are laboring to bring it into being.

Among these is Dr. Charles W. Eliot, late President of Harvard University. But these modern and self-appointed prophets of millennial peace, while they seem to have some dim notion that such a happy realization has been promised by the sacred seers, do not seem to have noticed that the thousand years of universal peace and righteousness foretold by the ancient holy prophets was to become possible only after there had been a frightful and universal visitation of terrible and destructive war, both on land and sea.

We have not yet experienced these tremendous and overwhelming tribulations, although all the great nations of the earth are preparing for it with might and main. There never before has been in the entire history of the human race a time when there was such an active and general building of dreadnought warships and of arming them with the mightiest cannon ever made as now, while the heavy steel plates with which these ships are covered to prevent their destruction by the tremendous artillery only weigh them down and increase the danger to them of being sunk to the bottom of the sea the first time they shall engage in battle, for ships of such vast bulk have never yet been confronted with cannon of such caliber.

The people of the great nations are being impoverished by the enormous taxation loaded upon them by these immense war preparations, and all wise statesmen gaze with awe and extreme anxiety at the prospect of the terrible convulsion that may without a moment's warning break upon the world. Even President Eliot, apostle of peace as he is, recognizes that there are reasons for this anxiety. He knows that it is an indisputable fact that an overwhelming majority of the English people feel it to be for them a matter of life and death that they keep ready for instant action fleets capable of preventing invasion and of cutting off of the food supplies and the raw materials which come to them over seas, and so long as they seriously dread catastrophes of that nature they will keep on building preponderant fleets. They must have security against such ruinous calamities.

England and Japan are the two nations which may reasonably feel most intensely the apprehension about their food and raw materials, but nations whose territories are not insular may also feel it to a high degree. Thus, Italy must import by sea both food and coal, France would suffer much if deprived of sea-borne cotton and Germany needs to import by sea not only much food, but a great variety of materials for its expanding industries. The territory of the United States is so vast and extends through so many climates that it is difficult

for us to realize how formidable to any nation which can not raise on its own soil all its food and most of the important materials of the industries by which it lives is the dread of the cutting off of a large portion of its food or its raw materials, or both. During the far greater part of the year England is not supposed to have in stock at any one time more than six weeks' supply of food for its population.

But while the great nations of Europe are maintaining at vast cost an armed peace, which in a moment may be transformed into war, our own country would not be able to maintain its accustomed neutrality, because the first note of European battle would start a frightful and long-

statesmen are too experienced in the secretive, disingenuous and unscrupulous policy of the Orient to trust to it, and should a conflict in Europe kindle a conflagration in the Far East, it would not be long before there would be a readjustment of relations, and for self-defense, and even for existence itself, the white nations of the West would soon be banded together to fight the swarming hordes of the Far East.

When Asia, with nine hundred millions of people, shall be arrayed against the four hundred millions of the West, then will come the universal and tremendous war which will usher in the millennium, and not until the lands of all the nations shall be inundated with human blood will

have mortgaged their homes to obtain the money, but it is more than probable that such stories have been greatly exaggerated and that the number of such instances are very few and far between.

While the use of the automobile has been largely restricted to pleasure riding there can be no denying the fact that its use for practical purposes has largely increased. Several well-known makers of motor vehicles report a large percentage of their sales are to physicians, who have found it profitable to substitute the fast-moving motor carriage for the slower-moving and more expensive horse-drawn outfit. The farmers, who formerly hated the very sight of motor carriages, are now extensively using them, as they find it cheaper to keep an automobile for riding about the country than to support a good team of horses and a suitable vehicle.

These practical uses to which motor vehicles are now put have been vastly supplemented by the substitution of motor-driven cabs and other vehicles for the old-time horse-drawn cabs and hacks. It does not require very close observation to note to what a great extent horse vehicles have been replaced in this city by public motor cars.

The main future development ahead of the automobile industry is the manufacture of all sorts of motor-driven vehicles for trade. In most large cities one may already note motor wagons, from the heavy sort, capable of carrying many tons of merchandise, to the light parcel delivery affair. Horse-drawn vehicles for the transportation of merchandise are certain to be more and more replaced by motor vehicles, as the saving in the stabling and support of horses, as well as the saving in time, more than offsets the larger first cost of the motor wagon.

With the automobile industry established on the basis of supplying an absolute necessity, instead of a mere luxury, there would seem to be no good cause to fear for its future prosperity.

Scientists have heretofore claimed that ice cut from ponds or streams of impure water is unfit for use to cool food or drink, which seems a reasonable proposition. Now we are told by high bacteriological authority that natural ice, wherever cut, is less dangerous to the public health than the milk or water usually furnished for city consumption. Health authorities have condemned ice taken from streams that contain pollution and have warned against typhoid germs in such ice. But it is now declared that 99 per cent. of typhoid germs are killed by exposure for two weeks in ice, while the little that remain are weakened and gradually die. The longer the ice is stored the better it is. All natural ice now used was placed in storage in the winter, and, therefore, it should be absolutely free from active disease germs and can be used in milk and foods to cool and preserve them.

The greatest men do not always get their pictures in the newspapers.



THE REAL "IDLE RICH."

Courtesy of the New York Herald

delayed conflagration in the Far East. All the Asiatic nations, with Japan at their head, would rise in one tremendous convulsion to drive the white man and his despotic domination out of Asia.

Has our America no interests there? Our Philippine dominion would be lost at the first move. So would go Guam and Hawaii, and our commercial and naval power in the Pacific Ocean would be challenged with startling speed and violence.

Already there is a wild cry far over the ocean that washes our western coast: "Asia for the Asiatics!" and while we do not heed it, Great Britain trembles for her Indian Empire and for her vast Asiatic commerce, for while Japan is her ally, British

that blessed promise of universal peace be realized.

FUTURE OF THE AUTOMOBILE.

Some people have been recently predicting that the trade in automobiles is on the wane and that in time the craze will die out. Few observant people can entertain any such idea. It is true that the automobile started as a luxury, and until recently it has continued to be very much of a luxury, restricted to people of ample means. With the improvement of the horseless vehicle it has become cheaper, and it is owing to that fact that its use has so greatly expanded in recent years.

It may be true that some people in their desire to possess an automobile and imitate their neighbors

BEST KNOWN PIONEER.

Every Home-Comer Will Remember Judge Holmes.

Written for the Tradesman.

It is to be presumed that every man, woman and child who comes back to Grand Rapids this week will come back resolved to keep out of the hands of Harvey O. Carr's policemen. It is of no use to come back home if the time is to be spent in the boarding house operated by William John Hurley, Sheriff of Kent county.

It is safe to say that all the old-timers who are here this week will find too many other things to do to waste a moment in any attempt to make the breweries work overtime. If any of them visit the Police Court it will be to see the early morning grist, and to think of the old days when Justice Sinclair held Police Court on Canal street, when James E. McBride flourished as police justice on the third floor of the "Red Brick" on Monroe street, at the corner of Ionia, and when John T. Holmes of blessed memory presided with becoming dignity over the Police Court in the Randall building at the foot of Lyon street.

Judge John T. Holmes was undoubtedly the best known man in Grand Rapids for forty years. Clean, honest, a gentleman in every instinct, he was worthy of every friend he had. In the old days he was prosecuting attorney and justice of the peace. I think there was some old form of county court of which he was judge, but I don't know what it was called.

When the present Superior Court was established there were rumors that it was done to give a certain man a job. Well, the law was passed and the people proceeded to elect a judge, but not the judge whom the legislators had picked out as the right man. John T. Holmes was elected. That was a good many years ago. Judge Holmes never was a politician, but he got everything he ever asked the people for. Sometimes the politicians refused to let him get to the people, but he got what he wanted anyway, with one exception.

When it is said that Judge Holmes was the best known man in Grand Rapids for forty years, it is not meant that he was best known as a public official. He was known best as a citizen, as a friend, as a dependable man. One seldom saw the Judge at a merrymaking, but if there was mourning in a home he was sure to be there. There are now in this city hundreds of families who remember his sympathetic face and encouraging words in time of bereavement. He would never adjourn court to spend the day at a feast or jubilee, but he would always adjourn to attend a funeral.

The Judge never was a very good man of business. He was too generous for that. He was honest with the world and with himself, but he never accumulated a fortune, as many of our public men have. When the Superior Court came along his friends declared that was just the place for him. Well read in law and of a judicial cast of mind, he would make

an ideal judge, they declared. So he was elected in spite of the ring which had another man in mind, and G. Chase Godwin inherited his large law practice.

He would have held the office until the day of his death only for the ambition of J. W. Ransom, a brilliant lawyer, who for a long time served the city as its legal adviser. Perhaps I did not use the right word there. Mr. Ransom was not an ambitious man, but all lawyers have their eyes fixed on the bench, and so when his friends urged him to become a candidate against Judge Holmes for the Superior Court judgeship he gladly consented.

In those days the Democrats who pulled wires in the back offices controlled the city conventions and the wire-pullers favored Mr. Ransom. Nothing could be said against the latter, and he was nominated. For the first time in his life Judge Holmes was defeated in a convention. It was unfortunate for the Judge, and it was unfortunate for Mr. Ransom, for the latter was defeated at the poles by Judge Parish, who combined the Republican and Red-Ribbon vote. There is no doubt that Judge Holmes would have been elected. It was said at the time that his friends defeated Mr. Ransom, but no one who knew Judge Holmes believed that he had any hand in it if they did. It is quite likely that some of Judge Holmes' friends did vote against Mr. Ransom, for that is a way men have when they believe their favorite has not been well treated.

There was the case of John Killeen. Mr. Killeen had been alderman and member of the Legislature and police commissioner and his friends wanted to hand him the office of mayor. That was twenty-one years ago. Maurice Shanahan, of the fifth ward, wanted to be mayor, too, but Mr. Killeen's friends carried the city convention. And Mr. Killeen, as fine a citizen and as honest an official as ever lived, carried the fifth ward by three when he should have had a majority there of three hundred! Some of the home-comers who are in the city this week will remember all about that campaign.

Soon after Judge Holmes was let out of the Superior Court he was elected judge of the Police Court, a position he held until he died. Under his administration the Police Court was as formal and dignified as the Superior Court had been. Respondents, witnesses and lawyers did not hustle about the Judge's desk like flies, crowding and pushing, as they do in some police courts, and each witness was sworn formally and everybody in the court room could hear what was testified to.

Judge Holmes was kind in dealing with the unfortunate. He was not inclined to accept the word of the arresting officer in every case. Everybody who knows anything about the police service in cities knows that there are as many different kinds of policemen as there are different kinds of grocer clerks. Some are kind, some are stern in the performance of duty, some are lazy, some are brutal and some seem to have a grudge

against mankind, arresting on the slightest provocation—or none at all—and beating the prisoner's head off with a night stick in doing it.

Judge Holmes was always on the lookout for this latter kind of policeman. He had no use for a policeman who could not arrest a drunken man without cutting him up with a club. He made friends in Police Court, as he did everywhere. He sympathized with a man accused of "an accident of conviviality," but he hated a fresh bum who thought he could put up a bluff on the court.

One day there was an actor arrested for some disorderly act out on South Division street. He was a long actor, with an imitation Edwin Booth face and a roll to his tongue which rattled the windows in the room across the hall where the night men were trying to get a little sleep. With this actor man came his wife, a very pretty woman, but scornful of Grand Rapids and her official catchers and tryers. The actor threw his hands out on the railing of the clerk's desk to show that he had diamonds. The wife stood in the light of the windows looking over the shallows above Pearl street bridge showing that she also had diamonds.

"I've a great notion to fight this case!" ejaculated the actor. "This is an outrage!"

"What can you expect in a little bit of a town like Grand Rapids?" asked the wife. "Pay your fine and come away. This place smells!"

So the actor stood up before the Judge and addressed him about like this:

"I've traveled all over the world, Judge," he said, "and never been arrested before. I try to behave myself, and it is annoying to get locked up in a town that ain't on the map after living in all the large cities."

The Judge's face hardened when he was informed that Grand Rapids wasn't on the map. He loved Grand Rapids, just as many of the home-comers who are here this week do, and he didn't like to hear her insulted. The clerk began making out a commitment, as he didn't think the respondent could raise money enough to pay the fine that would be assessed because he could not find Grand Rapids on the map.

"Do you plead guilty?" asked the Judge, gently.

"Yes," was the impatient reply. "I may as well pay a fine and get out of the cow pasture."

"Your fine," said the Judge, "will be FIFTY dollars and costs, in default SIXTY days at HARD labor in the county jail."

Judge Holmes emphasized his words—the really important words—just like that. He had a way of doing so when he was angry.

The actor and the actress looked at each other enquiringly. Each seemed to think they had not heard correctly. Judge Holmes adjourned court and left the clerk making out the mittimus.

"How much?" asked the actor.

"Fifty-three thirty-five," replied the clerk.

The actor opened his mouth to

say what he thought, but John Ball Johnson, who was then bailiff—now dead—observed:

"The three thirty-five is for getting drunk and the fifty is for not being able to find Grand Rapids on the map."

The wife went out and put up the diamonds, and the pair went to some town where map-makers are more careful of detail. The Judge's sense of humor was a never ending source of entertainment to those associated with him. One day he fined a G. R. & I. engineer \$5 for standing too long on Shawmut crossing with his train. At the same session of the court he fined a man \$2 for striking his wife—under strong provocation. After court adjourned an officer asked the Judge why he fined the engineer so much more than the wife-beater.

"Why," was the reply, "it would be undignified to fine the agent of a great corporation less than \$5."

A man who had no enemies, a man who did all he could to smooth down the rough places in life, a man whose honor and integrity were above reproach, Judge Holmes will be thought of with tender regret by many a home-comer this week.

Alfred B. Tozer.

Shallow Economies of Pessimistic Bankers.

Bankers have declared war on the automobile—bankers of the East as well as of the West and South. Orders have been issued quite generally to loan no more money to be used in purchase of cars. To argue that money-tightness is due to the great sums invested in cars is nonsense. The dollars paid go to the manufacturers and by them are distributed among their workmen and disbursed for materials. They neither leave the country nor go up in smoke. They merely change hands and find their way through various channels from one bank to another.

The automobile ought to be encouraged, not cut off like a sore finger. But can the farmers afford it? Probably not in all cases. Many may buy a little ahead of time to please the children. But the American farmer is not a dunce. He knows what he can afford as well as the banker, who is the real profligate, with his runabout and brougham and touring-car and chauffeurs. No, sir! Reliance can be placed upon the common sense of the farmer, the doctor, or the tradesman. He may get nipped once, but not twice or thrice. Wholly side, then, from the gross injustice of attacking a manufacturing industry which has grown to enormous proportions, it is unfair, short-sighted and mean to make the automobile the goat for all of our pecuniary difficulties, general depression and other ills. Let the bankers go West on vacations instead of to Europe, where they do leave wads and wads of good American money, and it is dollars to doughnuts they will change their doleful note to a tune more patriotic. —Harper's Weekly.

Progress is to be known by developing consciousness of the unattained.

A Six Per Cent Investment

We are now offering to the General Public the securities referred to below. Opportunity to subscribe was first given to those interested in the constituent companies (formerly operated by the undersigned), and already a large amount has been placed. This indicates the satisfaction of the original investors with the conservative plan of organization of the new company and is a strong recommendation of the securities.

United Light & Railways Co. \$800,000 Six Per Cent. Cumulative Preferred Stock AND \$320,000 Common Stock

OFFERED IN "BLOCKS" OF

10 Shares (Par \$100 each) First Preferred Stock } For \$1,000
4 Shares (Par \$100 each) Common Stock }

DIVIDENDS ARE BEING PAID QUARTERLY ON THE PREFERRED STOCK JANUARY 1, APRIL 1, JULY 1, OCTOBER 1.

Strong Points of this Offering

1—Not a New Proposition

This is not a new proposition, but a consolidation of interests of several prosperous and well established Gas and Electric companies.

2—Management

The management is experienced and progressive and has a record of success in its operations. Six of these companies have been under this management three to five years, each property having been rehabilitated and showing marked development.

3—Board of Directors

The Board of Directors is an unusually strong one. It is composed largely of men who have substantial financial interests in the Company and were directors in one or more of the Constituent Companies. They are men engaged in banking, mercantile, manufacturing and the public service business, and this company will have the benefit of their experience and judgment.

4—A Dependable Business

The Gas and Electric business is a dependable one; the products sold are daily necessities and the securities of such companies are regarded highly by well informed investors.

5—Financial Strength

This Company will have \$250,000 Working Capital and its Constituent Companies no Floating Debt, placing it in an especially strong financial condition.

6—Large Earnings

The combined earnings of the Constituent Companies are large; almost \$1,000,000; all the Fixed Charges are amply provided for and the Surplus Earnings are at the rate of more than 5 per cent. on the Common Stock.

7—Actual Results

The Earnings Statement is based on present results—not on future prospects.

8—Properties Well Located

The cities operated in are very prosperous, progressive communities; every one steadily increasing in population.

Properties Operated

The UNITED LIGHT AND RAILWAYS COMPANY, (a Maine corporation), controls, by stock ownership, and operates all of the properties which have been under the direction of Child, Hulswit & Company for several years, and in addition two new ones. The consolidation of all these properties, listed below, under one central, general management, means economy in operation, improved service and development of business for each one, and makes at once a very strong combination. The properties represented by the Companies immediately taken over and which are operated under favorable franchises are as follows:

Gas Plants

The entire Gas Business in Cedar Rapids (supplying also suburbs of Marion and Kenwood Park and intervening territory,) Fort Dodge and Muscatine, Iowa; Cadillac, Michigan; La Porte, Indiana; Mattoon, Illinois, and Chattanooga, Tennessee.

Electric Railways

The entire Electric Railway Business in Muscatine, Iowa.

Electric Plants

The entire Electric Light and Power Business in Fort Dodge and Muscatine, Iowa, and LaPorte, Indiana. This includes satisfactory contracts for lighting the city streets in each city.

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The entire Hot Water District Heating System of LaPorte, Indiana.

Being familiar with all the details of this offering, and considering it exceedingly meritorious, we unreservedly recommend for investment the "Blocks" of Preferred and Common Stocks offered above. The purchaser will receive six per cent. on the investment, and the Common Stock should steadily enhance in value, for it unquestionably has very attractive earning possibilities.

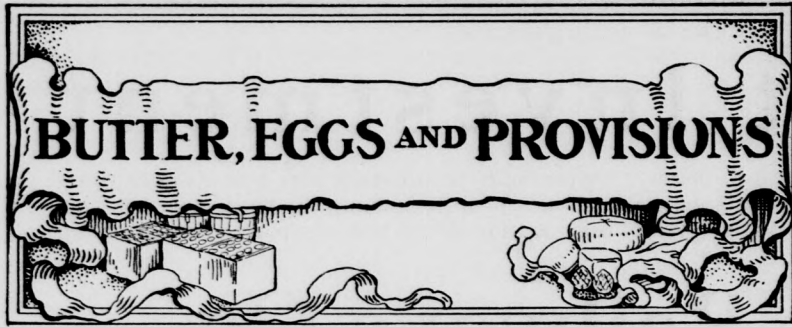
A special circular giving details of Capitalization, Earnings, Management and the Cities operated in, will be mailed upon request.

CHILD, HULSWIT & COMPANY

BANKERS

Municipal and Corporation Bonds

Ottawa St. Entrance Michigan Trust Building, Grand Rapids, Michigan



EGGS BY WEIGHT.

Why the System is Not Practical in New York.

New York, Aug. 19—I have noticed several times of late some articles in the Tradesman on the general subject of the sale of eggs by weight and I thought possibly you might care to publish the enclosed copy of a brief paper prepared upon that subject for the hearing of our trade before our Commissioner of Weights and Measures, Mr. Driscoll. Our Exchange appointed a committee of twenty-five to represent the trade and a sub-committee of five of the larger committee was appointed to act as spokesmen at the hearing. I was one of the five and presented this paper. Of course, there are many strong objections to be offered against the enforcement of such a measure and I could not go into the matter at all fully in the limited time which I had, but it seems to me that the points made in my paper are the two most likely to appeal to the popular judgment generally and demonstrate the impracticability of Mr. Driscoll's measure. Our Commissioner appears to be so determined to compel the weighing of eggs that it is a very live topic with us here and is probably pretty live news for your readers.

George E. Cutler.

New York, Aug. 18—Enough has already been said to prove that the enforcement of this ordinance would revolutionize the egg business of this city. Does the situation call for action so drastic? Is there, indeed, any occasion to depart from the present custom of merchandising in eggs by the dozen and substituting weight for count as a basis of valuation?

I can think of only two valid and sufficient reasons that might warrant the adoption of the new method. If the system at present prevailing in New York were out of alignment with the country at large, from which our supply of eggs must be obtained—if our commodity were there dealt in by the pound, while here it is dealt in by the dozen—I could see good reason for the adoption of the weighing system, in order to advance the commercial interests of our city and to expedite business by the adoption of uniform trade customs.

Again I could see need for the enforcement of this ordinance if greater accuracy and honesty in distribution could thereby be secured. If our present system is liable to abuse; if it encourages fraud or dishonesty; if it is unjust to either buyer or seller—by all means let us have sale by

weight. I ask your indulgence for a brief examination of these hypotheses.

In the first place our present system is not out of alignment with the remainder of the country. From time immemorial eggs have been collected, bought, sold and shipped by the dozen. The farmer has marketed them, the shipper has shipped them, and the markets of the world have priced and quoted them by the dozen, and there is a natural and inherent reason for this. The egg is a unit of substantial uniformity. Nature at the time of production compresses into every shell a fairly uniform amount of nutritive material, so that, for all practical purposes, one dozen of newly laid eggs is accepted as the equal in nutritive value of any other dozen of newly laid eggs. Nature in this never defrauds us. She never imposes upon us in the laboratory of production a partially filled shell. Variations in price are occasioned by varying degrees of freshness, cleanliness and minor differences, not accurately determined by weight, but requiring the intervention of the skilled inspector.

In the wholesaling of eggs, there is a universally accepted standard. Wholesaling or shipping are done in the standard case or carrier containing thirty dozen of eggs. This is a case of exact dimensions to receive ten strawboard fillers holding three dozens each. So satisfactory is this package to all parties interested that even the transportation companies permit the billing of eggs, in thirty dozen cases, at the uniform rate of fifty-three pounds per case, whereas they require the actual weighing of commodities generally. Our standard package is an evolution and has gradually supplanted all other shipping packages.

It therefore appears that in wholesaling and distributing them to the consumer in New York by the dozen, we are in exact conformity with our entire country and we would impose great hardship upon the trade and cause discrimination against New York by the adoption of a different system.

As to whether the selling by weight would cause greater accuracy and fairness than the selling by the dozen, I contend that the weighing system is far more liable to unintentional error and international fraud than the system now in vogue. I have already referred to the fact that wholesaling is universally done in the standard thirty dozen carrier. The dimensions of this carrier are such that it is a physical impossibility to pack into it more than ten fillers of

a capacity of three dozen each. No short packing is possible without immediate discovery, through the empty fillers, and a corresponding allowance to the buyer. My experience as a wholesaler of eggs extends over a period of twenty-four years and it has convinced me that the present system is honest, accurate and just to buyer and seller alike. We handle thousands of cases of eggs per week, as a commission house, and I do not see how these goods could be received and sold by weight without liberal reliance upon the law of averages and consequent minor inaccuracies which are wholly avoided under the present system of wholesaling by the dozen.

When it comes to the retailing of eggs the present system insures absolute honesty, both in the purchase and sale of eggs by the distributor. He purchases in thirty dozen cases. He sells by count, in quantities always easily verified by the retail customer. The most ignorant consumer can make a simple count, and even children may be sent out, as they often are in New York, to purchase eggs, without danger of being cheated, as they might be, and in many cases, would be, if the eggs were sold by weight and had to be passed over the scales.

If, then, the new system is more likely to lead to fraudulent practices than the old, what defense could there be for the adoption of the system of selling by weight? Since the question of this ordinance has come up, I have made liberal enquiries of inter-



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Millet	Cow Peas	Turnips
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"Buffalo Means Business"

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

Consignments of fresh eggs and dairy butter wanted at all times.

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

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Our customers are cordially invited to make our Store their headquarters if in the city.

Between South Division St. and Grandville Ave. **Moseley Brothers** 2nd Ave. and Hilton St. 3rd Ave. and Railroad.

Jobbers Clover, Timothy, all kinds Grass Seeds, Beans, Potatoes, Fruit, Eggs

Our Slogan, "Quality Tells"
Grand Rapids Broom Company
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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

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

Ground
Feeds
None Better
WYKES & CO.
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BAGS New and
Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

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Wm. Alden Smith Building
Grand Rapids, Mich.

ested parties to see if any demand existed for the adoption of the weighing system. I have discussed it with shippers, jobbers, inspectors, retailers and consumers. No one wants to see eggs sold by weight. No one whom I have conversed with deems the new system desirable, practicable or even possible. I was reared upon a farm and among shippers of farm products. My life work has brought me to this greatest commercial center as a commission merchant in eggs, and I can truthfully say I have everywhere found satisfaction with the system of handling eggs by the dozen and nowhere any advocacy of the system of handling by weight. I believe—and I think this belief is shared by every egg merchant in New York—the enforcement of this ordinance would lead to confusion, mistakes and dishonesty in the local distribution of eggs and discrimination against the New York market by every shipper in the land. George E. Cutler.

Curtailing To Keep Prices Up.

The normal method of correcting a situation in which prices have risen until demand is curtailed is to lower prices, not to curtail production. This is the necessary effect where the normal force of competition is permitted to operate. A falling off in demand is a sure sign the prices are too high. From one cause or another they have been advanced until consumers as a whole can no longer afford to pay them on the scale that has been prevailing, and are compelled to reduce their purchases. One of two things must follow. There must be a reduction of prices, or a curtailment of supply. If those engaged in furnishing the supply, no matter what the articles in question may be, are fairly competing in the market, prices will be gradually adjusted to a lower level until demand recovers. In the process there will be some sacrifice of profits, in some cases there may be actual loss, due to the fact that costs have been pushed too high all along the line, but the readjustment is necessary and wholesome and the only means of restoring a normal condition.

But it has become common to attempt to force the other alternative, that of keeping up prices by curtailing production or sales until supply and demand become adjusted at the higher level by a reduction of supply instead of an increase of demand. This is not a curative or a salutary process for the situation, but one that is calculated to protract and to aggravate it. It makes recovery from reaction or depression slow and painful, until it is finally demonstrated that it can not be complete until prices yield and resistance has to give way with "breaks" and failures. The resistance to a normal decline in prices that have been pushed too high can only be kept up by restraint upon competition, which may be affected by combination or agreement or by association and concert of action founded upon common understanding, common consent and a general policy among producers and traders.—Journal of Commerce.

When Collections Are Slow and Bills Are Fast.

Do you feel gloomy, melancholy, dejected? Do things look blue? Are collections slow and are bills piling up? Is your establishment stagnating from a lack of energy, ginger, enthusiasm

Then ginger up!

Are you up against it in every sense of the term—eligible for membership in the Down-and-Out-Club? Does it seem as if the crack of doom is about to enter the city lines? Have you accepted failure as the inevitable end and do you now wait patiently, but fearfully, for the coming of the sheriff? Have you given up the battle? If you haven't then don't! Don't do it, anyhow!

But ginger up! Send the office boy scampering after the ginger jar. Get it out of that corner where it has been hidden for over a decade, untouched and covered with dust and cobwebs. Open it up and take some goodly portions of its contents. There now, you feel better. A smile lights up your countenance. A determination to fight has been inoculated in your system. You become enthusiastic. It is contagious and your employees are enthused, too. You rally; you fight. "I will" becomes your motto. "I can't" is thrown into the waste basket, where it belongs. You win! You must win! It's natural.

Don't worry! Accept the Hoosier philosopher's homely but sensible advice—"Don't worry—just grin!" But hustle while you grin. Worry doesn't make things brighter, doesn't make you happy, doesn't increase your orders, doesn't hurry collections nor reduce expenses. What good is worry, anyhow? Does it make you a better man? Does it give you confidence in the success of your enterprise? Does it help you in any way, physical, mental or moral? Is it an asset? By the Great Continental Congress, no! It's a liability—a vitality-sapping bugaboo—a worthless habit that ruins and destroys. It means mental anguish, physical emaciation and moral corruption. It crushes confidence, annihilates every hope and destroys business. Hard to fight worry? Bless your soul, yes. I worry, but I know it does no good. It makes things worse, and some day I hope to become its master.

Are you about to give up the fight? Fighting in the last trench and down to your last round of ammunition, you say? What have you bayonets for? Put them on your guns, enthuse, yell, whoop and then sortle. Win back all you have lost and more besides. "Confidence wins battles before they are fought," declared a wise epigrammatical writer. Enthusiasm does even more. It wins battles after they are lost. A sudden burst of enthusiasm has swept many a retreating line back into the fight and to victory. The flag is down! Grasp it! Wave it! And then watch the rally.

You are done for? Don't you believe it. It's wrong to believe so. You do yourself and God an injustice. What you need to do is to ginger up! Send the office boy hurrying

after the ginger jar. Take some goodly portions of its hot contents and then pass it around. Enthuse! Ginger up! It pays. C. E. Wagner.

False Labeling.

What's the matter with the dried fruit people, when all the cases brought against this class of food seem to be based on the charge, "unfit for food?" The Department of Agriculture alleged, in speaking of some evaporated apples recently examined that they "consisted in part of a filthy, decomposed vegetable substance, to-wit, moldy and rotten portions of apples, worm excreta, seeds, cores and general apple waste product." And the goods were labeled "Choice Evaporated Apples."

What excuse can there be for putting up such stuff? Clearly these goods never, at any stage of their career after leaving the tree, and perhaps not then, were entitled to be labeled "Choice." No doubt they became moldy and more rotten after they left the packer, but they must have been pretty bad at the time of packing, too bad to deserve to be called a "choice" article, which means, if we understand the term, better than ordinary quality.

The packer who labels a markedly inferior article in a way to induce the consumer to purchase it as something genuinely good shows neither honesty nor good sense. The drift is all in the direction of honest labeling and when truthfulness in this respect becomes more general than it is today public confidence in package foods will increase and consuming demand expand correspondingly.—The Canner.

Mislead.

The hen returned to her nest, only to find it empty. "Very funny," said she; "I can never find things where I lay them."

Economy is the road to wealth—but it is a poor road for automobiles.

A. T. Pearson Produce Co.

14-16 Ottawa St., Grand Rapids, Mich.

The place to market your Poultry, Butter, Eggs, Veal

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Post Toasties

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

Postum Cereal Co., Ltd.
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Receiver of Butter, Eggs, Poultry and Veal.

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7 N. Ionia St. Grand Rapids, Mich.

Feed Specialties

We are the largest dealers in chicken, pigeon and all other feeds. Get our prices

WATSON & FROST CO.

Grand Rapids, Mich.



THE NEW FLAVOR

MAPLEINE

Better Than Maple

The Crescent Mfg. Co., Seattle, Wash.

Order from your jobber or The Louis Hilfer Co., Chicago, Ill.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

EGG DISTRIBUTERS

We handle eggs almost exclusively, supplying best trade in New York and vicinity.

WE WANT large or small shipments on consignment, or will buy, your track. Write or wire.

SECKEL & KIERNAN, NEW YORK



The Clothing Market Is Gaining in Firmness.

A certain indication that the clothing market is gaining in firmness is the fact that fall orders are coming out on schedule time and shipments are increasing in volume. The apathy that existed among retail buyers in respect to the shipment of fall orders has changed into a demand which, while not strong, shows a healthier tone.

The consensus of opinion of several large manufacturers interviewed is that the market is quiet at present. Most of these men are busy shipping orders for fall and say that they compare favorably with a year ago. It seems to be the opinion that some firms expect a tremendous increase over a year ago, and because it did not materialize set up a cry of business depression. In other words, these houses capitalized a big business increase in their minds, which was like so much watered stock, and when their expectations failed of fulfillment they laid the blame to dull times. With the improving conditions a fair fall trade can be confidently predicted. Crop reports, which earlier in the season were somewhat depressing, have brightened, so that, instead of spots of yellow in fields of green, there are now patches of green in fields of ripening gold.

It is too early yet to determine the ultimate crop prospects, and as the clothing market, especially in the West, acts in harmony with the crop, the final result can only be conjectured. However, the views expressed on the subject are optimistic in their tone.

Although there are many who claim that an inventory taken now would show less stock than at the same date in 1909, contemplating the country as a whole, it must be said that retail stocks are heavier than usual for this time of the year. This was contributed to in a measure by the fact that the manufacturers offered liberal inducements, and with the extreme late activity, which gave promise of good retail demand, merchants took liberally of the offerings expecting to dispose of them at a very low price, yet at a profit. They did to some extent, and are still doing so, but the excess of supply over demand left unusually, although not dangerously, large stocks on hand, which retailers are trying to dispose of now. Fortunately, the holdings do not represent as great an outlay as they would at regular prices. Wholesalers are said to be more fortunate, in that they disposed of their stocks, although at a reduction.

Along this line the opinion of one who is competent to gauge the situation might be of interest. "Nobody wants to carry stocks now," so he says. "The mill finds it has a stock, and it commences to hawk it around and try to pass it to the manufacturer

of clothing. He in turn is tempted by the inducements offered and buys—too much, sometimes—whereupon he finds he has a stock that he must unload, which he tries to do upon the retailer—and sometimes does. Now this overproduction—or, some say, the under-consumption—reverts upon the retailer first, and through him reacts upon the manufacturer and the mills, not this season, but the next. That seems to be a problem that requires adjustment in the clothing industry to-day."

The attention of manufacturers now is centered upon the spring lines, which are practically all open. Reports from buyers and quotations from the mills show some improvement, in that the opening prices on spring, 1911, fabrics are slightly lower than they were for the same season last year. The reduction averages—taking all the lines together—slightly less than 10 per cent. It has been estimated that a reduction of 10 per cent. would about meet the requirements of the manufacturer, but the opinion still prevails that it is insufficient to portend any lower prices to the retailer, in view of the stiff prices that prevail on trimmings.

A manufacturer, in reference to this, said: "If the retailer has been led to believe that prices will be lower he is doomed to disappointment. It is best for him to be reconciled to the fact now, and thus avoid much looking at lines this fall to find one that is nearer to his preconceived ideas of lower prices." This opinion seems to express the sentiment of a large number of manufacturers, although many are reticent on the subject.

It is too early to ascertain the relative proportion of the worsteds and woollens that will be used in the spring lines, but by many the opinion is expressed that the woollen and cassimere effects still hold the board and assure us that they will be most used.

Designers are turning their attention to the spring styles, and while they seem to be of the opinion that there will be some tendency toward radical departures from the present models, they are uncommunicative and can not be induced to give free expression to their ideas on the subject.

Salesmen who sell to the jobbing trade have just started on their trips. Expressions from them on the subject of the prospects are not over-enthusiastic.

An effort on the part of the Iowa Retailers' Association to promote a meeting in Chicago for the purpose of organizing a National Association of Retailers, on September 6, is meeting with much encouragement, many now in the markets signifying a willingness to attend the meeting, while others unable to attend assure the movement of their support.

The introduction of American clothing in foreign countries is becoming more and more a factor in the trade, and this promises in a measure, and possibly entirely, to make up for the reported slump in demand, which has been commented upon, and which has been attributed to causes that offer no relief for some time to come. A recent consu-

lar report deals with the introduction of American-made clothing in Glasgow, where it has been well received.—Apparel Gazette.

Novel Undertaking By the Berlin Shopkeepers.

Berlin's Association of Shopkeepers has installed a technical school having for its purpose the training of salesmen to the art of retailing goods over the counters of the German capital. The installation of this novel school is taken as a mark of the superiority of Germany in its thoroughness of education in special lines.

This school proposes not only to familiarize the student with materials in his particular line, considering the manufacture, the manufacturing costs, the retail charges and profits, but better still proposes teaching salesman's manners to people in all classes and moods and tempers.

Department of the salesman will be considered from all sides. To know just when to be agreeable with the customer and to invite conversation without show of familiarity is one of the lines of work taken up. On the other hand, to choose the best way in which to mollify the angry or critical customer is to be considered. What is a graceful bow which the most pretentious will not consider as gratuitous? How much freedom will be relished by the customer who has no caste distinction? Otherwise, how will the student differentiate in favor of his selling powers to one and all?

The whole idea has sprung from the observations of shopkeepers that a well trained, adaptable salesman, having knowledge of human nature, will sell more goods and leave a better impression of the business house in the mind of his customer than possibly can be approached by the less qualified mixer who may sell a satisfactory bill of goods at the same fixed price. A buyer remembers the house at which he received curt treatment, and he is likely to avoid the place. In the same way he remembers the shop where the obliging salesman produced just the pur-

chases wanted, and he returns to the place almost automatically.

This is the object of the Berlin Association of Shopkeepers and that results are expected is shown in the fact that the Association will equip the school and pay for conducting it.—Chicago Tribune.

Tongue Can Distinguish Four Tastes.

Only four distinct taste qualities are discoverable by the human tongue, is the announcement of a scientist, and he goes on to show in just what particular portion of that organ these differentiations are possible.

Sweets and salts, two of the taste qualities are observable at the tip of the tongue, and he points out that in one's determining whether the white crystals be salt or sweet the tip of the tongue unconsciously is used. Sour and bitter flavors are the other strictly tongue tastes and can be determined only upon being carried back upon the tongue toward its root, when the sensations will be interpreted to the brain by the edges of that organ.

Dry substances that remain dry can not be tasted, and many things remain tasteless to us—not because they are tasteless but because they are not soluble in water. Again, spices are differentiated through the correlative sense of smell. Holding the nose and chewing a raw onion and a raw apple by turns, the gustatory nerves will show little or no difference in the flavor of the two.

"Graduate" and "Viking System" Clothes for Young Men and "Viking" for Boys and Little Fellows.

Made in Chicago by
BECKER, MAYER & CO.

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

H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF



BOYS' CLOTHES

HANG UP YOUR CLOTHING



No. 54 Combination

Suit Hanger, Per 100, \$8.00

With wire attachment to hold trousers

Double, Polished Steel Tube Clothing Racks. Send for Catalogue No. 16 on "How to Hang Up Clothing."

The Taylor Mfg. Co., Princeton, Ind.

NATIVE ANIMALS.

How Such a Collection Could Be Secured.

An attractive feature in a large public park, like John Ball, is the zoo. The animals always interest the children, and there is reason to believe they catch the grown-ups as well. In fact, as many grown-ups as juveniles will be seen in the zoo section at John Ball, and this is true, also, of the zoos in other cities. The zoo in this city is fairly creditable for a small one, with a variety of wolves, a bear, coons, squirrels, badgers, gophers, monkeys, foxes, rabbits, deer, a camel and a variety of birds. This department however, is not properly conducted to produce the best results. It is under the management of the Park and Cemetery Board and to see that the wolves receive their regular rations is one of the many duties of the Park Superintendent. The Board and the Superintendent do the best they can, but with so many other things to do the "zoo" is necessarily a good deal of a side issue and must take care of itself to a large degree. What the zoo needs is special attention by persons or an organization that will bring intelligent enthusiasm into its development. The Park Board, instead of trying to run the zoo, should invite the co-operation of outsiders and as far as possible shift the responsibility for the birds and animals upon them. It ought not and probably would not be difficult to organize an association within the influence of the Kent Scientific In-

stitute, and if such an association were properly encouraged it could do wonders for the park zoo and at a minimum of expense. There is no reason why the park should not have a collection of all the wild animals native to Michigan, most of the birds that are common to Michigan fields, forests or waters, all the snakes and amphibians and many of the Michigan fish. With such men as Chas. B. Kelsey, T. Stewart White, Geo. H. Davidson, John Waddell and a score of others who could be named active in an auxiliary association all these could be collected at practically no cost to the city beyond providing shelter and maintenance for them. On their fishing and hunting trips these men properly interested would be on the constant lookout for specimens and it would not be long before we had porcupine, otter, musk rat, lynx, martin, weasel, woodchuck and even the rare beaver and more rare wolverine added to the collection. Through the efforts of the hunters also a fine collection of Michigan game birds could be gathered and many of these birds could be given the environments of Nature. The park now contains four varieties of wild duck, a pair of wild geese and a crane, with wings pinioned to prevent their flight, but there should be a long list of others and there could be with outsiders to help. Large cages containing the native birds would be interesting and instructive and all that is needed to bring this about is co-operation with some association. The snakes, frogs and turtles of Michigan are not

fierce nor dangerous, but if they could be collected they would be very interesting. Even a collection of the common Michigan rodents and household pests would be of value. An association properly organized and encouraged could get together all these things practically without cost to the city, and all that would be necessary would be for the Park Board to provide the location, the necessary buildings or cages and the attendance. As long as the zoo is managed by the Park Board or the Council it is certain to be treated as a side issue, but with a special and zealous control it will become representative and valuable.

An aquarium could be installed at John Ball Park without great expense and would certainly be an attractive feature, but it is a question if the wiser policy would not be to ask the State to establish an aquarium at the Mill Creek hatchery. At the aquarium is an abundance of spring water, all the land that is needed and most of the help that is required. All that the State would have to do would be to erect a suitable building with the necessary glass front tanks. Here could be shown all the fish that flourish in Michigan waters and this display could easily be made of great value as an advertisement for the State. Mill Creek is somewhat off the line of popular travel, but the aquarium would put the hatchery on the list of places to see and visit, and would become a municipal asset with no expense to the city and very little cost to the State. When the Legislature meets again a good strong

local movement should be started in behalf of the aquarium and there is every reason to believe such a movement would win.

Too often the impression prevails that we must go far away for things to interest our home people, that we should have lions and elephant and other big game to make the zoo worth while. As a matter of fact we could get up a mighty good show with the birds and animals near at hand if only we would go at it. How many of the rising generation or grown folks have seen a porcupine or an otter or even a musk rat? If we had these in the park zoo—if we had all the Michigan animals, birds and snakes—it is a question if the exhibit would not be fully as interesting and much more creditable than would be a few mangy lions and worn out elephants. Too often is there a neglect of the nearby and easily obtained things, and no where is this tendency more marked than in the city parks and zoos.

Bride Still Washing.

"And did you enjoy your honeymoon?"

"Oh, yes, sah."

"Where did you go on your honeymoon, Sam?"

"Ah went to de neighbors' houses for de washin', sah!"

A Near Neighbor.

"Was your hlsband kind to you during your illness?"

"Kind? Oh, indade, mum, Mike was more loike a neighbor than a husband."

Merchants

Who have planned to do from ten to fifty per cent. more business this season than last,

Don't undervalue the part light plays in the securing of this additional business.

The trade comes—and buys—at the well appointed and attractive store and no other one thing—regardless of the money you may put into it—can or will do for you what plenty of good light does easily.

It's advertising that pays.

So here is what we will guarantee to you:

We will flood your store with light that—

Is brilliant—yet soft and soothing—a comfort to eyes habitually strained under the glare of dazzling lights—

Is steady, nonflickering and uniform in intensity—

Is dependable, absolutely, at all times, "in sunshine and in showers"—

Is in color a clear white, a closer approach to the natural daylight than any other of the artificial illuminants—

For color matching or distinguishing is not excelled by sunlight itself—

Is in diffusive and distributive quality unequalled—

Is in operative cost a full third cheaper than any other safe method of lighting

We understand lighting. It has been our business for a half century.

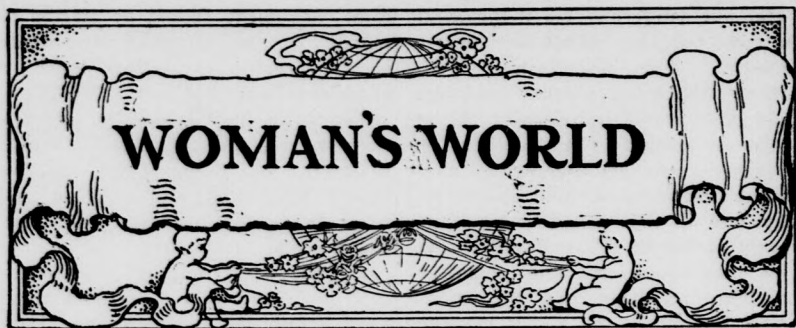
When you are in the market, get our figures on installation and operating costs before making your decision.

The advice of our expert, who is at your service, may be of value to you.

GAS COMPANY

Phones: Citizens 4321; Bell M. 637

Pearl and Ottawa Streets



The Mission of the Baby as an Educator.

Written for the Tradesman.

If a being of a different order from ourselves, say an inhabitant of some distant star, one we will suppose possessed of human intelligence but unacquainted with the relationship of parent and child as it exists with us—if such a being were set down among us he certainly would pronounce a baby the strangest and most inexplicable paradox to be found on this strange and paradoxical earth.

Our other-world visitor would observe that, as regards things in general, we prize order, method and system; that we keep a sharp lookout for what is known in terrestrial phrase as "the main chance;" and that we all bow to wisdom and beauty and strength. Then to his amazement he would find us prostrating ourselves in abject subservience before a little creature who, by a wave of his tiny fist, can upset every known order and method and system; and who is so little concerned in advancing our material interests that he makes unreasonable and unlimited demands upon our time and our labor, and our money. Further, it would be seen that if only they are embodied in the person of a baby, we bow to the very antipodes of wisdom, beauty and strength—to weakness and ugliness and lack of wisdom.

Our visitor could not fail to note that if we have one fetish greater than another, it is education, culture and refinement. To secure the precious desideratum that is expressed by these various terms we pour out our treasure like water. At public expense, schools that but a short time ago would have been considered luxurious in equipment are provided for the children of rich and poor alike, so that no child may fail of securing what we regard as his birthright of training.

Moreover, despite all this public provision, it is not uncommon for wealthy parents to send their sons and daughters to private institutions of learning in the hope of securing something in the line of culture a little better than the common article, a knowledge a trifle nearer to ultimate correctness, a higher degree of polish than the public school can impart. If the boy or girl comes back saying "Don't you" in place of "Doan'chew" and "papah" and "mam-mah" instead of "pahpuh" and "mah-muh," as formerly, and carries himself or herself very erectly, and shows improvement in manners, and gives a few other visible and outward tokens of having minded his

p's and q's during the time of attendance, the proud parents cheerfully send on the large-sized checks that are required in payment and declare that the advancement made at Professor Thisorthat's or Madame Thusando's school is something truly wonderful.

However highly the patrons may regard our systems of training, the best and most conscientious educators themselves continually are baffled by the fact that education, even when in accordance with the most approved methods yet discovered, is largely superficial—something pinned on the outside, as it were, that if the springs of energy and achievement are not to be found in the mind of the child, the instructor, be he never so able or so skillful, can not supply them; that where the germ of ability is lacking the teacher can not plant it and make it grow; moreover, it is difficult and often impossible to change the tendencies of disposition and temperament that later will develop into evil habits and bad character. On the other hand, what is even more humiliating to pedagogic pride, in the case where something really "in the skull abides," where there is great natural capability of any kind, it is bound to manifest itself and will develop with little or no help from professional teachers.

So much for the best schools that human wisdom has as yet been able to devise. But our visitor would need to consider another kind of school that very widely prevails, that which is conducted by the baby.

The baby's school is ungraded. He places a college professor "stuffed with erudition as you'd stuff a leather cushion," and a laborer who can neither read nor write on the same footing. He can make either one realize his utter ignorance and insufficiency in a fraction of a second and he instructs both by exactly the same methods.

For our man-made schools we demand that every teacher—even the youngest beginner of a schoolma'am who is given charge of the smallest group of children—shall have passed an examination and have given evidence of some degree of knowledge and fitness. With the baby it is different. Not only does he make no entrance requirements of those who come under his tuition, but he does not consider it necessary to furnish any guaranty of his own capability. Without certificate, diploma, degree, cap, gown, building, book, map, globe, pen, pencil, ink or any other apparatus whatever, this intrepid little educator sets up the greatest uni-

versity on earth and proceeds to teach.

There is no doctor or professor before his name, nor any A. M. or B. A. or LL. D. after it. In the baby's school there are no vacations and no graduating exercises, nor does he consider honorary titles any more necessary for his pupils than for himself. His course of instruction is long and thorough. Once we have entered his school, not until he has babies and even grandbabies of his own—indeed, not until our eyes are closed in their final slumber—does he ever cease to educate us.

In the modern science of pedagogy, methods have been gotten down very fine. There are ways of gaining and holding attention without compelling it arbitrarily. There are authorized methods of governing and instructing which the teacher is required to follow carefully. But the baby in his school never pays the slightest heed to approved methods. When he wants the attention of the learner he secures it without any profound study of ways and means. He sets up a yell or gurgles a soft laugh, according to his mood. When he wishes to govern he just takes command, without thought as to whether his sway may or may not be acceptable to the governed.

The baby is careless as to language. Speechless himself in the beginning, the soft dialect of a negro mammy is more pleasing to his ears than the queen's English. He has no regard whatever for appearances; in fact, he seems rather to aim to take all the starch and style out of his scholars, for their shoulders stoop and their backs become bent with the burdens he lays upon them, while their hair whitens and their faces show deep lines of care and sorrow as the result of his training.

According to standards we have set up a teacher must be a model of all the virtues and instruct by example as well as by precept. The baby never gives a moment's thought to his example. Sometimes, as he becomes nearly or quite grown up, and for long years after, by his very willfulness and heartlessness, he trains and disciplines us.

What does the baby teach? Ah! what doesn't he teach? By his helplessness he develops in us strength and courage, while forethought, patience and wisdom speedily are add-

ed to the curriculum of what we must learn on his account.

While he does not neglect the mind, he concerns himself mainly with the heart, which he marvelously chastens and purifies. He takes a young man or a young woman, hard, selfish and entirely unmindful of the good of others, and, as if by magic, works an astounding transformation, by which his pupil becomes gentle and generous and self-denying.

There is nothing superficial about the education given by the baby. His earliest wail strikes to the roots of our being. While carried on in ways which defy all conventional rules, his discipline is most efficacious. Our efforts to train him often fail miserably; his training of us fails never. Often it seems that the parent in all his efforts to train his offspring does harm rather than good; rare indeed is it that the nature of the parent is not mollified and made better by the child.

One of the sages tells us that there are innumerable influences at work for the regeneration of the human heart. Among the chiefest of these must be reckoned the compelling power of this baldheaded little educator from "no man's land." The baby truly is a great sanctifier, rendering as does no other human agency the soul upon whom he has his full and perfect work, fit for association with the spirits of just men made perfect. Quillo.

The life of love needs no label.



WAYNO Ginger Ale

Sometime, somewhere someone *may* make a Ginger Ale equal to "WAYNO", but *never* anyone, anywhere will make a better. Think it over and write us.

Wayno Mfg Co.
Fort Wayne, Ind.

The Manistee & North-Eastern Railroad

Is now operating its

New Line Between Manistee and Grayling

Affording the Most Direct Route Between

Eastern and Western Michigan

Two Trains Per Day Each Way

Making close connections with the

Michigan Central R. R. at Grayling

Grand Rapids & Indiana Ry. at Walton

Pere Marquette R. R. at Kaleva

Steamer Lines at Manistee

See Time Cards

D. RIELY, Gen'l Pass. Agent.

Politeness as Scarce as Hen's Teeth.

They say that things which are rare are expensive. Diamonds cost so much because they are so few, and all that. But there is at least one exception to this rule. It is politeness in these United States.

For it does not cost a cent and is as scarce as hen's teeth.

Just plain, ordinary, every day courtesy and civility is about the most pleasing thing a man or a woman can have to offer. It sweetens the air. It cheers the heart. It tastes good. And it will get more things done in a minute than a grouch will accomplish in an hour.

And yet one who has to travel about much gets to expecting nothing but discourtesy and contemptuous indifference from the average employe.

On a dining car on a train coming out of Spokane a faded, weary woman with towled hair and sour face came to the door. Every seat at the tables was occupied. A man, seeing her standing there, arose and said, "I am about through, lady. You may take my seat."

She plumped herself down without the slightest acknowledgment of his kindness, and turning to him said: "I want some ham and eggs and a cup o' coffee."

The man called the conductor and requested politely, "Would you be good enough to get this lady some ham and eggs and some coffee?"

Then he bowed and went away. That was A. J. Earling, President of the Chicago, Milwaukee & St. Paul Railway. He is what you might truly call a gentleman.

I recently took a trip through Iowa, Nebraska and Illinois, and, just for curiosity, I made a note of the number of officials, clerks, and so on, with whom I came in contact, who put forth an effort to be agreeable. Altogether I did business with 103 persons, including conductors, brakemen, porters, ticket agents, hotel clerks, and the like. How many do you suppose were afflicted with any sort of manifest desire to promote my comfort? Just two. They were two Irish waitresses in the Union station restaurant at Peoria. All the rest of the company were keeping up a successful grouch.

I remember the ticket agent at Des Moines. He kept me waiting fully five minutes while he conversed with a girl he called "Sadie." When she finally left I approached to get my ticket and was greeted with a gruff request to "be lively, please, what is it you want?"

I am afraid I was not amiable myself, for I answered: "I would like about three things, if you do not mind. First, I want a little ordinary civility. Second, I would like to wring your neck. And third, I wish a ticket to Chicago, which I have been waiting here quite a while to buy, with my money in my hand."

The average American employe who deals with the public is distinctly disagreeable. Street car conductors snap you up. Bank clerks will not explain what you want to know. Telephone girls are snippy. Store clerks are indifferent. Waiters

are careless and pay little attention to your needs—you never can find one after you have had your food placed before you, and if you need another fork you have to go and get it.

The one exception is that of policemen. Personally I can say that I have never asked a policeman for information but that I was treated politely and the man seemed really anxious to help.

I have not a grouch myself. I do not carry a chip on my shoulder. I am not belligerent nor over-inquisitive. With modesty I fall in line at the ticket window at the theater and with meekness I am lied to as to the best seats, and with gentleness of demeanor I take the seat I did not want.

But I submit here the opinion that what the United States employe who handles the public needs is to be sent to Reno and receive a little treatment from Mr. Johnson.

The trouble probably lies in our democratic Anglo-Saxon blood. We are so anxious to think ourselves as good as anybody else that we become disagreeable in order to assert our independence. Ask the average Frenchman in Paris the way to the Rue Scribe and he will stop and perhaps walk a block with you to see that you do not get lost. Ask the average Chicagoan the way to the Art Institute and belike he will say, "Ask the policeman."

Perhaps he will be like the man who while standing in a brown study on the curb in New York was approached by a timid woman who plucked his sleeve and said, "I—I want to go to Wanamaker's."

"All right," was the answer. "I'll let you go this time, but don't you ever ask me again."

The excuse that is sometimes made that the public are so trying, ask so

many useless questions, and all that, is no excuse at all. Employes who deal with the people are paid for just such work. It is their business to answer silly questions and to do it pleasantly, too. It is their business to explain to confused women and unsophisticated countrymen and fussy old gentlemen just what they wish to know.

Politeness, as I remarked before, is dirt cheap. An agreeable face, a manifestation of human interest, and a little bit of heart will hurt no one.

The New York street car conductors probably take the first prize for incivility. In the first place, they seem to know nothing about where their car is going, and, in the second place, they won't tell.

"Why don't you report cases of incivility?" asked a sleeping car company official once.

Well, incivility, while it is plainly to be felt, is a little hard to define. You do not like to write to the Superintendent that the porter could never be found when wanted, that the dining car waiter left your order until the last, and gave you only ten minutes to eat before getting off at your station, that the conductor would not stop to answer your question as to whether you would probably miss your connection at Grand Rapids or not, that the man at the car steps kept turning his head away while you were putting a civil question to him, that the ticket agent was rude, snappy and brusque, and all such trivial things. Yet when these trifles pile up for several days they are heavy on the soul.

I don't belong to anything. I have no office. I am of no importance to anybody except my family. There are many like me. And in the name of this poor company who have to get out and hustle to get money for the rent, I do beseech the average em-

ploye to treat us with just a little courtesy. Frank Crane.

A Strong Face.

On my wall hangs a Strauss portrait of a good friend. His name matters little. It is the face of which I desire to write. Visitors come in and say, "What a strong, manly face that is." And I am glad because it is the face of a good friend.

And why is this face strong and manly? I'll tell you: Because the man is strong and manly.

Here is a man who has achieved great success in business and in life. He has known trouble. He has had temptation. He has shouldered great debts. He has lived and worked with all kinds of men and women. Yet through all he has kept faith with his best self. He demonstrated that a man can be a success commercially without losing manhood. He has shown that a business man can succeed and do it while keeping before him high ideals. He has proven that a man can be a man among men and retain his cleanliness and his spiritual power.

This man inspires confidence. Folks trust him. He has a strong face, you know. And he has back of that face a personality that radiates health of body and health of mind. He has lived the clean life. He has never found it necessary to go the pace. Mistakes he has made, of course. But in making mistakes he never responds to encores.

He thinks noble thoughts, eats nutritious food, exercises wisely, associates with successful, high-minded men, works joyously every day, is a good neighbor and husband, wins warm friends and holds them by doing things for them—and those are some of the reasons why my friends stand before that Strauss portrait and exclaim, "What a strong, manly face he has!"

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

HAND SAPOLIO

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.

THE BORN PLUGGER.

He Is the Man Who Invariably Succeeds.

Written for the Tradesman.

Success is a word to conjure with. We like the term. There is something in it that thrills us. And we like to come in touch with the man who has mastered the secrets of success. It matters little what the nature of the thing achieved may be if the man who has applied himself thereto has actually won out—conquered difficulties, beaten down opposition and crowned his efforts with victory—the world doffs its hat and cries, "Bravo! Long live the hero. We always knew it was in him! Didn't we tell you he'd do it?"

As a matter of fact the last mother's son of us was from Missouri until the thing attempted was successfully done; then we surreptitiously piled into the boost wagon. Of course we thought we were always there; but we did not venture in until the thing was an assured go and then we got in so hastily we quite forgot the incident.

Yes; we are born hero worshipers. If some scientific wizard grows a new and delicious type of blue berries on a voluntary potato vine, we applaud the wizard; if somebody develops a new and striking type of aeroplane and cavorts about through the blue sky, we shout aloud his praises. And the same thing applies to successful ventures in the merchandising line. When the young man first bought out the dingy little dry goods store and put in a crisp line of haberdashery, we were a trifle dubious—but we were too discreet to say anything out loud. But when we began to see that our young friend was a winner—when we saw him going out after trade with new and fetching methods of campaigning; when we saw the best dressers of the city thronging that little shop; when we beheld the unprecedented expansion of his stock; the installation of his new fixtures; when we realized that he had his old stereotyped competitors beaten forty ways—then we began to hint around that we always knew he was going to do something like that.

And we do not mean to prevaricate. The truth is we are all so prodigiously enamored of this thing of success that we unconsciously like to get ourselves identified in some way with the man or men who possess the ability to give it some concrete embodiment.

It has been said that some men are born to success, while others are doomed to failure. And there is about as much edification in a proposition like that as there is in the statement that some animals are born with four legs, while others are born with two.

The sober truth is, as some one has put it, the difference between success and failure, between getting business and not getting it, is not so much in the quality of the effort put forth as in the amount of the effort expended. It has been said that the intelligence of the lower animals differs from the intelligence of man, not so much in kind as in degree. To

which it may be replied that accumulated degrees of intelligence amount to a difference in kind. The average merchant works—and he works very much as the exceptionally successful merchant works; only the latter works harder and keeps at it longer. The average merchant—the you and I sort of men—get discouraged; we ease up; go on the low gear betimes; we quit too soon. The extraordinary fellow—the phenomenal success, the world-beater—he never becomes discouraged. Failures do not phase him. You can not head him off. And he never quits working. He is always on the job. When others advise him to let go he persists in hanging on. It is persistence, ingrained determination, this disposition to hang on until the crack of doom—it's that rather than sheer brilliancy that wins out. Your excessively brilliant fellow is apt to shoot up like a skyrocket and afterwards drop like the spent shaft when the powder is burned out. But your born plugger—the fellow that can not be let loose; the type of a man that does not know how to beat a retreat—he's the one that wins out. And then we call him successful.

C. L. Garrison.

The Fellow Who Keeps Everlastingly At It.

Written for the Tradesman.

D'you know I'm coming to have an increased regard for the plugger the plodder, the fellow who stays eternally on the job.

In college I had a room-mate named Bob Felder. And Bob was a wonder. He had one of those tar-bucket memories—the sort that things stock in forevermore. And he was brilliant. He was a veritable sapphire among mottled pebbles; and I used to feel sorry for myself and the rest of the fellows when Bob got to scintillating.

Bob was our honey boy. We used to point with pride to our "Bob." Some of us thought he would be a senator, with a string of big corporations as a side line. A few of the boys thought he'd wind up as president of some university and astonish the scientific world with an original contribution to some recondite department of learning every year or two. All of us opined that he would be rich and famous; and we looked forward to the time when we could say we used to go to school with Bob.

Well, the last I heard of Bob is that he was driving a laundry wagon in Los Angeles or some town out West and making probably about seventeen bones a week.

Bob, you see, was one of your skyrockety sort. He spluttered for a time, then, to use our college phrase, he fizzed.

I heard a seasoned traveling man telling about a brilliant salesman who, in years ago, almost paralyzed his competitors. He had a fetching presence; and he was what you would call a clever fellow. He possessed to a remarkable degree that indefinable knack of extracting an order from nearly every customer upon whom he called. He cut a wide swath in the business; and the boys who followed him with similar lines

had to content themselves with gleanings. He had, to be sure, a proportionately fat income.

The traveling man who was telling me this story said that he, as a young, inexperienced salesman, had to follow this skyrockety trade-puller in various towns throughout his territory. And he said the outlook was discouraging. The brilliant fellow seemed to have no trouble in landing orders; and the man who was relating this experience said he thought this phenomenal success was due to some hypnotic influence. He was not certain (the young, inexperienced plodder) didn't have any occult resources of this sort. His sales were consummated solely upon the basis of salesmanship. He had to show people. He had to batter down difficulties as best he could. He had to master his selling points and pit his wits against those of the people he tried to sell. And it was hard work. Sometimes discouraging work. But the young salesman, who was a plodder but not brilliant, kept everlastingly at it. By staying strictly on the job, repairing the breaks in his armor, offensive and defensive, from time to time, the young salesman became more and more expert. His sales began to increase. By and by he found himself confident, aggressive and not afraid to hold his own with any man.

On the other hand, the brilliant salesman seemed to be losing ground. That hypnotic eye didn't hypnotize as it once did. And as a competitor in the plugger's territory he seemed to cut less and less ice. By and by he dropped out completely. "This," said the traveling man who told me this story, "has caused me to have grave doubts on the score of your brilliant, skyrockety sort. They do not hold out. I attribute my own success, such as it is, not to brilliant-

cy, but rather to perseverance. And, according to my diagnosis, any fellow who is willing to hang on can make good. When I hear of a brilliant chap cutting into my territory it does not make me toss about on a sleepless pillow." Bud Bodkins.

"MORGAN"

Trade Mark Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved. It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved. Besides, it is the clearest, firmest gelatine to be had. Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free. MINUTE TAPIOCA CO., 273 W. Main St., Orange, Mass.

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

Has enjoyed a net growth of more than 200 telephones in its Grand Rapids Exchange during the past two months, and a great growth in others of its many exchanges and long distance lines, so that it now has

MORE THAN 10,460 TELEPHONES

In its Grand Rapids Exchange alone, and about 25,000 telephones in other exchanges in its system. It has already paid

FIFTY QUARTERLY DIVIDENDS

And its stock is a good investment.

INVESTIGATE IT

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES—60 IN CASE (120 lbs)

5 lb BOXES—24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!

THE WINE OF WORK.

It Is Developed by Co-operation and Good Will.

Our influence upon help is sometimes surprising. I have noticed this in driving over the farm at different times. Some men would even come from under the trees and fence corners and go to work when they saw me coming, and I have seen men who had started for the house in advance of the noon hour go back to work, and that without a word from me on the subject.

The question of influence upon help—in fact, our influence upon those we associate with—is very important, but few of us realize the amount of influence we have upon those we work and associate with, and I am afraid that very often we do not stop to think what our influence will be. If we did it would make quite a change in our plans and work, as well as our conversation.

Then, again, our influence upon help may be quite different from that we exert on our friends, neighbors and associates, as they see a different side of our lives from what the outside world knows of.

If we are cross and ill-tempered with help why should we expect them to be pleasant and good natured with us? If we are overbearing and unreasonable in giving orders and instructions as to our wants and requirements we soon lose their confidence and esteem, consequently our influence with them.

Our influence as managers and employers very often will depend on our ability to control and direct those under us and also to control and manage ourselves. Some persons have a gift for saying the right word in the proper place. They are always pleasant and agreeable, no matter what the circumstances are. They have a quieting word and way that will settle a disturbance and stop any discord and irritation that may come up.

This quality—or acquirement, if you please—is always looked for in managers and those who have charge of help. Their value and very often their salary depends upon this qualification, possibly more than any other.

We have this same qualification in public life and politics, as well as in the business world. We say they are good "jolliers." They say the right thing in the right way to bring harmony out of discord, to keep the company, organization or party together, and to keep them at work pulling together for the common good. This quality is what makes strong companies, organizations and firms, and it is equally important that we have harmony and good will between fathers and sons, mothers and daughters and employers and help on the farm.

We must all have a common interest in the work and we should make our help feel that they are a part of our work, and that it is their work. This will give them more interest in what they are doing, and if

they have any good in them it will make them more valuable to both their employer and, consequently, to themselves.

If we have help that take an interest in our work, are steady, reliable and industrious we can afford to pay them well and use them well, keep them employed, even if they are not making us money at certain seasons of the year.

I find that it costs me considerable time and money to educate men in the requirements of my work, and I can not afford to lose them if they are doing even fairly well and show an interest in the work and a disposition to learn.

Some workmen have good ideas and methods about doing work—very often better than we have—and they will take more interest in the work if they are doing it their way.

If there were more sympathy and co-operation between employer and employe, managers and workmen, farmer and help, many of our labor troubles would be settled before they commenced and thousands of dollars of wasted money would be saved each year, to say nothing of bloodshed and strife, which we can not estimate.

The farmer and the farmer's sons and daughters are beginning to understand that their business is the most important and independent on God's green earth, and that farming is as profitable, if not more so, than any other reliable business for the money invested; that it requires brains and special education to be a successful farmer, as well as in other lines of business. Then the farm and the farmer and his family will be elevated to the place they should occupy and they will be happy and contented with their work, willing and glad to stay on the farm.

Henry Smith.

Why Are We Right Handed?

Ninety-six per cent. of humanity is right handed, according to Dr. John Huber, who has been studying the question of ambidexterity in the other 4 per cent. In a general way the doctor ascribes the right handedness of man to the equalizing of the heart's weight, its pulsations through the great arteries of the left side of the anatomy and the weight of the blood itself. In the lower animals, which have need of the use of the forepaws in hunting and feeding, nothing suggesting the facilities of one paw over another is seen. The cat seems equally expert in nabbing a mouse with either claw; the monkey is ambidextrous and the idiot of arrested development is classed as 50 per cent. double handed.

But Dr. Huber does not seem to touch upon right handedness as probably coming from tribal war. We read to-day of the man "stabbed through the heart" and many of us take for granted that brutal intent to murder is shown in the fact. Rather it is the result to-day of right handedness. The man drives the knife with his right hand at the victim facing him. How could he avoid striking home in the heart region?

Aborigines protected the left side with the shield and drove the spear with the right hand. Why, if not to reach the recognized most vital part of the human frame? To kill an enemy was the supreme necessity of aboriginal man. Why not the war instinct prompting modern man to right handedness?

Even the most conservative of men does not mean all he says when he hits his thumb with the tack hammer.



Don't Write!

USE THE
LONG DISTANCE SERVICE
OF THE
**MICHIGAN STATE
TELEPHONE CO.**

Hot Graham Muffins

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

Wizard Graham Flour

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

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



Are You a Troubled Man?

We want to get in touch with grocers who are having trouble in satisfying their flour customers.

To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

Ask us what we do in cases of this kind, and how we have won the approval and patronage of hundreds of additional dealers recently.

The more clearly you state your case, the more accurately we can outline our method of procedure. Write us today!

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



Ceresota Flour

Is a high grade
**Spring Wheat
Patent**

Made for and sold
to those
who want the best

JUDSON GROCER CO.

Distributors

GRAND RAPIDS, MICH.

GOOD FELLOWSHIP.

It Has Its Basis in the Unselfish Thought.*

Food fellowship, according to Webster, is "the spirit and disposition befitting comrades."

If this is its true meaning, we have a splendid illustration in the meeting this afternoon. The cordial welcome, the delightful surroundings, the evident desire on the part of these friends to give us the best that they have and the manifest joy that comes from the meeting together of those of long acquaintance and of common interest unite to make this an occasion of great pleasure and profit to all.

In speaking of good fellowship this afternoon I shall not give to it the common and cheap meaning which is so often attached to it.

I will try to speak of the fellowship that is good; that does good; the good fellowship that resides in character; that springs from the heart; that good fellowship that comes from the highest impulses of the nature. I have in mind the good manners and the amiability and the companionableness that comes from good character.

Not only does it spring from good character, but it reflects on the character. It not only gives to gladden and inspire and strengthen others, but is blessed in the giving.

This good fellowship finds its inspiration in the text, "No man liveth to himself."

"We are members of one great body," says Seneca, "planted by Nature in mutual love, and fitted for a social life. We must consider that we are born for the good of the whole."

Good fellowship has its basis in the unselfish thought that we are to associate with others for mutual helpfulness.

We believe with Isaac Walton that "Good company and good discourse are the very sinews of virtue."

We should have a high and holy purpose in all of our intercourse with others. We should meet to give the best that we have to those who meet with us and to receive the best the others have for us.

Our association should be for a mutual exchange of the best things which we possess. If this is true it will be fortunate for us if we are permitted to be much with our superiors.

We are to be amiable as a matter of conscience because we feel that we owe it to our associates. We enter into the joys and pleasures of the rest and try to add our share because we believe that it will be for the common good.

It is evident, then, that if we hold this thought in mind, we will refuse to be amiable at the expense of virtue.

"He who seeks to be amiable always can at times be successful only at the expense of character" (Simms).

This will shut out much that passes for good fellowship, but which is in reality bad fellowship.

*Address by Rev. W. F. Kendrick, before Grand River Valley Horticultural Society.

I refer to that purposeless life that follows the crowd and is easily led astray and readily contributes its share to the evil that surrounds it. It gives its worst and not its best. It poisons and degrades and weakens both the individual and society. Yet, because it is laughing and hearty and generous, it is called good fellowship very worst.

He who has a deep moral purpose to guide him in his intercourse with his fellows will shun this whenever occasion presents itself.

I would not have you feel that the good fellowship that I am speaking of is a sober, long-faced type. On the contrary, it has in it much of joy and mirth. It has back of it the thought that our fellows are burdened with care or overcome with sorrow or suffering with pain and that they need the brightness and good cheer and encouragement that we are able to give.

The good fellow laughs because he feels with Lamb that "a laugh is worth a thousand groans in any market."

Man was endowed with the power of laughter and we are to use it, but, as with everything else which God has given us, we are to consider it as a sacred trust and use it accordingly.

"Oh, glorious laughter," says Jerrold, "thou man loving spirit, that for a time doth take the burden from the weary back; that doth lay salve to the weary feet, bruised and cut by flints and chards."

I think that we ought to preach on the mission of mirth. We preach on the mission of affliction and the philosophy of suffering, but we do not present to our people, as we should, the mission of the light heart and the glad hand and the hearty laugh.

Beecher gave expression to this truth when he wrote, "Blessed be mirthfulness; it is God's medicine—one of the renovators of the world. Every one ought to bathe in it. Grim care, moroseness, anxiety—all the rust of life—ought to be scourged off by the oil of mirth."

We can not laugh alone. We need mingle and enjoy the wit of others and give ours in return for the real good there is in it.

We need to be constantly on our guard. We must not sacrifice purity and self-respect for mirth. If we do, at once our fellowship becomes bad. As another has said, "Laughter costs too much which is purchased by the sacrifice of decency."

There is such a temptation to laugh at and then repeat the unclean joke or to enter into the loud and coarse fun of the careless and impure.

"I love," with Isaac Walton, "such mirth as doth not make men ashamed to look upon one another next morning."

For the best fellowship there should be more than this. There should be an intellectual and moral influence.

Each should, as far as the occasion offers, contribute whatever he may have for the good of the rest. The strong should aim to help the weak. The larger hearts and minds should pour out their riches for the benefit of those less fortunate.

All should bring their best and offer it for the common good. I find an illustration in the programme of the afternoon.

The expert in apple culture has been giving out of his knowledge and experience that others might profit by it. The successful manager of men has spoken of the influence on help. The cultured and almost ideal neighbor has told us the secret of neighborliness and the successful man of business will teach what he has learned of the value of organization. Each has something that the others have not that he can contribute and all are profited.

This, then, is my thought as to good fellowship. It is fellowship that is good for something. It is heart touching heart, soul going out to soul, life coming in contact with other lives, character inspired by the influence of other characters. And all for a great purpose, namely, to help and to receive help.

This is why I prize so highly the fellowship of the church. It is, generally speaking, a company of pure minded people, with common purposes and aims, who have partaken to some degree of the spirit of the Master, who gave his all for others.

Too many who are sure God is on their side show no anxiety to be on his.

It is no use trying to be a grateful grumbler.

Heavenly love is more than a love for heaven.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

H. LEONARD & SONS

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

The Best
Peacock Brand
Leaf Lard
and
Special
Mild Cured
Hams and Bacon

Cured by
Cudahy Brothers Co.
Milwaukee, Wis.

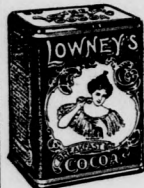
Summer Candies

We make a specialty of

Goods That Will Stand Up In
Hot Weather

Also carry a full line of Package Goods for resort trade
Agents for Lowney's Chocolates

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



Who Pays for
Our Advertising?

ANSWER:

Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

All LOWNEY'S products are superfine,
pay a good profit and are easy to sell.



NEIGHBORLINESS.

It Means More Than Continuity or Contact.*

Clannishness and emphasis on tribal relations have always been common among barbarous and semi-civilized races, but neighborliness is not a characteristic of savage peoples. "Am I my brother's keeper?" was the angry response of the centuries to that ancient appeal of Jehovah to the human conscience regarding the responsibility of man for man, until the coming into the life of the world of that Great Personality who always spoke of Himself significantly as "The Son of Man," who taught a universal fatherhood, which involved a universal brotherhood, realized in His own life and introduced into the scheme of things on this planet what Drummond calls the "Struggle for the lives of others."

Out of this view of the relations of human beings to each other have grown delightful results in community life. "Every man's house is his castle" has ceased to be a true proverb except in some remote and uncivilized corners of the earth, and near neighbors give one a sense of being safe and protected. But neighborliness means more than mere contiguity, more than the contact of farms lying on either side of a line fence. Alas, for the line fence! How often has it been the innocent cause of the destruction of the true neighborly spirit among those who would otherwise have been good neighbors. And that dear, old, almost obsolete word, neighborhood. What pictures it conjures up in the memory of sacred precinct which it characterizes, of the gatherings about the neighboring firesides during the long fall and winter evenings, where current events, science, art, literature, politics and religion were freely discussed along with apples, nuts and popcorn and interspersed with the jokes and games of the children. Going in to "spend the evening" with a neighbor meant much in a social, moral and educational way to the people who made up our village and farming communities thirty or forty years ago, but the custom has become a thing of the past, along with the quiltings, the paring bees and huskings of our ancestors. Instead there are card parties, socials and formal suppers at which we talk little and less is said. The social life of our cities is in no sense dominated by the accident of near residence. It is not necessary to know our next door neighbor in order to find an outlet for sympathy, helpfulness and companionship. But in the outlying country districts conditions are vastly different. There, especially when remote from the advantages and disadvantages of city associations, the inhabitants find it necessary to inaugurate among themselves some kind of organic social union, else the community lapses into semi-barbarism where each family looks after its own, disregarding the interests of every other, which is as degrading and dangerous a situation as could possibly be imagined in

*Paper read by Mrs. M. E. Campbell at August meeting Grand River Valley Horticultural Society.

a modern state. These neighborhood interests center about the school, the lodge, the ladies' club, the grange or the church and Sunday school, and happy is that neighborhood where the moral and religious influences are not neglected or ignored, as in many rural communities, alas! they are, to the pitiful deterioration of the character of so many of the young people of these districts who are growing up as distinctly heathen as if they were in the wilds of Africa and with a not much more hopeful outlook, for the modern missionary is in hot pursuit of the savage of the jungle and the city slum, while the savage of the American field and farm is not supposed to exist.

Another element opposed to the spirit of true neighborliness is found in the influx of foreigners into our farming districts. The big farms are being cut up into small holdings, tenanted by people of an alien race, an alien religion and with moral and social instincts that prevent entirely or make dangerous the association with them in home or school or other community interest; and the foundations are being laid for an utter disruption of the social and educational system that has been the life of our farming communities and has produced the stalwarts in the way of educational leaders, captains of industry, authors and statesmen that have made our nation the world-power that it is to-day.

At this point let us emphasize the duty of the educated class—professional men, business men, etc., who occasionally reside in the outlying rural districts around a great city—to lend a hand in the development and uplift of the people of these districts. In proportion to the culture and opportunity, so measures the obligation. The spirit of true neighborliness must sooner or later reckon with all these facts, and the reckoning can not come too soon for the safety and prosperity of the future of our country. This spirit must not expend itself altogether in schemes for the general well being to the neglect of the "small sweet courtesies" of life—the expression of sympathy in time of trouble, sickness or disaster in the families of our neighbors, the kind, approving and helpful word spoken in season, the interchange of civilities in matters of borrowing and lending; in brief, the exercise of that "Divine friendliness" which sees and uses the opportunity for doing good to the souls and bodies of our fellowbeings always and everywhere.

A certain ancient and astute lawyer was made to see most forcibly that even our worst enemy may on occasion become our nearest neighbor, and if we are possessed of the real neighborly spirit we shall become alert to perceive and respond to its call.

Am I my brother's keeper? It may be.
Had I a single word of comfort spoken
It might have cheered some overburdened heart
Without it—broken.
Am I my brother's keeper? It may be
Had I but stopped one little hour to aid him
That little hour had wrought his task,
before
The toll dismayed him.

My brother's keeper; yet I passed him by
Uncheered, unhelped unwarned of coming danger,
Hard pressed by sin, and hurt by cruel scorn
To love a stranger.
My brother's keeper; will the Lord forgive?
For while my useless hands were idle lying,
He fell neglected in the weary way,
Worn, wounded, dying.

Signs of the Times Are Good.

Many finger boards are pointing toward prosperity. As the Government crop reports are digested and other excellent crop investigations reveal promising conditions there is every reason to expect a bountiful harvest. In the staple industries the people are well employed and the product is selling at good prices. In some directions there are evidences of a scarcity of labor. The foreign trade is increasing and we are at peace with the world. Under these circumstances there is no reasonable excuse for foreboding and pessimism.

The single depressing factor is the dullness of securities. In all the financial markets the supply of bonds and stocks is greater than the demand. Extreme difficulty is experienced in tracing the cause and effect of this situation. The professional idea is that investors are spending their money on automobiles and luxuries, but there is evidence that hundreds of persons who formerly exchanged their earnings and surplus profits for securities are now investing directly in land, real estate and in building operations. Whether customers of the bond markets have been driven or led away does not affect the result.

With agricultural and industrial conditions sound and prosperous no one needs despair of the country. It may be that financial and commercial writers have been unduly influenced by the continued harping about depression, when there was no general depression except in the speculative markets. The rich man's panic and the period of recuperation which followed drove hundreds of speculators back to their own offices and factories.

It may be that the so-called business reaction is nothing more than a state of mind. What is needed just now is less introspection and pessimistic philosophy and more enterprise and action. Stagnation in the security markets is bad enough, but nothing will be gained by hypnotizing ourselves into the foolish notion that the country is not headed toward prosperity.—Commercial Journal.

Why is trade like a woman's love?
Because both have to be courted, if you want to get next.

Never get into an angry argument with anybody, more especially a woman.

OPPORTUNITY OF A LIFETIME

We offer for sale a choice and well-selected general stock inventorying about \$4,000, doing a business exceeding \$40,000 per year. Owner also owns half interest and operates telephone exchange of 60 farmer subscribers. Post-office. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Location in center of richest potato district in Michigan. Address No. 413 care Michigan Tradesman.

The BEST Sellers
BAKER'S COCOA
and CHOCOLATE

Grocers selling the genuine "Baker" goods do not have to explain, apologize or take back

52

Highest Awards

Walter Baker & Co., Ltd.
Established 1780 DORCHESTER, MASS.

Sawyer's
CRYSTAL
See that Top Blue.

For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

CLEAR-CUT SALESMANSHIP.

The Importance of Looking Into the Future.

Written for the Tradesman.

There are various ways of consummating a sale just as it is claimed there are divers methods of choking a dog to death on butter. Not having choked any canines to death in this manner, I am not prepared to speak out of my own experience; but I can vouch for the truthfulness for the other proposition.

I like a clean, clear-cut, thorough-going piece of salesmanship. Don't you? Hasty, ill advised, separate-em-from-the-coin-quick salesmanship doesn't look good to me. If I'm just a disinterested bystander I'm not favorably impressed with the transaction; and I feel like secretly giving the boss the "high sign" so he can sit up and take notice; but if I'm the customer who is being rushed through in this unceremonious way I get warm under the collar.

Of course the nature of the article which is being sold has much to do with the selling process. If it is a cheap, simple commodity—a 5 cent fly-killer, a 25 cent wash tie or a package of pins or a can of baked beans, the selling process does not require to be either elaborate or lengthy; but suppose your party is buying a pair of portieres, a 9x12 rug for the parlor, a library table, a chiffonier or a bedroom suite—then I contend he is entitled to a careful, conscientious, thoroughgoing line of salesmanship.

Storekeepers and clerks need to be reminded from time to time of the importance of looking to the future. You are not content to make one profit off of a single customer. Advertise, if you will, just as if you didn't have a single customer so far; but when it comes to waiting on people who are in your store, treat them as if you never expected to enlarge your present clientele; that is, bind them to you with hooks of confidence and friendship. Make them feel that their interest is your interest; that you are perfectly willing to show them everything in the store from stock room to the basement annex—provided always you can be of service in ferreting out the one thing adapted to their peculiar needs at the time. Do not go at them as if you were just hurting to get on caressing terms with their coin and then turn them out to make room for another victim. Now I'm putting it perhaps a trifle strong; but sometimes the impression made upon customers in certain shops that I know of is positively analogous to that. And it queers the storekeeper's game. And it ought to queer his game.

Advertising, window trimming, store lighting, up-to-date store furniture and fixtures, prompt delivery, and all that sort of thing, are good enough in their way. One may even go so far as to say they are absolutely essential to successful merchandising. But they do not exhaust the list of imperatives. It is quite as important that you master the secret of cinching your trade (if I may so put it) by the sort of salesmanship that

creates satisfied customers. If your publicity methods are not followed up by that sort of salesmanship it is as insubstantial as hot air in August—and quite as worthless. Advertising, if rightly done, will bring them in; but it takes salesmanship to hold them after you get them.

"But I can not spend half a day waiting on a single customer," somebody protests. Who said you ought to do that? What I mean by clear-cut, thorough-going salesmanship is not necessarily salesmanship of a prolonged, meandering, never-ending type. With that sort of salesmanship I have no patience. That is not what I mean. I mean salesmanship that consumes just enough time to be thorough—and no more. Salesmanship that discovers the thing needed—and then sells it. Salesmanship that is courteous, dignified, conscientious—clean. D'you get my point? In order to be sure, let me illustrate: Mr. A. comes in for a library table. He doesn't know what he wants. He knows nothing of Period furniture—and couldn't tell a Colonial table from a Flemish pattern. And he knows nothing about finishes. Ask him whether he wants a quartered sawed oak table or a plain, figured or veneered mahogany table and he wouldn't be able to give you an intelligent answer. Now, what are you going to sell him? The proposition is strictly up to you. "Give me something nice," he says, "something for about \$20, \$25 or \$30."

How would your real salesman proceed in such a case? Well, he ought to ask about the size of the room, how it is lighted—whether it is a north light (and therefore a strong light), or whether it is a more sheltered (and therefore less strongly lighted); he ought to find out what sort of a carpet or rug the room has; what other styles of furniture are represented in the room; the prevailing color scheme of the room and every other detail about the room and its furnishings. Of what style, especially, is the bookcase and desk (if there is a desk in the room). If the bookcase is, let us say, quarter sawed oak in Early English finish, the library table should correspond. If the room is small or medium sized—and the space limitations rather severe—then don't sell him a big, unwieldy Colonial table. Select something, in other words, that will harmonize with other pieces in the library. Now you can not do that without asking questions and you can not ask questions intelligently if you are rushing the sale in order to get another item to your credit on the day's record.

I know of one large furniture store where they make it a rule to take customers through the entire store—that is, customers who are visiting the store for the first time, and who are willing to consume the time necessary to a trip through the store. And it is surprising to know how many shoppers have time to visit every department in the store. It is such a novel and delightful experience they enjoy it. The clerk says something like this: "Madam, is this your first visit to our store? * * *

Well, then, if you have the time and care to I shall be delighted to take you through our store. We are proud of our establishment and are anxious for the people to see what a complete line of furniture we carry." In ninety-five cases out of a hundred madam is perfectly delighted to go on a tour of inspection through the store. And as they go the adroit clerk keeps up a running fire of comment on the various lines. He talks Period furniture, calls attention to the ample assortment of rugs, to the many patterns of linoleums, to the odds and ends in the way of rockers, chairs, tabourettes, etc.—always something new and different, always something interesting. He talks about woods and their adaptabilities, about various styles, finishes, methods of upholstery, etc. All the while he is imparting information and storing my lady's mind with a host of impressions which she will call up later. Here is a delightful little odd chair that will fit in most any hall no matter what its furnishings. Here is a foxy little writing desk. Here is a rocker that fairly superinduces pleasant day-dreams and will prove a joy forever. Our clerk is foxy. He knows how to resuscitate latent needs and metamorphose them into active wants. And right now—although the casual observer may fancy he's squandering the firm's time—he is doing a fine stunt in salesmanship. By and by it will fructify. When the lady finally makes her selection she will go out with a profound regard for the store that takes time to be kind and courteous and

thoroughgoing. And she will come back again. That's the way to cinch the future sale. And that, after all, is the thing that counts most in these days of fierce competition.

Eli Elkins.

Variety of Weather.

Ethel—It states in the first chapter of this novel that the hero hailed his sweetheart.

Loraine—The idea!

Ethel—And the next minute he began to rain kisses.

Loraine—Well! Well! And did that end the storm?

Ethel—No; the next minute her father came out and then there were heavy squalls. That novel must have been written by the weather man.

Costs Little—Saves You Much

Protect your business against worthless accounts by using

COMMERCIAL CREDIT CO., LTD., Reports

MICHIGAN OFFICES: Murray Building, Grand Rapids; Maletic Building, Detroit; Mason Block, Muskegon.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.

Boys' Knee Pants

In this line we offer some special values while they last as follows:

Ages 4 to 13 @ \$2.35 per dozen

Ages 8 to 16 @ 2.50 per dozen

Ages 4 to 13 @ 4.50 per dozen

Ages 8 to 16 @ 4.75 per dozen

Knickerbockers

This style is in good demand and our stock contains several fine numbers. They are all well made, full cut, perfect fitting garments. Prices range at \$4.50, \$6.50, \$7.50, \$8.50 and \$11.00 per dozen.

Look us over when in need of this item.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Do the One-Cent Circular Letters Pay?

How many one-cent circular letters did you throw in the waste paper basket this morning? There are not very many business days when I do not have cause to wonder how many thousands of dollars are wasted every week on circular letters, poor follow-ups and form letters, by reason of inferior and indistinct printing and the utter failure of the "filled in" salutation to match the body of the letter.

It seems to me that the waste in this manner is particularly great in the matter which is mailed under one cent postage. What one of you but has anywhere from ten to fifty cheap circular letters coming across your desk every day, not one of which you are really inclined to read? Who has not found a dozen or more wretchedly printed imitation typewritten letters in the day's mail, which are either "chucked," unopened by the person who opens the regular mail or by the one on whose desk they are laid for undeserved attention?

Is this enormous waste of good money either sensible or necessary? I, for one, do not think so. Assuming (as one must) that it is impossible to send a personally dictated letter to every individual on a big mailing list, I consider it preferable to get up something really good in the way of printed matter, letting quality and wider intervals between mailings take the place of frequent and comparatively worthless circular letters. My own plan has been that where a personal letter can not be sent the imitation typewritten letter can be omitted altogether. Because I believe, and have satisfied myself, that a piece of printed matter can be made so good that the person who receives it will not throw it aside unread.

There are several other reasons why I believe that printed matter in the form of folders, booklets, and the like, when properly gotten up, is greatly superior to most "filled in" imitation typewritten letters, as business getters. Whatever else may be said for the imitation typewritten letter, its appearance must, of necessity, be very much like every other similar letter. At the outset, therefore, it is robbed of some claims to distinction among other mail matter, to which the excellence of its text may really entitle it. A folder, booklet or bit of printed matter, on the other hand, permits of genuine distinction either in color, stock, arrangement or shape, or all of these in combination. And, again, the opportunity for telling one's story in detail is much greater with a folder or circular than in the limited space which custom has decreed shall constitute a business letter of average length.

The only trouble with ninety-nine out of every hundred "matched-in" letters that come in the average run of mail is that they do not match. And I have long had a suspicion that most one-cent letters are accepted at their face value by those who receive them, and passed right along to the big wicker basket under the desk, where most of them belong. Oh, well,

you say, it is probably only beginners in the solicitation of business by letter who use cheap, poorly gotten up one-cent messages. But is it? If you do not know the financial standing of the next twenty firms who load you up with a pocketful of letters you will never read, just look them up in Dun's or Bradstreet's, for an experiment. See if their ratings are not, in most cases, an assurance that they could just as well send out stuff that was worth carting to the post-office.

It is true that high class folders, booklets, and the like, are more expensive than these alleged letters, but, if the story is worth telling, it is not worth telling right? Trite observation, to be sure, but watch tomorrow's mail for the concerns, well-to-do in their line, who fill up your mail box with one-cent circular letters. Maybe we ought to read them; maybe we should scrutinize the flimsy enclosures; maybe we are missing bargains, losing money and passing up propositions that are positively the best ever. But who will blame us?

I question if any but a small percentage of the letters mailed under one cent stamp ever reach those for whom they are intended, to say nothing of their being opened and read. What I should like to know is whether or not the use of large quantities of one-cent imitation typewritten letters, hopelessly "matched in" on the typewriter (or not filled in at all), really pays. And if these apologies for correspondence can awaken interest and bring in business, what, oh, what, may we expect from really high class printed matter? Is it not reasonable to suppose that the average business man will either read, or lay aside for future reading, a high grade, attractive bit of printed matter—something that is really good? On the other hand, can we reasonably expect the same man to read, and file, a "filled in" form letter, if it ever reaches him at all? What is there about a one-cent, unsealed letter to recommend it to a business man, anyway? I ask this question seriously and for information.

I am not in the printing business, neither do I own any stock in any printing or engraving enterprise, hence my evident preference for good printed matter, as against what I am pleased to call "alleged letters," is wholly unbiased by selfish interests. If any merchant has found that the mailing of large quantities of circular letters, under one cent postage, poorly matched or not matched at all, has paid, I should like to know about it and I believe there are many others who will welcome the information. This sort of stuff is coming across our desks every day in abundance and possibly some of us underrate it.

In the absence of better information, however, I make a plea for the elimination of the business-seeking letter with a one-cent stamp on it; also all those mailed for two cents which are not properly produced, as to matching, printing and other particulars. It is comparatively easy to figure up the first cost of any number of thousands of these letters, but

what a good many of us would like to know is the last cost of them. How much good do they do? Is the cheap looking, poorly matched form letter with its sometimes flimsy enclosures (which we receive daily) a wholly needless waste of good money or is it a blessing, whose disguise some of us have not yet been able to penetrate? Walter B. Pantall.

Tendency of Modern Retailing.

Modern methods of distributing merchandise to the masses appear to be threatening the small retail dealer. Urban department stores, the great mail order houses and the chains of syndicate cigar and drug stores are evidences of the trend of events.

There is more involved than the mere concentration of retailing. It is largely a question of economics. The great staples that go into universal consumption are produced in large factories at a minimum of expense. Manufacturers' profits are notoriously small per piece, per pair, or per yard, but large dividends are made by reason of the great volume of output. On the other hand, retail profits are inordinate by comparison. It is not that the retail merchant makes much money. It is the extreme expense of retail merchandising that makes the new order of things possible.

Much sympathy is expressed for the storekeeper who, although compelled to add a heavy percentage to the selling price over the cost of his

goods, is still unable to realize more than a bare living. The department store, because of the huge volume of merchandise dispensed, is making large gains without charging more to the ultimate consumer.

There are writers who deplore the concentrating tendency in the retail distribution of goods, but thus far they have not suggested a satisfactory solution of the question. The appeals on behalf of the retailer are mainly sentimental. Unfortunately, the average purchaser is influenced only by selfish considerations. He is certain in the long run to buy where he can get what he considers the most and best for his money.

Many manufacturers are concerned as to the future of the retailer. The elimination of the small dealer would leave the producer of goods at the mercy of a limited number of large buyers, whereas to-day he sells to a large number of smaller merchants. Just what the outcome will be no one can predict, but in almost every industry the developments are being watched with interest.—Commercial Journal.

Different Species.

The crusty old farmer stopped his horse and gazed at the overturned touring car.

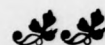
"I reckon you got an elephant on your hands now, hey?" he cackled.

"Not on your natural history, you yap!" warmly retorted the motorist. "that car merely turned turtle."



Here is a Leader in Aprons

Our No. B. 1 Form-Fitting Apron fills the demand for a perfect fitting, stylish appearing apron that fully protects the garment underneath. Is made from best quality percale, white ground with neat designs of black, also plain white, edged with white rick rack braid. Price per dozen \$4.50. Terms 2% 10 days. This is the best apron value ever offered at the price. As a leader to sell at 59 cents it is unexcelled. Order a trial dozen today.



P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

THE BUYING END.

Most Important Feature of the Retail Business.

Many extravagant statements have been made regarding the importance of careful buying. It has been said that more money is to be made in the buying end than in the selling end of a retail business. It has been said that "Well bought is half sold."

Whatever has been said is in a large measure true, not literally true perhaps, but approximately true.

Good buying shortens very appreciably the road to success.

One of the first and most important things to be considered in buying is whether you need the goods or not. It is easier to over-buy, easier to keep the stock up than it is to keep it down. No matter how closely the goods are bought or how carefully they are selected, if they are not needed, they are adding to the expense of store maintenance and helping to produce an accumulation of what is sure to be dead stock.

Modern merchandising methods recognize the importance, the absolute necessity of keeping the stock down to the lowest possible investment and turning it over as many times per annum as it can be turned.

The man who attempts to keep his stock to suitable dimensions by the guess method is all wrong, no matter how small a store he runs.

If your stock consists of but one single item, carried in but one single size, you need a system for keeping track of how much stock you have in order that you may know when it is necessary to reorder to prevent getting out.

The best method of keeping stock is by means of a stock book or card system. The card index system is better than the book because it is perpetual and as different lines are thrown out the cards may be thrown out, while in a book the dead lines are still there in the way. A loose leaf book might answer as well as the card system.

The card index should perhaps best be kept by the cash register, the cashier's desk, or at whatever point each salesman needs to come with each purchase, and he ought to take time unless with rare rush exceptions to make his card entry at the time of the sale, otherwise it is very likely to be forgotten. The time to make any kind of a memorandum is NOW.

In this card index the stock may be listed by its location in the store or by its character. By dividing the stock into its proper sub-divisions, each division need not be large, and the individual item can be found, with a little experience, in an instant.

The card should show the stock in hand at a certain time of inventory, and it should show the amount of new stock received whenever any is added. It should show stock sold.

Inasmuch as it is often impractical to make notes on a card or in a stock book of each individual sale, the subtractions of stock may be made, if preferred, in the form of entries of each time that a new original package is opened, or a new box or case

brought out of the reserve stock. This will show then at a glance the amount of reserve stock on hand, while the shelf stock is always known to be limited.

A variation of this is the plan of keeping a separate stock book or small card index for each section of the stock or each set of shelves, each individual sale being entered in this when made. This plan is especially adapted to forms of stock that amount to but limited supplies, all of which is kept right on the shelf, from which sales are made.

A simpler plan, and one that is more universally followed, is the want book. The writer has personally followed the want book plan in a miscellaneous business amounting to some \$12,000, with three salesmen, and found no difficulty in keeping stock up, though this plan necessitates the manager's following every line of goods closely and personally inspecting stock frequently, with regular searches for short lines that may have been overlooked in sales making.

Many individual merchants have devised plans better adapted to their particular stores than anyone else can recommend to them, but in all the application of a certain general principle should be recognized. The stock plan must show how much of the goods is on hand and how fast they have sold recently, in order to be an accurate guide to rebuying.

A well kept stock book or other system makes the inventory a simple matter, and if sufficient detail is followed, it will be possible to tell at any time what the state of the entire stock is and what the profits of the business are amounting to weekly.

While I urge constantly the desirability of keeping the stock down I do not want to over-emphasize this point because it is self-evident that if we do not have the goods we can not sell them, and the stock must be kept up, not only as to variety but in some degree also as to quantity.

You must be able to supply the demand by having the article in question and unless you carry a proper sized stock in all lines there will be many opportunities lost for making quantity sales. The buyer should keep posted on the lines that are likely to sell on occasion in large quantities. No store can afford to send customers away for lack of the goods. This means loss of the profit on the sale and possible loss of the customer.

Almost as important as when to buy is what to buy. Perhaps it is more important.

Buy goods for which you have a demand. Don't be cajoled, inveigled or bamboozled into buying goods for which there is no demand, goods which are "going to sell big."

Stand pat on the new goods propositions and if a manufacturer wants you to stock a new line for which the sale is yet to be made, let him carry the stock. If he has faith in his goods he ought to be willing to carry the stock for you until the demand that he promises really opens. If he has not faith in his goods and

does not care to do this, then it is reasonable that you should doubt him. Of course, there are cases where a manufacturer of known repute produces a new brand or new line and tells you that he is going to make it sell and explains the campaign he is going to follow. You are usually safe in buying such a line because the seller will allow you to exchange the new goods for the older and already selling lines he makes if the new fails to move with you.

At all events bear in mind that the man with a new line of goods to be introduced should make very favorable terms. He is the one who should take the chances, not the dealer. You want to take on any new line that will sell, but you already have enough of the sort that do not sell.

The dealer who is to be a good buyer should never hesitate about buying in small quantities. If you can not buy in the quantities that your business requires, there is something wrong with the house from whom you buy.

Two important objects are accomplished by buying in small quantities as wanted. One is that the goods are always new and fresh. The other is that you keep far less money tied up in stock. You turn your stock oftener and make more money.

Of course, the quantity discount is attractive and there are many cases in which it is really worth taking. Also freights must be considered. But when all advantages of quantity buying are considered it will be found that many times it pays better to buy what you need as you need it.

It frequently occurs that some traveling man will come along with a proposition that you take "the quantity" of certain goods and you will be given as much free goods and so much advertising matter and so much window display.

There are times when this proposition calls for your acceptance and there are many times when it calls for rejection. It is a large part of the secret of good buying to be able to know what to buy in this way and what to buy "as wanted."

Each individual proposition should be figured out. A careful estimate ought to be made of the net results of the "quantity" proposition as against the other way. And listen to the voice of good judgment rather than to the voice of the salesman whose interests are largely in making large sales.

In this connection it is well to consider whether it does not pay to do a good deal of buying by mail.

In staple goods, which the dealer knows well and knows how to order intelligently—and what line does this not cover?—there is much advantage in ordering by mail.

In ordering habitually this way there is no waiting until a salesman arrives. One orders when he needs the goods. Further, he orders what goods he needs and there is no one standing at his elbow urging him to buy more of this or to make this quarter dozen into a half dozen or

to make this a case instead of a half case.

Of course, I know that it is to the salesman's eventual advantage to sell a man only what he needs in order not to load him up and prejudice him against the house. It is perhaps more to the advantage of the house than to that of the salesman, for it must be remembered that the salesman wants to hold his job. He wants to make a good showing, or he wants to increase his commission, and to him, as to ourselves, a bird in the hand is worth two in the bush, so with all the good intentions in the world he is sure to sell you more goods than you would ever buy if you were writing the order in the presence of no one but your own good judgment.

You sit down and cheerfully write a quarter or sometimes a twelfth of a dozen very cheerfully when you would not have the courage to mention so small a lot of some goods to the drummer.

And more than this, if you are a busy man, and there is no reason why you should not be so, your time is worth money. There is something you can always be doing to occupy your time to your greater profit or to our greater enjoyment than in sparring with a traveling man who is trying to get under your belt with some extra proposition.

You can sit down and write an order in time that suits your own conveniences, not that suits the convenience of some one with a train to make. You choose your own time, time which you could not be using to better advantage, and you write the order and post it in just about half the time it would take to get down to business with a drummer.

Now, I have nothing against traveling salesmen. I like them and I find them full of good ideas—some of them. Others I find are mere peripatetic slot machines or phonograph records, and you find them less informed upon your goods than you yourself are.

No traveling man who behaves in a gentlemanly way should be treated with anything but courtesy. He is in the business of selling goods just as you are. You owe it to yourself and to him and to your business to treat him pleasantly. But you do not owe it to him to spend any more time with him than you wish to spend. Neither has he any right to feel offended if you say that you are busy and ask to be excused. Some salesmen act as if they had been grossly insulted if a dealer declines to give them time to show him their line—assuming that they know better than he whether he is in the market for any of their kind of goods or not.

The traveling man who gets "sore" because he is not given a chance to use up your time when you are polite about asking him to excuse you, is entitled to nothing but a snub next time he comes.

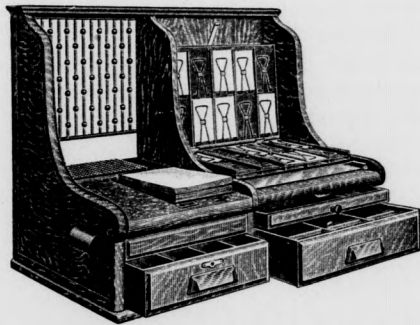
Be decent to the drummer. Visit with him if you want to, and if he has ideas, get them, but don't give up to him anything that you don't want to give.

There is some advantage in being

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able to buy in person right in the market. It is always better to buy from the goods themselves than to buy from hearsay or from picture. There is though one disadvantage that accrues from buying where the stock itself is shown. In buying from stock you virtually agree to take the goods as the stock runs. In buying from agent's sample, you are entitled to goods all of which are up to the sample, and in buying from a picture you are entitled to stock that all the way through matches the description.

Still if one can buy "in the house" one sees how the goods look as he will get them. He sees many things that would not come to him through the traveler, and he sees all sizes and grades instead of only representative samples. If he buys unintelligently it is his own fault, while buying wrongly at home may be the fault of a salesman or of a deficient catalogue. Avoid accepting expense money from a wholesaler under such circumstances that you will not feel perfectly free to follow your inclination in buying.

One thing is certain, it pays to go to the market as often as possible, in order to see what is going on in the larger retail centers, as well as to get into closer touch with the wholesale market. The retail stores in your line should be visited when you go to the city just as certain as you visit the wholesale houses, and of the two, preferably neglect the wholesaler.

One keeps in touch with the market better if he does not confine his observations to the wholesale side of the trade entirely. For the man who can get to the market but infrequently and who must depend upon his own judgment very largely, there is the greatest value in the trade journals.

Personally I have found trade journals exceedingly useful and reliable. I would rather far depend upon the trade journals and mail ordering than upon the traveling man. The trade journal holds no brief with any one concern. It is open to all. It is just as much interested in getting hold of good new things about which to advertise its readers as its readers are in hearing about the goods, are in hearing about the goods. It will keep any retailer posted if he will give it a chance. And I would recommend several journals, one for each line of goods carried. Money invested in such papers is productive of best returns you can get for so small an investment.

In no part of the management of the business is accurate knowledge of its details as important as in the buying.

The man who buys must be pretty nearly omniscient. He must know all about everything. He must know qualities as well as salabilities, and he must know the market from A to Z.

He must know enough about bulk goods to make it unnecessary for him to pay about double the price for a maker's name in order to be certain of quality. He must be able to tell

quality when he sees it, and thus get it at the bottom figure.

Speculative buying is well left alone by the man who is at all short of capital. It is hazardous at the best and its extra profit often turns into a loss before the dealer can realize upon his goods.

Leave the speculative buying to the man who has plenty of money and can stand a loss. Speculation of any kind involves the possibility of loss, otherwise there would be nothing speculative about it.

The buying club plan is one which is susceptible of further development in towns of all sizes. In cities particularly, retailers may well combine to buy to their advantage, thus getting quantity prices without having to stock up beyond their needs. If you do not want to unite with your competitors, you can often find some kinds of goods which dealers in other lines will buy with you.

They talk about doing away with the jobber. It can't be done. The jobber is a necessity. Nothing else can take his place as a medium for assembling a large variety of small order goods. Still, it pays to get in touch with the manufacturer when possible. The price you will pay the manufacturer may be the same as that paid the jobber, but the hustling retailer who wants the help of the advertising manufacturer finds that he gets more of that help if he buys direct and gets into personal touch with headquarters. In that way he gets more assistance in the selling, and is recognized as an individual distributor rather than merely as a member of an army of retail outlets.

In buying your future demand the greatest care is needed. One can tell how much to buy of a certain article that is selling every day, but it is more difficult to know how much to buy of an article that is to be seasonal for a month, or two or three months in the future.

Records of past seasons should be looked up and a careful estimate made, and the temptation to plunge held down. Plungers are never sure winners.

Avoid buying on commission or having stock left in store on consignment unless the conditions are very exceptional, such as the introduction of new goods. Such stock becomes soiled and unreturnable. It becomes misplaced and has to be paid for when it has not been sold. It has to be insured by the merchant carrying it in his store, and he takes all the chances except the investment, and there is ordinarily little advantage gained by the arrangement.

In buying by mail or other way, always keep a copy of your order, preferably a carbon copy. This is our insurance against "stuffed" orders, altered prices, unspecified conditions and terms, etc.

When the traveling man hands you an order to sign, see that it is made in manifold, so that you get exactly what you give him. And, by the way, there are many objections to signing orders in spite of the prevalence of custom. Anyway, sign no orders that have not a duplicate for you under-

neath. And save the duplicate for reference. Follow this same plan in buying in the house. The conditions are the same.

When you send a mail order, slip a carbon sheet underneath the order blank and make your own duplicate. Get special order blanks from all the houses with whom you do business frequently. Keep these and the printed addressed envelopes that they will also send you on request, in an apartment of the desk where they are easily available.

By using these forms and envelopes you save much in stationery and also in labor, since it is easier to put an order on a special form than on a letterhead of your own. A good plan, though more expensive, is to have order blanks of your own made in quantities in uniform size, on light weight paper, with perforations, so that you can file them in a loose leaf binder. This plan enables a merchant to keep a perfect record of all orders and to keep it in compact form. The duplicate sheets should be of thin paper, so that they may be filled in small space. Yellow tissue, unruled, is suitable and very cheap.

The best order form is the one that makes it the easiest to write the order, and at the same time embodies all the necessary information. It should have name and address printed in, also shipping point, and it is wise to insert the clause, "Report on all

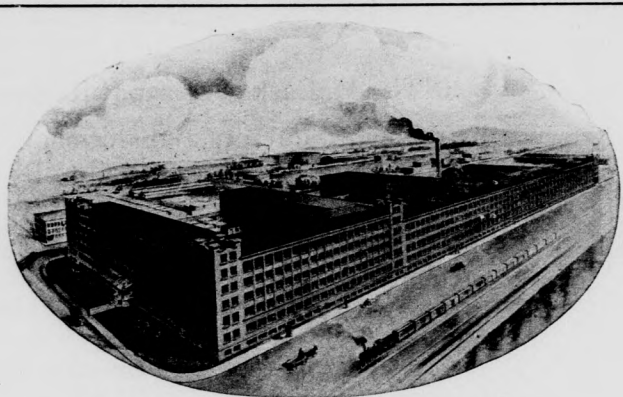
goods short on this order and cancel order for same unless otherwise directed below."

Sometimes the direction is used, "If no shipping instructions are given, ship by cheapest route." It is well to have a small blank space on the order for "Terms." Insert here the terms you expect.

Don't buy more goods than you can pay for whether you need them or not. Because there is a long dating on a bill don't forget that the bill will come due just the same, and will have to be paid. One merchant known to the writer made and followed the rule never to send an order for goods that he had not then and there the money in the bank to pay for. This rule is a good one, but would hamper a merchant decidedly unless sometimes honored in the breach.

Credit is simply belief in your ability to pay. A man may have no rating and no property and yet have credit. On the other hand, he may have both property and rating and possess poor credit because he is slow pay, or because he is lacking in honesty.

Nowadays a man's honesty is considered of as much importance as his capital. Many a young man with ability and a good record can get credit where a man with more money and a bad record would be turned down. Never repudiate a debt and



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don't haggle about any kind of a claim and you will have no trouble about keeping your credit good.

Of course it is wise to establish a rating with the commercial agencies even if you are having no trouble buying goods without giving them any information. Tell them a straight story. Give them nothing but facts and take pains to be courteous about it, and explain at length anything that looks as if it might count against you. Impress them with your good intentions and with your ability and your energy.

The ability to get business is something that the commercial agencies may not put into their regular reports, but you may be sure it will go into any special report that is called for on your standing.

The honest man has the advantage all along the line and the credit men of the country know who is honest and who is not with few exceptions. They take few chances and allow few favors to the man whom they consider tricky in any degree.

The man who is anxious to maintain a high grade of credit must use every precaution to observe the terms upon which he buys goods. He must have his check in the creditor's hands at the moment it is due, if not before. He must never allow himself to trust a good nature to allow him a few days extra. He must not seek cash discounts when his remittance is a few days overtime in reaching its destination. Ten days means ten days. Don't expect that you can violate the terms of the contract of purchase without leaving an unfavorable impression.

Your jobber may overlook your little delays in payment from time to time, but when there comes a day in which you want some additional favor in the credit line you will be looked at askance if you are the kind to be always a little late in paying.

Always take your cash discounts if they amount to more than you are paying for the use of money with which to do business. Better to borrow money at 6 per cent. than to throw away a 1 per cent. ten days when the bill is not thirty days.

In making remittances the voucher check is coming into common use. Receipts are becoming more and more obsolete. They use up postage and time at both ends of the route.

Adopt a neat, concise form of check with enough blank space on the left-hand end to allow of an entry of the dates and nature of the items for which the check is drawn.

The best way to handle incoming invoices to make the least book-keeping is to remit for the goods as soon as they have been checked off on the invoice, entering on the check the date of the invoice for which it is payment together with the deductions in the nature of discounts or other allowances.

Of course, it takes a little more money to pay bills at what may be virtually five days instead of ten, but the difference is not much. With this plan all that is necessary is a desk pigeon-hole, into which the incoming invoices are placed and the

ones to be paid taken out each day. With this plan there is no book-keeping at all on bills payable.—Clothier and Furnisher.

A Duty of the Country Church.

One of the objections urged against life in the country is its isolation. A great deal has been substantially done in the last few years, so that this condition shall no longer prevail. Good roads have shortened distances wonderfully, either with or without an automobile. The rural free delivery brings mail to the farmer's door every morning and keeps him in close touch with the markets and all the world outside. The telephone puts farmers on talking terms with all their neighbors and they are more common nowadays than spring buggies used to be. If anyone likes outdoor work and is willing really to work, there is no longer very much objection which can be urged against life at the farm on the score of location. That it is healthy has always been agreed and at present prices for produce it seems to city folks as if farming must be one of the direct avenues to wealth. There is undoubtedly a marked tendency from the cities back to the country. This is due in part to the very general discussion of the subject which has been going on in the newspapers, magazines and periodicals. That there ought nowhere to be any abandoned farms and that before long there will be none is nowhere denied.

In these changed conditions the church can and ought to play a prominent part. It has a duty somewhat different from that of a purely religious institution, but a duty which it can not afford to overlook or neglect. One of the incidents of rural free delivery is that the people do not come in from the country to the villages after mail as formerly, and so in one way do not see as much of each other as before. There is a central lack of sociability which the church can be reasonably expected to provide. It is always a misfortune when a little hamlet in the country has two or three churches, when if it had only one it could be well supported, largely attended and be actually a great influence for good in the community. Its social life is everywhere regarded as a perfectly proper adjunct to church work. The teas, receptions, the sociables, etc., bring the people together, make them better acquainted and result in giving them a better opinion of each other. Getting them interested socially brings them into the church and under the influence of gospel instruction. The country church has along this line a great field for labor and opportunity which hitherto it has not made as much of as it ought. It can easily be the center not only for the handful of people in the village, but for the farmers within easy reach and can thus supply one of the local needs, and in supplying it can greatly augment its own prosperity and power.

Frank Stowell.

Cocoanut Palm Most Useful Tree.

Probably the most useful tree in the world is the cocoanut palm, every portion of which is put to good use. The trunk is used for building houses, for making furniture and farm implements, and countless other articles; hollowed out it makes a canoe. Its leaves are used for thatching, the leaf stalks for paddles and fishing lines. The blossom in bud makes preserves and pickles, besides serving as a staple vegetable. From the pith of the trunk is derived a kind of sago, and from the flowers, sugar, vinegar, and toddy, which after fermentation becomes arrack. The ripe cocoanut is a valuable article of diet. The white kernel produces a delicious cream, a good substitute for milk, while the oil is used as a lubricant for soap and candle making. It is also applied to counteract the stings of scorpions.

The refuse of the oil, or oil cake, is valuable as food for animals and poultry and as fertilizer for the soil. From the shell drinking cups, spoons, lamps, bottles, firewood and even tooth powder are obtained. The husk supplies fiber for mattresses and cushions, brushes and mats, ropes, cables, nets, and even the harness for bullocks. The web sustaining the foot stalks is made into strainers and torches. The tree acts as a conductor in protecting houses from lightning.

Another useful tree is the bread-fruit of Ceylon, a remarkable tree. The fruit is baked and eaten by the natives as we eat bread, and is equally good and nutritious. In Barbadoes, South America, is a tree which by piercing the trunk produces milk, with which the inhabitants feed their children. In the interior of Africa is a tree which produces excellent butter. It is said to resemble the American oak, and its fruit, from which the butter is prepared, is not unlike the olive. Park, the great traveler, declared that the butter surpassed any made in England from cow's milk.

Sierra Leone has a tree which produces cream fruit, which is agreeable to the taste. At Table Bay, near the

Cape of Good Hope, is a small tree the berries of which make useful candies. It is also found in the Azores. The vegetable tallow tree also grows in Sumatra. In the Island of Chusan large quantities of oil and tallow are extracted from its fruit, which is gathered in November or December, when the tree has lost its leaves.

The weeping tree of the Canary Islands is a kind of arboreal freak. This tree in the driest weather will rain down showers from its leaves, and the natives gather up the water from the pool formed at the foot of the trunk and find it pure and fresh. The tree exudes the water from innumerable pores situated at the base of the leaves. Scannell O'Neill.

Hereditary Impulse.

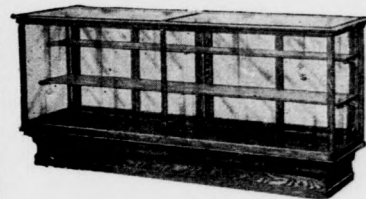
Mr. Grafton (sternly) — Georgia, why did you smash open your nice iron bank?

Georgia Grafton—Seems as though I just couldn't help findin' out what there was in it for me, papa!

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WRITING FOR THE PRESS.

A Broad Field For Those of Noble Desires.

Written for the Tradesman.

A subject which we have long wished to discuss in as comprehensive manner as possible seems destined to be deferred indefinitely if we wait for favorable opportunities to put our thoughts in the most approved form possible. And so we will but attempt herein to give a few hints or suggestions along a line which is of interest to many, especially to young people who have longings toward a literary life.

Thousands are now about to enter upon their life work and we are glad to note that so many express noble desires. With some the definite purpose is not yet formed—the particular work is not chosen. While many are seeking the places which promise the "best pay," there are others with higher motives. First of all they wish to be useful in the world—helpful to others.

Far too many who think of writing for the press have foremost in mind a name for themselves—distinction, fame. Some are anticipating rich financial rewards in this field. The majority of such are liable to be disappointed. They will not find in literature a broad field for money-making. There are too many competitors; there are few who are awarded rich figures. In this respect they may expect a crowded vocation.

We pity the workman who must ever be alert because of the dangers which continually surround him. We pity the worker in cramped quarters who can not give his whole attention to his work but must be on the watch to avoid colliding with men, machinery, furniture, fixtures or whatever it may be.

Every one has a right to seek an ample field, a place where he can accomplish most, be freest from hindrance, annoyance or competition, and in whatever occupation one may engage it depends much upon the motives whether one finds himself crowded or unhampered. And so we say that in writing for the press—for the daily or weekly newspaper, the journal, magazine or book there, there is ample room for those of highest motives. Those who do not write solely for gain are none too many. Those who write to supply a popular demand regardless of the nature or kind of reading matter desired are far too numerous.

We hear of standard authors, but what of author's standards? As the mechanic must have rule, square, level, plummet, callipers, micrometer, etc., so the writer should have a standard to which his work should conform. And, in fact, he does, consciously or unconsciously by his productions, fulfill certain requirements; but how often it is a low standard. All honor to the one who adopts a high standard, who is guided by noble ideals.

The chief aim of a writer for publication should be to benefit his fellows. It may be in the dissemination

of useful information, or it may be to amuse, to divert, to comfort, to instruct, to advise or to warn. He whose motive is to do good to all men will be careful to refrain from aiding in the circulation of any written or printed matter which is injurious or of doubtful influence. If one can not feel assured that the natural effect of his production will be beneficial to the reader he does wrong to produce such.

A popular demand for excitement is not a proper guide for the author. He who writes that which is injurious to his fellows simply for the sake of gain is no better than the drunkard-maker or others of his class. The writer is morally responsible for the effect of his work as well as other workmen, but, alas, his legal responsibility is not defined except in the most flagrant cases.

There is a vast amount of foolish, senseless, utterly worthless trash published, not only in separate publications but scattered among valuable reading matter, against which there is no law, no legal restrictions, but which are a waste of time or a detriment to every one who spends time to read any of it. Any one who can produce anything bright, attractive, helpful, useful and sensible to take the place of such objectionable literature is doing good work, and although it may be difficult to find the publisher who can afford to pay for their productions, there are plenty who will appreciate their efforts and gladly give space to every meritorious article.

How to become an acceptable writer for the press is a question which we do not profess to be competent to teach and it is not the purpose of this article to discuss. It may take years of study and practice to attain to the desired proficiency. Keep on reading; keep on studying the needs of humanity; keep in touch with the agencies which are working for the uplifting of humanity; keep on trying to express the thoughts which you believe will aid others; keep not back the words which you believe ought to be spoken; wait not for some other to lead when a leader is needed. Forget self; think not of reward; prosecute the work of faith and love and accept as payment the satisfaction of seeing good done.

E. E. Whitney.

The Meanest Man.

The meanest man has been discovered again, this time in France. He is M. Paul, a grocer. Rats overran his city, and a price of two sous a head was placed upon them by the Town Council. M. Paul's errand boy, working early and late, managed to slay ninety rats in the cellars and attics of the shop. The boy took his prey to the city hall, and, returning to the grocery jubilant, showed M. Paul the nine francs he had gained.

The grocer held out his palm. "Hand the money here," he said. "You know know very well those rats were mine, not yours."

How London Firm Meets Problem of Old Worker.

What to do with the superannuated worker who has spent the best part of his life with his employer's work long has been a problem for the employing firm that has received the benefits of his services.

What to do with the superannuated worker who has left his life work and become a ward of the state is another problem which progressive states have puzzled over and not yet solved.

Working directly for an employer, the worker works indirectly for the state and for its general welfare. Circumstances unavoidable often must leave the superannuated worker—without fault of his—in the position of a beggar at the hands of the state. France, in trying to deal with the pension scheme in that country, hopes to have the machinery of a pension system in operation so that pensions under the law may be ready for distribution in the latter half of 1911. At the present time the parliamentary commission dealing with the regulation of the pension system has not completed its task, but promises to have the matter in shape by November of this year.

According to the estimates of the French Minister of Labor, the budget for next year will start with \$9,000,000, which is estimated at one-third of the annual burden of the state thereafter.

In the meantime the Ellswick firm of London has put into operation a firm's pension scheme, which, while limited to foreman and officials of the company, has some novel features. As compared to some of the great corporation measures akin to it in the United States, the limitations as to probable pensioners may be regarded as too narrow. Has the worker at the bench no title to equal consideration with the foreman who may have come into the shops long after the man whose work the foreman directs?

This pension scheme, however, operates in accord with the Foremen's Benefit Society, and as to the individual, it requires only that he shall not be a member of a trades union. As the plan is working, the individual pays in weekly 18 cents, 25 cents, or 37 cents, as he may choose. The size of the payment and the years in which it is paid determine the pension which may begin at 60 or 65 years of age.

When the weekly total of payments has been made, the firm pays in with it a corresponding total and the two sums are merged weekly into the banking account of the Society. For example, a man who pays in 25 cents a week for thirty years is entitled to a pension of \$500 a year on retirement from service, at the age of 60 years. If he continues working and paying his dues to the fixed retiring age of 65, he receives a proportionate pension above the \$500.

But under no circumstances can the man receive his pension until his service with the company is ended. A man may leave at 55 years, but his pension will be proportionately under the amount he would have received

had he remained five years longer and paid his dues for those years. This difference each year will be deducted from the \$500 pension, which otherwise is payable for the sixty year minimum of first retirement.

"Fixed retirement" at 60 years old, however, is a flexible term. That individual who may decide to work on beyond that age may leave his pension in abeyance and go on working. In this period his dues are not required to be paid and he works on under the same accumulation policy until when he does ask retirement his \$500 pension increases automatically in proportion.

But as to the manner of retirement: Misconduct may be a cause, long after the foreman enters the service and has paid dues. Lack of initiative and incapacity may render him unnecessary after a time. He may die in the service. He may leave it at any time and of his own volition. He may tire of paying his dues and drop out of the pension class while retaining his place with the company. Every possibility of the kind has been figured to a nicety.

In the case of misconduct and uselessness, the man is discharged, receiving back the dues that he has paid in. If the person dies in the service of the firm his administrator receives 90 per cent. of the individual dues and 90 per cent. of the corresponding dues paid by the company. Leaving the firm of his own volition, he receives his dues, with interest at 2½ per cent. Dropping out of the pension scheme, the individual gets his contributions, with 2½ per cent. interest. If the person is required to leave the service of the company for any other cause than misconduct he gets his dues, 25 per cent. of the company's contribution and interest on the whole at the regular interest rate. If the individual is "fired" he gets only the sum he has paid in and without interest.

In the management of the Ellswick pension fund, a commission acts and the representatives of the company allow a majority of one on the side of the interested pension candidates, whether officials under the company or men in the foremen class. As between the officials of the company and the foremen of the works, the same rules and regulations regarding the fund apply.

In this way the pension fund of the London concern allows of no man's losing his payments, no matter when or how he drops out. The one greatest chance he runs against getting his fullest returns, all else being satisfactory to his employers, is the chance of death.

John A. Howland.

The greatest difficulty in winning the esteem of others lies in our foolish estimates of ourselves.

Some typewriters—judged by their work—ought to be called typewrongers.

Some people think that heaven's judgments never go beyond the cravat.

Some men would disown their faith rather than send it out to work.



The Best Clerks Are Found Where National Cash Registers Are Used

A National makes a **good clerk**, because it makes him responsible for everything he does.

He must be **careful, honest, accurate, courteous** and **ambitious**. If he does not possess these qualities the merchant doesn't want him.

The National Cash Register tells the merchant which is his **best clerk**; which clerk sells the most goods; waits on the most customers; makes the fewest mistakes.

It provides an incentive for the good clerk and "weeds" out the poor clerk.

Good clerks are **salesmen**. They draw and hold trade to the store.

Put a National Cash Register in your store. A **better sales force**, no **mistakes** and **losses**, **more customers**, and a **bigger business** will result.

Over 800,000 Nationals in use. Prices as low as \$15.00.

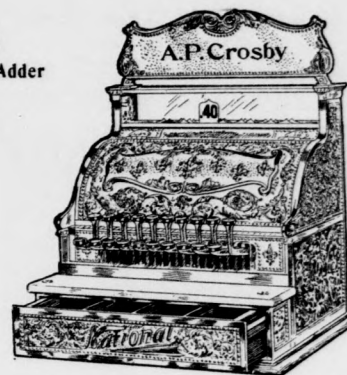
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

Executive Offices: Dayton, Ohio

No. 225
Detail Adder
Price
\$30.00



Detail adder with all latest improvements. 20 keys registering from 5c to \$1.95, or from 1c to \$1.99

No. 420
Total Adder
Price
\$75.00



Total adder with all latest improvements. 27 amount keys registering from 1c to \$9.99. 4 special keys

No. 1054
Total Adder
Detail Strip
Printer
Drawer
Operated
Price
\$80.00



Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys



No. 416
Total Adder
Detail Strip
Printer
Price
\$100.00

Total Adder with all latest improvements. 25 amount keys registering from 1c to \$7.99. No-sale key. Prints record of all sales on detail strip

DON'T HOG THE GAME.**Let Visitors Retain Their Return Tickets.**

Written for the Tradesman.

Grand Rapids is on trial this week.

During the next few days thousands of people will scatter over the country saying things about the Valley City.

What will they say?

What do you want them to say?

Do you want them to go home thinking they have been played for "Easy Marks" and cheated at every corner?

Do you want them to tell their friends that Grand Rapids is a nest of highwaymen and bunco steerers?

You business men can fix it so they will say just that.

Will it pay you to do it?

If you want to you can send these people home with the kindest of feelings for the city. Try to do that.

The business men of Grand Rapids will not, as a rule, put up prices and try slick schemes for the trimming of the visitor.

They will hold to their prices and try to make a good impression on their customers.

They want all these men and women to get the Grand Rapids habit.

They want to have them speak of Grand Rapids as the bulkiest town in the Middle West. They want people who buy of them to come back and buy again.

If visitors are used well the city will profit every year for a long time to come from the outlay for this Home-coming Week.

If visitors go away saying that every third man they met was a robber and that the week was a scheme to collect people in order that they might be robbed, what good will it all do? It will do more harm than good.

The greatest danger will come from men who do not belong here at all, who come here to pick up easy money.

The stores, restaurants, theaters, transportation companies, and the like, will not advance prices, and will do all they can to prevent others doing so, but there is always a lot of vermin which flock to such places.

Look out for this vermin.

A man from Chicago, selling some fake toy or candy, or soap, on the corner may give Grand Rapids a hard name abroad.

The police can pick these men out. When they do so let them immerse them in the basement at the corner of Ottawa street and Crescent avenue and keep them there until the visitors have gone home.

In the old days a home-comer could find six or eight faro banks running day and night, with roulette and stud-poker on the side, and straight draw in the side rooms. That was when John Perry was Chief of Police.

But one didn't have to go into these rooms if he didn't want to. If he could control his impulse to get the gamblers' money he stood no show of losing his own, so these joints did not matter so much.

But the cheap fakir is doing business with the general public on the business streets. He shows his city license as a warrant of respectability. He can do the city more harm in a day than the other sort of robbers could do in a month.

Don't let him do it.

There is one place where merchants may fail in handling the crowds. It is easy for a merchant to tell his clerks that courtesy goes with the prices.

The clerk sometimes gets tired and impatient.

Buyers are always more or less provoking. They make no bones of the fact that they are there to get the best of the bargain if they can.

So it is perfectly natural that clerks occasionally feel like talking back.

Don't let them do it.

Let the clerk wait until after store hours and then go out and have his say in the wide, empty streets.

A city is just like a man. There are friendly cities, just as there are friendly persons.

If a man meets you with a smile and a pleasant word you think of him with pleasure. If he is grouchy you don't think of him at all.

It is up to Grand Rapids to meet every visitor with a smile.

Some of the home-comers may be prodigals.

Take them by the hand, just the same.

There is a story in the good book about that. When the prodigal came back home he got a porterhouse off the fattened calf instead of a long talk for his own good.

If the father had done anything else by him the father would have been forgotten.

If he had applied the toe of his shoe to the prodigal and told him to go and get his eatings where he had been doing his loafing, he would never have gotten into the good book at all.

If he had done a thing like that he wouldn't have had his name in the local newspaper even.

But he took the prodigal by the hand and gave him veal, with dressing, and his act is still ringing down the ages.

This goes to show that it pays to do the job right when you attempt to go into the glad-to-meet you business.

Grand Rapids smiles this week. Here's hoping the smile doesn't come off the faces of visitors whenever they think of the week they spent here.

The policeman on his beat, the hackman on his seat, the conductor on his car, the waiter in the restaurant, the usher at the theater! These are the people who give impressions of a city.

If you see a policeman with a grouch during the remaining three days of the festivities, go ask Harvey Carr to send him out to the Black Hills. If you see a hackman trying to trim a visitor have a policeman yank him off his seat. If you see a snappy street car conductor telephone to John Madigan. If you see a waiter serving unfit food or over-charging report him.

That is what every well-wisher should do. Protect the visitors. Send them away with good impressions of the city.

If they will go away, send your best wishes with them, but keep them here if you can.

There was Shurman. He went to his home city on a trip once, where there were doings and when he got to the depot the hackman saw that his trousers were not creased and charged him a dollar for a twenty-five cent ride.

The waiter at the restaurant saw that his hair was not cut a la mode and stung him for fifty cents extra.

The lady where he roomed charged him a dollar a day for a room at the head of the back stairs, a room which was almost large enough for a half-bed and a chair.

The woman who showed him about the public library held out her hand for a tip.

The street car conductor did not give him his change until he followed him to the rear platform and demanded it.

From first to last every person he did business with was on the robber lay.

When Shurman got back home he was interviewed by a reporter who

wanted to know what he thought of his home town.

"Well," said Shurman, "they play the game right there. They set out to rob and insult every man, woman and child who reached the town, and

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Kent State Bank

Main Office Fountain St.
Facing Monroe

Capital . . . \$500,000

Surplus and Profits . . . 225,000

Deposits
6 Million Dollars

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

3½ %

Paid on Certificates

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

WE OWN AND OFFER

SUBJECT TO PRIOR SALE

\$ 5,000 Detroit, Ypsi. Ann Arbor & Jackson Ry. 1st Cons. 5's; yielding 6½ %.

5,000 Sheboygan Gas Light Co., Sheboygan, Wis. 5's, due 1931, yielding 5½ %

4,000 Rapid Railway Co. 1st Mtg. 5's, due 1915, yielding 5¾ %

3,000 Bellevue Gas Co., 6's, due 1929, yielding 6¼ %

10,000 La Porte Gas Light Co., La Porte, Ind., yielding 5.85 %

30,000 Michigan-Pacific Lumber Co. serial bonds, yielding 6 %

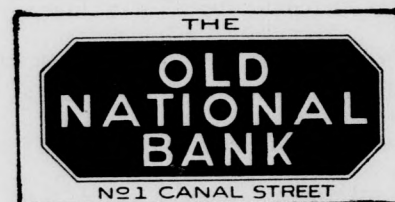
Denominations \$1,000, \$500 and \$100

E. B. CADWELL & COMPANY BANKERS

PENOBSCOT BLDG.

DETROIT, MICH.

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½ % if left one year.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, President
CHAS. S. HAZELTINE, V. Pres. HEBER W. CURTIS, Cashier
JOHN E. PECK, V. Pres. JOHN L. BENJAMIN, Asst. Cashier
CHARLES H. BENDER, V. Pres. A. T. SLAGHT, Asst. Cashier

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Chas. H. Bender Geo. H. Long Chas. R. Sligh
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Wm. G. Herpolsheimer Chas. A. Phelps

We Solicit Accounts of Banks and Individuals

they did it. I paid three prices for everything I bought and paid for a good many things I did not get.

"It seemed to be the notion of the people of the town that if they kept visitors scared all the time they could pry them loose from their money easier. I felt like offering a policeman a dollar because he smiled and answered a question civilly.

"The only good people in the town are up in a cemetery on the hill. I went up there and no one charged me for sitting on a bench or walking over a vacant lot. Yes, that is a fine place to keep away from."

"Then," said the reporter, "you have given over the idea of taking up the offer of the Board of Trade there and moving your factory to your old home town?"

"I sure have," was the reply of Shurman, who was the big man in a factory employing a thousand men, "I sure have. Why, if I should move down there I should expect to see my factory stolen brick by brick.

"I never saw anything like the way they went after my money. I would not live in a town like that for a hundred thousand a year. I believe my bump of humanity—if there is such a bump—would shrink away, or bust up, or something."

Of course if the people of that town had known that Shurman was the big man in the factory they were trying to get they would have met him with a band and an automobile with a nose ten feet long and shown him a good time.

He knew all about that, too, but he wanted to see the town just as it was, and he saw it, and the town lost out.

Send your visitors away pleased with their visit. Look out for the grouches and the cheap little catch-penny men who will try to do them.

You want them to go away and say good things of Grand Rapids.

Alfred B. Tozer.

Thoughts on Salesmen and Salesmanship.

Written for the Tradesman.

It was once the belief of a great many merchants, clerks and would-be salesmen that the chief requisite of salesmanship was "talk." It was flattery, deceit, argument, over-persuasion or the "right kind of talk" which was supposed to be most effective in making sales, especially if goods were not exactly what the customer expected or was in quest of. It mattered not whether goods were suitable, worth the price asked, or just the opposite, it was the salesman's business to effect a sale and not let a prospective purchaser get away without getting his money once he entered the store.

That kind of salesmen are decreasing in proportion. The intelligent buyer who knows what he wants and appreciates quality when shown him is preferred to the one who could be imposed upon. Merchants want customers who will come again of their own accord. They do not want to rap their prey and bleed them once so badly that they will ever after shun that store. Of course this can not be said of all merchants and salesmen. There are still enough of

the former belief so that customers should be ever on their guard.

No doubt there are natural born salesmen—those who have inherited abilities in this direction. There are also trained salesmen—those who have had efficient instructors and ample opportunities at the most favorable age and have developed into most successful salesmen. And, again, there are those who, finding their lot cast in this line or having embraced a favorable opportunity to engage in mercantile business, may have by patient study and constant endeavor become fairly good salesmen. They at least fill a useful place in the world and keep on in the right direction even if they never reach the front rank as salesmen. There are others: Some might do far better if they would and some are altogether out of their place as salesmen. They are better adapted for some other work.

In these days of division of labor of specialists—of every man, not only to his own trade but to his particular department, the salesman may be neither proprietor, buyer nor advertising man. He has no share in selecting the goods to be sold nor in bringing the customer into the store—at least not on his initial visit. On the one hand are the goods supplied to him, on the other the customer. His work is to satisfactorily unite the two. Talk is first and talk is important, but not the kind of talk previously referred to.

The first thing is to know the goods, not only the quality and price, but the use of those goods, their seasonableness and suitableness and adaptability to the needs of the customer. This depends upon previous preparation—study. A part of knowing the goods is also to know about the goods which are offered in competition to them, or of substitutes at lower prices.

And then he must know his customer—something which may tax his powers greatly at the first meeting. He should know somewhat of the inducements which have been put forth to get the prospect into the store. He should be fully posted as to the bargains advertised—values offered. He should endeavor to make good the general reputation of the store, the courtesy, the fair dealing, the promises which have drawn people to the store.

Some salesmen—those who are themselves most conscientious or very economical or always looking at the money possibilities—lay great stress upon quality. This is all right, and with some customers it is the only consideration necessary to be mentioned. Impress them with the dependable qualities of the goods; convince them of the durability and economy and that is all that is needed to effect a sale. But quality alone will not always sell goods. Good goods must also be good to look at. Looks often sell goods when quality is not mentioned or thought of. Quality and appearance should often be given equal prominence by the salesman.

To say that the salesman is a specialist—that his work is limited to

standing behind a counter and selling a single line of goods—does not necessarily imply that he himself should be narrow—limited. He can not be successful if he concentrates all his efforts within a small space. Rather, he must ever be reaching out, investigating, seeking facts, seizing hold of anything and everything which can be applied to his special work. For instance, an alert dry goods salesman who views a decorated stage, hall or building, will note the material and perhaps estimate the quantity and cost of such material. No knowing what minute he may be called upon for advice or suggestions by some one who has been assigned a similar work.

It may be possible for the merchant to look up care and anxiety when he locks the safe or store, but how easy it is for one to study anything in which he is interested, no matter where he goes. That which is engaged in as a pleasing recreation may sometime be found helpful in the daily work.

The information, the pointers, the suggestions which may be gathered at random, however, are not sufficient to perfect one in any calling. There must be definite purpose and study to that end, and few there be who can make much progress teaching himself—building on his own ideas. Every one needs the help of others; the help of those who have gone before; the help of those with more experience, and much such help may be had by reading the journals devoted to one's particular trade or calling.

E. E. Whitney.

His Inside Coffort.

"What do you know about Jimson?"

"Outside of the booze he is all right."

"All right? You mean all wrong, don't you?"

"Not on your life! Why, when that fellow isn't outside of a few drinks he's the worst grouch you ever met!"

Before He Beat It.

After unloading his basket on the kitchen table the grocer's boy leisurely proceeded to light a cigarette.

"Have ye no manners, ye imp?" angrily asked the new cook.

"Why, I really don't know," said the boy, eyeing the parcels, "did you order some?"

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges. For descriptive circular, samples and special prices on large quantities, address The Oeder-Thomsen Co., 1942 Webster Ave., Chicago.



IF YOU CAN GET Better Light

with a lamp that uses Less Than Half the Current what can you afford to pay for the new lamp?



The G.E. Tungsten is a masterpiece of invention, genius and manufacturing skill. We can supply it at a price which will enable you to make an important saving in the cost of your lighting.

Grand Rapids-Muskegon Power Co.
Grand Rapids, Mich.

City Phone 4261 Bell Main 4277

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU 3% to 3½%

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

49 Years of Business Success
Capital, Surplus and Profits \$812,000

All Business Confidential



Some Ways of Advertising a Retail Shoe Business.

Written for the Tradesman.

In view of the many apt and forceful things which have been said during the last half a dozen years concerning advertising in trade papers, advertising journals and books written especially for the inspiration and guidance of retail merchants it would appear that every shoe dealer ought to be right up to the last notch on advertising. But that is not the case by a jugful. All of them doubtless attempt advertising of one kind or another; but undoubtedly much of it is so poorly done one does not wonder that the doer thereof loses faith in the whole advertising proposition.

A newspaper advertisement which a shoe merchant runs from time to time may be taken as an index to the general character of his publicity efforts. It is, on the whole, both the most universally used and the most profitable medium the shoe merchant can use. The newspaper, with its daily budget of world-happenings, has a perennial interest for all classes and types of people. Everybody who is anybody at all reads the paper—business man, professional man, sportsman, the book-maker, the parson, the housewife, the head of the family and children, who "read" the pictures. Therefore it is a mighty good stunt for the shoe merchant to appear often in the public prints—his daily or weekly papers.

But it is not enough for the shoe dealer just to appear there—he must appear there with something to say. Space must be used effectively, for space in the daily newspapers costs money. Therefore the advertisement ought to be built out of live copy. Let it be the very best stuff you can grind out. Obviously the printer can not, by virtue of any skill in the tribulation of white space, make poor copy read right. The printer works with crude materials. The selling points, the arguments, the catch phrases, the headlines and the illustrations—these are the materials with which the printer works. And you have to supply him with materials. He has not time to create materials out of which to build up your shoe advertisement—and it is doubtful if he has the ability even if he had the time. Do not saddle your job on him. Do not complain about results when you virtually preclude the possibility of results by placing poor, indifferent or near-punk copy in his hands.

Books on Advertising.

Your advertising is, you will admit, an important feature of your business.

It is easier to get goods to sell than it is to round up customers to buy the goods when you have filled your shelving with them. Shoes can not be sold in paying quantities unless you bear down hard at the publicity end of your game.

"But," somebody, perhaps, will say, "I advertise my shoes." All right; keep it up. "Maybe my advertisements are not quite as good as they might be; but they are the best I can do. What then?" Maybe they are the best you can do right now. But suppose somebody who has been in this advertising game for a long time—and in it in a big way—were to give you an exhaustive, carefully written discussion of what he did in the advertising line—and how he did it. Suppose he were to tell you how he took a commodity that was practically unknown and made its very name a household word from North to South and from East to West. Suppose he were to tell you the mediums he used, what he paid for the use of them, submit samples of copy that he sent to the printer and then facsimile reproductions of the advertisements after the printer had mixed his practical skill with the copyman's lines. Wouldn't that help some? Well, do you know you can actually buy, for a nominal sum, books of that sort—books written by practical advertising experts? Do you know these books set forth the accumulated experience of years of service in building up local and general demands for the commodities people use from day to day?

Now I have not personally written any books on advertising and I have not (so far as I am aware of) any personal interest in boosting any particular book on advertising. But I do happen to know that there are a number of such books that are really worth while. I know, for I myself have bought and read them. I have some twelve or fifteen books on advertising that cover every phase of the entire subject. And there is enough instruction and inspiration in them to convert anybody into a full-fledged, enthusiastic advertising exponent. These books tell you how; and, then, assuming that you are from Sedalia, or some other Missouri metropolis, they turn round and show you. They speak out of the fulness of experience. They exploit schemes that have been tried out. They unfold theories that have been tested again and again. They give facts and figures; and they are absolutely innocent of padding and theorizing.

With half a dozen books that I could name, any shoe merchant would

Grand Rapids Sixtieth Anniversary And Homecoming Week

August 22 to 27

WE WELCOME all visiting merchants to Grand Rapids for Homecoming Week. Make our place your headquarters while in the city. We are right on the way from the station and will be glad to greet you.

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

Watson-Plummer Shoe Co.

Chicago

Stock Rooms and Offices

Dixon

Factory

THE CIVIL SERVICE SHOE FOR MEN

RAILROAD
POLICE
FIRE
MAIL
MOTOR

WATSON-PLUMMER SHOE CO. CHICAGO MANUFACTURERS

Our salesman will soon be on the road again showing our new spring line for 1911, embracing one of the strongest general lines in the market.

Red School House Shoes for boys and girls. The Watson and Civil Service for men. Best known for durability, service and style.

Don't fail to look over our spring line. New stylish lasts and patterns. New location—Market and Monroe Sts., Chicago.

be supplied with collateral help sufficient to make him an advertising power in his community—provided, of course, he is willing to pay the price, viz., master the contents of the books.

Now I am not going to name the titles and authors of these books; for if I did somebody would immediately jump to the conclusion that I have an ax to grind. And that is not the case. I merely throw out this tip to anybody who may be really interested in knowing something about some real good recent books on advertising. And if you want any further information you can address a letter of enquiry to Cid McKay, care of the Michigan Tradesman, and Mr. Stowe will turn it over to me. Then I will turn the information over to you.

You can not make your shoe store advertising too good. You can not spend too much time and thought and effort upon it. And no matter how good your advertising has been thus far you have not reached the acme; there are possibilities for further improvement. It is the clear-cut, incisive, out-of-the-ordinary shoe advertisement that catches and holds the reader's attention and gets him interested in a particular shoe proposition.

Cid McKay.

The Cure for Vanishing Profits.

Much has been printed about the increased cost of conducting a retail shoe business, and about the increased cost of shoe materials which have caused the price of fixed price shoes to be advanced to the dealer until the diminished gross profit on the one hand and the increased expenses of conducting business on the other have placed shoe retailers in a very uncomfortable position.

Having built up considerable business on certain lines of shoes a retailer dislikes to change his line and so stands for a reduced margin of profit with each change of terms or price, or with each raise of rent or other operating expense.

There seems to be a general complaint among shoe retailers that the margin of gross profit is too small to leave a satisfactory balance after the heavy operating expenses are deducted, and the manufacturers in effect admitted this complaint to be well founded by the resolutions adopted at the convention in Boston last January.

Many retailers hold the manufacturers of fixed priced shoes responsible in a large degree for the reduced margins of which they complain, and some have proposed as a remedy the adoption of a schedule of purchase price limitations, graded to the selling prices of shoes. This remedy seems rather complicated, inasmuch as the maximum limit on each grade in such suggestions of this character as have come to our notice have been too high to yield the profit that retailers feel is necessary to place the retail shoe business on a sound financial plane.

In fact, some of the schedules suggested are so elastic that if a retailer should pay the maximum price suggested for each grade, it is question-

able whether he could show any net profit at the end of the year.

We have carefully followed the various organizations of shoe retailers that have made more or less local progress in recent years and have failed to note a single instance in which any of these organizations have gone to the root of the evil.

All of the various resolutions intended to curtail expense are very well in their way, but we wish to suggest for the consideration of retailers generally that with reducing margins of gross profits and with a decided tendency toward higher operating expenses net profit can not be preserved by merely directing attention towards the reduction of expense.

It is related of Horace Greeley that when asked as to the best method of resuming specie payments, a very live public question of his day, Mr. Greeley replied, "The way to resume is to resume."

Applying this laconic advice to the retail shoe business of the present day, we would say that the way to preserve satisfactory or necessary profits in shoe retailing is to resume retailing shoes that pay the required margin, whatever it may be.

If retail dealers are of the opinion that a gross profit of 30 or 33 per cent. on sales is necessary, they ought to stop retailing any shoes that pay less.

The way to preserve profits is to not purchase shoes that do not give a net balance on the right side.

Altogether too large a volume of business is done both in manufacturing and in retailing on "close margin" shoes.

Shoes that will not yield a safe margin of net profit when sold are very poor property for any retailer to have on his shelves.

It seems to us more feasible for retailers to make a rule based upon a fixed margin than upon an elastic schedule of graded prices.

If, for instance, all retailers would refuse to purchase a single shoe that did not yield a minimum of 30 per cent. gross profit on sales, exclusive of discounts, there is no doubt the general conditions of retailers would be vastly improved.

The first effect of such a business rule would be to eliminate all unprofitable shoes from the business. Still more important, and ultimately beneficial, would be the effect of such a rule on "fixed prices."

If retailers made their purchases entirely with regard to the maintenance of a fixed minimum percentage of profit, such a rule would surely lead to the buying of shoes for value instead of for price, and would give the widest opportunity for competition in individuality in the creation of values, which should form the true basis of competition, instead of lower standards of quality and the whittling down of profits, which are the inevitable results of the fixed price policy with rising materials and expenses.

If it be argued that to make such a rule of a fixed and satisfactory minimum of profits requires an agreement of the retailers, through

organization, it may be answered that any comprehensive reform of the present abuses of the shoe trade requires organization of and concerted action by retailers.

It is just as important, and as feasible, for retailers to agree upon a fixed minimum percentage of profit as it is for them to agree as to the hours of closing their stores.

While we believe the retailers should organize, and are doing all in our power to promote a thorough organization of the retailers in local, State and National Association, we also believe that it is feasible for a single retailer to adopt for his own business a fixed minimum profit rule and to adhere to it, regardless of what other retailers do in the matter.

A single retailer adopting such a

rule need not advertise it from the house tops, but simply adopt it and quietly put it into effect in his business by making his purchases accordingly, thus eliminating his unprofitable lines.

We suggest, however, that every association of retailers, and all gatherings of retailers which may meet to form an association, may profitably consider the adoption of a rule of a fixed minimum percentage of profit as the surest and quickest way to cure the diseases of vanishing profits and to avoid "retailing for glory."—Shoe Retailer.

The thing that worries some about heaven is that there will be no opportunities for distinction by means of millinery.

MICHIGAN SHOE COMPANY

Wholesale

SHOES

AND RUBBERS

146-148 Jefferson Ave. **DETROIT**

Selling Agents BOSTON RUBBER SHOE CO.

Profitable Footwear

Your shoe department bears a vital relation to your profit and loss account. Have you studied your stock with a view to eliminating those brands which you find are not business getters and profit makers and putting desirable stock in their place?

A profitable shoe is one that because of its fitting quality and pleasing appearance requires less effort, time and expense to sell, and that because of its superior wearing quality makes a fast friend for your store of the customer who makes the purchase.

This we claim for Rouge Rex Shoes.

We buy the hides from your butcher; tan the leather expressly for Rouge Rex Shoes, and then return them to you at a minimum cost. The final test is that they meet the demands of the trade for saleable, serviceable, dependable footwear.

Write for our catalog, or let us send you samples. A card will bring our salesman with a complete line to show

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids, Mich.

Plan To Combine Circulars To Form Your Catalogue.

The general crop report shows that unless some unforeseen calamity befalls the country there will be bountiful crops of cotton, corn and oats. This means that the farmers will have cash to spend this fall for whatever takes their fancy, as well as cash to put into the bank.

The various retailers with their stores in the towns at which the farmers ought by all laws of neighborliness to trade will soon begin their annual howl that the mail order houses are getting the farmers' money, that he is sending away the cash that should stay in the home town.

Admitting that the mail order houses will get a good deal of the farmers' money, this and many other seasons, an unprejudiced observer can not help but admit that they deserve it. Somebody once said, "Business goes only where it is invited, and stays while it is made welcome," and therein you see the best reason in the world why the mail order house is gaining ground and the local merchant is in many cases losing it.

In addition to deserving the business, you must invite it, and inviting naturally means good advertising. Invite it in the same way the mail order house does; meet them on their own ground instead of sitting around "weeping, wailing and gnashing of teeth."

The mail order houses have educated the farmer up to reading advertising. His trade is more volatile now—more easy to secure by proper, well-written advertising. Once he patronized a special store all the days of his life, his children bought at the same store and his children's children, too, if the store existed so long. His trade was like the term of a Supreme Court judge—during good behavior. He was not influenced by advertising, and if you did not have his custom it was only by the other storekeeper dying or going out of business that you could get it.

He is changed now, though. He eagerly peruses the voluminous catalogue of the mail order people, and it is the man with the right price and the good treatment that gets his order. In other words, the farmer has wakened up, and you have to "show him."

Local Merchants Benefited.

And so it follows that there is a fair field and no favor for everybody with the farmer. The local merchant has, if anything, the advantage. He can show the goods, make exchanges more readily and adjust little differences where the personal equation can enter to much better advantage than threshing it out through letters.

We say, with full knowledge of the facts of the case, that the mail order houses never yet injured the trade of the local man who is progressive. It is the stick-in-the-rut, ten-years-behind-the-times fellow who has gotten in the way of the chariot of progress and gotten nicely banged up for his pains. We will go even farther and say that the mail order houses have actually benefited the progressive local merchant by opening the farmers' eyes to the benefits of the "fair field

and no favor" referred to in an earlier paragraph.

If you send out advertising matter to the farmer nowadays you know that it will be read and kept. If you spend your good money on printing and cuts and postage to seek the farmer trade, exactly after the manner of the mail order houses, you know that said money will give you the same show that they get.

Campaign Planned in Advance.

Resolve, then, if you have not gone after the trade before in the proper manner, to do it this fall and do it right. Figure out in your mind just how much you can afford to spend in a two-months' advertising campaign on the farmers and then lay so much aside and spend it all just after the plans you have made. Do not let little discouragements bother you; do not let the advice of fellow merchants that "you can not buck the mail order houses" interfere with your arrangements and do not depart from your prearranged plans one iota.

Accumulate your list of names by any of the numerous ways which we have told you about from time to time. An assessor's list is one way; another is to use rural telephone route; lists of members of granges offer another solution—and if none of these appeal to you, your ingenuity will doubtless suggest another way suitable to your locality.

Next figure out how many times during these two months you can afford to send out circular matter to these names. Make it every week, if possible; if not that often, every two weeks, or even three.

In the first installment make up say half a dozen circulars fully illustrated and listing a portion of your line. With this should go a circular letter seeking trade, and giving a full account of the advantages of trading with you. Do not knock the mail order houses any more than you would a competitor in your own town. Besides, the great American farmer has always had a sympathy for the "under dog," and to speak ill of others when they have no chance to defend themselves invariably puts them in the place of the "under dog."

It might be well to enclose an order blank and an envelope and explain that you fill orders as carefully and as well by mail as though he would come into the store, although you would be pleased to see him at any time. Another point: make all the circulars the same size and the same weight of paper, although they can be different colors.

At the end of the specified time send out another batch of circulars and another circular letter, and so with additional installments. But each time print the circulars the same size as the first time.

When the season is drawing to a close, and it is time for the last installment, have your printer take all (which you were to tell to preserve intact on his composing stone after each circular job has been printed) and print them up in catalogue form. If you have put out eight lots of say eight circulars each, you now have a catalogue of sixty-four pages. A 6x9

size is best. Bind this up neatly and send to every name on your list with a nice letter stating that you are pleased to send your complete fall and winter catalogue, which preserves in a more solid form the circulars you have been sending them from time to time; that you hope they will keep the same handy and whenever in need of anything in your line will favor you with an order.

Of course, reply envelopes and order blanks should be enclosed. Naturally many lines will not have enough articles to fill a sixty-four page catalogue, but in that case use thirty-two pages, or even sixteen. The number of pages makes no difference if the goods contained and described therein are right.

This plan should bring you in a good many mail orders. In addition it will increase your direct local trade among the farmers and it will undoubtedly keep a lot of trade in your town that would otherwise go abroad. It is a manly, upright way of doing—not at all like the whining, complaining system of the plan of getting the local paper to "knock" the mail order houses. What is sauce for the goose is also considerable gravy for the gander, and if the right sort of advertising took the mail order trade away from your town, the right sort of advertising will bring it back.

The mail order house has paved the way to securing the farmer through advertising; why, then, take the dirty, muddy track when the way is so clear?—Shoe and Leather Gazette.

Boomerang In Improved Form.

Always the Australian boomerang has been interesting to the civilized general public. Many persons are unfamiliar with the fact that the boomerangs of these aborigines of the far off island continent have been of various shapes and patterns. Most of those former experimenters in civilization have made a particular type of the boomerang, deciding finally for themselves that "the blamed thing will fly but it won't come back." It has remained for an Englishman so to improve on the Australian cross shaped weapon that it is no more than a cross of plain wood, the lower strip of the cross being one-third longer than the other arms of it. In throwing the "curva," as the maker has called it, the long lower end of the cross is held firmly between the thumb and finger vertically, and with the plane of the cross beside his face. Thrown seventy-five feet the boomerang will not return, but for 100 feet or more, as it whirls, the curva begins to turn to a horizontal plane, its revolutions increase rapidly, until, just as its maximum velocity has raised the cross to the top of its flight, it swerves to the left and begins its return flight to the thrower.

MAYER HONORBILT
Shoes are Popular

MR. SHOEMAN



Do you want to increase your business along specialty lines, are you tired of the old story of handling shoes at no-profit competitive prices?



No. 981

Bluecher, double sole, No. 17 toe

There are yet many dealers whose abilities are ahead of

their present environment who can make a great deal more than a mere living out of

The Bertsch Shoe

Goodyear Welt and H B Hard Pan Standard Screw Specialty Lines for MEN and BOYS

The object of this ad is to attract the attention of the right shoe dealer to sell these lines in his locality—one who has the ability to handle these lines right, who is on the level and can show a clear record.

If the combination strikes you as worth investigation you can have all the facts and a look over the samples for a postal.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Makers of the Famous

Bertsch Shoe and

H B Hard Pan Lines



The Moral Aspect of the Credit System.

Written for the Tradesman.

Almost invariably when any one discusses the credit system he considers it from the standpoint of expediency—not of right or wrong. The first questions are: Which plan, cash or credit, will be more satisfactory; which will ultimately yield the greater income? Which is really better adapted to the location?

How many are there of those in an established business regularly granting credits or of those contemplating engaging in mercantile business who ever think of the right or wrong of the matter? How many merchants there are, burdened with the credit system, disappointed, handicapped, worked or worried to the verge of physical collapse, wishing they could get free of credit business, who never think that it is wrong doing which is causing their troubles. It is not because they can not help themselves; it is because they are too weak to take a right stand in the matter.

Is it right or is it wrong for a merchant to give credit? That all depends upon circumstances. It depends upon the merchant's financial ability, his knowledge of human nature, his experience, limited or abundant capital and the class of people with whom he deals.

It is not only unwise but wrong for a merchant to grant credit to every one who asks it. Nor in some communities and under certain conditions would it be either wise or right to adopt the iron clad rule of no credit to any one.

It is wrong to grant credit to a known deadbeat; it is wrong to allow further credit to any one who has failed to keep his promises. We do not mean by this the man who has failed to receive money due him or been disappointed in making a reasonably expected deal and who comes up like a man and makes explanation. We mean the man who never shows up until long after the set time and with some excuse that looks very flimsy asks for more credit.

A merchant can even donate clothing or provisions to the needy family of a man unworthy to be trusted; he can do this without becoming a partner to theft or putting a premium on lying.

If a merchant grants credit to an extent which prevents him paying his bills on time or inconveniences those of whom he buys goods he does wrong. If conducting a credit business jeopardizes his ability to fulfill his obligations it is wrong.

If granting credit encourages idleness, waste, extravagance, bad habits and dissipation the merchant surely is doing wrong. It is wrong for a merchant to feed or cloth some other man's family better than his own without a certain guarantee of his pay. For it is true that many a man deprives his family of comforts or even necessities because he grants credit to those who are indulging beyond their means, or will not work when work is offered them at reasonable wages.

Many a hard-working man or

woman meets with loss or is disappointed in receiving money when due. The merchant knows their circumstances and believes in their honesty. It is not only unwise but wrong to deny them credit because he has adopted certain rules to protect himself from dishonest customers. A little time on goods is but a neighborly kindness which perhaps they have as much right to ask of him as of any neighbor. Of course the merchant can not carry all the subjects of charity—if granting credit means an out and out gift of the goods.

It is unfair—yes, it is wrong—to carry an account of fifty dollars without interest a year or more for a man who has money in the bank or plenty of property, and be exacting to the minute with the laborer who pays half his wages over his counter every week's end.

It is wrong for a merchant to overtax himself to carry accounts for the idle, the wasteful, the extravagant or the dishonest.

Decide the question of credit or no credit solely on the basis of right and wrong and much of its perplexities are obviated. Be as strict with the dilatory rich or influential as with the poor and unfortunate and you will think just as much of yourself and no doubt make just as much money.

E. E. Whitney.

Town Moves Twice To Railroad.

It is probable that in no other country of the earth than our own has a town "followed a railroad." The United States boasts of two instances of the sort:

Benton, on the Platte River, in Nebraska, when left in the lurch by the Union Pacific road, which shied off in another direction, was the first instance. The good people of that town, seeing no other way out of their difficulties, put their furniture, cattle, houses and barns on flatboats and floated down to a location near the railroad and there rebuilt.

The second instance was that of Knobnoster, Mo. For years before the Missouri Pacific was extended across the State from St. Louis, Knobnoster was a post town where at the stage coaches used to stop for water for their horses and food for their passengers. The engineers of the road finally entered the country and caused the line to be run about two miles to the north of the town. Then it was that Knobnoster waked up, some say for the first time in its existence. Its houses were put on wheels and moved over to the new site.

The Knobnosterians were just about beginning to congratulate themselves that their place was taking on the air of a real town when their troubles began again, for the railway authorities concluded to shift the projected line. A cutoff was decided upon, a move that left the new town away out in the grass and hazel brush. A townsite on the cutoff was laid out about two miles still farther to the north. The railroad was constructed and a station erected.

It is said that the new town sulked for a while, but that finally one by

one the houses, or most of them, were moved over near the station and rebuilt.

So, in a year, the entire town had changed its location a second time, and was gathered about the railroad station, where it has remained ever since. For a good many years, however, the Knobnosterians watched the railroad with suspicion.

Edwin Tarrisse.

New Plans For Long Distance Seeing.

The sensational prophecy has just been made that within a year we shall be seeing by wire even across the Atlantic and it is interesting to note that scientific authority admits the possibility. Dr. Shelford Bidwell weighs the chances. By a method similar to that which now telegraphs pictures to photographic plates it would be necessary to pass the selenium cell transmitter over the entire transmitting screen in a long spiral at least ten times every second or the persistence of vision would not combine the successive im-

pressions into one view. At each passage the light variations of the selenium would be transmitted from each division of the many thousand of the transmitter screen to a corresponding division of the receiver screen by a receiver synchronized to move exactly with the transmitter. Such a mechanism is not to be considered, and the only practical plan seems to be to provide selenium cells and independent wires for each division of the scene. To produce a received image two inches square, made up of units of one-one hundred and fiftieth of an inch square, would require elementary working parts.

Wisdom is great wealth, but too many think that wealth must be wisdom.

Young Men Wanted

To learn Veterinary profession. Catalog sent free. Address Veterinary College, Grand Rapids, Mich., Dept. A

RAMONA

"Best Bill of the Season"

And "Only a Few More"

Lily Lena

The Dainty Singer of
Dainty Songs

Arturo Bernardi

Wonderful Italian
Quick-Change Artist

Exposition

4

Valadon

The
Magician

Byers &
Herman

"The Clown's
Dream"

Ramonograph
feature film

"Ramona"

The Percheron Collar

EVER buy a pair of shoes and have them pinch your feet like fury—raise blisters and all that sort of misery? How long do you wear such shoes?

Can't you imagine then how a horse must feel when he wears a collar that pinches his neck much in the same way the shoe pinches your foot? You can't blame him for shirking or balking sometimes when he puts his shoulder to the load.

Our "PERCHERON" Collar was constructed so as to get the greatest amount of horse power from any horse, and at the same time make it comfortable for him to work.

We made a careful study of the shoulder of the horse, and built this collar to fit the shoulder—every outline of the collar bone is found in the "PERCHERON" Collar. The result is—elimination of sore shoulders—more horse power—comfort for the horse—reduction of feed and less care.

Don't you believe the farmers in your vicinity will appreciate such a collar?

Ask us TODAY for Circular No. 62 describing this Collar, and we'll send you a pair of Beautiful Bridle Rosettes free of all charge.

BROWN & SEHLER CO. :: Grand Rapids, Michigan

STOVES AND HARDWARE

MEN OF MARK.

William D. Weaver, President Clark-Weaver Co.

In a fair majority of cases the office drudge is the shipping clerk, an assertion made flatly and with little fear of successful contradiction by the comparatively few examples which disprove it. The greater his efficiency the greater his drudgery. Aggrieved employes following other lines of work will dispute this assertion, but the efficient shipping clerk has much the greater weight of testimony to attest his apparently unfortunate status. However, the efficient and ambitious shipping clerk has compensations that appeal to the aspiring subordinate. Necessarily his position is one of trust and confidence and he has opportunities, denied to others, of familiarizing himself with the branch of industry with which he is connected. Within the knowledge perhaps of all who read these lines are examples of former shipping clerks who have "made good," possibly through the combinations already cited, possibly through the acquirement of habitual rapidity of thought and action as a natural complement of dexterity of pen, possibly through a combination of both. The President of one of the great trans-continental lines was once an obscure shipping clerk, one of numerous examples of those high in railroad officialdom who have risen from similar positions; a member of President Roosevelt's Cabinet started his career as a shipping clerk; the early work of the President of the greatest wholesale lumber distributing concern in the world was a shipping clerk. The list might be prolonged indefinitely. An affinity seems to exist between him who ships goods correctly and an upward course in progress.

But a working, practical knowledge of shipping goods does not insure rapid or notable advancement; there be those of that calling who will remain such all their working lives. Because of inability, lack of ambition or slothfulness, or a combination of any of these, they must inevitably remain shipping clerks to the more able and wide-awake. But the official drudge of intelligence and ambition seems to be endowed with commercial advantages an effective shade better than those bestowed upon his fellow workers following other duties. The wide-awake, the actually fit for promotion, have profited by these advantages until in the commercial world everywhere are those who have been graduated from the ranks of the shipping clerk to places of responsibility, prosperity and

trust. One of such, who has risen from the humble calling to a notable place in the wholesale trade of this market is William D. Weaver, President of the Clark-Weaver Co.

In the beginning Mr. Weaver's business career differed in no material

both sides were German-born, while his parents were both born in Canada and came to this country when quite young in years. Mr. Weaver was born on a farm in Walker township, Kent county. He lived on the farm until he was 21 years of age, attending the country school and, in the meantime, putting in two winters in the Grand Rapids high school. When he became of age he entered the employ of Shields, Bulkley & Co., who were then engaged in the wholesale grocery business on South Division street. His first work was to drive a team, but later he was promoted to the position of shipping clerk, in which capacity he superintended the removal of the stock from South Division street to the present location of the house on Ionia

corporation and, in addition to his duties as house salesman, he was assigned to buy a portion of the goods. After six years' faithful service in this capacity he took a managerial position with the Clark-Rutka-Weaver Co., wholesale hardware dealers. He was not only made a director of the new corporation, but was elected to the position of Secretary and Treasurer and divided the business management with Mr. Rutka. Two years ago the corporate name was changed to the Clark-Weaver Co., when Mr. Weaver became Vice-President and General Manager. On the death of Mr. Clark, about a year ago, he became President of the corporation, a position he has since filled with credit to himself and with satisfaction to the stockholders and customers of the company. He still superintends the buying, being assisted in this work by C. L. Comey. The house has prospered every year under his management and has now five traveling salesmen—one city man and four outside of the city. The officers of the corporation are as follows:

President—Wm. D. Weaver.

Vice-President—E. J. Clark.

Secretary—C. A. Benjamin.

Treasurer—C. L. Comey.

Frank Jewell is a director of the corporation.

Mr. Weaver was married twenty-nine years ago this fall to Miss Lillian A. Huff, of Grand Rapids. They have one daughter and reside in their own home at 443 West Bridge street. Mr. Weaver erected a fine home on forty acres of the old farm in Walker township and, after living there seven years, sold the property to Frank E. Brown, of Grand Rapids.

Mr. Weaver is a member of the Wallin Congregational church, of which he is also a trustee. He is not a member of any fraternal order and, so far as the Tradesman's knowledge goes, he has never had but one hobby and that did not appear until this year, when he purchased a Cartecar. For the first time in his life he is taking in all the country roundabout Grand Rapids, calling on the customers of the house and viewing the country at close range.

Mr. Weaver attributes his success to hard work and sticking to it. He has taken few vacations since he started on his business career. He has been one of the most faithful men this market has ever seen and it is naturally a matter of congratulation that his faithfulness has been rewarded by success.

What's in a Name.

"I don't like your heart action," the doctor said, applying the stethoscope again. "You have had some trouble with angina pectoris."

"You're partly right, Doctor," said the young man sheepishly; "only that ain't her name."

The Smile Reminiscent.

"I see you are smiling at my jokes," said the waiting contributor, hopefully.

"Yes," replied the editor, "that courtesy is due when one meets old friends."



William D. Weaver

degree from the average; he found and for a time held positions which in one respect or another were distasteful or unsatisfactory; he experienced the same lack of harmony with his surroundings that others have met and early employers failed to discover in him anything of unusual value, as witness the fact that he made a change before he found his level. But in that statement, in the latter portion of it, if you please, is found the difference between Mr. Weaver and the ordinary drudge. He found his level and the finding carried him upward.

The business history of any man is inseparably connected with his parentage; therefore the sturdy German parentage of Mr. Weaver must not be overlooked. His grandparents on

street. When the change was made the name was changed to Shields, Bulkley & Lemon. After putting in about six years with this house he entered the employ of Clark, Jewell & Co. as shipping clerk. This house was located in the old Houseman building, corner of Ottawa and Pearl streets. Four years later the business was removed to the new Houseman building, on the opposite corner, and the firm name changed to I. M. Clark & Son, at which time Mr. Weaver took an interest in the business and went into the office as house salesman. The business was subsequently moved to the Clark building, on South Ionia street, and the firm name was changed to the corporate style of the Clark-Jewell-Wells Co. Mr. Weaver was elected a director of the new

Glimpse at the Career of William Haldane.

The ground occupied by the Michigan Trust Company was acquired in the early forties by William Haldane. Upon the corner he erected a commodious house in the Gothic style of architecture, using cream colored bricks that were manufactured in Milwaukee. It was the first good brick house erected in the city and Mr. Haldane occupied it many years. On the rear of the lot Mr. Haldane cultivated grapes, of which he made wine of an excellent quality. The property was badly injured by the lowering of the grades of Ottawa and Pearl streets thirty-five years ago and Mr. Haldane sold it to the city in the expectation that it would be utilized as a location for the City Hall. The building was occupied by the Board of Public Works a number of years, and when the first fire alarm system was installed a derrick nearly 100 feet high was erected on the lot to contain the general fire alarm bell now located in the tower of the City Hall. Mr. Haldane was a cabinetmaker in Delhi, New York, before taking up his residence in Grand Rapids in 1837 and he designed and built the first machinery used in making chairs and other articles of furniture. He manufactured cheap furniture for several years and then engaged in the retail furniture and undertaking business, which he continued until 1871. After selling his home on Ottawa street to the city he purchased a lot on the west side of Jefferson avenue, opposite the foot of State street, and erected a brick house, where he spent the remainder of his days. He owned the ground adjoining the Hotel Pantlind on the north, and after discontinuing his retail business razed the old frame structure and erected a substantial brick building thereon. Several years later this property was sold to I. M. Weston, who used it in part when he erected the Weston building. Deacon Haldane was a member of the Grand River Valley Horticultural Society from the date of its organization until his death. He gave much time to its work and seldom failed to attend its monthly meetings. He was a connoisseur in wines and was frequently called to pass judgment upon the quality of vintages exhibited at the State and county fairs. He believed that a little wine was good for the stomach and, on one occasion, when questioned as to the injury its use might cause to the user, he warmly declared that if he could be convinced that harm would follow the moderate use of the wine he made he would roll every barrel of wine he owned into the street and knock the heads in. Deacon Haldane was a member of Park Congregational church for nearly sixty years and was a useful and honored citizen.

Arthur S. White.

Now You Even Swim by Machinery.

A ten pound swimming machine that may be packed in a suitcase is the invention of a Frenchman. It is a safe and rapid semi-craft for the man who swims or the man who does not. At the front of the apparatus is a cylindrical metal float, with

conical point and a depending rudder. At the rear is another metal float, with stirrups acting upon a propeller, the two ends connected by a wooden bar, on which the swimmer lies as if on the water. Kicking with his feet and alternately pushing and pulling with a cross handle bar just back of the forward float the swimmer on the swimming machine gets a maximum of exercise while making a speed impossible to the ordinary swimmer on the open water.

WALTER SHANKLAND & CO.

85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

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

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotype Co.
H. L. Adzitt, Manager Grand Rapids, Mich.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal



A Good Investment
PEANUT ROASTERS
and CORN POPPERS.
Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

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

Established in 1873

Best Equipped
Firm in the State

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

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

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

Welcome, Master Horse Shoers

National Convention Oct. 10 to 15, 1910
Held at Grand Rapids, Mich.

We are headquarters for the celebrated brand of Juniata Horse Shoes, Juniata Toe Calks, Standard Toe Calks, Russell, Secure & Capewell horse nails.

CLARK-WEAVER CO.

32 to 46 S. Ionia St. Wholesale Hardware Grand Rapids, Mich.

Get Our Quotations

Before buying elsewhere on

**Cement, Lime, Plaster, Hair
Sewer Pipe, Etc.**

We also sell barrel salt in car load lots

GRAND RAPIDS BUILDERS SUPPLY CO.

196-200 W. Leonard St.

Grand Rapids, Mich.

The only exclusively wholesale dealers in Builders Supplies in Western Michigan



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

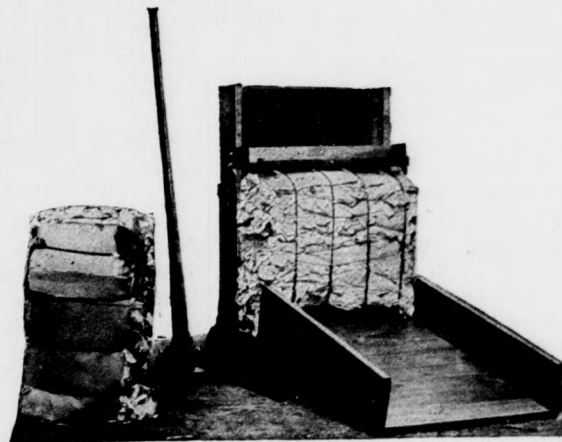
New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

**The
Handy
Press**

For bailing all
kinds of waste

Waste Paper
Hides and
Leather
Rags, Rubber
Metals



Increases the profit of the merchant from the day it is introduced. Price, \$10 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.

VALUE OF ILLUSTRATIONS.

They Are a Great Advantage To the Merchant.

Written for the Tradesman.

Subscribers and readers of the Tradesman are requested to send along anything new, striking or novel in the way of advertising for comment. If you run across a good thing, send it to me. Let's pass along these good things. Mr. Merchant, you are given a standing invitation to send me your advertising for criticism and suggestion. Let me help you get up your next special sale. I am here to help you make money—no charge for my services.

It has been proven that pictures are a great help in training children in kindergarten work. We are not all artists, but to a very great extent we are all grown up children. The difficult task of training the juvenile mind by the use of simple object lessons and pictures can be turned to account in the more difficult field of advertising.

That pictures attract the eye much quicker than cold type admits of no argument. There is simply no question but what a well-worded advertisement will attract the attention of more readers when illustrated with timely and appropriate cuts than the same identical advertisement can hope to reach without the illustrations.

The eye is caught by the picture and you have read the message almost before you are aware of it. Here is a fine sample of what I would call intense advertisement writing:



JAMES J. HILL, the great railroad king, made money slinging a pick when a young man. He **BANKED** and **SAVED** his earnings. He became a **conservator** and **multi-millionaire**.

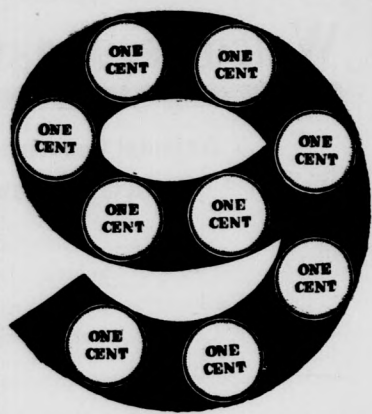
Make **OUR** Bank **YOUR** Bank

We pay liberal interest consistent with safety, 3 per cent.

THE MARION TRUST COMPANY

The little bees are always busy. They are noted for their methodical habits and they store up the extracted sweets. Another idea along these same lines would be the illustration of the squirrels. We know how frugal they are known to be. Often in boyhood days when out in the woods we have found their winter supplies and boylike—thoughtlessly—have robbed the savings bank of the cute little squirrel, never once dreaming of the hardship we may have occasioned to said squirrel during the cold winter. "If a thing is worth doing it is worth doing well" is an old saying and a true one. It is certainly worth while using cuts in your advertisements, and it is worth while using good ones. Timely illustrations are necessary—any old thing simply won't do.

Only a few weeks ago we noticed an announcement of "White Stockings" illustrated by the use of a cut showing "Black Stockings."



Nine Cent Sale

A wonderful sale of over 3,000 articles worth all the way from 10c up to 25c.

Come and See What
9 Cents Will Buy

Here are useful articles—such as you need every day and really ought to have.

Nine Cents will stretch a long ways

At this Big Special Merchandise Event—Come and see.

Here is a suggestion for a rousing big 9 cent sale. Just at this time of year you will find that people are buying little things, useful and ornamental, for home use. This 9 cent sale can be made a big winner. I would have not only the 9 cent articles, but 19, 29, 39, 49, 99 cents, \$1.59, etc.—everything ending in 9 cents. I would paste some bright new pennies on a cardboard sign right over the figure 9, as shown in the cut. Be sure and have bright new pennies over a black glossy figure in order to get the proper effect.

A friend of mine came into the store and showed me the following letter a few days ago. It was shortly after the arrival of a baby boy at their home. The letter was enclosed in a package which, upon being opened, disclosed a pair of diminutive woolen cloth trousers, with a little pair of suspenders and sandpaper patches for striking matches. Altogether it is a very clever piece of advertising and reflects great credit upon "Johnnie the Booster," who receives the honor of bearing such a progressive handle to his name. The letter explains itself:

Knox, Ind., Aug. 20—I take great pleasure in congratulating you upon your safe arrival; may you grow up to be a useful man, a pleasure to your parents and an honor to your community.

Enclosed I allow myself to present to you "your first pair of trousers." They are cut over the same pattern "mother used to make" and, no doubt, they will be a perfect fit. I hope that you will save them and remember that one of life's greatest lessons is to be saving. Watch the pennies—they will grow into dollars as YOU grow into manhood.

Please remind your parents that we pay special attention to "little boy's out-fittings" and that you want them to buy your first suit at this store; the pennies they will save thereby will give you a nice start for your future bank account.

Well, little man, hoping that you will grow up a friend to this store and that in the meantime your father and big brothers (if you have any) will not forget me, I beg to remain with best wishes for your welfare.

Gus Reiss,

The up-to-the-minute clothier.

This is what I call effective work. The family which receives this little souvenir gets the impression that the dealer, who is thoughtful enough to send the letter, is interested in the new arrival. Once we can impress a family that we have more than a mere selling interest in its members, we are moving up a notch in the esteem of that particular family group and we likewise stand a mighty good chance of gaining the influence of the household, so that when the store is mentioned around the festal board

even little Johnnie will be apt to exclaim, "Why, that's the store that wrote the letter to little Willie."

It does pay to gain the friendship of the children and when I see a grouchy old storekeeper mistreat a child I think, "What a foolish old fellow." By the way, you must not for a minute imagine that old and grouchy go hand in hand with cross and ugly, for not all old fellows have allowed themselves to become cross-grained. Yesterday I was in an old-fashioned store, run by two brothers, both well up in years and from appearances well blessed with the world's goods. In passing, I may say that not all of these goods are of recent design, many of which are of the antediluvian period, and some were handed down from the stone age from appearances. But that was not what I started in to tell you. The senior member wore a smile all the time I saw him, and a happier, better natured "old scout" would be hard to find, just brimming over with fun and good spirits. It actually does a fellow good to run across a man like this. The influence spreads among the clerks and, likewise, to the customers. Everybody seemed to be lively and happy in the store. While in the office I saw a great lot of advertising bills which were never handed out. But I don't suppose that made any difference to these old boys, who were not advertising for business. They were, no doubt, prompted to get out these bills just to let their competitors know that they, too, could do a few turns with printer's ink. More business? No, bless you. They don't care or want more trade. They are landmarks—and have all the business they can handle—any more would be useless.

The hour sales originated in the East and have proven very popular. This is a clean, well-set advertisement, well worthy of your study. My criticism of this hour sale is that one hour is too short a time. I am interested in watching whether this is really time enough and will report development.

Anything new or novel which is of practical value to the readers of this magazine will be given in detail.

It is my intention to make this department of genuine interest to you.

I want to show fac similes of the very latest "kinks" which have brought results. Let us make this a co-operative, mutual-benefit affair. Let us all work together to help each other. None of us—not one—has a monopoly of the brains or the other good things of life. Let's be sociable! Let's pass around the good things.

If you run across something particularly good, which strikes you favorably, make it a point to send

TOMORROW

YOU
WATCH



THE
CLOCK

10 to 11

Silk Dresses, Suits, Jackets, White
Serge Suits and Jackets, Novelty
Jackets and Capes

Lot 4611 (Size 36)—Myrtle green taffeta silk dress, \$26 value, for.....	\$12.98
Lot 5546 (Size 38)—Black taffeta silk dress, \$20 value, for.....	\$10.98
Lot 4850 (Size 34)—Navy blue taffeta silk dress, Dagbert \$22.50 value, for.....	\$11.98
Lot 4461 (Size 38)—Black silk jumper, braided trim, \$5 value, for.....	\$ 4.98
Lot 3400 (Size 36)—Black silk jumper, \$15 value, for.....	\$ 7.98
Lot 5384 (Size 38)—Blue and white striped wash silk dress, \$15 value, for.....	\$ 7.98
Lot 5384 (Size 36)—Gray and white striped wash silk dress, \$15 value, for.....	\$ 7.98
Lot 4134 (Size 36)—Rose rajah silk dress, hand-embroidered, Persian piping, lace yoke and cuffs, \$25 value, for.....	\$13.98
Lot 5836 (Size 40)—Gray braided poplin dress, \$15 value, for.....	\$ 7.98
Lot 5840 (Size 38)—Black foulard with white dot, \$15 value, for.....	\$ 8.98
Lot 5842 (Size 38)—Black foulard with white dot, tunic effect, \$20 value, for.....	\$10.98
Lot 5816 (Size 36)—Black foulard with white figure, clown dress, \$20 value, for.....	\$10.98
Lot 4297 (Size 38)—Navy foulard, with white figure, \$20 value, for.....	\$10.98
Lot 4297 (Size 40)—Black foulard with white figure, \$20 value, for.....	\$10.98
Lot 4328 (Size 36)—Gray figured foulard dress, \$15 value, for.....	\$ 7.98
Lot 5827 (Size 38)—Black and white dot foulard, \$15 value, for.....	\$ 8.98
Lot 5227 (Size 40)—Blue and white dot foulard, \$15.50 value, for.....	\$ 8.98
Lot 5828 (Assorted)—Foulard silk dresses in Russian tunic effect, with trimmed, in a variety of colors, \$20 value, for.....	\$10.98
Lot 5836 (Size 42)—Natural pongee, satin-trimmed and braided, tunic effect dresses, \$27.50 value, for.....	\$10.98
Lot 5890 (Assorted)—Natural pongee, Persian and braided-trimmed, \$15 value, for.....	\$ 9.98
Lot 3748 (Size 38)—Elaborately braided jacket with polka dot satin lining, \$25 value, for.....	\$18.98
Lot 4386 (Size 36)—Myrtle green bengaline silk jacket, 36 inch yoke, du cygne lining, \$25 value, for.....	\$12.98
Lot 4884 (Size 36)—White serge jacket, 36 inches long, \$10 value, for.....	\$ 5.50
Lot 5518 (Size 36)—Light blue military cape, \$10 value, for.....	\$ 4.98
Lot 5838 (Size 36)—Gray evening cape, \$15 value, for.....	\$ 7.98
Lot 4995 (Size 15)—Circles' rose evening cape, \$10 value, for.....	\$ 5.98
Lot 5700 (Size 5)—Navy cape with hood, \$5 value, for.....	\$ 2.98
Lot 5780 (Size 36)—Black taffeta jacket, \$25 value, for.....	\$13.98
Lot 5780 (Size 36)—Navy rajah jacket suit, \$25 value, for.....	\$13.98
Lot 5780 (Size 36)—Rose rajah jacket suit, \$25 value, for.....	\$13.98
Lot 5404 (Size 36)—Cloth of gold jacket suit, \$30 value, for.....	\$15.98
Lot 5404 (Size 38)—Cloth of gold jacket suit, \$30 value, for.....	\$15.98
Lot 5456 (Size 36)—Natural rajah jacket suit, \$22.50 value, for.....	\$11.98
Lot 5456 (Size 36)—Natural rajah jacket suit, \$22.50 value, for.....	\$11.98
Lot 4905 (Size 14)—White serge, black pin stripe, \$20 value, for.....	\$10.98
Lot 4905 (Size 16)—White serge, black pin stripe, \$20 value, for.....	\$10.98
Lot 5724 (Size 14)—White serge, black pin stripe, \$20 value, for.....	\$10.98
Lot 5724 (Size 16)—White serge, black pin stripe, \$20 value, for.....	\$10.98
Lot 5906 (Size 36)—Full-length white serge coat, \$20 value, for.....	\$10.98
Lot 5906 (Size 38)—Full-length white serge coat, \$20 value, for.....	\$10.98
Lot 4200 (Size 36)—Black messaline jewel-studded evening dress, on train, \$50 value, for.....	\$22.98
Lot 4186 (Size 38)—Black messaline hand-embroidered evening dress, on train, \$40 value, for.....	\$18.98
Lot 5607 (Size 36)—Navy foulard chiffon overdress, satin-trimmed, on train, \$40 value, for.....	\$18.98
Lot 4354 (Size 38)—Gray and black stripe messaline dress, \$40 value, for.....	\$19.98

Watch Daily Papers for Our
Hour Sales During August

SAUL'S

A. L. CRINNS, Mgr.

120-122 East Berry Street

it to me in care of the Tradesman. Whether you are a merchant, wholesaler, salesman, drummer or whatever your vocation you can help to make this department pull business for some worthy dealer. Your scheme may help someone else to reap good results. The scheme you see working may be just the thing some other fellow would be tickled almost to death to know. Clip out the good catchy advertisements. Write me fully about the new business-bringing schemes. Let's all work together for the common good. After you have worked your scheme or have seen it worked and noted the results, it won't lessen its good virtues if some other dealer away off in another part of the State advertises the same thing. Neither will it weaken your efforts nor diminish the pulling power if you repeat the same thing and give it proper publicity. Come on—let's be neighborly. Don't hide the good things under a bushel. Write me a line. I will appreciate it greatly and thank you in advance for it.

Hoosier Storekeeper.

Striding Upward.

"Some tremendous strides is being made in medicine nowadays," observed the village veterinary, in the general store.

"Sure's you're livin'," ejaculated Silas Skintint. "why, not more'n a week ago, down at the city, I paid 60 cents to git a prescription filled that used to only cost me half a dollar!"

Innocence is sometimes used as a synonym for ignorance.

Do You Fall Short of Success?

Smith is a city salesman for a firm of office furniture manufacturers. He is a pretty good salesman, but not a star. Smith wonders why this is. He has all the appearances, the assurance, the language and persuasiveness that ought to go to the making of a star salesman. He can go into the office of a buyer who for years has tabooed the firm because he did not like the other salesman, sit down, smile and turn loose a flood of language that will make the buyer see Smith's firm in a new light, make him listen carefully and end by giving at least an experimental order.

In spite of this Smith does not rise out of the ranks of the mediocre. There are several men on the staff whose annual sales equal his, and they far from possessing Smith's gifts, at that. Smith can not understand it; but the other day he was handed a hint that he still is thinking about.

Smith has got considerable of a temper. He is just egotist enough to become riled a little when anybody begins to oppose his will and desires, and if said opposition continues and progresses Smith's temper does likewise, and presently he is good and mad. When he gets that way he does not care how far he goes, what he says, or what he or the other fellow does. He "loses his temper," and there is apt to be a little muss. Not that he ever lets himself go during business hours. He is too well trained, too good a business man to do that. He can take and swallow any

opposition in the way of business, but afterhours he quits being cautious.

The other night Smith was going home on the elevated. There was plenty of room in the car and Smith walked toward the end. About in the middle a portly, middle aged man of fatherly appearance was busy reading his paper. He was so busy reading that he failed to notice that his well clad legs were extended well into the middle of the aisle. Now, the car not being crowded, it would have worked no hardship on Smith to have passed without trouble, but he was made of different stuff. The sight of the other man's carelessness irritated him. He deliberately kicked the feet in the aisle.

There was something of a wordy fuss.

"You're a ruffian," said the fatherly man.

"You're a dub," said Smith. "Somebody ought to hand you a slap in the face for your lack of consideration for others."

Next day Smith went to land a big order. He had been working for days to see the President of a concern that was about to install new furniture in its office. That day was the day when the President, by letter, had agreed to give Smith an interview.

He went to the office. He sent in his card and he waited, full of confidence. He knew that he could sell the bill if he could get the President's ear. He was ushered into the office.

"Get out!" roared the President. "Oh. Oh! Oh!!!" cried Smith. But he got.

Who was the President? Who but the man whose feet Smith had kicked in the elevated car the evening before!

Smith is beginning to wonder if he hadn't better begin controlling his temper after hours. John Armand.

Makes Life Worth Living.

I went out into the country the other day in an automobile just to get away from business. I was sick of four walls and a ceiling. I was longing for the open fields. In the country you do not ask the name of the farmer trudging along; his face is kindly and you speak to him, anyway. I gave the first I saw a lift for a mile or two and we gossiped familiarly. I had left a world of work and worry. He seemed to be content. I had thought my world most wide. His was full of woners.

He told me how to kill the smut in oats and how a nation's welfare hangs upon the price of corn, pig iron and pork. We sat down on a log. He told me things you can not read in books and showed me where far beyond the hills his realm begins and where a mile away beyond the green his dominion ends. We chatted on until twilight when I rode slowly back to town to take up lighter tasks than his; although mine seemed ponderous before.—Rambler Magazine.

Repentance may have tears, but it is never genuine with endeavor for better things.



THE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



Salesmen Who Are Salesmen and Not Spongers.

If business methods are to become an exact science—and that is the objective of all progressive commercial houses—something must be done to settle the vexed question of the salesman's expense account.

What will the house "stand for" in the way of its representative's personal expenses?—that is the question. There can be but one answer. The house should pay such expenses as are calculated to promote and increase its business; nothing more. The indulgences, extravagances and whims of its employees are negligible in a thorough business system. And it is only by a thorough business system that any house can keep its place in the front ranks.

A summary of the legitimate expenses which a house should pay for its salesmen would include transportation, hotel bills, excess baggage, porter hire and expressage. Common sense will dictate when extras for emergency cases should be allowed.

It is a question whether the laundry item should be included. It is true that a salesman's clean linen and neat appearance reflect credit on the house, and for this reason the item of laundry, when accompanied by the receipted bill or voucher, may be presentable. On the other hand, if laundry is to be admitted to the expense account, why not barber bills, baths, shines and the expense of keeping clothes in repair—even the cost of new clothes?

Such expenses are eminently personal. A man with pride in himself and with sufficient ability to earn his living expects to keep himself well groomed. He could not mingle with the business world unless he did. If he is not able and willing to pay for getting himself shaved and his linen laundered and his trousers pressed, does he not rather belong to the class of red-shirted, muscular toilers than to the salesman's more gentlemanly class?

Readiness Expected.

When the sales manager buys a diamond for his personal adornment he buys it already cut and ready for the setting. Isn't the same principle applicable to the engaging of a salesman? The house hires Mr. Jones on a liberal salary or commission to represent it on the road; it follows as a matter of course that Jones, beside being a potential business winner, is clothed and presentable, and will keep himself so.

Theatrical managers have simplified the problem. They pay the star who is able to draw business a good

round sum, and the star is expected to furnish the costumes and dress the part. He can afford to do it for the salary he gets. And by the same reasoning a competent salesman will admit that he can afford to pay for his clean linen, his shines, etc., out of his commissions. If he is not realizing enough on his commissions to cover these trifling personal expenses he would be wise to seek another business connection.

A reputable house expects to pay its representative's expenses at a good hotel. There is a certain advertisement for the firm in this outlay, and also, the comfort and convenience afforded the salesman in stopping at a first-class hotel materially affect his sales. These matters of advertisement and convenience must be recognized as positive values, not to be tampered with any more than the rolls of bills in the firm's money drawer. They are actually worth so much of the firm's money.

There are salesmen and salesmen—and some of the other kind are in the habit of charging in their expense account \$4 per diem hotel bill while they really have little to do with the hostelry in question except to write letters to the firm on its stationery and to lounge in its office of an evening. They have perhaps engaged a room for a dollar a day in a cheaper place and are getting their meals at a cheap restaurant, thereby perverting \$1 or \$2 a day of the firm's money to their private uses.

Firm's Funds Sacred.

If any one should confront such a salesman and accuse him of embezzlement he would be utterly dumbfounded. Probably he would offer one or two lame excuses for his misappropriation of the firm's funds. The first excuse is that "what the firm does not know won't hurt it," which is too puerile even to merit criticism; the second excuse customary under such circumstances is, "Well, if I am willing to experience the discomfort of living in a cheaper place when I might enjoy the advantages that the firm pays for, that is my lookout!" But it is not the salesman's lookout. It is the lookout of the sales manager, who has virtually been robbed of money furnished to facilitate his representative's getting sales and "keeping up appearances."

Any system of espionage which the firm may seek to employ to guard its interests in this respect is useless. Conscientious salesmen would hardly endure a spotter in the person of the hotel clerk, even although such might occasionally be useful to detect instances of fraud. And even if vouchers could be obtained from the hotel

management tallying with the items in the salesman's account of his hotel expenses, these vouchers could not be relied upon, since it is in the interest of the hotel management to avoid compromising a guest.

Some firms have solved the problem by securing a rate from all the hotels which their salesmen patronize. This plan, beside forestalling a possible "padded" account, is also economical. A hotel run on the American plan at \$4 a lay will often concede a rate of \$2.50 under these circumstances, which also makes it sufficiently easy to ascertain whether the salesman was actually entered as a guest at this hostelry.

The Small Leakages.

It is to be regretted that such items as railroad fare, sleeping car and parlor car accommodations, cab hire, etc., are susceptible to such an amount of juggling on the part of the occasional unscrupulous traveler. Some men will continue to ride all night in a smoker or accommodation coach and charge up the cost of the sleeper they didn't take, to the house. There is apparently no recourse for such abuses, but it is well for such a salesman to remember that each act of this kind is apt to be noted by some fellow traveler and circulated to the detriment of his reputation among salesmen if not to the injury of his standing with the house. Further, he will find the strain and fatigue of traveling on the road sufficiently exhausting without these minor discomforts which accrue from the habit of renegeing on the expense account. If he is to get results as a salesman he must feel fresh and unfatigued after an all night's journey. All the advantages which the most liberal house allows him are important in influencing his sales. It is a truism that there can be no divergence between the interests of the employer and the employed.

The salesman who falls into the habit of padding his expense account is morally defective, and in a measure irresponsible. Whatever glittering results he may obtain, his ability is offset by the ugly counter consideration—his untrustworthiness. Sooner or later the padded expense account gives itself away, the suspicions of the firm are aroused and the integrity of the salesman challenged.

"What shall we allow for entertainment expenses?" is the never settled query of the sales manager. This is the most dubious entry in the salesman's expense account. Even when such expenses as theaters, suppers, etc., are legitimate and result in getting business, they evidence a condition of affairs which the house must necessarily deplore. If Jones & Co. are selling shoes they ought to get orders on the merit of their goods, as compared with a competitor's line—not on the strength of the convivial inclination of the customer's buyer. It is an evil that the habit of treating and entertaining should enter into the commercial equation.

Hospitality vs. Bribe.

The buyer who makes a practice of accepting hospitality in return for the influence he may exert in landing a sale is on the level of the man who accepts a bribe for political fav-

ors. And the salesman who admits himself obliged to dispense such dubious hospitality is virtually in the position of the giver of bribes, unless, of course, exceptional circumstances alter the case. The salesman who offers wine suppers and theater tickets as an inducement to his customer, faces the imputation of some fault in his own methods of salesmanship. Else why should he not have closed the sale by ordinary, legitimate, commercial enterprise?

One old white-haired veteran in the ranks of salesman, who has an enviable bank account as a result of forty years' effort on the road, makes it his boast that he has never given a customer so much as a cigar in the entire course of his experience. He is not a stingy man; if you are received as a guest at his home you will be elaborately entertained and generously treated; but the "governor," as the boys call him, holds it as a matter of principle that treating as a method is beneath his dignity.

"I can get sales, because I sell

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

When you see a traveler hustling extra hard, make up your mind his object is to reach Grand Rapids by Saturday night. Sunday passes quickly at

Hotel Livingston

Grand Rapids

good goods—and because I know how to prove their merit to any man who will stand upon two legs and argue the question with me." This is the "governor's" version of his success. "I wouldn't give so much as a cigarette butt to influence the biggest order that was ever entered on a book. Why? Because I would feel that the cigarette butt was worth more commercially than my capacity as a salesman."

The "governor's" is an exceptional case, of course. There are occasions when the best and most self-respecting salesman may treat to advantage and not feel that he is giving a bribe. In such instances the salesman's expense account may contain an item for entertainment—but it should always be accompanied with an itemized statement as to what the entertainment comprised and with the name, position and any pertinent facts concerning the recipient of his hospitality.

Two Methods Compared.

Some houses have been sufficiently enterprising as to abolish the itemized expense account altogether, allowing a reasonable margin for the salesman's expense and throwing him on his own devices after that margin (which is usually a generous one) has been exceeded. The plan has its virtues and objectionable features. Perhaps the virtues of the system predominate. In the first place, it does away with any suspicion which may exist between the house and the salesman, obviating any possible temptation to inflate an expense account; then, too, it is a time saver, both in relation to the salesman and to the book-keeping department in the home office. Every man with experience on the road knows the amount of time and mental effort necessary as a result of having to balance an expense account daily; and the head book-keeper in the house knows that it comprises a complicated detail which he would gladly eliminate. As to the objections to the system, the principal one is that it is a less accurate method of accounting than would exist, supposing salesman's expense accounts were invariably "on the square."

The salesman who thinks that little leakages in his expense memorandum do not matter "because the firm is rich anyway," is a short-sighted business man. When the little leakages are taken in the aggregate, where from twenty to 200 salesmen are involved, their sum in the course of the year makes an appalling difference in the matter of dividends and the ability of the firm to extend its enterprise. The wealth of the firm which he represents is one of the salesman's assets—it represents growing importance and more readily accomplished sales as a result of which that same salesman will draw bigger commissions next year. And since the wealth of any firm is threatened by these wholesale leakages in expense money, is it not for the salesman's own advantage to be careful in stopping the leak so far as his own are concerned?

So long as the itemized expense account exists the house must intrust its funds to the salesman, just

as the United States Government intrusts the interpretation of its laws to the various executives of the bench. The salesman who is sagaciously figuring how to job his laundry bills, wine suppers and other indulgences onto his expense account errs in three ways: first, he has not the interests of the firm at heart, which are identical with his own best interests; second, while he shows himself clever in minute details in manipulating his accounts, he is perverting his quality of cleverness, which would be better expended in getting new business for the firm he represents; third, he suffers moral degeneration, which has its commensurate effect on his physical, mental and selling abilities.

Either abolish the itemized expense account altogether, or, if necessary, re-organize the system so that all superfluous or doubtful entries will be eliminated, making an exception of entertainment, laundry bills, etc., only when convinced that the circumstances warrant the expenditure. If possible arrange with hotels to house your salesmen at definite and reduced rates, require, if consistent with all other conditions, that the salesman travel on mileage, which, much the same as a check book, affords vouchers for the demands upon it; allow for reasonable et ceteras, and hire only salesmen whom you are sure are salesmen and not sponges.—J. W. Madison in Salesmanship.

Flowers Take Ether and Grow Faster.

Anaesthetics used upon bulbs and plants while dormant and awaiting the touch of spring is one of the newest experiments reported from Copenhagen. Dr. Johanssen of the Danish capital has shown that numbers of flowering plants, anaesthetized with chloroform or with ether while in the dormant state, awake to a remarkable activity of growth and to superexcellence in flowering, after they have been removed to growing conditions, out of doors or under glass as the case may be.

In the matter of the Easter lily, for example, the bulbs are incased in an air-tight receptacle, while hanging from the inner side of the closed lid the chloroform or the ether is suspended. The temperature should be kept as near as possible to 62 degrees Fahrenheit and the dormant plant life left to the anaesthetic for forty-eight hours. They are planted under a subdued light for a few days, after which they appear literally to spring from the earth into abnormally vigorous, rapid growth. Lillacs, azaleas and lilies of the valley seem especially benefited by the treatment. Azaleas, potted on Feb. 25, were in full bloom on March 8, while untreated specimens in adjoining beds did not mature their blossoms until two weeks later. The expense of the treatment is almost nothing, and with further experimentation it is predicted that a distinctly mercantile proposition may be evolved.

Annual Picnic of Traverse City Travelers.

Traverse City, Aug. 22—Traverse

City Council, No. 361, U. C. T., held its fourth annual picnic at Poplar Point Saturday, August 20. Fully 150 of the traveling men, with their wives, enjoyed themselves from early morning until late in the evening. Boating, swimming, fortune wheels and ball games were some of the leading features. All went lovely in the ball game until A. L. Joyce hit for three sacks and lost the ball. There was a grand spread at noon, consisting of cold meats, cookies, pies, salads and cakes, etc., putting Heinz's assortment out of the race. Visiting members from Grand Rapids, Saginaw, Detroit, Chicago and Oklahoma were present.

Fred A. Richter, Sec'y.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 24—Creamery, fresh, 26@30c; dairy, fresh, 23@25c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 22@22½c; at mark, 20@21c.

Live Poultry—Fowls, 15½@16c; broilers, 16@16½c; ducks, 15@16c; old cocks, 11@12c; geese, 10c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 15@16c; iced old cocks, 12@13c.

Beans—Pea, hand-picked, \$2.50; red kidney, hand-picked, \$3.50; white kidney, hand-picked, \$2.75@3; marrow, \$3.15@3.25; medium, hand-picked, \$2.50@2.55.

Potatoes—New, \$2@2.20 per bbl.

Rea & Witzig.

A L'Anse correspondent writes as follows: David Levitan, the well-known merchant of this place, has an-

nounced his retirement from the mercantile business. He has been in business in L'Anse for the past twenty-three years and is one of the best known business men in Baraga county. It is his intention to become again a commercial traveler, which was his occupation before he embarked in business for himself. It is understood that the L'Anse business will be continued by Mrs. Levitan.

A Gwinn correspondent writes: Osmond Wills has accepted a position with Henry M. Louis & Co., fruit dealers of Milwaukee, as salesman. His territory includes Gwinn, Munising, Marquette, Negaunee, Ishpeming, Republic, Champion and Michigamme.

La Bonte & Ransom, general dealers at Manton, have engaged in the drug business in a separate building under the style of the La Bonte & Ransom Drug Co. The Hazeltine & Perkins Drug Co. furnished the stock.

Coopersville Observer: Dan Cleland is laid up with a broken collar bone and other bruises, which he received in an automobile accident near Fort Wayne, Ind., while engaged in his duties as salesman for the Ideal Clothing Co., of Grand Rapids. He was thrown from the car, caused by a deep hole in the road, the depression of the front wheels jolting him out of the seat. He will be laid up for some time, but is thankful that his life was spared.

The blessing of prayer is not a reward for telling the omniscient all about our neighbors.

FLOWER POTS

RED BURNED

Strictly High Grade



Order

Now

Carefully Packed in Any Quantity

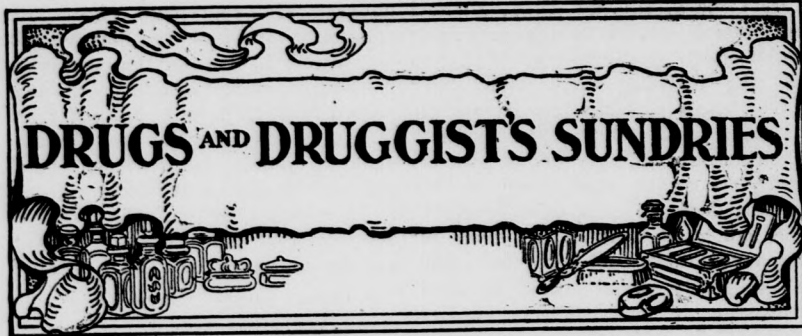
F. O. B. Factory

No Package Charge

The Ransbottom Bros.
Pottery Co.

Roseville,

Ohio



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
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 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.
 Next Meeting—Kalamazoo, October 4 and 5.

Michigan State Pharmaceutical Association.
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 Treasurer—Willis Leisenring, Pontiac.
 Next Meeting—Battle Creek.

Inducements Pharmacy Offers To the Young Man.

The question whether the drug business is a good one for an ambitious young man is an old one, and has been threshed out pretty thoroughly in the past ten years to my knowledge and no doubt for many years before.

Asile from the many minor points of advantage and disadvantage, I have come to the conclusion that if viewed broadly from the following three main points, viz: Educational, moral and financial, it does offer material inducements.

In considering the educational point we find that even in the states which have adopted the prerequisite laws, but one year in high school or its equivalent is required as a preliminary education, which is certainly within the reach of the ambitious boy, and is much less than the requirements for entrance into the other professions.

Then after several years in the drug business the student is ready for college and has sufficient knowledge of the business to work his way through college; after which with, say, five years' experience he is a full fledged pharmacist and ready for anything that comes along in his chosen calling.

In any of the professions he would have the three other years in high school, three or four years in college, during which he could not expect to earn more than a small part of the cost of his education, and finally on being graduated would have to wait several years until he was self supporting, especially in the case of law or medicine.

In the trades very little education is needed, all that is necessary as a rule being the serving of an apprenticeship of three or four years, usually in unpleasant surroundings and among a class of boys far inferior

to the average pharmacy student and at a wage no higher.

Ordinary lines of business, such as clerking, book-keeping, etc., require very little education, barring possibly arithmetic, and after spending three or four years in business the young man is full fledged and doomed to a life that is absolutely monotonous.

So it appears that for facility in obtaining a college education, and a business one at the same time, the pharmacist has by far the best of the argument.

In the matter of morals the pharmacist also scores, in my belief. He has often in the past been accused of being a mossback and of being too much engrossed in his own affairs, but he has as a rule no time for politics, clubs, gambling, drinking, etc., and when he is off duty usually spends his time with his family or in very good company in the case of unmarried men.

In many cases those of the professions, trades, etc., who have considerable time to themselves very often fall into bad habits for the mere want of something to do.

From a financial point of view the drug clerk of to-day will compare very favorably with the members of any other class as regards earning capacity. It is true that some professional men have very large incomes, but they are rare, and it has usually taken years of hard, uphill work, and besides their expenses are greater.

The argument will be raised that some of the trades earn from four to ten dollars a day. So they do—when they work—but they are subject to strikes and layoffs and the hard times usually hit them the first thing, whereas the drug clerk is hardly ever out of employment if he is reliable and wants to work. In regard to long hours, I will say that more people than are usually supposed put in as many hours per day as the drug clerk and at a far smaller wage, so if the drug clerk is of the right sort and loves his work, long hours will not bother him, for his work is anything but monotonous and his surroundings are usually congenial, and if they are not he will have little trouble in finding a place where they are.

The clerks who are always kicking are like one I once heard complaining at length about his hard lot. When I suggested that he get a position in some other line, he said he would if he could make as much money. So here we have one of the kickers admitting that it is the best paying position he can find.

As a rule the drug clerk is getting all he earns, and in many cases really more than his employer can

afford, which, together with the present trend of drug legislation to raise the standard of registration and consequently the salaries of clerks, affords as favorable an outlook as can be desired.

So, everything considered, I for one am optimistic in regard to the condition of drug clerks and expect to stay in the business quite a while and get some pleasure out of every minute of it.

The proprietor, also, while possibly not making as much money as some business men, has usually a steady business which makes him a good living and possibly a little besides, if he is careful and knows his business. It is true that the pharmacist seldom if ever attains the wealth and prominence of the so-called captains of industry in other lines of business, but on the other hand he seldom figures as one of the principals in social scandals or graft cases so common at present in the higher walks of life.

Perhaps another point should be considered—health. So far as I have been able to ascertain, druggists as a class are as healthy as any others, notwithstanding the much talked of confinement, barring, of course, those with hereditary tendencies to disease or those who have abused themselves by improper living, which can be easily proved by noticing the ages in the obituary columns of our drug journals.

Guy S. Boyd.

Catarrh and Hay Fever Remedies.

Hay fever, hay asthma or hyperesthetic rhinitis is dependent on three classes of factors which may be active to varying degrees in individual cases. The first is an underlying general nervous susceptibility which may depend on inherited neurasthenic tendencies or on acquired conditions of a toxic nature. Of the latter, the most prominent are a gouty or rheumatic tendency referred by some to the action of an excess of uric acid. In many cases the underlying susceptibility appears to be due to intestinal putrefaction with absorption of the toxins so produced.

The second class of factors includes abnormal conditions of the nasal organs which favor congestion and undue sensitiveness of the mucous membrane.

The third class consists of dust, pollen and other irritants which act as exciting causes. About two-thirds of the cases are supposed to be due to pollen.

The treatment must consist in the removal of constitutional causes, the proper local treatment of the nose, avoidance of the exciting causes, by change of climate, if necessary, with the aid of antitoxin in cases in which it is appropriate.

As general treatment, antacids, especially potassium or sodium citrate, and salicylates are to be used to lessen acidosis and to remove any gouty tendency. Dr. S. Solis-Cohen recommends the following:

Sodium salicylate 3 dr.
 Sodium benzoate 6 drs.
 Essence pepsin 2 ozs.
 Tincture nux vomica 1 dr.
 Peppermint water 4 ozs.

M. Sig.: Two teaspoonfuls in one-

half tumblerful of water, every fourth hour, for four or five doses daily.

Dr. E. Fletcher Ingals advises the use of the following spray:

Resorcinol 5 grs.
 Adrenalin chloride ½ gr.
 Acid boracic 15 grs.
 Camphor water ½ oz.
 Glycerin ½ gr.
 Water, distilled ad 2 ozs.

M. Sig.: Use as a spray in nose four or five times daily.

As a catarrh balm the following may be tried:

Menthol 1 dr.
 Camphor 1 dr.
 Methyl salicylate 1 dr.
 Petrolatum 1 lb.

Dissolve the first three ingredients in the petrolatum and pour into collapsible tubes while still warm.

Liquid Court Plaster.

Liquid court plasters have usually been a collodion preparation made with ether, preferably the flexile collodion of the pharmacopoeia being employed. Within the past few years, however, there has come into vogue a new type of combination, wherein ordinary ether is replaced by an amyl derivative.

The proportions of alcohol and ether for a guncotton solvent may be widely varied and the amount of the latter used is decided by the viscosity required. The usual proportions are 100 volumes of ether to 40 volumes of alcohol. Other solvents of guncotton are acetone, various simple ethers, esters, camphor in absolute alcohol, etc.

Below we quote some of the later formulas:

1. If soluble guncotton is dissolved in acetone in the proportion of about one dram by weight of the former to thirty-five or forty drams by volume of the latter, and a half-dram each of castor oil and glycerin be added, a colorless elastic and flexible film will form on the skin wherever it is applied. Unlike ordinary collodion it will not be likely to dry and peel off.

2. Pyroxylin 1 oz.
 Amyl acetate 5 ozs.
 Acetone 15 ozs.
 Fir balsam 2 drs.
 Castor oil 2 drs.
 Clove oil 15 mins.

Dissolve the pyroxylin in the amyl acetate and the acetone, and add the other ingredients, avoiding fire or light.

Cleaning White Canvas Shoes.

Spanish white ½ lb.
 Flake white 6 ozs.
 Pipeclay 1 lb.
 Chalk, precipitated 4 ozs.
 Tragacanth, powd. 2 drs.
 Phenol 2 drs.
 Oil verberna 30 dps.

Water sufficient to make a thick cream.

The powders are first well mixed and then made into a cream with water in which the phenol and the perfume have been dissolved.

A physician says that breathing through the nose is the proper way to sleep. If you awake in the night and find your mouth open get up and shut it.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copaiba	1	75@1 85	Scillae	50	Salicis	65@ 70	Salacin	4 50@4 75	Oils		
Benzolcum, Ger.	70@ 75		Cubebae	4	80@5 00	Scillae Co.	50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Lard, extra	35@ 90	
Boracie	10@ 12		Erigeron	2	35@2 50	Tolutan	50	Mannia S. F.	75@ 85	Sapo, G	10@ 12	Lard, No. 1	60@ 65	
Carbolicum	16@ 20		Evechthitos	1	00@1 10	Prunus virg	50	Menthol	2 25@2 50	Sapo, M	13 1/2@ 16	Linseed, pure raw	80@ 85	
Citricum	45@ 50		Gaultheria	4	80@5 00	Zingiber	50	Morphia, SP&W	3 35@3 65	Sapo, W	13 1/2@ 16	Linseed, boiled	81@ 86	
Hydrochlor	3@ 5		Geranium	oz	75			Morphia, SNYQ	3 35@3 65	Seidlitz Mixture	20@ 22	Neat's-foot, w str	65@ 70	
Nitrosum	3@ 10		Gossypil Sem gal	70@ 75		Tinctures		Morphia, Mal.	3 35@3 65	Sinapis	18	Turpentine, bbl.	66 1/2	
Oxalicum	14@ 15		Hedeoma	2	50@2 75	Aloes	60	Moschus Canton	40	Sinapis, opt.	30	Turpentine, less	67	
Phosphorium, dil.	4@ 15		Junipera	40@1 20		Aloes & Myrrh.	60	Snuff, Maccaboy.	40	De Voes	51	Whale, winter	70@ 76	
Salicylicum	44@ 47		Lavendula	90@3 60		Anconitum Nap'sF	50	Snuff, S'h DeVos's	40	Soda, Boras	5 1/2@ 10	Green, Paris	21@ 26	
Sulphuricum	1 1/2@ 5		Limons	1 15@1 25		Anconitum Nap'sR	50	Soda, Boras, po	5 1/2@ 10	Soda, et Pot's Tart	25@ 28	Green, Peninsular	13@ 16	
Tannicum	75@ 85		Mentha Piper	2 20@2 40		Arnica	50	Soda, Carb	1 1/2@ 2	Soda, Bi-Carb	3@ 5	Lead, red	7 1/2@ 8	
Tartaricum	38@ 40		Mentha Verid	2 75@3 00		Asafoetida	50	Soda, Ash	3 1/2@ 4	Soda, Sulphas	2	Lead, white	7 1/2@ 8	
Ammonia			Morrhuae, gal.	2 00@2 75		Atrope Belladonna	50	Spts. Cologne	2@ 20	Spts. Ether Co.	50@ 55	Ochre, yel Ber	1 1/2 2 @ 4	
Aqua, 18 deg.	4@ 6		Myrica	3 00@3 50		Aurant Cortex	50	Spts. Myrcia	2@ 20	Spts. Vinl Rect bbl	50@ 55	Ochre, yel Mars	1 1/2 2 @ 4	
Aqua, 20 deg.	6@ 8		Olive	1 00@3 00		Barosma	50	Spts. Vi'l Rect 1/2 b	50@ 55	Spts. Vi'l R't 10 gl	50@ 55	Putty, commer'l	2 1/2 2 1/2 @ 3	
Carbonas	13@ 15		Picis Liquidula	10@ 12		Benzoin	50	Spts. Vi'l R't 5 gl	50@ 55	Shaker Prep'd	1 25@1 35	Putty, strict pr	2 1/2 2 1/2 @ 3	
Chloridum	12@ 14		Picis Liquidula gal.	@ 40		Benzoin Co.	50	Strychnia, Crystl	1 10@1 30	Red Venetian	1 1/2 2 @ 3	Shed Venetian	1 1/2 2 @ 3	
Aniline			Ricna	14@1 00		Cantharides	75	Sulphur Subl	2 1/2@ 4	Vermillion, Eng.	75@ 80	Whiting Gilders'	@ 95	
Black	2 00@2 25		Rosae oz.	6 50@7 00		Capaculum	50	Sulphur, Roll	2 1/2@ 3 1/2	American	13@ 15	Whit'g Paris Am'r	@ 1 25	
Brown	80@1 00		Rosmarini	@ 1 00		Cardamon	75	Tamarinds	8@ 10	Vermillion, Prime		Whit'g Paris Eng.	@ 1 40	
Red	45@ 50		Santal	@ 4 50		Cardamon Co.	75	Terebenth Venice	35@ 40	Whiting, white S'n	@ 1 25	Whit'g S'n	@ 1 40	
Yellow	50@3 60		Sassafras	90@1 00		Cassia Acutifol	50	Thebromae	40@ 45	Varnishes		Extra Turp	1 60@1 70	
Bacca			Sinapis, ess. oz.	@ 65		Cassia Acutifol Co	50					No. 1 Turp Coach	1 10@1 20	
Cubebae	50@ 55		Sinapis, opt.	@ 1 60		Castor	1 00							
Junipers	10@ 12		Theobromas	15@ 20		Catechu	50							
Xanthoxylum	1 00@1 10		Tigil	90@1 00		Cinchona	50							
Balsamum			Potassium			Cinchona Co.	60							
Copaiba	60@ 65		Bi-Carb	15@ 18		Columbia	50							
Peru	2 00@2 30		Bichromate	13@ 15		Cubebae	50							
Terabin, Canada	78@ 80		Bromide	25@ 30		Digitalis	50							
Tolutan	40@ 45		Carb	12@ 15		Ergot	50							
Cortex			Chlorate	po. 12@ 14		Ferri Chloridum	35							
Abies, Canadian	18		Cyanide	30@ 40		Gentian	50							
Cassia	20		Iodide	3 00@3 10		Gentian Co.	60							
Cinchona Flava	18		Iodine, colorless	75		Gulaca	50							
Buonymus atro.	60		Iodine, colorless	75		Gulaca amimon	50							
Myrica Cerifera	20		Iodine, colorless	75		Hyscayamus	50							
Prunus Virginl.	15		Iodine, colorless	75		Iodine	75							
Quillaja, gr'd	15		Iodine, colorless	75		Iodine, colorless	75							
Sassafras, po 25	24		Iodine, colorless	75		Kino	50							
Ulmus	20		Iodine, colorless	75		Lobelia	50							
Extractum			Iodine, colorless	75		Myrrh	50							
Glycyrrhiza, Gla.	24@ 30		Iodine, colorless	75		Nux Vomica	50							
Glycyrrhiza, po.	28@ 30		Iodine, colorless	75		Opil	1 25							
Haematox	11@ 12		Iodine, colorless	75		Opil, camphorated	1 00							
Haematox, 1s	13@ 14		Iodine, colorless	75		Opil, deodorized	2 00							
Haematox, 1/2s	14@ 15		Iodine, colorless	75		Quassia	50							
Haematox, 1/4s	16@ 17		Iodine, colorless	75		Rhatany	50							
Ferru			Iodine, colorless	75		Rhei	50							
Carbonate Precip.	15		Iodine, colorless	75		Sanguinaria	50							
Citrate and Quina	2 00		Iodine, colorless	75		Serpentaria	50							
Citrate Soluble.	55		Iodine, colorless	75		Stromonium	50							
Ferrocyanidum S	40		Iodine, colorless	75		Tolutan	50							
Solut. Chloride	15		Iodine, colorless	75		Veratrum Veride	50							
Sulphate, com'l	2		Iodine, colorless	75		Zingiber	60							
Sulphate, com'l, by bbl. per cwt.	70		Iodine, colorless	75		Miscellaneous								
Sulphate, pure	7		Iodine, colorless	75		Aether, Spts Nit 3f 30	35							
Flora			Iodine, colorless	75		Aether, Spts Nit 4f 34	38							
Arnica	20@ 25		Iodine, colorless	75		Alumen, grd po 7	3@ 4							
Anthemis	50@ 60		Iodine, colorless	75		Annatto	40@ 50							
Matricaria	30@ 35		Iodine, colorless	75		Antimoni, po	4@ 5							
Folia			Iodine, colorless	75		Antimoni et po T	40@ 50							
Barosma	1 60@1 70		Iodine, colorless	75		Antifebrin	@ 20							
Cassia Acutifol, Tinnevely	15@ 20		Iodine, colorless	75		Antipyrin	@ 25							
Cassia, Acutifol	25@ 30		Iodine, colorless	75		Argenti Nitras oz	@ 62							
Salvia officinalis, 1/2s and 1/4s	18@ 20		Iodine, colorless	75		Arsenicum	10@ 12							
Uva Ural	8@ 10		Iodine, colorless	75		Balm Gilead buds	60@ 65							
Gummi			Iodine, colorless	75		Blismuth S N .. 1	90@2 00							
Acacia, 1st pld.	@ 65		Iodine, colorless	75		Calcium Chlor, 1s	@ 9							
Acacia, 2nd pld.	@ 45		Iodine, colorless	75		Calcium Chlor, 1/2s	@ 10							
Acacia, 3rd pld.	@ 35		Iodine, colorless	75		Calcium Chlor, 1/4s	@ 12							
Acacia, sifted sts.	@ 18		Iodine, colorless	75		Cantharides, Rus.	@ 20							
Acacia, po	45@ 65		Iodine, colorless	75		Capici Fruc's af	@ 22							
Aloe, Barb	22@ 25		Iodine, colorless	75		Capici Fruc's B po	@ 15							
Aloe, Cape	@ 25		Iodine, colorless	75		Carmine, No. 40	@ 4 25							
Aloe, Socotri	@ 45		Iodine, colorless	75		Carphylus	20@ 22							
Ammoniac	55@ 60		Iodine, colorless	75		Cassia ructus	@ 35							
Asafoetida	1 50@1 75		Iodine, colorless	75		Cataceum	@ 35							
Benzoinum	50@ 55		Iodine, colorless	75		Centraria	@ 10							
Catechu, 1s	@ 13		Iodine, colorless	75		Cera Alba	50@ 55							
Catechu, 1/2s	@ 14		Iodine, colorless	75		Cera Flava	40@ 42							
Catechu, 1/4s	@ 16		Iodine, colorless	75		Crocus	45@ 50							
Camphorae	60@ 65		Iodine, colorless	75		Chloroform	34@ 34							
Euphorbium	@ 40		Iodine, colorless	75		Chloral Hyd Crss 1	15@1 40							
Galbanum	@ 10		Iodine, colorless	75		Chloro'm Squibbs	@ 90							
Gamboge, po. 1	25@1 35		Iodine, colorless	75		Chondrus	20@ 25							
Gaulacum po 35	@ 36		Iodine, colorless	75		Cinchoid'e Germ	38@ 48							
Kino	@ 45		Iodine, colorless	75		Cinchonidine P-W	38@ 48							
Mastic	@ 75		Iodine, colorless	75		Cocaine	2 80@3 00							
Myrrh	@ 45		Iodine, colorless	75		Corks list, less 75%	@ 45							
Opium	@ 6 25		Iodine, colorless	75		Creosotum	@ 2							
Shellac	45@ 55		Iodine, colorless	75		Creta, prep.	@ 5							
Shellac, bleached	60@ 65		Iodine, colorless	75		Creta, precip.	9@ 11							
Tragacanth	70@1 00		Iodine, colorless	75		Creta, Rubra	@ 8							
Herba			Iodine, colorless	75		Cudbear	@ 24							
Absinthium	4 50@7 00		Iodine, colorless	75		Cupri Sulph	3@ 10							
Eupaterium oz pk	@ 20		Iodine, colorless	75		Dextrine	7@ 10							
Lobelia	20		Iodine, colorless	75		Emery, all Nos.	@ 8							
Majorium	20		Iodine, colorless	75		Emery, po	@ 6							
Mentra Ptp. oz pk	23		Iodine, colorless	75		Ergota	60@ 65							
Mentra Ver oz pk	28		Iodine, colorless	75		Ether Sulph	35@ 40							
Rue	39		Iodine, colorless	75		Flake White	12@ 15							
Tanacetum V.	22		Iodine, colorless	75		Galla	@ 30							
Thymus V. oz pk	25		Iodine, colorless	75		Gambler	@ 9							
Magnesia			Iodine, colorless	75		Gelatin, Cooper	@ 60							
Calced, Pat.	55@ 60		Iodine, colorless	75		Gelatin, French	35@ 60							
Carbonate, Pat.	18@ 20		Iodine, colorless	75		Glassware, fit bo	75%							
Carbonate, K-M.	18@ 20		Iodine, colorless	75		Less than box 70%								
Carbonate	18@ 20		Iodine, colorless	75		Glue, brown	11@ 13							
Oleum			Iodine, colorless	75		Glue, white	15@ 25							
Absinthium	6 50@7 00		Iodine, colorless	75		Glycerina	24@ 30							
Amygdalae Dulc.	75@ 85		Iodine, colorless	75		Grana Paradisi	@ 25							
Amygdalae, Ama	80@ 85		Iodine, colorless	75		Humulus	35@ 60							
Anisi	1 90@2 00		Iodine, colorless	75		Hydrarg Amm'ol	@ 10							
Aurant Cortex	2 75@2 85		Iodine, colorless	75		Hydrarg Ch. Mt.	@ 85							
Bergamit	5 50@5 60		Iodine, colorless	75		Hydrarg Ch Cor	@ 85							
Caliputi	85@ 90		Iodine, colorless	75		Hydrarg Ox Ru'm	@ 95							
Caryophilli	1 30@1 40		Iodine, colorless	75		Hydrarg Ungue'm	45@ 50							
Cedar	50@ 60		Iodine, colorless	75		Hydrargyrum	@ 80							
Chenopadi	3 75@4 00		Iodine, colorless	75		Ichthyobolla, Am.	90@1 00							
Cinnamonol	1 75@1 85		Iodine, colorless	75		Indigo	75@1 00							
Conium Mac	50@ 60		Iodine, colorless	75		Iodine, Resubl	4 00@4 10							
Crocus	50@ 60		Iodine, colorless	75		Iodoform	3 90@4 00							
Cypripedium</														

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
A		B	
Ammonia	1	Baked Beans	1
Axle Grease	1	Bath Brick	1
B		C	
Baked Beans	1	Candles	1
Bath Brick	1	Canned Goods	1
Bluing	1	Carbon Oils	1
Brooms	1	Catsup	1
Brushes	1	Cereals	1
Butter Color	1	Cheese	1
C		D	
Candles	1	Dried Fruits	1
Canned Goods	1	Farinaceous Goods	1
Carbon Oils	1	Feed	1
Catsup	1	Fish and Oysters	1
Cereals	1	Fishing Tackle	1
Cheese	1	Flavoring Extracts	1
Chewing Gum	1	Flour	1
Chicory	1	Fresh Meats	1
Chocolate	1	G	
Clothes Lines	1	Gelatine	1
Cocoa	1	Grain Bags	1
Cocoa Nut	1	Grains	1
Cocoa Shells	1	H	
Coffee	1	Herbs	1
Confections	1	Hides and Pelts	1
Crackers	1	J	
Cream Tartar	1	Jelly	1
D		L	
Dried Fruits	1	Licorice	1
Farinaceous Goods	1	M	
Feed	1	Matches	1
Fish and Oysters	1	Meat Extracts	1
Fishing Tackle	1	Mince Meat	1
Flavoring Extracts	1	Molasses	1
Flour	1	Mustard	1
Fresh Meats	1	N	
F		O	
Gelatine	1	Nuts	1
Grain Bags	1	P	
Grains	1	Olive	1
G		Q	
Herbs	1	Pipes	1
Hides and Pelts	1	Pickles	1
H		R	
Jelly	1	Playing Cards	1
I		S	
Licorice	1	Potash	1
J		T	
Matches	1	Provisions	1
Meat Extracts	1	Rice	1
Mince Meat	1	Salad Dressing	1
Molasses	1	Saleratus	1
Mustard	1	Sal Soda	1
K		U	
Nuts	1	Salt	1
L		V	
Olive	1	Salt Fish	1
M		W	
Pipes	1	Seeds	1
Pickles	1	Shoe Blacking	1
Playing Cards	1	Snuff	1
Potash	1	Soap	1
Provisions	1	Soda	1
N		X	
Rice	1	Spices	1
Salad Dressing	1	Starch	1
Saleratus	1	Syrups	1
Sal Soda	1	Y	
Salt	1	Tea	1
Salt Fish	1	Tobacco	1
Seeds	1	Twine	1
Shoe Blacking	1	Z	
Snuff	1	Vinegar	1
Soap	1	AA	
Soda	1	Wicking	1
Spices	1	Woodenware	1
Starch	1	Wrapping Paper	1
Syrups	1	BB	
O		CC	
Tea	1	Yeast Cake	1
Tobacco	1	DD	
Twine	1	EE	
P		FF	
Vinegar	1	GG	
Q		HH	
Wicking	1	II	
Woodenware	1	JJ	
Wrapping Paper	1	KK	
R		LL	
Yeast Cake	1	MM	
S		NN	
T		OO	
U		PP	
V		QQ	
W		RR	
X		SS	
Y		TT	
Z		UU	
AA		VV	
BB		WW	
CC		XX	
DD		YY	
EE		ZZ	
FF		AAA	
GG		BBB	
HH		CCC	
II		DDD	
JJ		EEE	
KK		FFF	
LL		GGG	
MM		HHH	
NN		III	
OO		JJJ	
PP		KKK	
QQ		LLL	
RR		MMM	
SS		NNN	
TT		OOO	
UU		PPP	
VV		QQQ	
WW		RRR	
XX		SSS	
YY		TTT	
ZZ		UUU	
AAA		VVV	
BBB		WWW	
CCC		XXX	
DDD		YYY	
EEE		ZZZ	
FFF		AAA	
GGG		BBB	
HHH		CCC	
III		DDD	
JJJ		EEE	
KKK		FFF	
LLL		GGG	
MMM		HHH	
NNN		III	
OOO		JJJ	
PPP		KKK	
QQQ		LLL	
RRR		MMM	
SSS		NNN	
TTT		OOO	
UUU		PPP	
VVV		QQQ	
WWW		RRR	
XXX		SSS	
YYY		TTT	
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AAA		VVV	
BBB		WWW	
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III		DDD	
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KKK		FFF	
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MMM		HHH	
NNN		III	
OOO		JJJ	
PPP		KKK	

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 6 50 Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/2 cloth 6 00 White Star, 1/2 cloth 5 90 Worden Grocer Co. American Eagle 1/2 clh 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 25 Seal of Minnesota 5 60 Wizard Flour 4 85 Wizard, Graham 4 85 Wizard, Gran. Meal 3 60 Wizard, Buckwheat 2 25 Kye 4 80 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2 7 20 Ceresota, 1/2 7 10 Ceresota, 1/2 7 00 Lemon & Wheeler's Brand Wingold, 1/2 6 75 Wingold, 1/2 6 65 Wingold, 1/2 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/2 cloth 6 10 Laurel, 1/2 cloth 6 00 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flouring 5 60 Voigt's Hygienic 5 00 Voigt's Royal 6 00 Wykes & Co. Sleepy Eye, 1/2 cloth 6 50 Sleepy Eye, 1/2 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/2 paper 6 30 Meal Bolted 3 40 Golden Granulated 3 60 St. Car Feed screened 26 00 No. 1 Corn and Oats 26 00 Corn, cracked 25 00 Corn Meal, coarse 25 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 44 Less than carlots 46 Corn Carlots 64 Less than carlots 67 Hay Carlots 18 Less than carlots 17 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. 2 25 15lb. pails, per doz. 5 00 30lb. pails, per doz. 9 00 MAPLEINE 2 oz. bottles, per doz. 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Manzanilla, 3 oz. 75 Queen, pints 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stued, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 572, Special 1 75 No. 93 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH Babbitt's 4 00	PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Brisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Large Pure in tierces 14 1/4 Compound Lard 11 80 lb. tubs 1/2 advance 1/4 60 lb. tubs 1/2 advance 1/4 50 lb. tins 1/2 advance 1/4 50 lb. pails 1/2 advance 1/4 10 lb. pails 1/2 advance 1/4 5 lb. pails 1/2 advance 1/4 1 lb. pails 1/2 advance 1/4 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 50 Potted ham, 1/4 50 Deviled Ham 1/2 50 Deviled Ham 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. ca. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 2 40 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common 85 Granulated, fine 90 Medium, fine 90 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Hallbut Strips 15 Thunks 16 Holland Herring Y. M. wh. hoop, bbls. 12 00 Y. M. wh. hoops, 1/2 bbl. 6 40 Y. M. wh. hoops, kegs 70 Y. M. wh. hoop Milchers 60 Queen, bbls. 10 00 Queen, 1/2 bbls. 5 25 Queen, kegs 60 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50	Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitewash No. 1, No. 2 Fam. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 30 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes 4 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toilet 2 10 A. B. Whisley Good Cheer 4 40 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 3 80 Kirkoline, 24 lb. 3 80 Pearline 3 75 Seapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 25 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 18 Pepper, Cayenne 22 Paprika, Hungarian 33 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Nutmegs, 105-110 30 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 33 STARCH Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 lb. packages 6 50 lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans, 1/2 dz. in cs. 1 75 10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 50	2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 15 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, fancy 30 @ 33 Sundried, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 22 Moyune, choice 28 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 20 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 40 @ 45 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 31 Pay Cut 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 36 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 47 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 40 Jolly Tar 40 Old Homestead 40 Toddy 41 J. T. 33 Piper Heidsieck 69 Root Jack 36 Honey Dip Twist 45 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I. X. L. 5lb. 31 I. X. L. 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 5c per gro 5 85 Yum Yum, 10c per gro 11 50 Yum Yum, 1lb. pails 39 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 35 Peerless, 3 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. doz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 00 Splint, medium 3 00 Splint, small 7 50 Willow, Clothes, large 7 25 Willow, Clothes, me'm 7 25 Willow, Clothes small 8 25	Butter Plates Wire End or Ovals 1/2 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 3-wire Cable 2 20 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Lozenges, plain 1 10 Lozenges, printed 1 10 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 25 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 4 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 9 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie 10 Roe Shad 40 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 13 1/2 Pelts Old Wool 30 Lambs 50 @ 75 Shearings 40 @ 75 Tallow No. 1 8 1/2 No. 2 8 1/4 Wool Unwashed, med. 38 Unwashed, fine 23 Standard Twist 10 Cases Jumbo, 32 lb. 1 1/2 Extra H. H. 10 Boston Cream 10 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 1 Special 3 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 10 Cut Loaf 1 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 13 San Blas Goodies 13 Lozenges, plain 13 Lozenges, printed 13 Champion Chocolate 13 Eclipse Chocolates 14 Bureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 14 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital Cream Opera 11 Ital Cream Bon Bons 17 Golden Waffles 11 Red Rose Gum Drops 10 Auto Bubbles 11 Fancy-in 5lb. Boxes Old Fashioned Molasses 10lb. bx 1 31 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horchound drops 50 Peppermint Drops 50 Champion Choc. Drops 50 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and 1 10 Dark No. 12 1 10 Bitter Sweets, as'd. 1 10 Brilliant Gums, Crys. 50 A. A. Licorice Drops 50 Lozenges, printed 50 Lozenges, plain 50 Imperial 50 Mottos 50 Cream Bar 50 G. M. Peanut Bar 50 Hand Made Crms 50 Cream Wafers 50 String Rock 50 Wintergreen Berries 50 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assort't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't 13 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. 5 50 Pop Corn Balls 200s 1 25 Azulikit 100s 8 25 Oh My 100s 8 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 16 Almonds, California sft. shell 13 @ 13 Brazil 13 @ 13 Ribbits 13 @ 13 Cal. No. 1 13 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 13 Pecans, Jumbos 13 Hickory Nuts per bu. 13 Ohio, new 13 Cocoanuts 13 Chestnuts, New York State, per bu. 13 Shelled Spanish Peanuts 9 Pecan Halves 34 @ 36 Walnut Halves 34 @ 36 Filbert Meats 27 Alcanta Almonds 43 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbos 9 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



YOUR
OWN
PRIVATE
BRAND



Wabash Baking Powder
Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



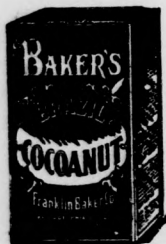
S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand
Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritana 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .. 2 60
36 10c pkgs., per case 2 60
16 10c and 36 5c pkgs.,
per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 11
Rounds 7 1/2 @ 9
Chucks 7 @ 8
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 1

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra..

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
mons Bros. & Co., Sagin-
aw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

FISHING TACKLE
1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 to 2 in. 15
2 in. 15
3 in. 20

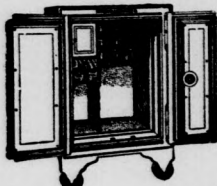
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE
Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd, doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and bur-
glar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 35
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the
world's lowest market"
because we are the
largest buyers of general
merchandise in America.

And because our com-
paratively inexpensive
method of selling,
through a catalogue, re-
duces costs.

We sell to merchants
only.

Ask for current cata-
logue.

Butler Brothers

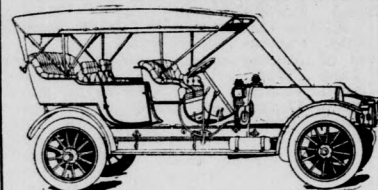
New York

Chicago St. Louis

Minneapolis

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple
and Sensible than Ever Before
AirCooled, 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
reliability, endurance, economy and
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., in the
one gallon mileage contest, 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.

Are You In Earnest

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

Michigan Tradesman

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

Grand Rapids, Michigan

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent consecutive insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For sale—Protectograph check protectors for \$15; late \$30. Machines made by "Todd." If interested, order one sent on approval. N. Payne, Marietta, Ohio. 861

Store for Rent—Fine opening for an up-to-date dry goods store. Mrs. Ernestine Scott, Lynchburg, Highland Co., Ohio. 860

Opportunity to invest \$3,500 in Toledo, Ohio, business property that will net 9 per cent. yearly and increase in value. Store and flat rented for \$32 month, \$384 year, never vacant. Taxes \$43 year, insurance \$20, leaving net \$321. This is just as represented. M. O. Baker, 122 Superior St., Toledo, Ohio. 862

For Sale—General retail stock and buildings, 18 miles Grand Rapids. Good farming country. Have other property for sale also. Reasonable. Address No. 859, care Tradesman. 859

For Sale—Stock of general merchandise in best town in Thumb of Michigan. Address A. A. F., care Tradesman. 858

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2 1/2 per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich. 857

For Sale—One of the best dry goods, ready-to-wear and shoe stores in one of the best farming and manufacturing towns of 2,000 inhabitants in Southern Michigan. Up-to-date in every way, goods, customers and buildings. No trading stock but a bargain for \$10,000 cash. Address No. 856, care Tradesman. 856

For Sale—\$3,500 good clean stock general merchandise, situated in factory town, within thirty miles Grand Rapids. Bargain. Address 854, care Tradesman. 854

Do you want a drug store where the prices are not cut? A profitable investment. Write C. E. Brower, Norcatur, Kan. 855

Fine opening for general stock at Manton, Mich., large store room, 24x80 now vacant, present owner has made a nice fortune here. Now too old. I wish to sell or rent building. Modern living rooms over store, has city water and electric lights, store rooms, fine cellar. Call or address C. B. Bailey, Manton, Mich. 842

For Sale—Bakery, confectionery, ice cream parlor. Best location in town of 9,000. Fine fixtures. Reason, sickness. Come and investigate. 102 South Main St., Brookfield, Mo. 851

Farm For Sale—160 acres at \$70 per acre, three and one-half miles south of Beardstown, Cass Co., Ill. A first-class truck farm, all in cultivation except 20 acres in timber and pasture. Forty acres melons, 45 acres cow peas, 4 acres sweet potatoes, 20 acres corn, 25 acres wheat and oats. All under fence. Fair improvements, fine water. This farm will rent for \$5 per acre, cash rent. Would consider small stock of merchandise. Address J. J. Corzine, Beardstown, Ill. 852



Read This, Mr. Merchant

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.

B. H. Comstock,

907 Ohio Building Toledo, Ohio

Saw and shingle mill for sale. A new, up-to-date saw mill with daily capacity of 75,000 ft. A new shingle mill capacity 15,000. Complete logging outfit of Donkey engines, locomotive cars, etc. Have 60,000,000 feet of first-class fir timber, with 200,000,000 adjoining that can be bought. Address P. O. Box 1444, Tacoma, Wash. 850

Special Sales—The oldest sale conductor in the business, bar no one. Why engage a novice when you can get the services of one who knows the business from A to Z. Best of references as to my character and ability, from wholesalers and retailers. Personally conduct all of my own sales. W. N. Harper, Bell phone 1240, Port Huron, Mich. 849

Wanted—Those who want to buy improved farms at bargain prices to write for particulars to J. Hemenway Realty Agency, Au Gres, Arenac county, Mich. 848

For Rent—A two-story pressed brick building, 50x90, with basement, on the first floor and basement, on best corner location in the city of Lead, S. D. Steam heat, electric light; built for and run as a department store for past 10 years. Population, 10,000. Long lease given if desired. Possession Sept. 15. A great opportunity for right firm. Address P. A. Gushurst, Lead, S. D. 847

Wanted—A grocery stock in Southern Michigan town of 1,500 to 2,500 population. Will pay cash. Address Box 62, Jonesville, Mich. 846

For Sale—An established manufacturing business, including patents, making a very popular household necessity; volume of business about \$40,000 annually; will stand strict investigation. Don't answer unless you mean business. Address Box 843, Dayton, Ohio. 845

A-1 opening. Furniture man with \$3,000 to \$3,500 cash. In very prosperous North Dakota town. Fine farming country. One partner wishes to retire. You can not afford to miss this opportunity. Full particulars, apply Finch, Van Slyke & McConville, St. Paul, Minn. 843

The California Oil Digest, authority on oil sent free upon request. May be worth a fortune to you. California oil investors receive over a million and a half dollars dividends monthly. Are you getting your share. J. E. Levi, 411 So. Main St., Los Angeles, Calif. 841

Wanted—General stock in good location. Address 373 N. Lafayette St., Grand Rapids, Mich. 835

For Sale—A 15 horsepower motor, direct current, 500 voltage, at a bargain or trade for anything I can use. Address Dr. F. Osius, 15 Canal St., Grand Rapids, Mich. 836

For Sale—Dental rubber works. Large field, big profits. Just the business for some young man. All complete, valuable formulas and all machinery. Will teach the business. Price \$1,500. Address Hygienic Rubber Works, 15 Canal St., Grand Rapids, Mich. 837

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me, JOHN C. GIBBS, Auctioneer, Mt. Union, Ia. 838

Exceptional Opportunity—Drug stock for sale in fine residence section. Good trade. Owner has other interests outside of city. Splendid opening for young man with energy. Address No. 838, care Tradesman. 838

For Sale—Drugs, sick room supplies and gift stock in fine condition in a hustling town of 600 in Southern Michigan. Call or write at once, bids received to September 1. Stanley Sackett, Trustee, Gobleville, Mich. 840

For Sale—Drug stock in Southern Michigan, invoices about \$3,600. A money-maker. No dead stock. Will bear closest investigation. Don't write unless you mean business. Address No. 834, care Michigan Tradesman. 834

For Sale—A \$4,000 stock of hardware, stoves and tinware in city of 4,000, having water, sewers, electric lights, paved streets and extra good schools. 54 miles west of St. Louis. Reason, sickness in family. Will sell or lease building. No exchanges. Wm. Poppenhusen, Washington, Mo. 831

Dental chairs for sale. Several High Low Gould, in first-class condition. \$50 each, at Union Dentists, 15 Canal St., Grand Rapids. 830

For Sale—Band saw mill 6 1/2 ft. wheels, 8 inch saws, steam feed, gang edger. Two boilers, 75 H. P. each. With all equipment complete just as mill was when running. For particulars address Lesh, Prouty & Abbott Co., East Chicago, Ind. 827

For Sale or Trade—Drug stock and fixtures; everything new and up to date; must go this month. Address L. E. Feck, Sycamore, Ill. 826

For Sale—\$2,500 stock general merchandise and store building, 20 x 80 ft.; also house and lot; located on Nickle Plate Rd. Address N. E. Hoops, Peabody, Ind. 825

For Sale—Oliver typewriter, No. 5, new. Write for price. Thos. J. Riley, Rio Grande, N. J. 817

For Sale—A well equipped ice cream and soft drink factory, doing a good profitable business. Paying milk route in connection. Good local and shipping trade. Poor health, reason for selling. Address R. 190, care Michigan Tradesman. 824

For Sale—Model bakery and lunch room, ice cream and candy business in connection. County seat town 2,000 population. Doing a good business. The nearest lunch room in the State. Stock tools and fixtures all first-class. Everything up-to-date. This is a bargain. Reason for selling, poor health. Address J. Renner, P. O. Box 238, Rockwell City, Iowa. 822

For Sale—General merchandise stock inventorying \$3,500. Doing good business in Southern New Jersey, five miles from Cape May. Good location. Everything in first-class shape and salable. No trade. Cash sale. Thos. J. Riley, Rio Grande, N. J. 818

75 feet second-hand oak shelving, dark finish, for clothing and gents' furnishing goods. Michigan Store & Office Fixture Co., 519-521 No. Ottawa St., Grand Rapids, Mich. 821

For Sale—My retail grocery stock; about \$2,000 required; old established trade. Reason selling, sickness. Henry F. Runge, LaCrosse, Wis. 811

For Sale—Planing mill and retail lumber yard. Will bear investigation. Reasonable terms to good parties. Principals only need answer. C. E. Andrews Lumber Co., New Bethlehem, Pa. 808

For Sale—One of the best grocery stores in the city of Flint. Stock and fixtures inventory about \$2,000. Address No. 802, care Michigan Tradesman. 802

To Rent—Modern store, splendid opportunity; only two dry goods stores in town. Mrs. Iver Larsen, Decorah, Ia. 787

For Exchange for merchandise, fifteen hundred acre Mississippi plantation, well improved, richest soil in the world. Will double or treble in value in five years. Address Box 686, Marion, Ind. 803

For Sale—A general grocery stock and building in a good farming community. Stock will inventory between \$900 and \$1,000. Reason for selling, old age and poor health. Will take half cash down, and balance on time with good security. For further particulars enquire of S. A. Hewitt, Monterey, R. F. D. No. 6, Allegan, Mich. 800

For Sale—A good paying milk route; only one in a town of 2,000; must sell at once at a sacrifice. Address Lock Box 223, Holly, Mich. 785

For Sale—Bazaar store in good location. Wish to retire. Mrs. Alice Lake, McBride, Mich. 788

Anything valuable taken as payment toward my store or \$2,500 general stock in Antrim county on very easy terms. Retirement, care Michigan Tradesman. 792 1/2

\$2,800 new frame store near Petoskey for property or stock of merchandise. Will pay cash difference. No. 792, care Michigan Tradesman. 792

Hotel For Sale—The Lake View House, 60 rooms, everything in good shape. Does all the commercial business. Doing a good paying business. Will sell at a reasonable price. Reason for selling, sickness and old age. Thos. E. Sharp, Elk Rapids, Mich. 761

For Sale—A first-class grocery and meat market, town of 1,500 population, invoices \$3,500. Doing good business. Reason for selling, going West. Address No. 748, care Michigan Tradesman. 748

For Sale—Meat market equipment and stock, slaughter house and equipments and five acres of land. Good reasons for selling. Address No. 739, care Tradesman. 739

Wanted—Stock of goods in exchange for good farm. Wm. N. Sweet, Lake Ann, Mich. 729

Wanted—Stock of goods not to exceed \$2,500 valuation, in exchange for first-class Grand Rapids residence property. C. T. Daugherty, 10 Hollister St., Grand Rapids, Mich. 743

To Rent—Shoe store, brick, modern, 17 1/2 x 60 ft., with basement, shelving, counter, desk, light fixtures, shades, screens, awning frame. Good location. Good opening. Reasonable rent. Population 3,000. Julius R. Liebermann, St. Clair, Mich. 726

For Sale—A good custom flour and feed mill in Southern Michigan. Located in fine farming country and doing a good business and all machinery in good shape. Village has two railroads. For further information address Samuel Curtis, Cadillac, Mich. 715

For Sale—Well established drug stock in thrifty town tributary to rich farming community. Stock and fixtures inventory \$1,400. Will sell for \$1,200. No dead stock. Terms cash or its equivalent. Address No. 777, care Michigan Tradesman. 777

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

For coal, oil and gas, land leases, write C. W. Deming Co., Real Estate Dealers, Tulsa, Okla. 542

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Cash For Your Business Or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 76

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

HELP WANTED.

Wanted—Registered pharmacist to take half interest and manage a store. Established twenty years. Address No. 857, care Michigan Tradesman. 857

Wanted—Experienced and industrious clothing salesman. Must understand window trimming. References required. Address Harry J. Aarons, Manistee, Mich. 853

Having invented a process by which I convert a now worthless material into hard coal of finest quality, I am looking for a first-class promoter. The proposition is gilt edge and will be demonstrated. Call or address Dr. Frederick Osius, 15 Canal St., Grand Rapids, Mich. 830

Wanted—Steam specialty men for best forced draft equipment on market. Guaranteed territory. Commission. Wing, 90 West St., New York City. 813

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Wanted—Salesmen of ability to solicit druggists. Package goods of finest quality and appearance. Large variety Guaranteed under the Pure Foods and Drugs Act. 20% commission. Settlements bi-monthly. Sold from finely illustrated catalogue and flat sample book. Offers you an exceptionally fine side line. Catalogue at request. Henry Thayer & Co., Cambridge-Boston, Mass. Established 1847. 510

Assured income, either sex. No canvassing; bonafide business; best proposition on market. Ten cents brings supplies. Fan-Cope Specialty Co., Marion, Ind. 804

SITUATIONS WANTED.

Wanted—Position as shoe clerk. Young married man, with nine years' experience. Lock Box 69, Lake Odessa, Mich. 844

Want Ads. continued on next page

COUPON BOOKS

SUPERIOR BOOK-KEEPING DISPUTED ACCOUNTS BAD DEBTS

ACCURACY ASSURE PROFIT CONTENTMENT

We make four grades of books in the different denominations.

CIRCULARS SAMPLES ON INQUIRY

TRADESMAN COMPANY.

GRAND RAPIDS, MICH

CUT OUT GOSSIP.

A lady who was in a hurry in making a purchase found that her errand was of minor importance in the store. As she tried vainly to find the object of her quest, two girl clerks amused themselves with their impressions of the evening before, the one who was attending her halting occasionally in the talk to answer her enquiries in the most laconic style. She soon discovered that she must seek elsewhere, for the material desired was not in sight, and as the boxes upon the shelves were not transparent, and the clerk non-communicative to her, she was about to withdraw when the subject of conversation suddenly changed to one of vital interest.

"D'd you know Mary's been promoted?"

"What! Mary Bagley. And not here half so long as we!"

"No fair, is it?"

"I'd say not," her eyes snapping with indignation.

"No knowing how to stand in with these employers."

As the disappointed woman withdrew, she fancied that she could see in the newly-promoted clerk a girl who attended to her business rather than giving her attention to small talk.

There is nothing which so quickly stamps one as unbusinesslike in the eyes of a stranger as the indulgence in gossip. It betrays at once frivolity, lack of thought, industry or purpose. There are personal topics which may be engaged in with propriety at all times; others which bear consideration sometimes; but at no time in the shop-room is there time for pure gossip. It may hit where you least expect. It lowers you in the estimation of the business world. It is a habit which grows. Weed it out entirely.

DON'T FORGET TO HOLLER.

A lad in starting his little brother out into a crowd to sell lemonade gave this parting injunction: "Don't forget to holler." While the bystanders were inclined to smile, had he not expressed the term most graphically and truly?

Too many of us are going through the world "forgetting to holler." We expect people to see us, to hunt us up, when it is our business to hunt them up; to make our presence known. The practiced vender of lemonade well knew the uselessness of the silent march. He also knew that a single tone soon becomes monotonous. When his first set phrase, "Ice-cold lemonade," failed to attract notice, he varied it in word or tone or both. Perhaps the change was only one of accent, but it had the desired effect—that of attracting notice.

To the advice, "Don't forget to holler," he might have added, "Don't screech." Ear-splitting tones repel rather than attract. Gentle persuasion is more successful. The face as well as the voice must be of a winning nature.

There are many ways in which we can make our presence known. If our advertising in the newspapers

fails to attract we may be sure that the paper is not the proper medium or that our announcement is poorly worded or improperly displayed. We can not afford to stop "hollering." If our efforts fail to cause people to halt a new dressing of the window, or new copy to the city editor may bring the desired result. Perhaps our competitors are making greater cuts than we have offered. Our tones must be harmonious, our words truthful and convincing, our goods corroborative of the advertising. It will never do to slink into a corner in silence. Keep going as industriously as does the lemonade boy and "Don't forget to holler."

He Came Back.

"Oh, yes," said the grocery drummer, "the men of our profession are popularly supposed to be up to all the dodges, and sharper than grandfather's razor; but that's a mistake

honest man from a rogue, and that he would wager me ten dollars that the other fellow would show up inside of a quarter of an hour. I love to pick up ten-dollar bills. We went into the tobacco store and found a stakeholder."

"Gosh, but you won in a canter!"

"Did I? I lost in a gallop, rather. The chap who had borrowed the five showed up and paid the ten. Just a little plant, you see. Just a little game to catch suckers. Just a game that wouldn't have fooled a boy of 10, and yet I fell for it—fell twenty feet, and was bumped out of an 'X.'"

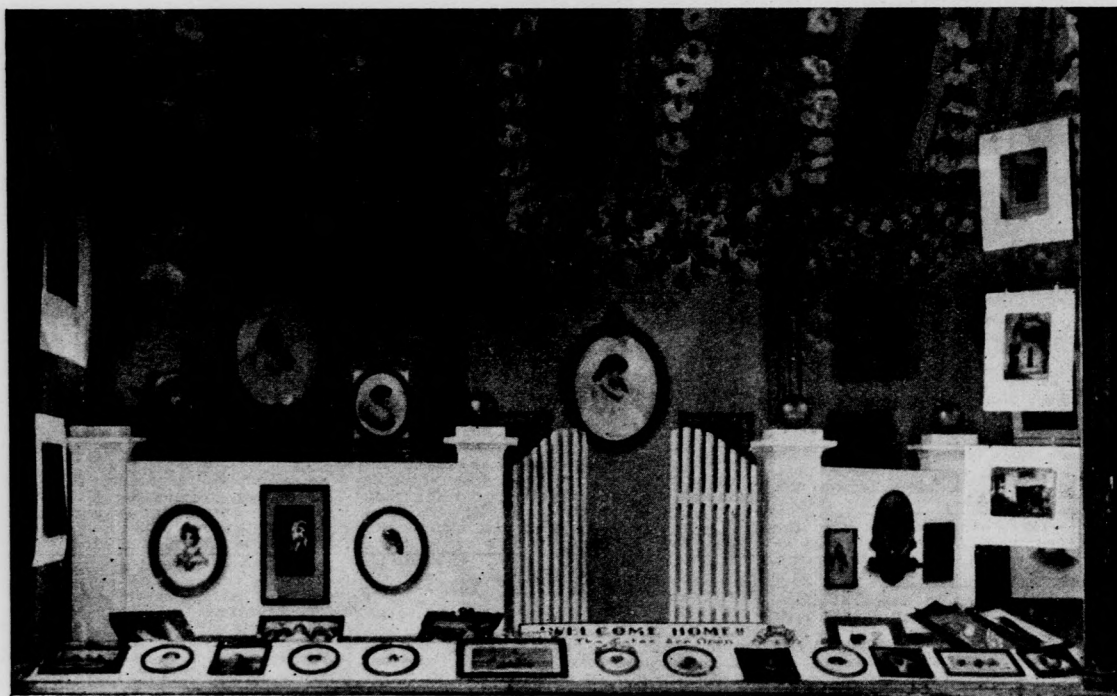
Novelties As Gifts.

An Iowa hardware dealer is giving away handy hot-plate lifters to bring trade to his store.

A hardware dealer in Illinois gave away good pocket knives to every

A hardware store at Lacona, Iowa, gives coupons with each dollar's worth of goods bought at the store, and the farmer having the most coupons will receive a four-shovel walking cultivator as a gift. Every farmer in the township is busy collecting purchase tickets in the hope of getting this valuable prize.—Hardware Trade.

William H. Short, a New York City banker, has made a computation and says that a two and one-half cent piece would mean a saving to the people of the United States of \$39,000,000 yearly. In market quotations prices often include a half cent, and as there is no coin to represent the fraction, the dealer invariably takes the full cent. It is a small matter on a single transaction, but in the aggregate for all the people of the country amounts to a vast sum. "The absence of such coinage," says Mr.



Home Coming Show Window of the J. P. Seymour Co.

If you have any game to work off go for a drummer. He'll fall for it where Uncle Rube would know better."

"Got a case in point?" was asked.

"I have. It's one on myself. I was standing on the Fifth avenue side of the Flatiron building in New York a few days ago when a farmerish-looking man came up to me and said:

"Say, mister, I'm a little bit anxious."

"Well?"

"I was over on Sixth avenue, and a feller wants me to lend him five dollars for a few minutes. He says he'll pay back ten. He looks honest, and I lets him have the five. He says I'm to meet him here and get the ten. Do you think he'll show up?"

"I had a few minutes to spare," said the drummer, "and I devoted them to calling that Johnnie forty kinds of fools. He took it very quietly, and when I was through he replied that he thought he knew an

boy who visited the store accompanied by an adult.

A grocery store in Nebraska has given away metal mail boxes for rural mail routes, each box bearing the advertisement of the store.

Clothespin bags, bearing the merchant's advertisement, have proved a valuable novelty.

Rat poison was advertised in the window of a hardware store by displaying a number of caged rats. The window display was a valuable one.

An Illinois hardware store gave away a forty-eight-piece dinner set with each kitchen range sold.

Free Brussels rugs to all purchasers of \$25 worth of furniture is the offer of a furniture store in a small Illinois town.

A \$20 rifle free with every buggy sold was the recent offer of a Colorado implement house.

Prizes aggregating \$300 were given by an automobile dealer in a country town for the names of prospective automobile purchasers.

Short, "has resulted in the universal custom of sellers taking the half cent whenever a transaction does not result in even money. I suppose it would be a safe estimate to say that each family loses the half cent on an average of ten times a week, resulting in their paying \$2.60 a year above the price of articles purchased. There are about 15,000,000 families in the United States exclusive of the merchants, and, figuring on the basis mentioned, they are losers yearly from this cause in the approximate sum of \$39,000,000."

Most fads are winnowing winds, the less the weight the greater the speed with which they are followed.

BUSINESS CHANCES.

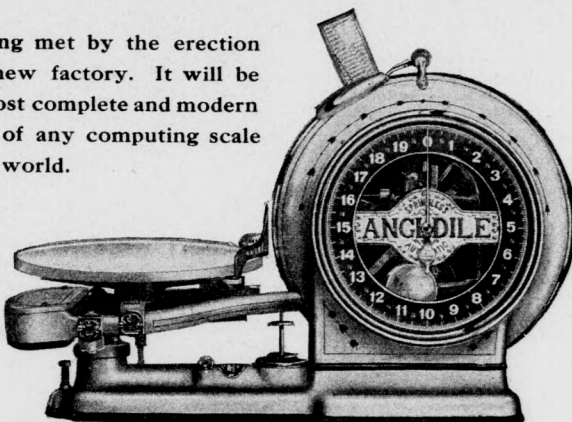
For Sale.—Stock of general merchandise in one of the best towns in Michigan, invoices \$3000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

Hardware stock in Grand Rapids. Good chance for "live wire." Goods bought right. Hardware, care Tradesman. 863

The Rapidly Growing Demand For THE ANGLDILE

Is being met by the erection of a new factory. It will be the most complete and modern home of any computing scale in the world.

Cut shows the customer's dial



This demand has been based upon these three great exclusive Angldile features:

1. It Shows a Plain Figure for Every Penny's Value.
2. It's Customer's Dial is the Largest on Any Counter Scale.
3. The Merchant's Dial Stands at the Natural Angle for Easy Reading.

If you don't know the Angldile, get posted at once
Full literature and booklet free. Write today.

Angldile Computing Scale Co.
111 Franklin St. Elkhart, Ind.

"QUAKER" BRAND COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

WORDEN GROCER COMPANY
Grand Rapids

As a Last Resort



a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.