

Rest

My feet are wearied, and my hands are tired,
 My soul oppressed—
 And I desire, what I have long desired—
 Rest—only rest.

'Tis hard to toil, when toil is almost vain,
 In barren ways;
 'Tis hard to sow, and never garner grain
 In harvest days.

The burden of my days is hard to bear,
 But God knows best;
 And I have prayed, but vain has been my prayer
 For rest—sweet rest.

'Tis hard to plant in spring and never reap
 The autumn yield;
 'Tis hard to till, and when 'tis tilled to weep
 O'er fruitless field.

And so I cry a weak and human cry,
 So heart oppressed;
 And so I sigh a weak and human sigh
 For rest—for rest.

My way has wound across the desert years,
 And cares infest
 My path, and through the flowing of hot tears
 I pine for rest.

And I am restless still: 'twill soon be o'er;
 For down the west
 Life's sun is setting, and I see the shore
 Where I shall rest.

Father Ryan.

To-Morrow

To-day may be dark and forbidding; our hearts
 may be full of despair;
 But To-morrow the hope that was waning will
 prompt us to do and to dare.

To-day we may feel that life's sorrows outweigh
 all the joys that we crave,
 But To-morrow will teach us the lesson that life
 is worth while to the brave.

Faint heart is forerunner of sadness—despondency
 robs us of health;
 The man who is chock full of gladness is the
 man who makes most of life's wealth.

To-day may be all that is mournful—our paths
 cannot always be bright;
 But To-morrow we'll somehow take courage, and
 trustingly enter the fight.

To-morrow the sun will be brigher; To-morrow
 the skies will be fair;
 To-morrow our hearts will be lighter; we'll cast
 aside sorrow and care.

Remember when heartsick and weary, the sunshine
 comes after the rain;
 To-morrow is time to be cheery—To-morrow
 we take hope again.

Jerome P. Fleishman.

Are You Going Up or Going Down?

THERE is no such thing as standing still. We are either going up the ladder or going down. In which class are you? The man who has not the courage to ask himself this question and to seek a correct answer is on dangerous ground. It is better to know the truth, even though it is against you, than to remain in a rut until it is too late to get out. It is not necessary to be a genius to be going the right way of the road. Patience, diligence, perseverance, regularity and economy of time will always win. These are qualities which all can possess, and the acquiring of them is a small price to pay for success.

Gage E. Tarbell.

Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years

Is this not conclusive evidence of the consumers stamping
their approval on our brands for QUALITY?

The Pickling Season is now at hand, line up your stocks and increase
your profits by selling the following brands:

"HIGHLAND" Brand Cider and White Pickling

"OAKLAND" Brand Cider and White Pickling

"STATE SEAL" Brand Sugar Vinegar

Demand them from your jobber—he can supply you

Oakland Vinegar & Pickle Co.

Saginaw, Michigan

A Reliable Name

And the Yeast

Is the Same

Fleischmann's

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.

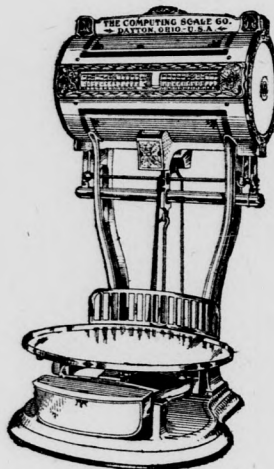
NOTICE

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, SEPTEMBER 7, 1910

Number 1407

SPECIAL FEATURES.

Page.	
2.	Men of Mark.
3.	Johnny at the Fair.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Indiana Items.
7.	Men of Mark.
8.	Editorial.
10.	The Retail Merchant.
12.	Butter, Eggs and Provisions.
15.	Crawford Angell.
16.	The Imitative Instinct.
22.	Behind the Counter.
24.	Good Display.
26.	Woman's World.
28.	Character of Advertising.
31.	The Country Barber.
32.	Shoes.
34.	Local Bank Stocks.
35.	New Records.
36.	Stoves and Hardware.
38.	Haggling Over Price.
39.	West Michigan Fair.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

ECHOES OF THE PRIMARIES.

The defeat of Deacon Ellis' congressional ambition is a wholesome indication of the trend of public opinion. People may be fooled for a time by imposters and mountebanks, but sooner or later they turn in disgust from such pretenders and purge themselves from the charge of running after false gods and fickle deities. Those who think that Deacon Ellis—discredited as he is—is done with the political game are probably very much mistaken. The enormous income he receives from his ill-gotten gains as gambler and faro banker enables him to disport himself in almost any field of human endeavor and the political game seems to be exceptionally attractive to him because of the excitement it affords and the uncertainty there is as to the outcome. Deacon Ellis has a somewhat erratic conscience and few of the attributes which actuate the average man in dealing with his fellows. He has come to love a political contest because of the excitement it affords him, and it goes without saying that he will probably be a perpetual candidate for some office within the gift of the people from now on. Whenever he finds an office that can be bought with money he may be expected to appear in the field.

The defeat of Hank Smith, of Adrian, in the second congressional district, is also a wholesome sign, because it indicates that the people are tired of being represented by non-entities.

The nomination and probable election of Mr. Osborn as Governor will mean the appointment of George Dame, of Northport, as State Dairy and Food Commissioner. Mr. Dame has been connected with the Dairy and Food Department for a good many years and has come to be regarded as a safe and sane exponent and expounder of food laws. He has made many friends and few enemies. Even the men he has been compelled

to prosecute have conceded the justice of his cause and the fairness of his course. Mr. Dame learned to control himself and his associates while sailing a vessel as master on the Great Lakes many years ago and he has carried into his work in the Food Department the same firmness and the same conservatism which marked his career as a vessel captain.

The nomination of Congressman Townsend places Michigan in the insurgent class and shows, very conclusively, that Michigan voters have no sympathy with Aldrichism and Cannonism, for which Senator Burrows is one of the strongest exponents. Mr. Burrows made a good fight and a strong presentation of his cause, but he played a losing game from the beginning, because he championed a cause which was not popular with the people and which, necessarily, carried him down to defeat. Mr. Burrows has had a long and useful career in the House and the Senate and has richly earned the rest and relief from political cares and anxieties which the political contest now gives him.

THE PENALTY OF GREATNESS.

To be found fault with and criticised for every word and move seems in this country to be an inevitable accompaniment of prominence. Those who do nothing and amount to nothing are left alone, with no one to talk about them except their neighbors. Probably no one else is nowadays being more generally discussed than Roosevelt, but if, as charged, his highest ambition is to keep in the public eye his critics are contributing to that very acceptably. Those who are unfriendly to him are criticising him very severely, saying that his Western trip is either an advertising scheme in the interest of the magazine with which he is connected, or else it is a tour taken to further an ambition to secure a third term as President of the United States. His critics declare that either of these is an ignoble motive, and that he is at fault in undertaking the trip, and for this alleged fault they belabor him very vigorously, saying that ex-presidents ought to stay at home on a pension.

In the first place, Mr. Roosevelt is just now a private citizen, and it is his blessed privilege to go to St. Louis or St. Johnsville, Sioux Falls or Oriskany Falls, as he sees fit, and so long as he breaks none of the national, state or municipal laws it is nobody's business what he does there. Since his return from Africa he has had innumerable invitations to make addresses here, there and yonder. Numerous receptions, dinners, etc., have been tendered, and of them all he has not been able to accept a tenth. On this trip he will visit no place to which he has not been earnestly invit-

ed and none where he will not receive a warm welcome. For convenience, it was arranged to make these engagements consecutive, to lessen railroad travel and secure greater comfort. It is Mr. Roosevelt's privilege to engage in any honest business, and that of contributing to and helping to edit a magazine certainly comes within that category. If some of his business associates see fit to go with him on the journey, what of it? If any profit comes to the company as a result of Mr. Roosevelt's connection with it, that was probably thought of before the arrangement was made and any other periodical had the privilege to negotiate for the same advantage. As to any presidential aspirations he may have, the fact is that in the spring of 1912 conditions are such that Roosevelt's renomination seems advisable and necessary, the people will demand it so emphatically that it can not be prevented, and otherwise all the campaigning that can be done in 1910 to help it along will be unavailing.

GUNS TOO EASY TO GET.

Some years ago William McAdoo was Police Commissioner of New York City. Now he is Chief City Magistrate. He heard of the attempted assassination of Mayor Gaynor at Magnolia, a popular seaside resort in Massachusetts, not far from Beverly, where he was spending some time. One of the comments he made to the reporter who interviewed him was to the effect that in his opinion the carrying of revolvers and other death dealing weapons and their unregulated purchase and sale lie at the root of our National record for crimes of violence. When he was Police Commissioner he endeavored in vain to secure some local statute regulating and restricting the sale of guns and knives. He pointed out that in the District of Columbia a person purchasing such a weapon would have to give his name and address and thereupon the dealer would make a record of the sale, the number of the revolver and its make in a book which is open at all times for police inspection.

There is a great deal of sense and force in this suggestion. Whatever occasion Gallagher might have had to carry a gun when he was a night watchman at the docks, he had none whatever as a private citizen. When a man gets some queer notion into his head, when he lets revenge become a controlling motive, when his angry passions rise and thereupon he is prompted to do violence, little damage would result if he had neither revolver nor knife in his possession. Men can fight with fists, can mar each other's faces and blacken each other's eyes, but it takes a long and

unequal fight to be very disastrous. If Gallagher had struck Mayor Gaynor with his fists the boat would not have been delayed. Bill Edwards would have put in some fist work to good advantage. Following the incident Gallagher would have gone to jail and Mayor Gaynor would have continued on his trip to Europe. The display of revolvers and knives in the pawn shops suggests their use and the price puts them within easy reach. There is no reason why any resident of a city who is not a policeman or a deputy sheriff should carry a revolver. If it were made an offense to have firearms or a knife on one's person and the law was strictly enforced there would be fewer murders and men like Gallagher would be rendered comparatively harmless.

THE AGRICULTURAL FAIR.

There is no danger that the county fair will ever be made too much of an institution. It is worth doing a great deal for and deserves a large attendance. The larger the patronage the more the management can do in the way of giving prizes and securing strong attractions. The West Michigan State Fair, according to all predictions, will be one of the best in a successful series. It draws crowds from everywhere, the railroads running excursions at special rates, endeavoring to put it within easy and cheap reach of as many people as possible.

A good deal has been said and written at one time and another about the advantage and value of agricultural fairs and all that has been said in favor is true. More attention is being paid in recent years than ever before to farming and the farmer. City people, railroads and sociologists have come to a realizing sense of the advantages which country life offers, not only for health and happiness but for profit, if agricultural undertakings are properly and industriously conducted. There is more migration from the cities to the rural districts now than ever before. Nothing is better calculated to stimulate rivalry which prompts farmers to raise fine specimens of stock, cereals, fruits, vegetables, etc., than the competition for prizes whose honor is usually worth more than the money received. In this way the general excellence is materially promoted. The exhibition of modern implements as well as the best specimens of farm products afford an object lesson to those who attend. The intelligent farmer is sure to learn something that is worth his while at a good fair. Then, too, there is the social side, which is always worth considering. There is every reason for thinking and saying that the agricultural fair is an institution which deserves support and encouragement.

MEN OF MARK.

John E. Bowen, Secretary and Treasurer Reynolds Roofing Co.

Years ago a prominent exponent of systematized commercial publicity gave to the world a catch phrase which, in time, has become a proverb, its efficiency for the purposes of its origination having long since been demonstrated. But that "keeping everlastingly at it" brings success was proven centuries before the clever use of the shibboleth for its advertising value; its truth has been demonstrated ever since and always will continue. That persistent effort, rightly directed, is akin to the faith that can move mountains is a truism as well within the ken of the average school boy as of the man of mature years, from the former's acquaintance with the story of Robert Bruce and his spider to the latter's knowledge of the progress attending and the accomplishment of notable engineering feats or attempts at invention regarded at their incipency as chimerical or as altogether impossible.

Dogged endeavor that denies or makes light of obstacles has been the means to accomplishment of a large number of those who have made history. In many noteworthy instances it has been the one essential means to that accomplishment and without it ambition would have remained dormant. In other and perhaps no less numerous instances it has been the determining incentive, not enforced by necessity but practically an essential to the end sought. It was such an influence, perhaps, that initiated and has dominated to the present day the success which has been achieved by an adopted son of Michigan who fairly and creditably represents the best commercial spirit of the age.

John E. Bowen is a native of New York, having been born at Hinmanville, Oswego county. His antecedents were American on both sides for several generations, his father's occupation having been that of wagonmaker. When he was 7 years old his family removed to Manistee, where he attended the public schools until he was 17 years of age, at which time he was graduated from the high school. He then went to Bear Lake, where he entered to employ of the Hopkins Manufacturing Co. as invoice clerk. Two years later he was promoted to the position of head book-keeper and cashier, which he filled with satisfaction to all concerned for three years. Desiring a larger field he came to Grand Rapids and engaged in the real estate business with the J. F. Brooks Agency. Three months later he concluded that real estate was not his forte and entered the employ of H. M. Reynolds & Son as book-keeper. He gradually developed ability in the selling end of the business and, on the incorporation of the firm in 1901 as the H. M. Reynolds Roofing Co., he became a stockholder and a director in the new corporation and was elected Secretary and Treasurer. He has since had charge of the selling department and advertising, while

the purchasing, contracting and manufacturing departments have been looked after by Herbert G., who is Vice-President, and Harry M. Reynolds, Superintendent of the company, under the general supervision of the able head of the house, H. M. Reynolds. During the time Mr. Bowen has been connected with the Reynolds Roofing Co. its sales have increased nearly seven fold, which is not only a tribute to the character and quality of the goods, but to the energy and efficiency of the selling department.

Mr. Bowen was married Oct. 14, 1890, to Miss Minnie Doty, of Frankfort. They have one daughter, who has achieved much distinction as a china decorator and is also an accomplished musician. The family re-

Mr. Bowen attributes his success to hard work. He is proud of his company and jealous of its success. His efforts have greatly aided the exceptional commercial development of the organization, just as the manufacturing and remarkable mechanical development has been due to the energy, thoroughness and hard-headedness of the other members of the company. Mr. Bowen believes that the business with which he is connected is only in its infancy and that before many years its annual sales can be increased to \$500,000. He is carefully planning along safe and conservative lines, believing that with the right effort and the right sort of argument, plausibly and convincingly presented to the people through the right mediums, he can demonstrate the supe-



John E. Bowen

side in their own home at 332 South Fuller street, where Mr. Bowen is to be found when he is not at his place of business, diligently working on his premises and endeavoring in every way to make his home attractive. Civic improvement, well kept lawns and preservation of property appear to be the only hobby he has, although he enjoys athletic sports and is a great lover of Nature, getting much enjoyment from the woods and lakes.

Mr. Bowen is a member of Daisy Lodge, No. 48, B. P. O. E., and the Grand Rapids Credit Men's Association. He is not much of a "jiner," having never sought an alliance with any other fraternal order or local organization.

riority of his company's product over that of any other manufacturer.

Personally Mr. Bowen is one of the most companionable of men—that is, if companionship is not undertaken during business hours. In his hours of leisure he finds great enjoyment in the association of friends, but during business hours he is inclined to be serious and stern—his business is his guide and companion. He is a good story teller and an adept in seeking and securing enjoyment from every passing fancy. He is good company and his friends are legion.

The poorest way to serve the Prince of Peace is to preach prejudices.

Prosperity is the mother of ostentation.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The annual Emmet County Fair will open in Petoskey Sept. 6.

The Reed City Board of Trade is hoping to secure a shoe factory for that town.

Muskegon has practically closed up the deal with the Brunswick-Balke-Collender Co. for the new piano factory. The company agrees to employ at least 100 men continuously and in turn receives from the city a bonus of \$10,000.

The Pere Marquette Railroad is urging Traverse City to bond itself for building a hotel of at least 500 rooms, for accommodation of summer visitors. "Traverse City is the key to the resort region of the North," declares General Passenger Agent Moeller of that road.

Kalamazoo's new slogan is "75,000 in 1915," and it will be used in publicity matter put out by the Commercial Club, in connection with the other one, "In Kalamazoo We Do."

Port Huron reports an increasing summer resort business and many improvements will be made at the Lake Huron beaches next year, including golf links, more tennis courts and a club house.

Bay City is preparing to entertain the State convention of teachers and an attendance of over 4,000 is expected. The convention is held late in October.

The Detroit Chamber of Commerce will soon start the publication of a monthly bulletin, with a view to boosting Detroit.

Saginaw is preparing for its third annual Industrial Exposition, which opens Sept. 16, continuing ten days. It is expected that fully 40,000 people will attend the show.

The Lansing-Owosso third rail electric line, now under construction by the Michigan United Railways Co., is expected to be in operation by Dec. 1. The road will be thirty miles long and seven miles of it west of Morrice are ready for use.

The Kalamazoo Commercial Club will hold its first fall meeting Sept. 13 and one of the matters under consideration is to secure a union depot. Officials of all roads entering the city have been communicated with and reports will be made at this meeting. Almond Griffen.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 7—Creamery, fresh, 27@31c; dairy, fresh, 23@27c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 24@25c; at mark, 22@23c.

Live Poultry—Fowls, 14@15c; chickens, 16@16½c; ducks, 15@16c; old cocks, 11@12c; geese, 10@12c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 15@16c; iced old cocks, 12@13c; chickens, 15@18c.

Beans—Pea, hand-picked, \$2.60; red kidney, hand-picked, \$3.25; white kidney, hand-picked, \$2.75@3; mar-cw, \$3.15@3.25; medium, hand-picked, \$2.65.

Potatoes—New, \$1.60@1.75 per bbl. Rea & Witzig.

JOHNNY AT THE FAIR.

Showing When and Where Higher Criticism Failed.

Written for the Tradesman.

When mothers dress little Johnny and little Susie for the West Michigan State Fair this year they ought to be sure that there are plenty of ruffles and didoes on the attire of each.

Little Johnny and little Susie will want the mother to walk through the grounds and hold their hands while they note the great improvements in horticulture and cowculture, and all that.

Little Johnnie and little Susie will observe with pleasure the number of pieces in the quilt in Art Hall, and will discuss with mamma the front elevation of the gentleman cow that took the blue ribbon down at Squashville.

When little Johnny and little Susie walk through the horticultural building they will discover with pride that Grand Traverse and Emmet counties are holding their own in the fruit contest, and just as soon as they get up to the balcony in Art Hall they will hasten to inspect the writing of the school children in District No. 23, down by the railroad crossing.

And the little dears will go back home without a wrinkle in their pretty clothes and discuss the advisability of taking the three-cent fare off the bridge.

Don't you ever think it!

When little Johnnie lands at the Fair gate you will be reminded of the night Moloney landed in New York. He will see a boy on the other side of the mowing machines that he used to slide down hill with, and will run over to him for just a minute.

In about three minutes little Johnny will be squandering his money trying to bat a coon in the eye with a ball. The coon is not there to be batted with a ball, so little Johnny will go off to the horse barns to see about getting a ride on one of the racers.

He will throw off his jacket, leaving it any old place, and carry water until he has a lobster finish, and in the end mamma will see him riding one of the horses around the little ring. If the horse feels sociable and rather humane, little Johnny may get off in the regular way, but if the horse's feelings have been hurt by some inattention on the part of the chambermaid, little Johnny is likely to get off wrong side up and land in a puddle of water.

When mamma dresses little Johnny for the Fair she should take into consideration the fact that Johnny is likely to make friends with the bearded lady, and get up on a trunk in front of her tent and tell the people how long it took her to raise a beard that has the forty-niner whip-sawed at the first turn of the box. Johnny would not look very well upon that trunk in a sissy rig.

When little Johnny Anderson went to the Fair last year his mother left him in carriage hall. She wanted to go out and inspect the cream separators, and see why it was that the ma-

chines painted the milk that passed through them such a beautiful blue.

When she returned little Johnny was over in a tent with the snake charmer, trying to make the audience think he was a wild boy from Borneo. It took the police to get him out of that mess.

Little Johnny was then told that he must look after little Susie while mamma went over to Art Hall and saw the little log cabin by the brook. He was told to take good care of little Susie.

So mamma went over to Art Hall and little Johnnie took little Susie down to the north end to see the sheep. There was a boy in the sheep pen trying to make a horned creature act like a Sunday school class, with the usual result.

"Ho," said little Johnny, "I could do better than that."

"You couldn't," said the boy.

"You come out and let me try," said Johnny.

So the boy came out and Johnny went into the pen to drive the old buck into another division.

"I said you couldn't," said the boy.

The remark was occasioned by the buck getting little Johnny in the solar plexus, wherever that is.

"That wasn't fair," declared little Johnny.

"You're easy," said the boy.

"I'll bet my sister can ride him," challenged little Johnny.

"What you bet?"

This from the boy, who was freckled across the nose and had red hair, which was cut tight to his scalp.

Little Johnny took all his available cash out of his pocket and laid it down on a board, just to show that he was a sport.

"All right," said the freckled boy, "you put your sister over on him."

So little Johnny put little Susie over on the buck, and the buck assisted little Susie over into another division of the sheep exhibit.

"There," said the boy with freckles, "I knew she couldn't ride him."

"You didn't bet," declared little Johnny. "Give me my money."

"You're another!" declared the boy. "You didn't put up."

"If you'll come out behind," said the red-headed boy, "I'll show you that I did put up."

So the two went out behind the shed, and when the policeman caught them Johnny was well-nigh convinced that the freckled boy had put up. After Johnny had pinned up his waist, and also pinned Susie's skirt where the buck had torn it, the two went over to a refreshment stand and looked at the red lemonade.

"You said you'd buy me something nice," said Susie.

"I know it," Johnnie said, looking down at his toes.

"Why don't you, then?"

"Broke!"

"Huh!" said Susie.

"Get out of the way, kids," cried the man at the stand. "Let the people get up to the counter."

"If I was a great big boy like you," Susie said, "I wouldn't let a boy with

a red head get my money away from me."

"I bet on you," declared Johnny.

"Huh!" said Susie.

Right there little Johnnie learned that the person who plays the hero to the girl in distress is not much of a hero unless he wins.

The man who throws off his coat and tackles a man twice his size on the street because he has made a remark about a lady will get the merry kibosh from the girl as quickly as from any one else if the big brute wipes the earth with him and makes him look like three cents worth of gum.

Presently little Johnnie said he knew a way to get into the grand stand, and they would go and see the races. That would be better than getting sick on red lemonade.

"All you have to do," explained little Johnny, "is to stand here until a man without any kid comes along and go right along with him. They do not charge for kids when there is a man with them."

So Johnnie and Susie stood there until the right man came along and walked along with him as far as the ticket-taker. Then little Johnnie was sent back and Susie went on in to all the splendors of the races.

Little Johnnie sat down by the gate and heard the band play on the inside, and also heard the cheers over the vaudeville stunts being given before the audience.

He couldn't go home without Susie, and he was hungry enough to eat a plank. After a time it began to grow dark and little Susie came out and found Johnnie asleep at the outer door.

"It's a wonder," he said, "that you wouldn't go back and stay the rest of the night. It's most morning now."

"I want to go home," said Susie.

"Have you got carfare?" asked Johnnie.

Susie shook her head.

"If I was a big boy," she said, "and took a girl out to see the Fair, I'd take her home in an oughtomobile."

"That would be nice," said Johnny. "Come on. We've got to hike."

"I'm going to ride," said Susie, when they came to the big gate, and she forthwith climbed on a car, Johnny following.

"Bridge fares!" said the conductor.

"Huh," said Johnny, "the man that pays our fares is away back there. He'll tell you when you come to him."

"My," said Susie, "I don't see how you dare lie so!"

"I suppose you want to walk home!" said Johnny.

They were asleep when the next employe of Johnny Madigan came along, and he smiled and went on about his business.

"What have you been doing all day?" asked the frightened mamma, as they came up the walk, looking like tramps. "I've been and notified the police, and papa is downtown working with the sheriff. You are naughty children. Where did you go? What have you been doing all day?"

"Say," said Susie, cuddling up to

mamma's neck, "I've been having a bully time."

"Why, you must not use slang," said mamma.

"Didn't we have a bully time, Johnny?" asked Susie, half asleep in her nest.

"You bet we did," Johnny replied, and then they heard papa coming on to the front porch! So this is the place to stop the story!

Alfred B. Tozer.

Not a Banker.

The tramp had struck a pedestrian for 10 cents to pay for a night's lodging and had been peremptorily refused and thereupon he said:

"It isn't as if it was hard times."

"I'd like to see worse ones," was the reply, "or, rather, I wouldn't."

"But I've read interviews with 174 bankers in a New York paper, and every one of them says business is just humming."

"It may be, in their line, but I'm not in it."

"S'mother line, eh?"

"Bill collector, and not a friend of mine has contracted a debt for two months. I was in hopes, when you stopped me, that—"

"Say, I'm not a banker, either," broke in the tramp as he sheered off, "and it won't do any good for you to offer me any discount. Just let it go that I was mistaken in you and you mistaken in me, and the old country is right-end up and all O. K. I don't want 10 cents from you and you don't want to be looking at me and figuring up my wad. Just an incident—good-day."

Special Bargain In Second-Hand Fire and Burglar Proof Safe

We have just purchased a good second-hand safe which has been used by a large financial institution.

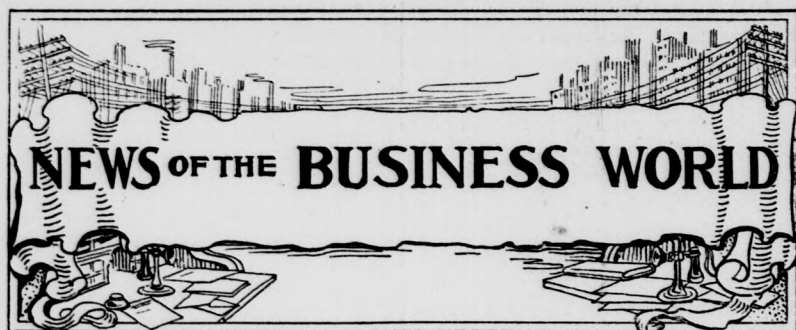
The safe is in first-class condition. It has plenty of room for books and papers with a large Burglar Proof Vault (across the entire bottom of the safe.)

It is just the kind of a safe a country merchant ought to have who cannot get to the bank every day.

This safe will be sold at an exceptionally low price if it can be disposed of at once so as to save the expense of moving it from its present location to our office.

If interested write, wire or come and see us without delay.

Grand Rapids Safe Company
Grand Rapids, Mich.



Movements of Merchants.

Collins—R. J. Spaulding has sold his general stock to W. S. Frost.

Kingston—J. W. Youngs has sold his grocery stock to Fred Booth.

Flint—E. D. Wilson has removed his drug stock from Novi to this place.

Mendon—Mrs. John Botzner succeeds Samson & Dailey in the ice cream business.

Owosso—Fred Welch, recently of Fenton, has purchased the C. H. Barrett Co. elevator.

Munising—The People's Tailoring Store has been opened here by Adolph Gottlieb.

Zeeland—Ralph De Haan has purchased an interest in the general stock of G. J. Boone & Co.

Vicksburg—Tony Kambal, recently of South Haven, has opened a confectionery and fruit store here.

Negaunee—Hugo G. Muck is remodeling his Pioneer avenue building and will re-enter the meat market business.

Flint—Damon & Sons have removed their grocery stock from Davison to this place, locating at 1230 West Second street.

Sunfield—Otto C. Russ, formerly engaged in general trade at Cass City, has removed his stock to this place and will conduct a department store.

Charlotte—Alton Zeis has sold his interest in the baking business of Zeis & Wood to his partner who will continue the business under his own name.

Shepherd—L. W. Creech has sold his drug stock and store building to Sidney Thompson, who will take possession Oct. 1 and add his line of jewelry.

Hastings—Harry Sponable and Eugene Freeman have formed a co-partnership under the style of Sponable & Freeman and purchased the Kinne Bros. meat market.

Zeeland—J. Van Gelderen, who has conducted a harness shop in this city for the past twenty-five years, has sold out to the Nykamp Bros. and gone to Miami, Fla., where he will reside.

Traverse City—George Hoyt and Oliver Waters have formed a co-partnership under the style of Hoyt & Waters and opened a clothing and men's furnishing store at 209 South Union street.

Belding—A. L. Spencer has sold his interest in the dry goods stock of Spencer Bros. to S. C. Arnold, recently of Flint, and the business will be continued under the style of S. C. Arnold & Co.

Benton Harbor—William Pardon has purchased the interest of his

partner, W. J. Harper, in the cigar and tobacco stock of the Pardon Cigar Co. and will continue the business under his own name.

Pontiac—Herbert B. Merritt has sold a half interest in his shoe stock to Charles H. Tompkins, formerly advertising manager for Waite Bros. and the business will be continued under the style of Merritt & Tompkins.

Nashville—O. M. McLaughlin has sold his hardware stock to S. A. Gott, formerly of Grand Rapids, who will continue the business at the same location. Mr. McLaughlin retains the implement and vehicle business.

Cheboygan—The I. E. DeGowin hardware store has changed its name to the Cheboygan Hardware Co. The stock is owned by Mrs. Adelaide DeGowin and Joseph Louisignau and will be under the management of the latter.

Hubbardston—W. W. Townsend, who has been engaged in general trade here for eighteen years, has sold his stock to E. D. Wright, of Grand Rapids, who will continue the business under the style of E. D. Wright & Son.

Muskegon—Samuel W. Ude and Louis Maier, both of Grand Rapids, have formed a copartnership under the style of the Muskegon Shoe Co. and purchased the shoe stock of John E. Kraai and will continue the business at the same location.

Perry—B. F. Brown, owner of a clothing store here and also interested in a similar business at Laingsburg with a partner, J. W. Pierce has bought out Mr. Pierce's interest in the Laingsburg store and now Mr. Brown owns and controls both the Perry and Laingsburg stores.

Saginaw—J. W. Ippel has merged his dry goods, notions and jewelry business into a stock company under the style of the J. W. Ippel Co., with an authorized capital stock of \$30,000 common and \$20,000 preferred, all of which has been subscribed, \$20,000 being paid in in cash and \$30,000 in property.

Muskegon—Awarded first prize in a contest on the writing of a general hardware advertisement and two other prizes, both seconds, on the composition of an advertisement which had special subject matter, the Towner Hardware Co. distinguished itself in the competition just completed among the members of the Retail Hardware Association of Michigan.

Wayland—Amos Mochmar, until recently an operator at the G. R. & I. station in this village, has opened

a shoe store in the Ehle building on West Superior street and in connection with the shoe store will be a clothing store to be operated by H. Mosher, of Manistee, and N. A. Close, of Grand Rapids, the latter firm being known as Mosher & Close. The two firms are just receiving their stocks and arranging their store.

Charlotte—Scott Kauffman, after being out of the tailoring business for several years, will open a shop in the same building occupied by D. G. DeFoe, opposite the postoffice building. He will be assisted in the business by Elton Zeis, who until recently was a partner in the bakery business of Zeis & Wood. The last named firm has dissolved partnership, Mr. Wood assuming entire charge of the business.

Pontiac—Eugene J. Murphy, proprietor of a grocery store at 338 South Saginaw street, died recently after an illness of only two days, from heart disease. Mr. Murphy was born at Woodstock, Ont., 42 years ago, and learned locomotive engineering as a young man. He came to Pontiac from Virginia, Minn., two years ago and had conducted the South Saginaw grocery since. There are surviving a widow, three small children, four sisters and three brothers.

South Frankfort—The Glarum & Classens general stock has been taken over by Mrs. M. J. Glarum, the Glarum interests in the north side establishment being absorbed by Mrs. L. P. Classens. This is the pioneer business house of this place, having been conducted under the firm name of Glarum & Classens for a number of years. The new name of the store will be the Glarum Store. Sivert C. Glarum will remain in charge and the same corps of clerks will also be retained. The old policies of the store will be continued, practically the only difference in the institution being the name of the firm.

Manufacturing Matters.

Luther—Homer Cutler has leased his flour mill to L. G. Steadman.

Lansing—The Auto Body Co. has increased its capital stock from \$150,000 to \$250,000.

Manistique—Goodwillie Bros., box manufacturers, will build two large buildings and equip them with modern machinery.

Holly—The Patterson & Brown Bros. Manufacturing Co., manufacturer of sleighs and implements, has changed its name to the Patterson Manufacturing Co.

Manistee—The Ruggles Lumber Co., Ltd., has engaged in business with an authorized capital stock of \$25,000, all of which has been subscribed and \$10,000 paid in in cash.

Tower—Owing to changes in the firm of Keys & Worboys, who operate a cooperage and lumber plant here, W. A. Worboys, of New York city, will remove to this place and take the management of the business.

Whitehall—The William B. Vorkeller sash and door mill property, which was sold at bankrupt sale and bid off by H. B. Carlton, of Montague, has been transferred to Lyman

T. Covell and the Errickson-Steffee Co.

Menominee—The Spies Lumber Co. has sent a crew of men to the Sturgeon River to make an effort to release the big drive. The Spies mill has been shut for some time owing to the log shortage. Most of the other mills of the twin cities have been receiving logs by rail.

Escanaba—The officers of the Calumet Chemical Works have declared a dividend of 10 per cent., payable at once. The company's plant has been in operation at this place only since June 1, when it was removed from Calumet, and the present disbursement marks it as one of the best paying enterprises in the district. Practically all of the stock is owned here.

Cheboygan—Smith & Messick, who are lumbering extensively in Presque Isle county, near the terminus of the logging road of M. D. Olds, have entered into a contract with M. D. Olds and the Detroit & Mackinac Railway for the handling of Mr. Olds' output, consisting of lumber, shingles and cedar. It will be necessary to build between five and six miles of track to reach the mill. By this deal the Detroit & Mackinac will handle for Smith & Mesick about 1,000 car loads of stock annually for a period of five years. The output will be hauled to Cheboygan.

Menominee—The rains of last week have raised the Menominee River and its tributaries to such an extent that the Menominee River Boom Company believes that it is now possible to move the long delayed drive. A crew of men has been sent to Niagara, and it is hoped within a short time the main river drive will be floated into the sorting gaps. It is estimated that there are about 60,000,000 feet of logs in the main drive. Only 9,000,000 feet have reached the mouth of the river. Many of the local and neighboring mills had begun to feel the pinch of the log famine and the arrival of the drive will be a big boon to the lumber manufacturers.

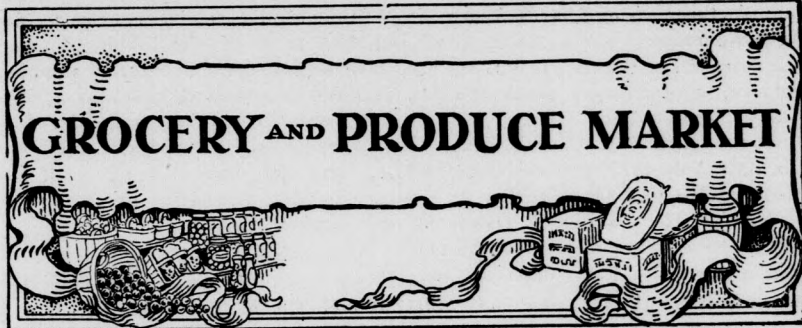
The Drug Market.

Opium—Is slightly lower.
Morphine and Quinine—Are unchanged.
Burgundy Pitch—Has advanced.
Anise Seed—Is higher.
Glycerin—Has advanced.
Alcohol—Has advanced.
Oil Cedar Leaf—Is higher.
Oil Spearmint—Has advanced.
Oil Wormseed—Has advanced.
Asafoetida—Is higher.
Short Buchu Leaves—Have advanced.

The P. G. Mayhew Co., manufacturer of shoes, has merged its business into a stock company under the same style, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

James F. Hammel is critically ill at his residence in Lansing. The ailment is understood to be rickets.

Some of our heaviest chains are forged out of the desire to be free.



The Produce Market.

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

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

Beets—50c per bu.

Butter—Receipts are about normal for the season and the quality is showing a decided improvement. The market is firm and unchanged for the week. The improvement in quality is due to the better weather conditions. The consumptive demand is absorbing the receipts on arrival, and the market shows very healthy condition, notwithstanding the high prices. Continued good trading is looked for. Local handlers quote creamery at 32c for tubs and 32½c for prints; dairy ranges from 20@21c for packing stock to 23@25c for No. 1.

Cabbage — Louisville, \$1.50 per crate; home grown, 75c per doz.

Cantaloupe — Colorado Rockyfords fetch \$2 for standard and \$1.25 for ponies; Michigan osage, \$1.75@2; Indiana gems, 60c per basket.

Cauliflower—\$1.75 per doz.

Carrots—60c per bu.

Celery—20c for home grown.

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

Cucumbers—30c per doz. Pickling stock, 20c per 100.

Eggs—Receipts continue very light and clean up every day on arrival. The market is firm and the quality is showing improvement. Withdrawals from storage are pretty heavy, and the market is sound and healthy and gives no indication of any material change. The consumptive demand for eggs is very good. Local dealers are paying 20c f. o. b. shipping point, holding candled at 22@23c.

Green Peppers—\$1.25 per bu. for home grown.

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

Lemons—Messinas, \$6@6.25; Californias, \$6.50@6.75 per box.

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

Onions—Spanish, \$1.25 per crate; home grown, \$1.25 per 70 lb. sack.

Oranges—Late Valentias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 150s, 4.75; 176s, 200s and 226s, \$5.

Peaches—Early Crawford, \$1.50@2; Engles, \$1.40@1.65; Elbertas, \$1.75@2.25; Barnards, \$1.50; good canning stock, \$1.25@1.50.

Pears — \$1.25 per bu. for home grown.

Pieplant—75c for 40 lb. box.

Plums — Green Gages, Bradshaws and other varieties now in market bring \$1.75@1.90.

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

Potatoes — Virginia stock commands \$2.75 per bbl.; 75c per bu. for home grown.

Poultry—Local dealers pay 11c for hens; 12c for springs; 7c for old roosters; 11c for ducks; 6c for geese and 12c for turkeys.

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

Spinach—65c per bu.

Sweet Potatoes—\$2.75 for Virginias and \$4 for Jerseys.

Tomatoes—50c per ½ bu.

Veal—Dealers pay 6@7c for poor and thin; 8@9c for fair to good; 9@10c for good white kidney; 11½c for fancy.

Wax Beans—\$1 per bu.

Watermelons — Georgia command \$2.25 per bbl. for 8, 10 or 12.

The Grocery Market.

Sugar—Federal and Arbuckle have reduced their quotations to 5c. American and Howell are still holding granulated at 5.15. The demand for refined sugar is very good and will naturally be better as the canning season advances.

Tea—Japan reports a continued strong market, with holders still clinging to high prices. The stocks in the United States are rather below normal and a strong enquiry for mediums and low grades adds to the strength of the primary markets. The jobbing trade is fair and the new crop of teas are giving general satisfaction. Ceylons and Chinas are somewhat higher than last year and the quality of China greens is poorer than for some seasons past. The cultivation of Java tea is constantly growing and the 1909 exportations were considerably in excess of any previous year. The American demand seems to be growing, the consumption being principally by the foreign element.

Canned Fruits—More interest is being shown in spot California fruits, particularly peaches, but offerings are light and business is confined within narrow jobbing limits. Gallon apples are sparingly offered and under a steady demand the market is firm, with an upward tendency.

Canned Vegetables—The tendency of the canned tomato market is still upward, but the prospects of higher prices have not created much speculative enquiry. Standard No. 3 Marylands are now on a 70c basis f. o. b. Baltimore, and it is doubtful whether any large lots would be accepted at that figure. The fact that the pack up to date is light and the season nearing the end is sufficient to make canners feel sure of their position, and some are predicting a 75c f. o.

b. Baltimore basis for No. 3 standard Maryland. Reports from Indiana are unfavorable and the pack in that State will be smaller than last year. News relative to the corn pack is still of an uncertain character and the trade is doing little. A large packer in Illinois writes that ears are not filling out the way they should, and out of a load that usually nets them 600 cans only 225 cans were produced. There continues a fairly active demand for Nos. 1 and 2 peas, but there is little stock obtainable at prices within buyers' limits. Medium and standard grades are steady, but without animation at present.

Canned Fish—Quite an active enquiry is reported from 1910 red Alaska salmon, but business is restricted because packers have, apparently, no more to offer and second hands are unwilling to resell, as they believe they will need all that they have bought for their own trade. Small spot lots are changing hands at \$1.75, but even these are becoming more and more difficult to find. Sockeyes and Columbia river Chinooks are almost equally scarce and are firm. At \$1.05, the price demanded for spot pink salmon, buyers are less eager to cover wants. Domestic sardines remain scarce and strong, with a fairly active enquiry.

Dried Fruits—All lines are receiving unusual attention for this time of the year, but the larger part of the activity at present seems to be centered in the raisin market. Prices for raisins made substantial advances last week, both for the loose and the seeded varieties, and many in the trade look for still further gains. Practically all of the foreign crops of seedless raisins are short of what they were last year. The production in Smyrna and Turkey is estimated to be 30 to 40 per cent. smaller than it usually is. These conditions have encouraged European buying of raisins in this country, and the domestic demand is better than usual. The short crop of currants in Greece will also increase the consumption of raisins, particularly the seedless kinds, and many of the small varieties will have to be used as substitutes. The crop of Thompson seedless raisins on the coast has been overestimated, and it is almost impossible to buy this kind under 5c. Sultanias that could be bought for 4¼c ten days ago are held at 5¼c today, and there is corresponding strength throughout the entire list. There is a heavy demand for prunes and only limited quantities of stock to be had. Peaches are in good request and rule firm with a higher tendency. The crop is running so heavily into choice and extra choice that it is almost impossible to buy fancy and standards, many of the operators having withdrawn from the market for this kind. Prices for apricots have been advanced ½c in the last few days, with offerings light. California prunes are now selling rapidly at prices never heard of before. The growers have practically sold out to the packers, who know the conditions perfectly, and we look for prices at least 1c per pound higher in the next thirty days.

Sauerkraut—According to one of the larger local dealers there will be no danger of a famine in sauerkraut and prices will not be prohibitive.

Rice—The rice market is without change, there being little demand from the country or local dealers. Advices from New Orleans note the inclement weather still interfering with the harvest and crushing. The receipts of rough grades are light and arrivals 2,700 sacks. Prices are ¼@½c higher. The fancy styles are reported scarce.

Cheese—The consumptive demand for cheese is good, considering the high prices. Stocks are not quite cleaning up on arrival, however, although there may be no further decline. The quality of the cheese about to arrive will be the finest of the season and it will probably be wanted to some extent for holding. The present weather is excellent for a large cheese production, owing to the heavy increase it has produced in the supply of milk.

Syrup and Molasses—Corn syrup has declined on seven scales and 1½c per gallon on bulk. Muzzy Gloss and Best Gloss have declined 15c. Sugar syrup quiet at ruling prices. Molasses dull at unchanged quotations.

Provisions—Smoked meats are firm and unchanged, with the consumptive demand normal for the season. Stocks are reported light and the receipts have cleared up on arrival. Pure lard is firm at ½c advance, due to the increased demand and somewhat lighter supply. Compound lard is also firm at ½c advance, owing to an extraordinary consumptive demand and very short supply of raw material. Dried beef, canned meats and barrel pork are in seasonable consumptive demand at ruling quotations.

Fish—Cod, hake and haddock are steady, unchanged and quiet as to demand. Domestic sardines are higher, all holders now asking \$3 for quarter oils in a large way, f. o. b. The catch is very poor up to date. Imported sardines unchanged and dull. Salmon very firm and high, with a prospect of maintained high prices during the season. There is much speculation as to what the very high prices on all grades of salmon are going to do to the demand this winter; salmon has been heretofore selling in a very large way, but this season all dealers in it will be required to advance their prices to a very substantial degree. Mackerel is somewhat easier. Prices on new Norway mackerel have been named, on a basis \$3@4 below the recent price for old fish. Irish mackerel show no change and shores are not figuring any more importantly owing to the continued very high price.

J. H. Rathbun has moved his dry goods and shoe stock from South Boardman to Manton and added a line of groceries. The Lemon & Wheeler Company furnished the stock.

John H. Doak, formerly engaged in general trade at Mendon, has opened a dry goods and shoe store at Kalamazoo. The G. R. Dry Goods Co. furnished the stock of dry goods.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—An advertising campaign to set forth attractions offered by merchants of this city during the week of trade excursions, will be started at once by the committee of the retail merchants' bureau in charge of the excursion. The week of September 12 to 17 has been set for the first bargain week and during this period special inducements will be offered by merchants holding membership in the trade bureau to out-of-town customers.

Ft. Wayne—The Fort Wayne Retail Merchants' Association did not meet on Monday evening for its annual election of officers because of Labor Day, but the election will be held at a meeting on Monday, September 12. The Association will very likely take steps to down the practice of petty gambling in some of the local stores.

Indianapolis—The Gates-Osborn Manufacturing Co., maker of automobile and buggy tops, is to be removed to this city from Marshalltown, Ia. Frank E. Gates, owner of the business, organized the Gates-Osborn Carriage Co. in this city several years ago, but sold out and went to Marshalltown, where he engaged in the carriage business. Later the company confined its business to the manufacture of tops. Mr. Gates has decided to return to Indianapolis and will occupy a building on North Senate avenue.

Richmond—Ora Munger, formerly engaged in trade at Lynn and North Webster, has purchased the grocery stock of Charles Sells, 131 Richmond avenue, and will continue the business at the same location.

Garrett—Russell Mountz with several others have formed a company to be known as Mountz & Co., and has taken over the clothing stock of Leigh Hunt.

Lagrange—James O. Groves has sold his stock in the Lagrange Home Grain Co. to Andrew Decker, of this place. Mr. Decker took charge of the business Sept. 1. Mr. Groves has not decided as yet what he will do, but thinks that he will remain in Lagrange.

Kokomo—W. W. Barnes, aged 91 years, an example of phenomenal vitality, is dead at his home in this city. Reduced to a mere shadow of himself, unable to retain food or water upon his stomach for sixteen days, he maintained a hold upon life which was a marvel to the attending physicians. For more than three weeks he had not had a single morsel of food, and relieved his thirst by holding his hands in a vessel of water. Just before death he ate half a raw egg and a spoonful of milk. Always a man of exceptionally strong intellect, his mind was clear in his dying hours. A short time before his death his will, which had been executed several years before, was brought to his notice, and he recited its provisions without mistake or forgetting a single item. He knew all his friends to the last, and, worn out with the unequal struggle, gave up earthly

life. Mr. Barnes was known in three states—Ohio, where he was a pioneer merchant; in Kokomo, Ind., where he resided most of his life, and in Illinois, where he was once in the lumber and milling business. He was the central figure in the noted Farmers' Grange movement in this county, and in that undertaking displayed the successful abilities of a merchant worthy of a Marshall Field. A mammoth store was bought, of which Mr. Barnes took charge at a salary of \$1,200 a year, giving bond for \$25,000. The proposition was that of Mr. Barnes competing against the entire mercantile organization of Kokomo and the county, which he did successfully, his success being acknowledged. Kokomo was then a city of about 5,000 inhabitants, but the first day's sales were unprecedented, amounting to \$2,000 cash. There was then but one paper published in the county, its very life being dependent upon the good will of the retail merchants, but Mr. Barnes managed to persuade the publisher to sell him two columns, in which he conducted an advertising campaign. Later he started the Kokomo Granger, a successful enterprise, which circulated throughout the granges of several Western States. After the rush of the spring trade was over the business of the Grange store was dull and its competitors were jubilant and boasting of its utter failure. Having anticipated this situation, Mr. Barnes arranged for a Granger's Day at the County Fair. A big procession was planned which consisted of buggies, wagons and traction wagons, drawing vehicles with platforms for the seating of dozens of people. The day drew to Kokomo—the Fair being held near here—20,000 people and Mr. Barnes scored a commercial victory never forgotten. But while he made money for the Grange he had spent all of his salary and of his private means as well. He was one of the few men living in this generation who had been an apprentice. He served four years in this service for his board and schooling, his parents providing his clothing. Twenty-five cents was the only money he received during this entire time. He was apprenticed to a merchant and handled wines and New England rum, but never touched a drop of intoxicants.

Elkhart—D. A. Emmitt has sold his grocery stock to F. J. Rohmer.

Indianapolis—The Quality Shop Co. has increased its capital stock from \$15,000 to \$50,000.

Seymour—The Enterprise Lumber Co. has increased its capital stock from \$10,000 to \$50,000.

Hammond—Charles Doudell has engaged in the grocery business.

Rutland—A. T. Mateer has sold his general stock to T. W. Mateer.

Bourbon—The Bourbon Mercantile Co. has been organized with a capital stock of \$10,000 to engage in general trade.

Lowell—William Tenner has engaged in general trade.

Veedersburg—The Burton Dry Goods Co. has been incorporated with a capital stock of \$15,000.

Decatur—The Decatur Filler Co.,

manufacturer of egg cases, has made an assignment.

Fairmount—W. A. Dolman has sold his confectionery stock to Mrs. Lizzie Wright.

Royal Center—J. C. Waggoner & Co. have sold their general store and meat market to T. B. Markin.

Muncie—The Charles G. Dawes interests which have purchased the two principal natural gas companies doing business in this place, are in control of the local gas field. They will install an artificial gas plant here next year provided it is discovered that the failing natural gas supply is inadequate next winter to supply the needs of the city.

Indianapolis—Prominent shoe dealers of this city have organized the Retail Shoe Dealers' Association for mutual protection, and it is expected that it will eventually include every dealer in shoes in the city. The incorporators are J. A. Ehrensperger, W. H. Barr, E. E. Stout, A. G. Brown, W. F. Cooke, H. Selig, William Hert, Thomas Welsh and George J. Marott.

Trade Extension Trip Week Date Is Changed.

Indianapolis, Sept. 6—The fourth trade extension trip of the Indianapolis Trade Association, which was planned to be made the first week in October, has been changed to the last week in September, the dates being September 26 to 30. This change was made necessary on account of the Illinois State Fair being held the first week in October, and as it is largely attended by the merchants in Illinois, it was thought unwise to go into this territory when a considerable number of the merchants would be away from home.

The advantages of this city as a shipping point are being emphasized by the freight and passenger division of the Indianapolis Trade Association, and recent bulletins issued to the members call especial attention to the possibility of quick shipments into the part of Southern Illinois that is to be visited by the Indianapolis jobbers and manufacturers.

C. C. Hanch, Chairman of the Division, and his associates, have for several months been gathering information from the railroads which they are compiling into bulletins, that will give to the jobbers and manufacturers holding membership in the Association facts conveniently arranged concerning the length of time required to ship to specified points.

The recent bulletins dealing with the merchandise cars that go into Southern Illinois are intended to give to the members of the Association a better understanding of the necessity of making the trip on the special train, the purpose of which is to allow the men at the head of the Indianapolis concerns to cultivate the acquaintance of the local merchants in the forty-seven cities and towns to be visited, with a view to increasing the trade for the Indianapolis market.

The Indianapolis Southern Railroad, through its affiliation with the Illinois Central, has been of great value in opening up this market. The Vandalia and the Big Four also furnish special facilities for reaching Southern Illinois.

Many Indianapolis concerns, including most of the jobbing houses, have already been using the shipping facilities into this territory as a talking point in seeking trade for this city, but it is the belief that the coming trip will have the effect of increasing the regard for the Indianapolis market.

About twenty reservations have already been made by those members who expect to make the trip, and it is expected that fifty will have asked for berths on the sleeping cars before Sept. 10. That is the number that was originally counted upon, which is in addition to the fifty members of the Indianapolis News-Boys' Band, who will make the trip. Four sleepers have been engaged, which, with the diners and baggage cars, will make up the special train to be provided by the Illinois Central Railroad.

Firmness of Opinion.

When a firm, decisive spirit is recognized, it is curious to see how the space clears around a man and leaves him room and freedom.

John Foster.

Very Likely.

Professor—Why don't you keep better time on the piano?

Pupil (absently)—Because I am back in my payments, I guess.

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

MEN OF MARK.

John A. Brummeler, Veteran Grocer and Seedman.

John A. Brummeler was born at Kampen, Holland, Dec. 28, 1840. When he was a mere child his parents removed to Zwolle, where he attended school until 14 years of age. He was then apprenticed to a grocer, where he spent three years in learning the trade. At the age of 17 he went to Amsterdam, where he clerked in a grocery store five years. He then removed to Zeyt, where he clerked in another grocery store for three years. At the age of 25 he came to this country, arriving in Grand Rapids Oct. 29, 1865. As he could not speak English at that time, he was unable to secure employment as a grocery clerk and therefore obtained employment in the harness shop of Frank Mattison. Eighteen months later he secured a position in the retail grocery store of John Caulfield, on Canal street. A year later he accepted a position in the retail grocery store of Leonard D'oge, which was located on Monroe street about where Jandorf now does business. About two years later he and Jacob Vandenberg bought the interest of Mr. D'oge and the two continued the business under the style of Vandenberg & Brummeler. Mr. Brummeler subsequently sold out to his partner, who afterward closed out the stock. Mr. Brummeler then formed a copartnership with Martin Witters and engaged in the business at the same location under the style of Brummeler & Witters. Two years

later William Brink bought Mr. Witters' interest and the firm of Brummeler & Brink continued for seven years. In the meantime the stock was moved across the street to the corner of Monroe and Market streets. Mr. Brummeler bought out Mr. Brink's interest and continued the grocery business alone for eight



John A. Brummeler

years, when he closed out his stock and entered the employ of Alfred J. Brown as seed salesman. This was in 1887—twenty-three years ago—and with the exception of about two years as city salesman for Hawkins & Perry Mr. Brummeler has continued in this capacity ever since. He handed in his resignation to take effect Saturday night and in about a

month will take up his residence in Chicago, where one of his daughters will go to reside.

Mr. Brummeler was married in 1867 to Miss Jacoba Semeyn, of Grand Rapids, and they lived together until 1904, when Mrs. Brummeler passed away. They had seven children, all of whom are living in Grand Rapids, with the exception of one son, Garrett W., who resides in Lake Odessa and travels on the road for Brummeler & Sons.

Mr. Brummeler joined the Christian Reformed church on Commerce street in 1865, which organization he served as a Deacon for several years. On the organization of the English speaking Christian Reformed church on Lagrave street he transferred his membership to that organization. Mr. Brummeler has lived a long and useful life in this community. He has always been a Republican in politics, but has never sought or held any public office. Aside from being trustee of the Holland Home, he has never held any other office of trust or responsibility. He has never joined any fraternal organization and has never had any hobby except to stay home nights and be a good husband and a good father and a good citizen and a good Christian and genial gentleman.

"Uncle John," as he has been familiarly known for nearly half a century, is the friend of everybody and everybody is his friend. He will be sorely missed on the streets of Grand Rapids because his long flowing beard and pleasant smile and cordial greeting have come to be recognized

by nearly every man, woman and child in the town. When he leaves us—as he will a month or so hence—he will carry with him the benediction of thousands of friends and acquaintances, all of whom will bid him Godspeed and long life and many happy days in the city of his adoption.

Radiations.

He who thinks nobly will act nobly.

The mind mysteries of to-day are the soul code for the lessons of tomorrow.

Habits are all right, if they are good habits. When they interfere with health and morals shun them as you would a colony of snakes.

Prosperity is bad for a man or woman if it does not lead them to think nobler thoughts and do nobler deeds. A man may be worth his millions and still be a slave.

Let the cogs in your thought-mill be firmly imbedded in the body of the wheel. Then let the thought-wheels whirl as do the worlds in space, and new thought-worlds fly off—Ah! that brain-mill within the cranium is a wonderful piece of mechanism.

He who lifts his life successfully into his work must be a good business carpenter and joiner. His thought-tools must be sharp and to the point, and his tool-chest contain all modern thought-tools. His brain must be filled with constructive ideals. Then he who buys will be attracted to him who sells.—George Spaulding Green.

Announcement

WE have installed a modern sugar pulverizing machine and are prepared to ship in barrels or smaller quantities XXXX and Fruit Powdered Sugar. Ground daily and super dried before shipping. It is the best and labeled "Quaker" brand.

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E. A. STOWE, Editor.

September 7, 1910

POOR POLICY.

When W. J. Bryan returned from his first visit abroad he loudly proclaimed his belief that the National Government should take possession of and operate the railroads in this country, and that is one of the cardinal doctrines of socialism.

Every person who gives the subject due thought, with the lesson of all other public business in view, can not but doubt the policy of placing in the hands of any political administration the safety of the many millions of people who travel by rail in this country.

The operation of a railroad requires great exactness and care. The trains are run upon schedules and the slightest irregularity in their movement may cause a direful disaster with the loss of many lives.

In such a case neither the Government nor its officials and employees engaged in operating the trains could be held responsible in person or in property for such slaughter and damages, nor could a business requiring such alertness and up-to-dateness to the very minute be safely and promptly conducted when clogged with the red tape and circumlocution that rule our public business. When it is considered that nearly 240,000 miles of railroad are being operated day and night on schedule with thousands of trains in all parts of the country, Government management and ownership seem wholly incompatible with business promptness and dispatch, and out of the question as far as the safety of passengers is concerned.

Switzerland is a small country, with a correspondingly small railroad mileage, which is owned and operated by the Government. These roads, according to American members of the International Railroad Conference at Berne, are having a troubled career in spite of scientific management and far-seeing plans that shine by contrast with American methods. The people of Switzerland are grumbling sorely over a recent increase of railroad wages of 8,000,000 francs; they are opposing a proposed increase of rates, and the life of the Commissioner of Railroads is made a burden by constant demands from this

locality or that for better facilities. In Austria there is strong agitation for the return of the railroads to private hands. The Austrian roads are showing a heavy annual deficit year after year, and the service has seriously deteriorated. Extensions of the existing systems have been made by whatever political party was in power to obtain votes, and not to produce profits or to give the best service to the greatest number of people.

All government is a political party affair, and neither more nor less. Party policy and principles are all well enough in their way, but they are wholly out of place when they are intruded into the commercial and industrial system of a country. Let us have no government ownership and operation of railroads.

KOREA EFFACED.

Another name has been blotted from the map and a new one added. The school children of to-morrow will learn of the territory of Cho Sen, Japan's peninsular possession across the sea. And if they seek to know why this detached part did not remain in allegiance to the main land they will learn the story of progress among nations. Japan will tell them that she assumed a guardianship similar to that of Uncle Sam in the case of Cuba; that her position is thus taken because the Korean Emperor was unable to maintain order.

Under the terms of the annexation agreement Japan's treaties, so far as applicable, are extended to the "hermit nation." Religious freedom is guaranteed. The new administration has promised an advance of \$8,500,000 to encourage industry and education and to build hospitals and asylums. Amnesty has been granted to those imprisoned for slight offenses and the poor are exonerated from unpromised annual grants sufficient for their maintenance in accordance with their rank.

With the passing of Korea as a separate nation we shall lose much that is strange and picturesque. With the gaining by a nation which is in many ways asserting its superiority, not only in the Orient but in the entire world, of a territory as large as Michigan, with almost the entire State of Indiana added for good measure, the result can not but be felt over the entire world. That Japan will be just with her wards we must sincerely hope. In adopting them she has taken upon herself grave problems, economic and ethical. May she solve them honestly, sincerely and well. She has it in her power to elevate the citizens who have so fully held themselves aloof from the civilized world. They bring to her rich natural resources, strategic points of the highest international importance, realities and possibilities which are rich. The world will eagerly watch this corner for results.

WHAT SCHOOL?

This is the question paramount in the minds of many parents. There are many phases of it, many individual points to be considered. There are so many good schools in the country that it seems, on the one side, as if one could scarcely go astray;

on the other, there are objectionable features which even the most optimistic can not fail to observe.

Children, as a rule, have some special talent; some liking for one line of work in preference to another. There is little use in pressing linguistic accomplishments upon the boy bent upon an industrial course, and the maiden who is in love with her music should scarcely be diverted to specialize in the cooking school, no matter how essential the fundamental principles of this art may be to her. The bending of the twig contrary to natural growth is attended with considerable danger, even in the hands of the expert. If it can be developed along natural lines and yet carefully pruned and gracefully trained, the results are much better.

Give the home school the preference, other things being equal. If this can not be, the fewer the miles of separation the better. It is not only a fundamental principle of business to give the home patronage, but it is better for you. The child beyond the sight of home loses a part of its protection, besides adding to the expense.

Study the surroundings of the school as carefully as you study its course of study. Physically and morally they should be sound. The intellectual and religious phases may seem paramount, but the social, ethical and physical are adjuncts which you can not afford to lose sight of. The character of the instructor is as important as his scholastic abilities. Make your selection deliberately and with care; and having made it, refrain from vacillating except with strong cause.

OUR FRIEND COMPETITION.

It is so easy to imagine the things we might do if it were not for some rival who is continually thwarting our plans and making us work harder than ever. How easy it would be if we were only rid of him. The farmer thinks if it were not for the weeds continually springing up and compelling him to keep the cultivator going that farming would be shorn of half its drudgery. But were it not for the weeds literally compelling him to continually stir the soil it would soon become dry and packed, not capable of gathering moisture from the air, together with some of its nitrogen. This dust mulch is the very best protection from drought, and the weeding process is really but a small part of the benefit given to the crop.

Competition is very much like the weeds. It keeps us moving, not only digging out the weeds but stirring the soil and keeping it continually light. Just stop to consider honestly how much you would do if not spurred on by the goad of rivalry. While you may be one of the honest plodding sort who pride themselves on doing the best at all times, just supposing that another man should move in across the way and show a more complete set of goods than you had ever attempted, and at better figures, would you not make an extra effort to get a little ahead? Of course you would.

We human beings need the goad

of competition applied in one way or another more frequently than we are ourselves aware. It brightens and freshens us up almost every time. Like the garden that has been tilled, we are invigorated and renewed by the bit of rivalry. The man who spurs us on to better goods, better plans and better purposes is our friend, even although we regard him with a jealous eye and resent the fancied hardships which he is imposing upon us. Without competition we would soon stagnate.

THE HOME TOPICS.

In this busy age when all is rush it is an easy habit to fall into reading the morning paper while eating breakfast and then hastening to work. One almost grows unacquainted with his own family. Yet there is for the busy man no more favorable time—in many instances no other time—for the familiar talks which should be a part of the home.

Get into the habit of discussing live topics of the day with the wife and children. If they do not at first appear interested, make them so. What you are interested in they will naturally be if you show your interest in the subject and your regard for their opinions. There are homes in which the small affairs of the neighborhood are discussed regularly. If Mrs. A. buys a new bonnet the query is how much she paid; and if A. and B. have a personal disagreement it seems to be the mission of some people to spend their spare time in finding out the cause of it. All this is a waste of time which might easily be put to good use.

It is observed by teachers that there is a great difference in the language used by different pupils. Some speak almost grammatically correct, while others scarcely utter a sentence without murdering our mother tongue. This is more likely to be by example than to be by any set rules given by the parent. Children naturally pick up the correct forms when opportunity offers. If there is an abundance of slang, they as readily acquire this. Make the mealtime a time for good language.

If the topics of real import are regularly discussed, skipping the sensational features, it is surprising how much general information will be unconsciously absorbed by them. Literature, art, music—all of the things which go to round up an education—are among the features which will serve to bind the home ties more firmly and make life more enjoyable. Keep acquainted with the family and see that they keep in touch with the live things which are worth while.

A tremendous falling off in the exports of American bicycles to European countries is shown by Government statistics. The explanation is that the bicycle has lost most of its popularity as a pleasure vehicle and that the automobile has supplanted it with those able to afford the latter. In 1897, when bicycles were at the zenith of their popularity, the export of them amounted to \$7,005,333, whereas the figures for the last year were but \$620,760.

TIME FOR A NEW POLICY.

A writer in the *World's Work* for September, in an article entitled "The Railroad Fight for Life," says:

"No man who studies the rate situation can believe that there will ever be anything like a perfect rate schedule in this country under the present system of making rates. The Interstate Commerce Commission, the new Commerce Court and the intelligent Commissions of such a State as Wisconsin, by providing quick and correct adjustments of blatant inconsistencies, can do a good deal. The hope that they can really bring equality or general satisfaction is purely a Utopian dream.

"Between the mass of dissatisfied or ambitious shippers and the dissatisfied and frightened railroads the Government intervenes. One may only wish it joy of the task. That it will satisfy either the one or the other is impossible. That various persons will gain much in their own communities in the process of 'adjustment' may be taken for granted.

"The unhappy fact remains that the public is thoroughly distrustful and suspicious of the railroad managers, and that the railroad managers are utterly at sea about the problem of removing this distrust and suspicion and getting their case before the people. They have spent a great deal of money and a great deal of honest energy in the last twelve months in a so-called 'campaign of education.' It has failed. They have not talked the language of the people, and the people have not cared to be bothered to translate their jargon."

The situation in business growing out of the attempt to regulate the railroads by National law is becoming very serious. So far the railroads, trusting to the influence of their vast aggregation of capital and their association with all the other great capitalistic hoards, have been disposed to fight. They dominate all business, because they control all interior transportation, and they may think by the use of a general system of stagnation of traffic they can force all the small shippers and all the places that have been discriminated against into submission. Possibly they may meditate another financial crisis. But either movement would entail an enormous loss on the great corporations and there is no assurance it would gain any advantage for the railroads.

The great transportation companies have already suffered immensely. Capital will not risk itself in an indefinitely prolonged fight any more than it will in a hopeless conflict, and, according to the writer quoted above, this struggle can not last much longer. Thus, the average rate of interest on all railroad debts in 1908 was 3.88 per cent. On the new capital of this year it will be more than 5 per cent. Had it not been for the strange confidence of the French and the English in the ultimate future of this country's commerce there would have been a famine in 1910 among those who call upon the world of capital for funds to build or to improve or to equip the railroads of America.

The writer above quoted* well says

that it is time to strike out a new policy. It is full time that the railroads dropped casuistry, quibbling, legal subterfuge and empty phrases and began to talk to the people straight, and in language they can understand. And it is time, too, that this most important of all our public questions—not excepting the tariff—be taken up by the public as a National question, and not as a matter of local politics, private profit and narrow self-interest.

TEMPEST IN A TEAPOT.

The German people have become quite hysterical over the recent speech of Emperor William, claiming that he held his throne not by consent of parliaments, but by the grace of God. If the Reichstag were in session no doubt the Socialists and Radicals would give the government a hard time explaining, but as the German Parliament will not meet for some months, it is more than probable that the squall will blow over and be forgotten.

Despite Emperor William's supposed mediaevalism, the face remains that he is very much of an up-to-date and practical ruler. While according to the German constitution he holds ministries responsible to him for their acts, there is no record to show that he has ever exceeded the letter of the law in the matter of public expenditures or in any of the matters that are expressly reserved to the Reichstag by the fundamental law.

If a monarch of the character and abilities of Emperor William is to be more restricted in his utterances than either presidents or ex-presidents of the United States monarchy has clearly fallen on evil days. Our German friends are evidently supersensitive and take their Emperor's after dinner speeches much too seriously. Former President Roosevelt never hesitated when he was President to insist upon the carrying out of his "my" policies, and he wielded the big stick freely whenever he found that Congress or officials were not disposed to accept his views on every question. Even as mild a mannered man as President Taft does not hesitate to put pressure upon both Congress and public men generally to compel the acceptance of what he considers administration policies. Is an emperor to have fewer privileges than the leaders in the world's most typical republic?

Emperor William is too clever a man to attempt to put in practice autocratic views of government. His great achievements as the upbuilder of German's prestige and commercial importance entitle him to a certain amount of latitude in expressing his views, and even although he assumed rather more importance as German Emperor than many of his subjects are disposed to accept, he is surely entitled to some indulgence from people for whom he has done more than any of his immediate predecessors.

The row now going on in Germany over a somewhat bombastic speech looks very much like a tempest in a teapot. The Emperor has committed no act of despotism and has nev-

er shown any disposition in that direction, even although, like some other great men, he is disposed sometimes to exaggerate his own importance. If incensed at the supersensitiveness of his people, Kaiser William were to adopt the passive and unaggressive attitude of the great majority of his fellow-monarchs, it would be a bad day for Germany and its present predominating position in the world's affairs would quickly suffer.

VERMONT LOSING.

One of the few states in the country, if not the only one, that will in all probability show an actual loss in population is Vermont. That interesting New England commonwealth has been losing ground for a long time, but probably it has lost more in the last decade than ever before. Formerly it had three congressmen, but the reapportionment after the census of 1880 cut out one of them. There is now a strong chance that there will be a loss of another congressman as a result of the present election.

The reasons for the dwindling of the importance of Vermont is entirely economic. The State has been largely dependent upon agriculture, and, having few large towns, has not many industries. The competition of the richer farms of the West has largely driven out the produce of the more expensive Vermont farms and the sons of the thrifty New England farmers have gradually sought the richer opportunities of the West. With no large cities in their neighborhood the farmers of the little State can not market their small produce, such as poultry, truck, and the like, at paying prices, and the summer attractions to visitors, while admitted to be of the finest order, have not been sufficiently advertised to attract summer visitors.

Thus Vermont has lost population simply because she has not been able to provide them with as good living as can be found elsewhere. Whether there will be other sections of the country that will be shown to have suffered in the same way remains to be seen. Most of the New England States and all of the Middle States have made good by manufacturing and other industries what they have lost in agriculture, and all with the exception of Vermont will show a healthy growth. It is said that some portions of the West have lost people through emigration to the new wheat fields of Canada, but just how considerable this loss has been remains to be seen. It may not have been sufficient to show an actual loss in population compared with a decade ago, although it may serve to reduce the relative growth of some border states.

HOW DO YOU TAKE IT?

Read the life of any great man and you will find it at some period at least beset with cares. How did he take them? Did he sit down and bemoan his bad luck or just struggle the harder. Did he lie awake nights worrying or give them only the thought necessary to help tide

over the crisis? Every bit of surplus energy which you allow to be sapped because of some misfortune weakens your chances that much more. There is the more necessity for keeping both mind and body in the best condition if you would rise above the trouble.

Bunyan wrote nothing before or after his imprisonment worthy of note. It was the blind Milton who wrote the inimitable *Paradise Lost*. It was from behind the bars that the notes of the Star Spangled Banner were first sounded. Raphael left his transfiguration unfinished, yet has any one ever hinted that his life was a failure? Newcomb left the world when it was still scoffing at his efforts to fly, yet from his seemingly futile efforts useful lessons were learned. Even the oyster, one of the lowest members of the animal kingdom, gives us a most important example in that it covers its wounds with pearl. And our own tears may be transformed into a material equally permanent and precious if we but utilize them in pearl-making, instead of allowing them to flow away.

It is not so much what we do as how we do it; nor is it so much what happens to us as the result of this happening. The rigors of winter are worth more in animating a healthy physique properly clad than all the soft summer breezes which have ever blown.

TOLERATING THE GYPSY.

Although gypsies are by no means unknown or unfamiliar in this country, they are not nearly so much in the public eye here as they are in England. In that country their unconventional habits and their alleged pilfering, although they have been of record for hundreds of years, have so worked upon the population of rural England in recent times as to cause a request to Parliament to expel the whole tribe of gypsies as undesirable foreigners.

A parliamentary enquiry by a special Commission does not appear to have borne out the charges against the gypsies, and, as a result, the Commission finds no reason for expelling them from the country. It found that of the many thousands of people leading a nomadic life in England but a moderate percentage only were gypsies. While the members of the Commission can not compliment the mode of life of the nomads, and admit that their methods may be more than questionable in many cases, they find no cause for classing them as public enemies or ground for interfering in their wandering habits. The Commission believes that if they were compelled to encamp only on lands set aside for the purpose by the authorities they could be kept under better police supervision.

It is, therefore, probable that the gypsy bands will continue to roam freely through England for the future, as they have for so many hundred years of the past, continue to tell fortunes, dupe the country people and turn an "honest penny" in many devious ways as of yore, without doing any more work than they can help.

THE RETAIL MERCHANT

Ought to Make Himself Important to Humanity.

Written for the Tradesman.

It seems that all of us business men are running a race with one another every day and going into training at night.

We are driving too fast. We devote too much time in getting ready for the race in the morning; I mean in studying and thinking when we ought to be sleeping.

What is the most creative part of our being? Is it the eyes, the mind or the body? We are made to see all kinds of things while we are laying in bed trying to go to sleep, but they never do us any good. It is the mind that is master over all things and we should never forget that the thoughts that trouble us at night are not true thoughts, for the wise ones know we can not do anything except when we are in our waking state, and we should tell those that bother us at night to get out.

The men who cultivate the corn, the men who make our bread, the men who work with the machinery, the men who build our houses, the men who drive the great railroad engines over the country, the men who invent the great labor saving devices, the men and women who make all kinds of enjoyment for us and the poor under-paid men who do the most needful work, known as the "dirty work," all need to be flattered for their great service, but what about the "middle men?" What service are they rendering humanity?

The retail merchant ought to make himself the most important to humanity. He should be the philosopher. He has the time and he has the experience and he ought to get into the intellectual kingdom and learn how to lead those who have not the time to go so far into this region of thought.

What this world needs most is a better class of thinkers.

The business world moves on the "I promise to pay" system and it is a wonderful scheme, but the trouble is too many fail to pay.

Every honest man who pays his bills promptly helps to raise the standard of credit for every other citizen.

The man who fails to be prompt and begins to become a beggar is the individual who helps to put the country in the state of fear.

We are lenses through which others read their lives. If we have been successful, they see success also and they work toward that end, but if they are tricky and get to playing with the wrong principle many of these same people will do likewise. If their work becomes a failure, which it surely will, we are made to suffer about as much as they do, for it was we who furnished the idea. Ideas are thoughts, so the wrong thought got both of us in the wrong place.

What have I done to help raise the standard of credit for every other citizen in the world? Be quiet and let me think.

When we talk of the world we mean just a few men and women. Did you ever stop to think that just a few men and women in this world keep us interested—so much so that at times we forget that we are living? If we would get as much interested in ourselves as we do in the best ball player or the few other people who get their names in the papers we would get along better.

If we would read our trade papers as carefully as we do the newspapers we would learn how to play the game of business as well as we know the game of ball, style and gambling.

It is all right to have pleasure, but let us attend to business and get ourselves in good shape first.

The retail merchant who is in business only for the profit he can get out of it is as bad as the preacher who preaches only for the cash. The retail merchant's position in life is very different from any other trader in the market. His store is advertised to give the people the necessities of life and the people expect him to be true to his promise, but he is like the preacher who fails to deliver the goods—he is made to get a move on himself and find another place in which he can try his cunning ways of making a living.

If we do not care to move out of town we had better deliver the goods as advertised and do it promptly.

Most men know why they have to move from one place to another, but what surprises me is that they can not make up their minds to do right and live right. The people soon learn who they are dealing with. When we try to fool the public, it is soon found out that we have simply fooled ourselves. Let us drive our stakes good and deep and stay where we are.

A merchant who thinks he is "clever" is like a homely woman—all the people in town talk about him, but none care to tie to him.

They all think he is a good fellow to talk about, but not a good man to trade with.

Cleverness, backed up with good goods at low prices, is a mighty strong drawing card, but cleverness for the sake of advertising is not the article that brings trade to your store.

The funniest thing around any store is the right goods at the right prices. That is what draws the crowds.

When we as retailers bury the faults of the trusts, the manufacturers, the jobbers and the retail mail order houses and begin to look at our own misgivings, we have started out on the right road.

It is true, however, that we are up against it with some of these men, but let us stop crying over split milk and hunt another cow and milk her, poor thing.

It is a case of getting the milk out of the cocoanut, and the only way to get it right is to climb up the trees and throw down all the cocoanuts we can carry and then take them home.

Do not be so foolish as to want all of the fruit you see. Be satisfied

with what you can handle successfully.

It is true that the hog gets fat by taking all he can get, but what becomes of the hog?

The grace of forgiveness is talked of in the churches, on the street and in the homes, but it does not work very well in the minds of the people when we have not delivered the goods as advertised.

Before, we can honestly ask any one to forgive us for what we have done, willingly or unwillingly, we must forgive ourselves.

Too many of us stand in our own way. We keep the path of true life blocked by our foolish ideas that we can palm off most any old thing on some customers and they will forgive us just because they have heard us pray in meeting. Don't you let lying thoughts make you believe that there is any forgiveness.

Treat your trade exactly as you would want to be treated and you need have no fears.

The power that created present conditions is going to continue to create conditions. All resources known to the mind of man are limited by the actions of man. All of the comfortable and happy conditions of life were created within the mind of man and there is no limit to these conditions if we do not place the limit ourselves.

The natural resources for great opportunities in our own business are at our own door and are not limited by any other human being.

The percentage of direct benefits that each individual enjoys is figured out in his own mind. No other mind can raise or lower our percentage of profit except as we allow it to do so.

We are the governor of our own engine. Whether it runs fast or slow depends upon the steam applied to it.

Let us develop those marvelous conveniences and privileges that Nature gives to every human being who is willing to obey her laws.

The educational, the economical, the social and the political conditions of the community ought to interest every one who is living off the profits he takes from the people.

The retail merchant lives off the profits he takes from those who trade with him and he should study the conditions of the community that he may know just what kind of goods to buy and what price he should place on them.

Each community differs from every other community and, for this reason, the merchant ought to be better posted than any other individual in town.

In my opinion the retail merchant is the most valuable man in any community. He is the best known and is considered a man of good judgment. When he proves to be such he is valuable indeed.

In my opinion the retail merchant can build an institution within his own surroundings that will be "of the people, by the people and for the people," if he will take all of the

people in his community into consideration and work for their interest first, then look at the benefit he is to receive.

The trouble with too many of us retail merchants is we fail to get our horse hitched up right. We are looking for benefits before we have rendered any.

Let us get next to Nature like the farmer does, plant the good seed first and till the ground for the sake of the fruit we expect to reap in order that we may gather a great harvest in due season.

Do not begin to pluck the fruit before it is ripe.

We are taking the green fruit off the trees every time we try to "bump the people's heads" with things we know are not right.

In the advancement of society and the progress of civilization a generation of good thinking men and women have come and gone, but their wishes and ideas as to how they would like to have been treated are still unknown to the world at large.

We are all victims of a weary, endless, pitiless process of unfortunate environments which few men have nerve enough to criticise and for this reason the poor-house stands over there waiting for those who can not help themselves.

If you have a kind word for a friend or neighbor pass it around.

Edward Miller, Jr.

Thoughts at Random.

Frankness is the great mental sunshine.

There is no fun in being a business mole.

Our growth is measured by our expression.

Responsibility always strengthens a man—or breaks him.

Great joys of life come on the installment plan—so much each day.

No complimentary tickets are ever issued to the great theater of Success.

That employer is most unfortunate who must bear his responsibilities alone.

Folks who have really tried the experiment of doing good to others tell me it pays.

Desire is the great force which lifts the race forward—the desire for better things.

A man's success must always be measured by the number of true friends he has made.

Socrates and Shakespeare and Emerson were once great men only in embryo.

The great question is not the distance you travel, but the condition you are in when you arrive.

Every employer should have a moulting season—a time when he can moulting minor responsibilities.

Have faith. But do not forget that faith without good works is dead. So get busy and keep busy.

Those who have only money have little to give. Those who have great souls—their wealth is boundless.

Yes, we must have some one who believes in us, else the world is indeed drab and true success is not for us.

Thomas Dreier.

The Gain of 28%

In flour sales during the first seven weeks of the present milling year compared with the same period last year is but another one of the numerous evidences of the superior quality of LILY WHITE and of its ever increasing popularity.

BESIDES, it's conclusive proof that the intelligent housewife appreciates LILY WHITE bread and pastry to the extent she is willing to pay more for it and eliminate the disagreeableness and disappointments of bake-day with its hitherto expensive experiments with "cheaper" flour and unsatisfactory results.

She would rather have light, white bread and deliciously crisp pastries that fairly "melt in the mouth" and make her a winner compared even with what "mother used to do," at a higher first cost, than sour, soggy bread, tasteless, leathery pastry and a disgruntled, dyspeptic husband, at a less first cost.

AND SHE'S WISE, TOO.

This is no reflection on mother's baking; she would have done as well with LILY WHITE. It IS a positive proof of the superior economic foresight of the LILY WHITE housewife, and of her ability to make the proper distinction.

The fact is LILY WHITE dealers and consumers are intelligent, economical, far-seeing and prosperous; their discriminative ability is keen and their judgment backed up by large results.

If you, by chance, do not handle LILY WHITE, it's not too late to order NOW.

From a "wise" dealer in Maine (name furnished upon request.)

"Gentlemen:—Please plan to load me out one car every ten days. Make the best price you can when loading. I am getting out of Valley City goods between every car and my customers like these goods better than anything I can get. Plan to ship me out a car every ten days until further orders."

Have you a business like the above? If not, why not?

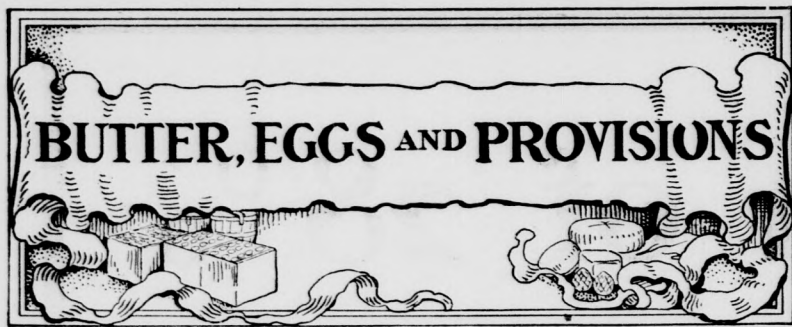
From a consumer in Michigan:

"Thanking you for past courtesies and favors, and simply to prove that my family knows and appreciates the quality of "LILY WHITE," will say that for more than ten years no other flour than that made by the Valley City Milling Company has entered our home.

We have hundreds of other letters on file, the sentiments of which are fully as strong as either of above. Write us for a copy or address

Valley City Milling Company

Grand Rapids, Mich.



Some Egg and Butter News From Gotham.

A very peculiar lot of eggs came to light here last week. The goods were received as candled and graded at point of shipment and showed up clear and of apparently good quality when inspected before the candle by the buyer who purchased them. Upon local candling, however, the candler accidentally broke one of the eggs which exposed a worthless condition not at all noticeable in the candling. The yolk was solidified in a thick jellylike mass about the consistency of a candled plum and the broken egg had a peculiar and offensive odor. Attention being thus called to the character of the eggs a closer examination disclosed a slight peculiarity in the shell, indicating some sort of preservative treatment, and the defective eggs were thus found scattered through some of the cases in considerable quantity. I have seen eggs of the same kind before but they are fortunately a rarity; the most singular fact is that so serious and fatal defect can exist without showing its presence under the most skillful examination before the candle.

The closing of the month on our day of publication prevents the publication of our usual reports of storage egg holdings until a week after the turn of the month. Present indications are that a moderate reduction of storage reserves will be shown by the reports from the leading centers of accumulation, but it is doubtful that the extent of the reduction will be found sufficient to improve the statistical position of the market materially. We commonly get some excess of output over import in August and the almost inevitable late summer advance in prices when the marketings of fresh production falls below consumptive requirements usually gives courage to holders of reserve stock even when the real situation of the market in respect to prospective outlets for accumulations is very dubious. At present prices have advanced to a point where late spring and summer storage goods can be used profitably and so long as these last, of a satisfactory quality, there would seem to be little probability of further improvement in the level of prices for general receipts. On the present basis of values favorable weather is likely to bring to distributing markets during September a considerable quantity of summer stored eggs from interior points and it is still to be expected that prices can not advance to a profitable parity with the high cost early packings—which constitute a large per-

centage of the storage accumulations—until quite late in the fall season. The safest course is, naturally, to market the cheaper reserve stocks as freely as possible at even a small margin of profit, in order to maintain consumptive demand at the highest possible point. Unless the coming winter proves of exceptional severity we shall need all the trade that can be hoped for at the average cost of this year's accumulations.

During my summer vacation I find that changes of no small moment have come to the market here in New York. It is no small thing to have 2 cents advance at that season of the year, and particularly so when values were already on so high a level; but I am not going to dwell long on that subject for it will be fully covered in the regular market reports. What I want to say now, and it is uppermost in the minds of nearly all operators, is that the question of quality has been the most serious to contend with in many years. Ever since early in July, when we ran into that awful hot weather, it has been a story of defective butter everywhere. From all sections of the country have these faulty goods come and they have figured so largely in the current receipts from day to day that it has been absolutely out of the question to prevent a most annoying accumulation. In former years when fine butter has been short enough to permit of an advance, these undergrades have usually shared to no inconsiderable extent in the improvement; but this year the situation seems entirely changed. During August creamery specials advanced 3 cents per pound, while seconds, which include a very large part of the stock under anything like a technical grading, have been raised only 1 cent. In consequence of this we now have about the widest range of values for creamery butter that the trade has seen for many years. And if present indications are borne out an unusually wide range of quotations will be maintained throughout the winter.

To most operators this situation finds its first explanation in the more than usual quantity of off grade stock and while I fully agree with this, I want also to say that if the demand for the secondary grades was anything like what it has been in former years there would not be such a wide difference in price. The lessened call for these goods undoubtedly results from the increasing competition, present and prospective, with oleomargarine. Already reports come to me of oleo displacing butter, and the

uncertainty as to the extent that oleo will be used this fall and winter makes dealers afraid to take on this under-grade stock, even although it looks relatively cheap as compared with the best.

If this wide range is, therefore, to be maintained it behooves the creameries to put forth extra effort to raise the quality of their product. It is too expensive work turning out an indifferent or poor article. Fancy butter will undoubtedly bring a good price all the winter, and it will pay richly to give to the product the best skill that is available.—N. Y. Produce Review.



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Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

SEEDS

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TIMOTHY
ALSYKE

If in the market to buy or sell write us

**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS**

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

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.

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C. D. CRITTENDEN CO.

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Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

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REA & WITZIG

J. A. Witzig

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

"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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Send us your orders

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All Kinds Field Seeds

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Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

How Best To Prepare Poultry For Market.

The problem of getting poultry to market in first-class condition, as determined by its appearance, flavor and "keeping quality" is no longer the comparatively simple proposition that the farmer or poultry dresser found it in the days when cities were smaller and could draw upon their environs for a large share of the poultry which they consumed. At the present time the quantities of perishable foodstuffs of all kinds required by the cities are so great that their immediate vicinity can not supply the demand. Neither do the various parts of the country endeavor at the present time to supply either the quantity or the variety of perishable foods consumed in them, because economic conditions have made it advisable for certain sections of the country, especially adapted to the production of certain kinds of crops, to raise these in much larger amounts than are needed for home consumption, and to send the surplus to the sections of non-production, or where a shortage prevails. Such a condition of affairs has led to the lengthening of the period between production and consumption. In order, therefore, that perishable produce shall still reach the market in good condition, it must be handled in such wise that deterioration will be checked as far as possible. To accomplish this there have been developed railroad refrigerator cars, fast freights, cold storage warehouses and all that vast and complicated system on which depends the feeding of our populace the year round and the equalization of seasonal and regional overproduction. In spite of this system, however, if care of the product at the source of production is lacking, deterioration will occur before the product reaches the consumer. The California orange must be cut from the tree carefully and handled carefully if it is to travel with safety from the Pacific States to the consumer in New York. The Oregon raspberry must be picked at the proper stage of development and then kept cool if it is to be enjoyed by the people in Minneapolis and St. Paul. The meat raised on our Western prairies must be properly slaughtered, chilled and maintained in a chilled condition if it is to feed the people of London.

Just so it is with dressed poultry. If it is to reach the consumer with the best of flavor and wholesomeness, the most attractive appearance and in the best possible state of preservation it must be properly raised, killed and dressed. Granting that the chicken has been bred and fed to be a good eating chicken and that it is ready for slaughter, the first step in the preservation of its good qualities is to starve it for twenty-four hours, allowing, however, a liberal supply of fresh, clean water during this period. The intestines of the bird having been emptied of food, the next step in the dressing of market poultry is the proper killing and bleeding of the fowl, and it is with this question that the present publication is chiefly concerned.

A very large proportion of the un-

sightly poultry in our markets, aside from the rubbing and tearing of the skins, is caused by an incomplete removal of the blood. This is evidenced by red dots which frequently occur where the feathers have been removed, especially over the thighs and wings; or by the small veins which are seen over the breast and in the angles of the wings, or larger veins, which mar the appearance of the neck. Generally it is the neck which shows most plainly the presence of blood in the fowl, or that a wrong method has been used in cutting the blood vessels in an attempt to empty them. The neck is the first part to discolor, becoming first red, then bluish red or purple and finally green as aging progresses. Often there are discolored areas on the side of the neck close to the head which look like bruises. These are commonly caused by the killer holding the neck of the bird when cutting the veins, and thereby preventing the blood from escaping. This question is so important, however, that it will be considered in detail later on. Not only are the results of bad bleeding observed in certain parts of the body, but the clear, bright color of the flesh for which every poultry dresser tries is never at its best unless the blood has been completely drained out.

At least 30 per cent. of all the poultry coming into the New York market is incompletely bled. Much of it is so badly bled that it results in a loss of from 2 to 5 cents a pound, as compared with the corresponding poultry which is well bled and in good order. Aside from the bad appearance of incompletely bled chickens, their keeping properties are very inferior. The flesh loses its firmness sooner; its flavor is not so good; the odor of stale flesh and finally of putrefaction comes sooner; and in every way the product is more perishable.

A very careful study is now being made in this laboratory of the comparative periods of time that well and badly bled chickens will keep. This is being determined for every phase of their marketing—their condition after chilling in the packing house; when they reach the end of their railroad haul; and when they have passed through the various channels of a large city to the consumer. The time required for such a study makes it impossible to give the results of the work in detail at present. Certain salient points, however, stand out with such sharpness that it seems advisable to report them in a summarized form, that those who are engaged in the dressing and handling of poultry may be able to profit by them at once.

An anatomical study of the blood vessels of the head and neck of the chicken has been included in the investigation of the handling and marketing of dressed poultry in order to determine the best methods of bleeding and the reasons for the incomplete bleeding which is so prevalent. Heretofore there has been no description of the number and location of the large veins in the neck of a chicken. This lack of knowledge has resulted in much indiscriminate hacking and gashing of the chicken's

mouth, all of which is frequently done to no purpose, because in spite of the many cuts the large veins which carry the blood often are not touched.

When the feathers are removed by scalding the bird is killed by bleeding alone, hence the cuts to sever the veins are the only ones attempted, and if the attempt fails bad bleeding will surely result. If, on the other hand, dry picking is to be practiced, the birds are cut to bleed and are also stuck through the brain to paralyze the feather muscles. The latter operation is sometimes performed by running the knife under the eye at

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

Get my prices on
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Dairy Butter
Veal and Poultry
F. E. STROUP
GRAND RAPIDS, MICH.

BAGS New and Second Hand
For Beans, Potatoes
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ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

SEEDS Clover
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For Hens—For Chicks
We Pay the Freight
When in the market for Seeds and Poultry Feed, ask for our Delivered Prices. It will pay you to handle our SEEDS.
O. Gandy & Company
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14-16 Ottawa St., Grand Rapids, Mich.
The place to market your
Poultry, Butter, Eggs, Veal

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

Postum Cereal Co., Ltd.
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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

Feed Specialties

We are the largest dealers in chicken, pigeon and all other feeds. Get our prices.
WATSON & FROST CO.
Grand Rapids, Mich.

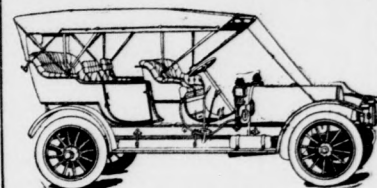


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THE 1910 FRANKLIN CARS

Are More Beautiful, Simple
and Sensible than Ever Before
Air Cooled, Light Weight, Easy Riding



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

such an angle that its point will touch the skull midway between the eyes and a little behind them; or the braining is accomplished by placing the knife about halfway down the groove in the roof of the chicken's mouth, and then thrusting it up until the knife reaches the top of the skull. The knife, as in braining under the eye, should touch that part of the inside of the skull which lies about midway between the eyes. The point of the knife should then be moved backward and forward a little, so that enough brain tissue may be destroyed to paralyze the bird, yet not enough to kill it instantly. If the "outside stick" method is practiced practically no blood escapes. If, on the other hand, braining inside of the mouth is adopted, the blood vessels in the brain which are cut find outlet for their contents through the knife hole. Bleeding from these vessels is, under any circumstance, of assistance in obtaining the best results, and where the neck vessels are missed the condition of the chicken is often greatly improved by the bleeding from the brain.

M. E. Pennington.

Some Defects in the Present Primary Law.

The primary election laws as they stand to-day, State and local alike, were framed by politicians, animated by an earnest desire to keep party lines intact. Only Republicans may vote in the primary to make Republican nominations; none but Democrats may participate in the Democratic contests. In theory this may be entirely proper. Democrats were not tolerated in the Republican caucuses and conventions in the old days and Republicans did not meet with cordial greetings in the Democratic functions. In practice, however, purity of party is a delusion and a snare, and experience teaches that to try to maintain it by law is an open invitation to law violation. When there are spirited contests in the Republican party and none among the Democrats the latter with interest aroused naturally desire a hand in the scrimmage. To participate in the Republican primary the Democrat must stultify himself more or less and do some mild prevaricating, but he regards the law as a fool law and besides he has his decided opinions as to his rights as a free American citizen and he lines up on the registration books and at the polls accordingly. In districts where the Democrats are in control it is the Republican who cheerfully forgets his politics and his conscience in the interest of the candidate he wants to win. The returns from the primary just held indicate that hosts of Democrats had not the slightest compunctions about declaring themselves Republicans and voting accordingly. This is shown by the heavy Republican primary vote in the precincts that are normally heavily Democratic, but it is in evidence also from other precincts where the Republican vote alone is nearly as large as will be the total Republican and Democratic vote in the November election.

In the municipal primaries partisanship has come to be regarded as

a pleasant little fiction, or at best a formality scarcely worthy of notice. The State primary Tuesday shows that partisanship in the nomination of candidates by direct vote has reached the same low level. The partisan nomination has become a farce. This is admitted in municipal affairs; it is time to admit it in State politics. The next development in the making of nominations by direct vote is the adoption of the non-partisan idea, giving everybody a chance to express a choice for candidates, and all candidates placed on the same ballot. This may be hard on those Republicans who delight to dwell upon the glorious records of the past and it will be tough on those Democrats who love the memory of Jackson and Jefferson and Bryan, but it will be a sane departure and one that will meet the approval of the people and just as well and perhaps better serve the purposes of good government. And why should not nonpartisanship be adopted? There is less difference to-day, aside from the possession of the offices, between Democrats and Republicans as party organizations than between the regulars and the insurgents within the Republican party itself. Old party names may continue to live and men may continue to wear their party badges, but no longer can Democrat and Republican be told apart from anything either may advocate, and it is time the primary laws recognized this condition, especially in municipal and State affairs. The problem of the future is how to give everybody a chance and may the best man win.

Courtesy in the Store.

All clerks should understand thoroughly what the word courtesy implies. The dictionary meaning may be one way of putting it, but my version is: "Use the man or woman you are serving as you would be treated were you in their place."

This quality, if it were infused into the blood of all hardware clerks, would cut down the long lists of complaints to a minimum, would make life more pleasant for all concerned, and business would become a pleasure instead of hard labor.

Instances may be cited (and great numbers of them, too) where the customer discourteously used leaves the store in a huff and possibly does not return again. And the bad results are unending. People will talk and do talk about various business houses.

Where they are cordially welcomed and served with any fair degree of courtesy, they speak well of, and come again and again to buy. They tell their friends, who tell their friends, and so the good news spreads.

Just so with the opposite kind of treatment. These customers talk (only more so), and a never ending harmful effect has been done your business.

The courteous clerk is in every case the gainer by being such; not only does he enjoy the good will and friendship of the many customers, who will wait for him to serve them, but in many instances such acquaintances have led to better things for the clerk in after years. W. J. Illsey.

"SELLING"



That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

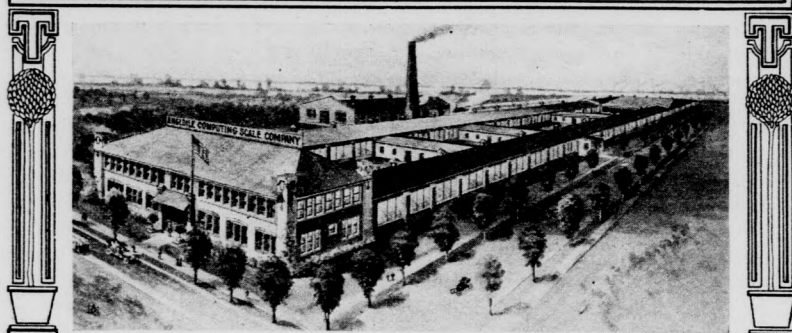
**White House
Coffee**

Find that IT sells very

FAST

Distributed at Wholesale by
Judson Grocer Co.
Grand Rapids, Mich.

The New Home of The Scale that buys itself



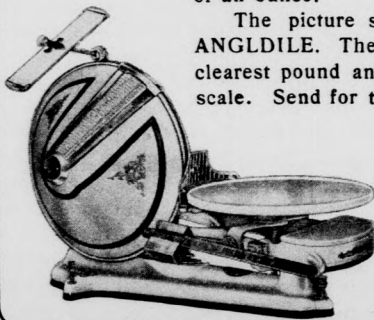
The construction of this handsome building eloquently proves the extraordinary demand for *Angldile Computing Scales*. Our present plant outgrown in thirty-three months, we are now erecting the largest and most modern computing scale factory in all the world.

The reason for this advertisement is to be found in the ANGLDILE'S marvelous accuracy and its superior computation chart.

It is the only scale which shows a plain figure for every penny's value. The merchant reads the price—he doesn't count hair lines or guess at dots.

The ANGLDILE is springless, thus requiring no adjustment for weather changes, and is sensitive to one sixty-fourth of an ounce.

The picture shows the merchant's side of the ANGLDILE. The customer's side has the largest and clearest pound and ounce dial used on any counter scale. Send for the free ANGLDILE book and learn about both sides of this marvelous appliance.



**Angldile Computing Scale
Company**

110 Franklin St. Elkhart, Ind.

CRAWFORD ANGELL.

Some Facts About Our First Express Messenger.

Written for the Tradesman.

The American Express Company opened an office in Grand Rapids several years before the city had been connected with the outside world by rail. Service was furnished by the line of stages running between Kalamazoo and Grand Rapids and the first messenger was Crawford Angell, for many years following the agent of the American in Grand Rapids. The service on the stage line was anything but pleasant or remunerative. Frequently the highways were impassable in the early days of transportation by vehicle, and great suffering from cold and rain was a frequent experience. After the Detroit & Milwaukee Railroad Company completed its track and commenced running trains between Grand Rapids and Detroit the business assumed greater importance and the stage coach express service south of the city was abandoned. When the writer made the acquaintance of Mr. Angell in the year 1865 he occupied an office and storage room on Pearl street, in a part of the building now used by the Old National Bank. He had one office assistant, "Bob." Cutler, one wagon and a pair of beautiful white horses, the finest turnout in the city, one that the people would stop and look at while it passed on the street. The goods handled did not amount to much in quantity. One train on the solitary railroad (now the Grand Trunk) each way carried express

matter. Mr. Angell lived to witness the advent of other express companies in the city and the development of the business from an inconsequent to a magnificent scale. Mr. Angell served the city one term as Mayor and discharged his duties ably and honestly. During his life he took a prominent part in the work of the Masonic fraternity, filling the chairs of the various bodies of that order with credit and distinction. During his occupancy of the presiding officer's chair in one of the lodges a very handsome but rather delicate gavel was presented to the lodge, with appropriate ceremonies. When the presentation and the responsive speeches had been uttered and the lodge settled down to the serious work of the night, Mr. Angell used the new gavel vigorously. "Be more careful, Brother Angell," John W. Champlin, who had made the presentation speech, whispered, to which Mr. Angell replied: "I supposed this was intended for use. If it is not take it away. There is no place in a Masonic lodge for a useless thing." Mr. Angell threw the toy aside and, taking up the old gavel struck the stone before him vigorously and proceeded to business. Until a few years before his death Mr. Angell was a District Superintendent of the American Express Company and spent much of his time in travel.

Arthur S. White.

The disagreeable things about Adventure is that you never survive the only one that is really worth boasting about.

Counter-Display Advertising Will Increase Sales.

Many stores are so prim and neat in the arrangement of goods that there is little or no inducement to buy. This may read like a paradox, but the point is, that, while neatness and cleanliness are to be commended, the goods must be so displayed and ticketed that they will induce purchases. When goods are on the shelves or under the counter, where they can not be examined or seen, people will only buy what they come for.

If displays can not be made on the counter then a table or some other stand should be set apart for making seasonable displays of goods, with price tickets on them. These displays should be changed every two or three days.

By pursuing this policy you will find that customers, as soon as they have made their regular purchases, will examine these displays to see what you have new to offer and many sales will be made which otherwise would have been lost.

5 and 10 Cent Store Suggestions.

The variety of 5 and 10 cent stores, especially those of the better sort, give lessons in the art of display that can be used with benefit by tradesmen in every line. The majority of people who go to these stores have an indefinite idea as to what they want.

In passing through the store they see articles here and there, neatly displayed with a price ticket, which at once bring to their minds that they

could use such and such articles; consequently a sale is made.

The methods used by these stores can be used with great advantage by any tradesman in promoting his business. A close study of the variety store system will give good returns to the merchant.

Price Tickets Make Sales.

The important thing in these displays is the price ticket. An article without a price ticket will win attention only from the person who is in urgent need of that particular article at that particular time. With a price ticket it will get attention from ten times as many people.

People do not care to ask the price of an article unless they really need it. Price tickets make the law of suggestion work for, not against, the merchant. Price tickets make selling easy. No matter how tempting an article may be, it is seldom strong enough to overcome the repugnance people have to asking prices.

This mental attitude on the part of buyers is caused through a fear that the price may not suit their pocket-book. If a low price is quoted an unfavorable opinion of the goods is sometimes formed. The price ticket, to a great extent, eliminates this defensive mental disposition.

When goods are price-ticketed there is often created a desire to enquire further into their merits. The enquiry thus created by the price ticket generally leads to a sale. This matter of display and price tickets is worthy the serious consideration of the merchant.



How to Draw Trade Into Your Store

Let people know you are selling BEARDSLEY'S SHREDDED CODFISH—show it to them. We are doing the rest. Every family in your town will want Beardsley's Shredded Codfish when they see our advertisements and they'll keep buying it.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York

THE IMITATIVE INSTINCT.

It Is an Advantage Instead of a Disadvantage.

Written for the Tradesman.

Whether it is due to a preilection handed down from our remote ancestors—who according to the current scientific hypothesis were anthropoid apes—anyhow, man is the imitative creature par excellence.

When we see some fellow doing a clever stunt we feel that we should like to do something like that. And so we find a nice, secluded place where nobody will butt in and there we practice the new stunt.

Children imitate grown-up folks and grown-up folks imitate other grown-ups; and these imitate others, and so on ad infinitum. That is what makes influence count. No man lives to himself. The sequestered, immune, absolutely independent and thoroughly original life is not lived out of books. We receive impressions and impulsess from others; and we transmit impulses and impressions to others. It is give and take. This reaction on our environment—this striving to be and to do under given conditions and in obedience to countless influences results by and by in the crystallization of the Ego; and we come to have what we call a character, an individuality. But the completed product is a composite development—sort of a mosaic patchwork, into which materials from a thousand sources, both known and unknown, have entered.

Some people plume themselves on their originality. It strikes them that it is a clever thing to be like no other creature in the heavens above or on the earth below. They are going to keep the essential Ego inviolate. They are going to do and to be as they dog-gone please; and if you do not like it so much the worse for you. Young people are much more apt to develop symptoms like that than older people. When a young fellow finishes his college or university course and brushes up against the seamy side of life for a decade or so he outgrows that juvenile conceit. Young clerks are sometimes affected in the same way. They are going to conduct the sale, forsooth, as it pleases their own whim. No matter how the boss meets a customer, ascertains his or her wants, and proceeds to exhibit the goods, your independent, originality-smitten salesman is going to do the thing according to his own ideas. You and he do not get on together for long on that basis. Unless he is a born prodigy (which is not apt to be the case), he has either got to learn to take suggestions and tips on selling or he is apt to create a vacancy.

Sometimes storekeepers get this originality-bee buzzing in their bonnets to their financial hurt. They seem to operate their stores on the assumption that they themselves know just about everything knowable in the realm of legitimate selling; and they resent, as a species of buttinsky performance, any suggestions from their salespeople or from anybody else. They would not try out a selling scheme featured in their trade journals for anything. It would seem

to be beneath their dignity as independents and originators to do anything like that. If their noggin does not happen to incubate the scheme, then the scheme is either tabooed or left severely alone. Just dealers pride themselves on the fact that they are running the business, and that they are running it exclusively on their own ideas of propriety. And that principle is all right—up to a certain point. And the contention is not here made that the shopkeeper should be a servile imitator. Be as original and resourceful as you can. Think up every blessed, blooming selling scheme that you can think up. But don't limit yourself to your own plans. No man has a monopoly on all the brilliant ideas. It would not do. He would get an acute case of big-head. Other people will now and then elaborate plans and schemes that you can very well afford to study and try on, either in their original form, or subject to certain modifications to your particular requirements.

Imitation has been under the ban too long. It is time we should reconsider the entire subject. And let us be absolutely frank with ourselves in so doing. Consciously or unconsciously we are all getting impulses, impressions and ideals from other people. "No man liveth to himself; and no man dieth to himself." Life in isolation, immune from the influence of other people, is abnormal. We are incurably social; and if we try to live the life of a recluse we develop cerebro-miasmatic symptoms. We get cranky and morbid and unproductive. We depend upon other people; and other people depend upon us. If we see a clean, strong, winning merchant making a pronounced success in some line, it is eminently worth while for us to turn aside and take notice of the phenomenon. How does he do it? What is the secret of his success? How does he exude that everlasting atmosphere of good cheer? What is the secret of his infectious optimism? How does he create that spirit of loyalty in his sales people? How does he win the confidence of the public, and impress them with the dependability of his word and his wares? He is worth studying. If his success does not put us on our mettle and give us some valuable tips on how to conduct our particular merchandising game, then there is something wrong with us.

Who are the people that are making the most rapid development? Assuredly the people who are most sensitive to impressions and influences (of the right sort) from outside sources. Did you ever watch the development of a young child? Were you ever amazed by the rapidity with which the child mind unfolds and develops? It is an interesting thing. Why this amazing development? Imitation is the answer. The child sees and hears and feels impressions from the great outside world. It seeks to be like those with whom it comes in contact. It is continually spurred on by the magnetism of an ideal. I can shut my eyes now and see the ideal man of my boyhood days. How passionately I adored him! How sedu-

lously I imitated his mannerisms! It makes me smile to recall it all now. This beau ideal of mine was a pretty man—and he had the darlinest whiskers. His complexion was as clear and transparent as a girl's and his cheeks had just a suggestion of natural pink in them. But those whiskers—words fail me to describe the glory of them. They were dark brown—perhaps what your novelist would call a chestnut color—and they were rather inclined to curl; and they were so soft and glossy and skillfully groomed. And his eyes, how large and mild and glorious they were! And the penciled, arched brows above these glorious eyes! This man was a deacon; and on Sundays he wore a double breasted frock coat, just like the preacher's; and he used to pass the collection plate with a dignity that was almost regal. I went to church in those days chiefly to see this deacon pass the collection plate. During the rest of the week I tried to be as nearly like him as a beardless youth of 15 could possibly be.

Eliminate this hobgoblin about its being a shame and a disgrace to imitate. It all depends upon what you imitate. Imitate a worthy person and you become a better man or woman. Imitate an unworthy person and you suffer the consequences. The ability to imitate is only another name for tractability or teachableness. And when anybody gets beyond the teachable age he is fossilized. No further growth is possible.

There is no definite time limit to the imitative instinct. Some people are fossilized at 25, others are tractable, teachable, susceptible to outside influences which stimulate them and inspire them to bigger and better things, through middle life and down to extreme old age.

When we reach the point where we cease to imitate we reach the point where we cease to grow. The merchant who realizes that he has about reached that point ought to take a young partner into the business.

Chas. L. Garrison.

Responsibilities of the Credit Man.

Few merchants realize the functions and responsibilities of the credit man. His work seldom gets into the limelight, for, as a rule, he is a modest as well as a busy man. Discretion is his motto. He is not a talker, but he is most observant and often bases his decision on some trifling thing that many persons would not notice. His power in the commercial world makes him a person most decidedly to be reckoned with, for he can often make or mar a business at his word.

The task of estimating the character, resources and ability of a person, especially one whom he may never have seen, is not easy, and when the decision must be rendered quickly the task is magnified. Perhaps a traveling man sends in a "rush" order for stock needed at once, from a new customer, and there is but little time to look up the man's record; action, favorable or otherwise, must be had without delay. The goods can not be sent until the credit man "O. K.'s" the order.

He has every modern device for

quick information at his command and he uses it. The salesman who has taken the order sends all the information that he can obtain, but this must be verified. Telegrams to the local bank, long distance telephones and hasty enquiries through a commercial agency may be resorted to, in addition to the report published in the various credit guides, always at the elbow of this man of affairs.

But above all else is the judgment gained by long years of service, which give the credit man the ability to form opinions by weighing the evidence presented. Organizations of credit men are of comparatively recent date. A generation ago there was more individualism in business; merchants were afraid that others might get their trade if they knew their patrons, hence they did not share information with each other.

This condition prevails to a limited extent to-day, but business is now better understood. The credit man who withholds information about an unreliable buyer from another who may have a large order for goods from the same man, will himself want confidential information some day, and may find his narrow policy expensive in the long run. The organizations of credit men now hold meetings and exchange experiences and ideas. In spite of all precautions, however, even the most astute is liable to make mistakes.

The moral hazard plays an important part, especially if the concern seeking credit is small. The man who sports huge diamonds, runs an automobile and bets on races, must have a business that justifies such expenditures, or he may find his credit cut off at a critical time and he be forced to suspend. On the other hand, a slow, conservative man, who lives plainly and meets his obligations on the instant, may obtain help unexpectedly and be able to take advantage of an opportunity beyond the ability of his own capital.

Credit insurance is a new form of indemnity for losses that are carried by many merchants. Some losses will occur, despite all precautions; hence it is well to guard against them. He who would continue in business and prosper should guard well his credit and meet his bills promptly. The credit man is, in his nature, friendly to retailers. It is his supreme duty to conserve the interests of the firm's patrons, just as much as it is to safeguard the welfare of his employers. —Furniture Journal.

Taking Advantage of Her Opportunity.

A little girl ate at a feast a great quantity of chocolate eggs, and bananas, and cakes, and peanuts, and things of that sort, and finally the time came for her to go.

"But you will have a little more cake before you go?" her hostess said politely.

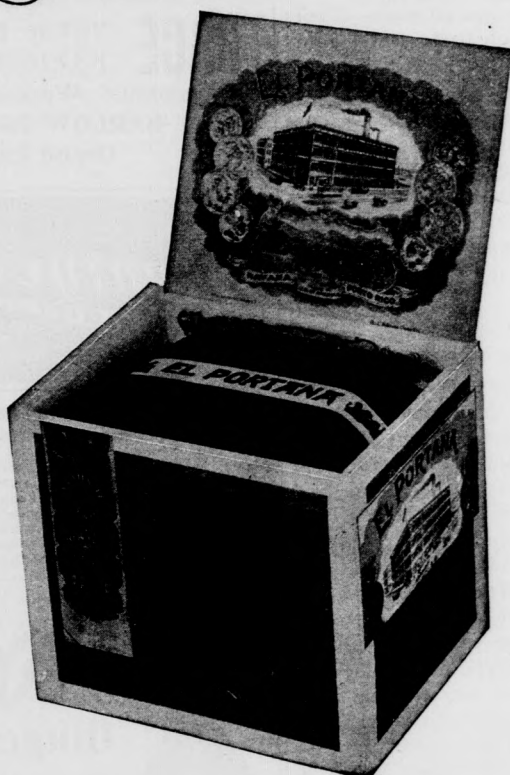
"No, thank you, ma'am. I'm full," said the little girl.

"Then," said the hostess, you'll put some nuts and candies in your pockets, won't you?"

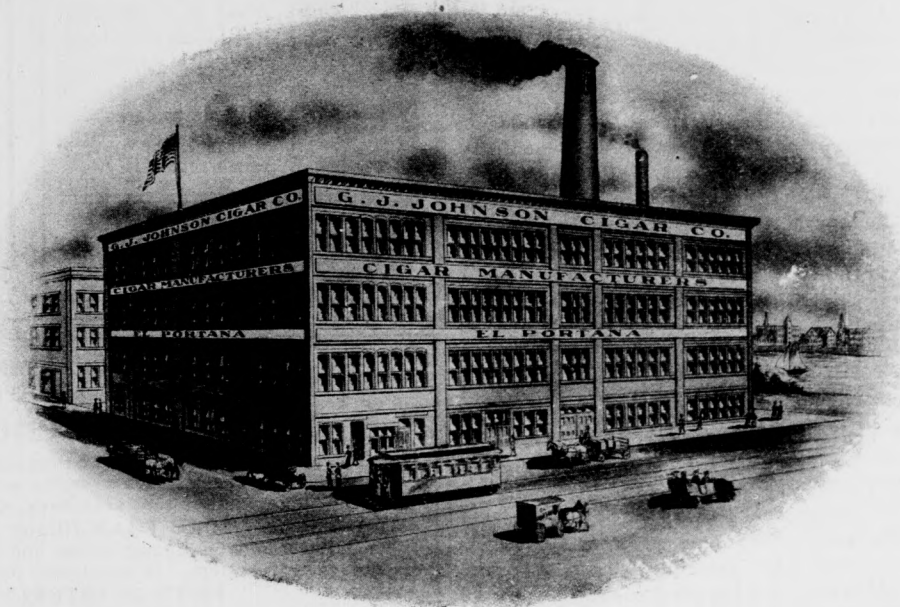
The little girl shook her head regretfully.

"They're full, too," she said.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

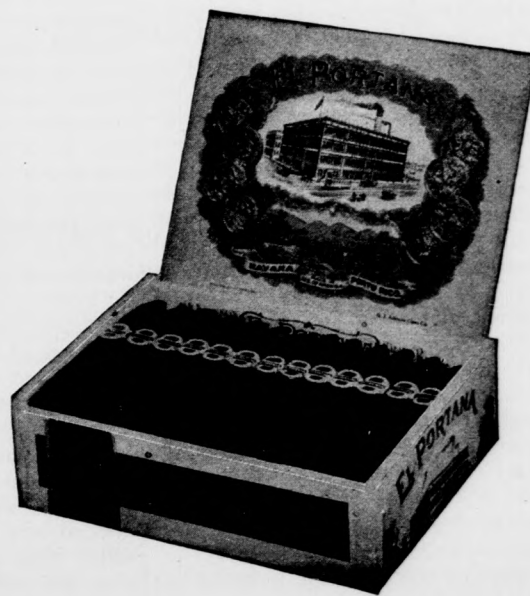
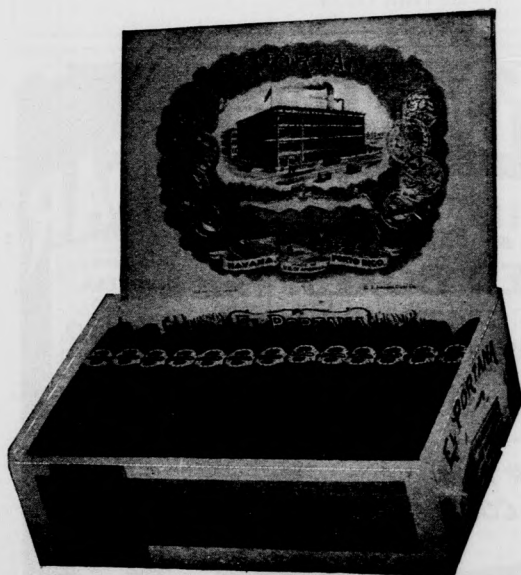
Made in

Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



What the Trademark Does for the Retailer.

Daily visits from salesmen representing strong lines of goods and the continual pounding of their written and spoken arguments regarding the value of their special brand of shoes and findings naturally puts a query into the head of the retailer as to just what the value of an advertised or trademarked brand of goods has become. To answer this question shortly the trademark has no value of itself, but depends on the use made of it for its real market value and usefulness.

To explain this more fully we might say that a trademark is an inanimate thing, and can not create any results of itself. Moreover, it would be useless to tack a handsome trademark on to a brand of goods that were not reliable and not capable of standing the public inspection. Trademarks are valuable only when backed up by a strong line of goods and a vigorous selling campaign.

Among people we use different names to distinguish them, apart from their physical personalities. John Smith is the trademark, so to speak, for one particular brand of man, while John Jones represents another brand. Now, "Excel" may represent a particular brand of shoes, just as the John Smith applied to personality, while "Super" may represent another brand of shoes, as John Jones represented another type of man. The difference between the two is just the difference in the personality of the goods and the manner in which they appear before the public. Smith may fall into ill repute through his dealings with people, just as "Excel" shoes may be unpopular because of their poor wearing qualities, while Jones may stand high in the community because he has held the highest endorsement of all, just as "Super" shoes have held the trade because they wear and fit well.

The Name Is Not All.

Simply putting a name to a shoe does not make it a good shoe, but when that same name is linked with wear, fit, style and factory service, and when thousands of dollars are spent to impress this name on the mind of the public, it stands to reason that there must be some uniformity about the goods that is worth mentioning. Suppose that you own a retail store and decide to name a shoe after yourself, calling it the Smith shoe. That fact will not sell it. But if you remain in business for a few years and the trade come to know that a shoe with your name in it wears better than other shoes at the same price, the chances are that your trade will begin to ask for shoes with your label in them. That is where the value of a specialty or trademarked brand commences to be important. The trademark has not done this; the shoe and your personal endorsement of it has done the trick. You might have called it by any other name with the same result, for the name is immaterial except that whatever it is it links the idea of that particular shoe with good wear and service.

But you can not begin to spend one

hundredth part of the money in exploiting this trademark that some large corporation can, and consequently it is better policy to sell shoes with their trademark on them than to try and market a few shoes under your own special name. There is a national trademark, while yours probably lives in the minds of a comparatively few people. The stranger does not know that your named shoes are worth more than those of a competitor, but if you carry a recognized brand and advertise it, the stranger is as familiar with the goods as are your own customers.

Benefits To Be Had.

There is quite a difference of opinion regarding the benefits derived from the sale of specialty or trademarked shoes, but there is a certain benefit to come from such agency which can not be derived in any other way. It is not always true that the larger company puts out the best footwear, but it is true that the volume of sales depends largely on the strength of the advertising and selling campaign which the manufacturers prepare. Take your own case for example. Suppose you come to Chicago and find that you need some new shirts. Do you go out to some little store and buy a make you never heard of before, or do you glance with pleasure at a Bates Street, Monarch, Star, or other familiar brand? Ten chances to one you will buy the nationally advertised brand because you have seen that trademark posted conspicuously all over the country and in all the leading magazines and street cars. They must be good goods or they would not stand such publicity. The shirts of the dealer sold under his own name may be just as good; in fact, they may come from the same factory, yet you feel a sort of relationship with the advertised brand because you have seen it before.

New Trade Is Valuable.

That is just the way with the new trade coming into your town or city. They have read the magazines and newspapers wherever they have lived, and they have at some time or other seen the advertising of specialty or trademarked shoes. They have never seen your name in print so far as they can remember, and therefore when they go out to buy a pair of shoes they look for some familiar trademark or brand. If your window displays one, they will undoubtedly come in and buy of you, whereas they might not have bought a pair with your own name in them. Later, when they have come to know you, you may prevail upon them to try a pair of your own shoes, but the first business transaction is brought about because you carried an advertised brand which was familiar to them.

No Stamp on Bottoms.

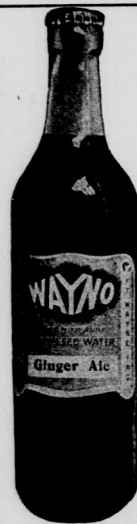
We are not in sympathy with the intention of some manufacturers to stamp fixed prices on the soles and labels of their product, but doubtless there is much to be said on both sides of this question. We believe that a dealer should have the privilege of selling the goods at any price he desires so long as he pays his bills. The better firms make no rule of this sort now, and only a few short-sighted

ones ever did. You can buy trademarked shoes at almost any price you wish, and you can sell them for what you believe you can get without molestation. If the price the manufac-

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



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.



WAYNO Ginger Ale

This is truly the Ginger Ale of quality. Made in a particular way for particular people. It's packed so nicely, too; just 30 bottles to a case. Try a case or two. You won't regret it.

Wayno Mfg Co.
Fort Wayne, Ind

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar
See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.



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



IF
one of
your
customers
should
ask you
some day
why

MINUTE GELATINE (FLAVORED)

is the best, you will want to know. Then bear these points in mind:
It is absolutely pure.
The flavors are TRUE FRUIT.
The gelatine is the best to be had.
When prepared for the table it is the clearest, firmest, and most NATURAL flavored gelatine on the market.
If a customer is dissatisfied, we will refund the purchase price. You are absolutely safe in recommending it.
Where do YOU come in? The 33 1-3 per cent ought to look good to you, especially when every package you sell makes a friend for you. Don't sell it for less than 10c STRAIGHT. It's not in the three for a quarter class.
Let us send you a package to try at home. Write us to-day, give your jobber's name and we'll prove our claims.
MINUTE TAPIOCA CO.,
223 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!

turers intended to sell the goods at is not enough profit, you can add 50 cents or \$1, as you dare, and if you get it, well and good. But, generally speaking, the manufacturer fixes a fair selling price commensurate with the cost of production and with some regard for the money they are putting out in helping you to sell these goods. Do not misunderstand this proposition. You do undoubtedly pay something for all this advertising, but the part you pay is so immeasurably small when the benefits are considered that you can well afford to consider that you get it for nothing. You can even get your own advertising prepared and placed by some manufacturers, a service which they will perform immeasurably better than you could do it yourself, and yet one for which they make no charge. You can get cuts, window cards, signs, window tickets, posters and street car signs at practically nothing when these same conveniences in any form—good, bad or indifferent—would cost you hundreds of dollars.

How To Profit By This.

And that brings up the point of how to get the advantage of all this. If you do not use the material which the manufacturer places in your hands you certainly can not get any of the advantages. If you do use it, or a part of it, you are sure to get something out of it which would not have come to you in any other way. If you and Smith and Brown all agree that it is not worth while to use this material, then the plan which the manufacturers have prepared must fail. It is entirely within the hands of the retailers to make these advertising and selling campaigns a success. The manufacturer can write all sorts of boosting and encouraging letters, but if you do not use some of the plans you can not get returns; neither can they.

You Do Not Pay For This.

It is not true, either, that they are making you pay for the cost of their advertising campaign. Their profit actually does come on the increased sales. Take another illustration from your own store. You can sell 100 pairs of shoes a day with your present store and sales force, but if you should add a bundle girl and a carrier system it is likely that you could sell 150 pairs of shoes with only a slight additional expense, because you would save the time of many clerks required to wrap up purchases and make change. So it is in the shoe manufacturing game. One thousand pairs a day might be turned out under a given factory roof with a given factory force, but with the addition of a few extra feet of floor space 1,500 pairs a day could be turned out if there were a definite demand for them. That is where you come into the plan. They look to you to help create their demand by using the advertising literature to best advantage among your trade. If they were to send it out, they would have to make an individual study of your trade at considerable cost, but you, being on the ground, can do it in half the time and at almost no expense, provided they give you the literature. Again, if you were doing it, you would not get

up so nice a catalogue or poster, because you could not afford it; but they can and do, because they get results through you.

Thus, you see, the plan is really a beneficial one all around. The manufacturer benefits, the salesman benefits and you benefit by the co-operation asked for.—Shoe Trade Journal.

Dutch Dikes in the Mississippi River.

As that portion of the New World embraced within the confines of territorial United States becomes more thickly settled and more intensive methods of development become requisite because the supply of natural richness is not inexhaustible, we begin more and more to profit by the experience of older nations. One of the latest efforts in this line is the use in the Mississippi Valley of the dike, brought to its highest development in Holland. Near Yazoo City, in Louisiana, is a large rice farm that lies lower than the level of the big river. It is really a plantation that is to be turned into a rice farm. Fifty miles of levee—the American name for the Dutch dike—have been built all around the plantation. The levee will keep the rivers from overflowing and will also prevent the water used to irrigate the crop from draining away. Rice requires great quantities of water and to give it plenty there is being installed a great pumping plant which will be able to throw inside the levee 7,000 gallons of water per minute, or 10,000,000 gallons a day. The cost of the work, including the pumping plant and five reapers for harvesting the crop, will be about \$30,000. The experiment will be conducted for a period of five years.

Would Not Be Outdone.

A Frenchman, a German, an Englishman and an American were sitting before an open fire, each one telling of the greatness of his native country.

While speaking the Frenchman took from his wallet a dollar bill, rolled it up, touched it to the coals and lighted a cigar with it.

The others were impressed and soon the German opened his wallet, brought forth a ten dollar bill, rolled it up, touched it to the coals and lighted his cigar with it.

The Englishman thought it very foolish, but he could not be outdone nor have it appear that England was not, as ever, the richest of all, so he calmly took a one-hundred-bill and sacrificed it to light his cigar.

The American looked on in wonder. He had not even a dollar bill with him and yet he knew he represented the leading race of all—which was never outwitted nor outdone by any one or any country; so he quietly drew forth a check-book, wrote a check for ten thousand dollars on a prominent New York bank, duly signed it, rolled it up, touched it to the coals and lighted his cigar with it, while his confreres watched him curiously and intently.

A man begins to die as soon as he ceases to see greater goals beyond.

The idler always indicts the stream for flowing the wrong way.

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.

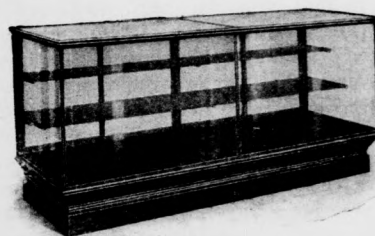
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.



Have You a "Crackerjack" Case In Your Store?

This is the case that has captured the hearts of hundreds of merchants. It is selling goods in scores of successful establishments.

A "Crackerjack" Case will give to your store that touch of dignity and refinement which is so essential if you would win and hold the higher class trade.

A "Crackerjack" Case is a crackerjack salesman. It shows the goods to the best possible advantage and silently but effectively appeals to the buying instinct of your customers every hour of the day. It is a case that every merchant can easily afford, because it is an investment, and a good investment is never an expense. It is a case that will always look new—always wear well—always satisfy.

Case glazed with two piece bevel plate glass top heavy double strength glass in front. Case is 42 inches high and 26 inches wide. Glass sliding doors in rear on ball-bearing roller sheaves and metal tracks. Two quarter-sawn oak finished shelves resting on nickel-plated brackets. Made in six, eight and ten foot lengths golden oak finish ready for shipment.

WRITE FOR CATALOGUE T

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS MICH.

The Largest Manufacturers of Store Fixtures in the World



We Manufacture Public Seating Exclusively



Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

Consumer-Advertising and Its Complement.

Written for the Tradesman.

By consumer-advertising is meant the various advertising mediums, devices and campaigns whereby the maker of a trademarked commodity seeks to popularize his product.

The purpose is to make his commodity directly popular—and just as universally so as possible. Whether the manufacturer is concocting pink pills for that tired feeling, or turning out mahogany and quartered oak dining room furniture—in either case the consumer is the ultimate and determinative factor in the series, so the argument runs; and if we can cinch him the rest is easy.

Perhaps there is no other single theory in the whole realm of advertising which has been more thoroughly worked out than this one; and the story of its out-working comprises one of the most interesting chapters in the entire story of modern publicity. We all know how certain great general advertisers have made their products household words from one end of the country to the other. Say safety razor, and you think of a certain well-known make. Say baking powder, and you think of a certain brand. Say a \$3.50 shoe, and you think of a certain specialty article forevermore associated with the picture of a certain bald-headed, benign manufacturer.

Guarantee Back of Trademark.

There is a very evident merit in the trademark. It is open and above board. It smacks of fairness. It indicates good value. The producer is not ashamed of his output. The trademark indicates that he stands back of it to make good any defect.

To be sure the cost of consumer-advertising puts it beyond the pale of the small producer. It costs like smoke to inaugurate a general publicity campaign. To cover the United States in an approximately thorough manner with consumer-advertising of a given commodity costs in the neighborhood of one million dollars per annum. And there are a number of big manufacturing concerns whose advertising appropriations hover about that figure.

When you consider the expense to which producers are willing to go in order to popularize their wares, it is reasonably certain they believe absolutely in their ability to make good. If they have not got what they think they have they are more fooled than anybody else. And it is natural to suppose that they try out the commodity before they incur all this enormous expense necessary to a general publicity campaign. When they are once convinced they are willing to back up their conviction with a guarantee.

If, for any reason, they are mistaken, then the loss falls more heavily upon them than upon anybody else. The commodity, whether it is simple and relatively inexpensive, or costly and ornate—the thing advertised must make good. It must be what it claims to be. It must do what it purports to do. If it does not the public can be depended upon to get wise. And the public holds

the purse that contains the coin that we all want to possess.

So, take it all in all, I admire the spunk of the manufacturer who is willing to trademark his output and affix thereto his name and guarantee.

But Do Not Ignore the Dealer.

But consumer-advertising can not afford to be unbrotherly. I mean by that, that the manufacturer of the trademarked, consumer-advertised commodity can not afford to lose sight of the dealer.

Any scheme for the distribution of wares which does not include the heartiest co-operation of the local dealer is both abortive and unfair. The retailer is a legitimate and inevitable factor in modern merchandising. You can not eliminate him. And the manufacturer who seeks to do so is making a sad mistake.

The dealer has certain resources of his own. He is the cock of his own little walk—and you can not oust him. When he wants to he can fight like the very mischief. He has a cinch on his clientele; knows the people by name; has their confidence and friendship; children love him and have implicit confidence in him. He can switch trade. He can talk louder than your full-page magazine advertisement—and he is right there to talk six days in the week. He is a personality, while your consumer-advertising is so much printer's ink and white paper. You will make a big mistake if you take him for an alleged obscure nobody. Individually you may be able to intimidate him by your superior wealth and power and resourcefulness; but collectively he is your superior and you know it.

Now I lay it down as a broad, valid principle that it is a mighty good plan for the manufacturer to establish friendly relations with the local dealer. If he (the manufacturer) wants to inaugurate a general advertising campaign and go in extensively for consumer-advertising, that is his own lookout. If he is sure enough of his product to pin his success (or failure) thereto that is his own affair. He can spend much or little in creating a popular demand for his wares. But if he is wise in his generation he will consider that these wares must be distributed through the local dealer. He will also make a note to the effect that the local dealer is not in business primarily for his health's sake. He is entitled to a legitimate profit.

Do Not Grind the Local Dealer.

Unfortunately the manufacturers of trademarked commodities have not always done this. They have too often shown a disposition to wax fat and contented; too often they have shown a disposition to grind the local merchant. Especially is this true of those producers who advertise commodities to retail at certain fixed prices.

In that case everybody knows what the price is. And if the margin between the cost price and the asking price is not sufficiently large, the local dealer suffers. For the sake of fairness the manufacturers of consumer-advertised articles ought to allow just as large a margin on their goods as the dealer can secure by

handling anonymous products; that is, from about 33⅓ to 50 per cent. gross profit.

Every protest which has arisen against consumer-advertising—and it must be confessed that they are not a few—is traceable to some abuse of the principle. The producers of such wares have either tried to bulldoze, to intimidate, or they have cut down the margin of profit until there is practically nothing in it for the local dealer but glory—and mere glory does not buy shoes for the children.

Trade Paper Advertising.

For another thing the producers of consumer-advertised goods should patronize the trade papers. In general publications they are talking to a popular constituency, viz., the consumer. Their advertising is popular in character. It is not the sort of thing that is apt to convince a dealer.

But when the general advertiser appears in the local dealer's trade paper, along with other advertisers in the same line, the dealer gets a dealer's statement of the producer's proposition. And this class advertising becomes complementary to consumer-advertising. The general advertiser may spend twenty-five dollars convincing ten customers in a certain community that a certain wash soap is the best five cent bar ever; but unless he also convinces one dealer in that community that this is a fact he has not made any progress. These ten customers can very readily be switched to the particular soap that their dealers have in stock. So five dollars' worth of class advertising

may (and often does) bring more visible results in helping forward the general advertiser's scheme than fifty dollars spent in popular mediums. Winning the local dealer is the complement of consumer-advertising.

Eli Elkins.

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.



Absurd Demands We Make on Those About Us.

One day as I passed down the street I saw a teamster who had unhitched his horses from the wagon and was giving them their midday oats beneath the shade of a benevolent and comfortable oak. I noticed that one of the horses had his collar off, and that his shoulder was sore.

"Pretty hard, isn't it," I enquired of the man, "to make an animal pull with a sore shoulder against the collar?"

"Tough!" he replied. And then he handed me a bit of philosophy which I have put among my most prized possessions. "There wouldn't be much work done if only horses and folks that are plum fit had to do it," he said.

And there you are. You have a large, brilliant, twenty-four carat truth, if you only knew it. It is the incompetent unfit that carry on the business of this earth.

I never knew of but one ideal job, and that is the job some one else has.

Something is wrong with everything. We live upon a planet of imperfections. The sooner we make up our mind to this and determine to make the best of things as they are the more contented we will be.

Take people. "We have no right," says Helps, "to expect to meet many sympathetic people in the course of our lives." And Sydney Smith adds that "to get human beings together who ought to be together is a dream." "If," wrote De Tocqueville, "to console you for being born, you must meet with men whose secret motives are always actuated by fine and elevated feelings, you need not wait, you may go and drown yourself immediately. But if you would be satisfied by a few men whose actions are in general governed by those motives, and a large majority who from time to time are influenced by them, you need not make such faces at the human race."

Nobody is good; nobody is bad; we are all so-so. Look at yourself, with your own mixture of good and bad desires, your inner welter of courage and cowardice, honey and vinegar, gold and clay, and when you go out to meet men and women remember they are much the same.

Large areas of useless misery are caused by the absurd demands we make upon those about us. We judge them not according to the standard the Creator made for them but according to our own notions of what they ought to be. A mother is "disappointed" in her daughter simply because the latter persists in developing her own peculiar nature. All during her child's babyhood the mother has been unconsciously building up in her own mind the kind of character her darling is to have; she is to study music and do tatting and pursue French; and lo! when darling scorns music, loathes tatting and flees French, and goes in for lawn tennis and horseback riding, the earnestly wrong-minded parent feels herself aggrieved. Would it not be better to take our children as God makes them?

The most pathetic thing about us is the way we torment the people we

love and live with. As old Arkel, in Maeterlinck's "Pelleas and Melisande" says, "If I were God I would have pity on the hearts of men."

For instance, sometimes a man who is born old marries a woman who never grows up—one of these permanent children, like Peter Pan. Now, a good deal of what the world calls sin is merely the persistence of youth. When people will not grow old ye send them to hell.

It is hard for mature people to understand youth. Because they take it not as youth, but as faulty adulthood. Consequently, children lie to no one so much as to their parents. In the average family the child is given every inducement to lie. Parents are good to their children, but they are afraid of them, to their wide eyes that see too much. The child soon learns that no one is so stupid and impossible as the parent who does not understand.

There are beautiful exceptions—fathers and mothers, humble hearted, who study their children as God's miracles and try to learn of them instead of trying to teach them. But the usual parent offers to his child not his personality but his convictions. He knows he does not follow these convictions himself. He fears the child will find him out. So he turns him over to nurses and teachers. His mistake is rooted in a noble desire; he wants the child to be better than himself. Most of the cruelty and lovelessness in families arise from the desire that those we love be better than we. Husband and wife regularly offer each other not themselves as they are but themselves as they think the other wishes them to be. Hence they build their domestic happiness on a thin volcanic crust.

Some day the child or the wife meets a person who loves her for herself. She is offered an amo and not a credo. Mother then exclaims of her daughter, or husband of his wife: "I can not understand it. I have done everything for her. Why does she open her heart to that other one and not to me? I get everything except her love and confidence."

When young people first fall in love they have a perfect debauch of truth telling, and after marriage the lover ceases to offer his personality and comes on with his beliefs, his ideals, his notions of what is right and proper, and all that. This is cold bread after hot biscuit. It is then one lies—to keep the peace.

Here is the seed of all human tragedy and bitterness. We do not hate people. We hate what we think they are. And, alas, we do not love them. We love some simulacrum of them. We do not quarrel when we get acquainted thoroughly.

"Don't introduce me to that man," said Sydney Smith. "I feel it my duty to hate him; and you can't hate a man when you know him."

Frenchmen hate Englishmen, but they love the individual real Englishman when they find him out. We hate the negro, despise the Englishman, abhor the German, can not bear the heathen Chinese and disapprove of the Russian. Yet, when we go and meet these people, when we discover them

as they are, we find them strangely human and lovable and attractive.

What a blessing if we could all turn from "the god of things as they ought to be," and be converted to "the god of things as they are!" If one could be just one's self, faults and all, and not be everlastingly wearing masks and dyeing one's moral hair, and sticking peacock feathers in one's spiritual plumage, and then if one could learn how good and sweet and companionable and helpful plain, ordinary folks are, and that God, when he made common people, created something after all tremendously more interesting and wonderful than those ikons of our mind—children, wives, husbands and friends that are ideally grand and sympathetic and unselfish.

Fools wonder and worship what might be; wise men are amazed and enchanted at that which is.

Frank Crane.

Could Eat But Could not See.

A farmer who went to a large city to see the sights engaged a room at a hotel and before retiring asked the clerk about the hours for dining.

"We have breakfast from 6 to 11, dinner from 11 to 3 and supper from 3 to 8," explained the clerk.

"Wa-al, say," enquired the farmer in surprise, "what time air I goin' to git to see the town?"

Better only the temple in the heart than to go to a temple without your heart.

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



Registered U. S. Pat. Off.

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.

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

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

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

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

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

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

Sawyer's CRYSTAL

See that Top

Blue.

For the
Laundry.

DOUBLE
STRENGTH.

Sold in
Sifting Top
Boxes.

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

It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

BEHIND THE COUNTER

How the Fussier Won Out in Business.

Written for the Tradesman.

"One thing I don't like about you is that you are all the time fussing," said Grocer Jared Holmes more forcefully than politely to his young clerk, Harry Osburn. "When you are not wasting your time changing things about in the windows, you are forever shifting things in the store. I want you to remember that I am paying you to sell groceries, not to dilly dally over your artistic notions."

"It is because I am trying to sell groceries that I am trimming the windows and arranging the shelves," answered Harry mildly. He had a hot retort on the tip of his tongue, but he held it back in view of the fact that he was very much in love with pretty Gerty Holmes and had ambitions to acquire a partnership in the store in the event of his becoming Jared's son-in-law.

"Trimming windows and that sort of nonsense doesn't sell groceries," responded Jared.

"You surely believe in window trimming?"

"Of course I do. It makes a store look neat and businesslike. But once you've got a good trim, keep it. Do not spoil it by not letting well enough alone. You had things all right in that window before. What are you changing for now?"

"Because this is Thanksgiving week. We ought to have a Thanksgiving trim, showing all the things we have to go with the turkey."

"Stuff and nonsense," snorted Jared. "Thanksgiving dinners are always the same. The women need the things they always do and they know where they can find them without filling up our window with that truck."

"But—," protested Harry.

"No buts about it," declared Jared. "That sort of trimming may be all right in book stores and toy shops to coax people in, but people have to buy groceries. They know what they want and they know they can get it here. So fussing over the windows and the stock is all foolishness, and I won't have it. You get out of that window and stay out or get out of the store! There's the 'phone! Answer it."

The manner of his calling down, as well as the unfairness of it, rather nettled Harry. He felt it all the more keenly as he knew that Gerty, who was busy over the books, must have heard.

Gerty did hear and she had something to say about it after her father had gone out that afternoon.

"It is no use arguing with him,

Harry," she said. "When father makes up his mind to a thing it is made up for good and he will not change it."

"But he hasn't the right idea about window trimming at all," protested Harry. "He does not see the object of it."

"But he thinks he does, and all that you could say wouldn't make him see it any better. He's been in the grocery business for thirty years and he is satisfied that he knows it from a to z. If you want to progress, Harry, you'll have to get another job."

"And give up you and our plans? Never!" declared Harry very determinedly.

"Oh, you won't have to give me up," answered Gerty in her matter-of-fact way. "I'll marry you when you show that you can support me."

"I can support you all right."

"I know you can, but I'll confess that I'd rather be supported by the owner of a store than by one of the clerks."

"I know where I could buy a store right now and I would if it was not—" Harry paused.

"If it was not for what?"

"That I'd have to go into competition with your father. Peck wants to sell."

"Then buy," said Gerty promptly. "Somebody else will if you don't. We might as well have all the competition right in the family. Besides this is a mighty good neighborhood. It will support two good stores."

"I'll figure on it," replied Harry.

"Figure fast, before someone else gets ahead of you," advised Gerty.

"I'll finish this window first," answered Harry, returning to the job he had left when Mr. Holmes had interrupted him. But he didn't finish it. Jasper came in, a trifle out of patience because he could not collect an old bill. He saw Harry arranging the cranberries, the celery and the other "fixings." Jasper was mad all over in a minute.

"This ends it," he shouted. "I told you to quit that fussing! Now you get out and stay out!"

"Does that mean that I'm fired?" asked Harry.

"That's just what it does mean!" snorted Jasper. "I won't have a fussier around me."

"All right," said Harry, going for his coat. "I'll be around Sunday night," he called to Gerty.

"No, you won't," shouted Jasper. "There has been enough of this foolishness. My daughter hasn't any time to waste on a fussier like you. I mean to marry her to some fellow with sense and ambition enough to take care of her."

"And if I prove that I have ambi-



Gloves and Mittens

A large and complete line of dress gloves, driving gloves and heavy gloves and mittens; some exceptionally good values from \$2 up to \$36 per dozen.

It will pay you to see our line before placing orders.

P. Steketee & Sons

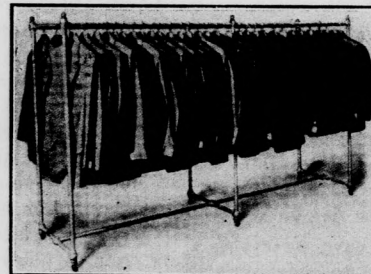
Wholesale Dry Goods

Grand Rapids, Mich.

Double Bar Polished Steel Tube CLOTHING RACKS

A 10 Foot Rack
Holds 150 Suits

Price
\$12.50



Order one
shipped
on
approval

Write for our new catalogue of Racks and Hangers

The Taylor Mfg. Co., Princeton, Ind.

Handkerchiefs



We made some very satisfactory contracts for handkerchiefs, both in staples and in fancies, for fall trade. These goods are now arriving, and range of prices is such that they can be retailed at one cent to a dollar. Ask our salesmen before the best numbers are sold.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:: Grand Rapids, Mich.

tion and sense enough to take care of her as well as you do, will you let her marry me?" asked Harry.

"Yes, if you do. But you won't," declared Jasper.

"You'll give me six or eight months to prove it in?" bargained Harry, with one eye on Gerty.

"I'll give you a year, if you want it, but you couldn't prove it in six years," responded Jasper.

"Eight months will be enough. Will you be ready to marry me in August, Gerty?"

"I'll be ready," said Gerty.

"Then it is agreed," declared Harry, not giving the astonished Jasper a chance to say another word. "I'll show you my books eight months from this time. If I am making as much as you are we'll be delighted to have you give away the bride at our marriage. Good day."

"If you do I'll give you a thousand dollars to boot," shouted Jasper, finding his voice, as Harry went out the door.

"I'll put that in writing, father," softly murmured the practical Gerty. Harry bought the Peck store, getting it at a bargain because the business had run down and the stock was depleted. He paid part cash and agreed to pay the remainder in installments. Once in possession, he began to build up, slowly but surely. He knew from his experience in the Holmes store the class of goods demanded by the trade of the neighborhood. When he got in the goods he made the fact known to the people through his window displays. He never added a new line or stocked up on an old line that Peck had let run out without advertising the fact with a showing in the windows or on the shelves that made possible customers take notice.

In addition he kept pace with the seasons or, rather, he was always just far enough ahead of the seasons to anticipate the demands created by each and prepare to satisfy it while it was still keen.

Thus, with the first run of maple sap, he had an attractive display of syrup and sugar, not neglecting reminders as to how good the syrup was on hot buckwheat cakes. He had half a hundred orders of syrup sold before Jasper's customers began to ask the latter if he had them in stock. Harry tempted the appetites of the neighborhood when they were keenest. Jasper waited for the time-dulled appetites to come to him. Then Jasper wondered why he did not do such a big maple sugar and syrup business as usual. Harry could have answered the enquiry.

When house-cleaning time came around Harry had a display of cleansers, soaps, polishes, brushes and other essentials and aids of the season that stirred zealous housekeepers to quick action. It made them anxious to get the work and they came to Harry for their supplies—which was simply the natural result of the suggestions contained in his window showing.

Along at the beginning of the strawberry, cherry and small fruit season Harry started a series of canning time window displays. Cans, patent tops, fruits and all that went

with the season were represented in it. At the same time he made sugar a leader, offering a bargain rate on it. And the window suggestions again had their effect.

Jared ignored Harry when the latter first set up as a competitor. Then he began criticising. He saw that Harry devoted more attention than ever to window trimming, changing about his displays every few days and sometimes every day. Every time that Jared saw a new display he snorted, "Fusser!"

But the fussier appeared to be prospering. His store always seemed busy. He was constantly picking up new customers, and Jared, to his dismay, saw even some of his old standbys going more frequently into Harry's store than they came into his. Jared couldn't figure it out. He kept his store as neat and clean as ever, and he kept up his stock as well as he thought he should, although he did not go in for some of the "fancy truck" that he saw displayed in Harry's windows from time to time. His books showed him that while he was making a good profit, he was not gaining as fast as he should with the increase in the nearby population.

Finally he concluded that he would run into Harry's store to try to learn the secret of the latter's popularity. He got the warm greeting that a prospective father-in-law ought to get. He saw the sugar announcement.

"Cutting prices?" he asked. "That explains why you are so busy."

"Oh, no," answered Harry with a meaning smile. "I'm only making a little leader on sugar. That is to help the canning time buying along. It is the canning that is bringing us the business. Seen my window trim? How do you like it?"

"Seems foolish to me, filling the window up with sugar and such truck," sneered Jared. "People know that every grocer has them."

"But I want to remind them that this grocer in particular has them at just this time when they want them," replied Harry. He added a little maliciously, "How's your early canning trade?"

"Hasn't got well started yet," admitted Jared.

"That's because you haven't stirred it up right," laughed Harry. "I have done a rushing business already, and have more than a hundred orders ahead for canning fruits yet to come, including even plums and peaches, although they will not be on the market for some weeks yet."

Jared did not say much, but a day or so later Harry, in passing the old store, noticed that it had a canning time trim. Harry smiled wisely and promptly changed his trim to suggestions for warm weather luncheons and dinners, not forgetting hints to picnic planners. He was willing enough to let Jared profit by his example, if he could profit by playing tag. He knew that he could easily keep ahead of Jared, whose ideas were decidedly slow in changing. It had taken him six months to learn the lesson of the window displays and Harry felt that competition that was so slow in taking hints was not greatly to be feared.

Promptly at the end of the stipulated eight months Harry came into Jared's store carrying his books under his arm. "I've come to compare profits," he said.

Jared had forgotten their agreement and he looked up in surprise.

"You remember our bargain?" said Harry. "Well, here's my statement of profits. Now show me yours."

"I'll be blown if I will," shouted Jared. "I keep my business to myself!"

"But I'm in on it, father," reminded Gerty, who was comparing Harry's statement with one in her own writing. "I've been figuring our profits, as I was interested in the agreement, and I find that Harry's earnings run just 20 per cent. higher than ours do for the past eight months. Harry, I'm yours."

Jared could only gasp in amazement. "Well, I gave my word," he finally admitted grudgingly as he looked over Harry's statement. "I'll not go back on it."

"And that thousand dollars, remember that, too, father!"

That was another shock for Jared, but he was game. "You can put that thousand dollars in the business and we'll go into partnership," he suggested ingratiatingly to Harry.

"No, thank you," said Harry deter-

mined. "I haven't got over my fussing habits and I am quite sure we could not get on well together. We will keep both stores in the family, but we will keep them separate."

And Jared had to swallow that, too.

Rex Sellers.

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.

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

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

Made in Chicago by

BECKER, MAYER & CO.

H. A. SEINSHEIMER & CO.

CINCINNATI

MANUFACTURERS OF



BOYS' CLOTHES

There Is No Profit In Keeping Books

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, yet most efficient way to handle accounts of goods, money, labor, **anything**, is by the use of

The McCaskey Account Register System

(First and Still the Best)

which with **one writing** handles every detail of business from the time goods are bought until the money for them is in the bank. Over Sixty Thousand in use.



Ask any user or write

THE MCCASKEY REGISTER CO., Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

Detroit Office: 1014 Chamber of Commerce Bldg.

GOOD DISPLAY.**It Is Neglected Factor in Too Many Stores.**

All men whose opinions count agree that a good display is supremely important in a retail store, because it helps to turn the stock oftener and to push sales of the goods one wants to sell.

Yet the principles of good display are just beginning to be understood.

Many merchants still think that good display is impossible without high priced fixtures, whereas some of the best selling displays in this country are in stores whose fittings are inexpensive.

The essentials of good display are in reach of every storekeeper who is willing to do a little plain hard work with his head and his hands.

Two factors in display that are neglected in ninety-nine stores out of a hundred, including some of the most expensively fitted stores in America, are these:

1. Every article in sight so the most casual shopper may see it.
2. Every article marked with its price in plain figures.

Probably in no store will "every article" be in sight or price-ticketed, but certainly a merchant should aim to cover everything and make exceptions only for urgent cause.

Use More Price Tickets.

The average general, dry goods, department or hardware store uses very few price tickets, and the bulk of its goods are hidden in boxes or out of sight behind the counter. In such stores people naturally buy only the goods they came in with their minds made up to buy.

There is only one type of store which habitually observes these plain principles of good display. That is, the variety stores of the better sort, including the syndicate 5 and 10 cent stores.

Such stores can give lessons in the art of display to tradesmen in every other line—not excluding the big department stores, whose fixtures cost more than the entire stock of the average variety man.

Success of the 5 and 10.

Merchants in other lines wonder why the 5 and 10 cent store gets the crowd and why people who come to look remain to buy.

The reason is not mysterious. It may be seen by any man who will go into such a store with his eyes and his mind open.

Begin with the window. Observe that no special effort is made to secure an "artistic" effect. But every article is in sight and the prices are made so plain that he who looks must read.

Go inside. Note how few the show cases are—just one each for candy and jewelry and perhaps one or two others for goods that might easily be damaged. Nothing to prevent the eye seeing everything from the top to the bottom of the shelving.

With the fewest possible exceptions goods have all been taken out of the boxes and put on the shelf or table in plain sight.

First thing in sight is a sign reading "Nothing over 10c." On all sides

are notices, "Everything on this counter 10c." But in addition note that each tray or bunch of goods or article is marked with its own price ticket.

Women Good Shoppers.

Follow the women shoppers about. They may have come to buy just one thing, or may have been pulled in by some thumping leader in the window.

But having made that one purchase they linger. They walk down one side of the store and up the other, scanning goods on the shelves, counters and tables. Instead of one item, they buy two or six or ten.

The merchandise is displayed in a manner to make it interesting, and when an article has once gotten the attention of the shopper, the sale follows because the price ticket tells her the cost. If she had had to ask some clerk the price she probably would not have stopped.

One does not see in other shops the sort of interested looking that goes on every minute of every day in a 5 and 10 cent store, and it is worth the while of any merchant to study out the reason for it.

Keep Out Dirt.

We take for granted we are talking to men who understand that good display begins with cleanliness and order. Without these efforts is wasted. Dirt and disorder are death to display. The man who lets his store front run down, neglects his windows, permits dirt to linger, jumbles goods together as though he were running a junk shop, must first of all learn the A, B, C of good house-keeping.

No store uses enough price tickets until every article within its doors tells its price to the looker.

We observe that in a very real sense the use or non-use of price tickets is the distinguishing mark between the coming and the going merchant.

Not that price tickets alone can bring back youth to a decrepit store, but when a man begins to use price tickets he naturally does the other things that make for good merchandising.

Price tickets sell goods—they sell goods—they sell goods.

An article without a price ticket will win attention only from the person who is in urgent need of this particular thing at that particular time. With a price ticket it will get attention from ten times as many people.

Price tickets make selling easy. Often all the clerk need do is wrap the article up and make change. With goods price-ticketed clerks show larger daily sales, which means smaller ratio of selling expense.

The mental attitude of the buyer is always defensive. No matter how tempting an article looks, if its price is not marked, desire is seldom strong enough to overcome the mental inertia. Price tickets make the law of suggestion work for, not against you. —Butler Brothers' Drummer.

The only way to feel right is to do right.

A small religion will never draw big men.

When, Where, How To Look For Trouble.

You may look for trouble:

When you believe all you hear.

When you refuse to swallow your pride.

When you even "know it all."

When you speak your mind in "cheap talk."

When your business is at the mercy of a poor manager.

When you have no regard for the other fellow's feelings.

When you have just enough learning to make you miserable.

When bad luck strikes you, unless good pluck comes and rights you.

When fear takes the place of respect between you and your employees.

If your checkers are checkers that need to be checked very frequently.

When you can not see clearly on the business and technical side of our art.

When, because of the fear of doing something wrong you never do anything right.

When for an evil you apply the wrong remedy. Two wrongs will never make a right.

When you are continually "changing hands," or your hands are continually changing.

When you refuse the help and means to be found in the trade paper.

When you are a good manager—and you'll find it (the trouble)—that is, if you are a good manager.

When you expect your employees to be on hand at "milkmen's hours" and you show up at "bankers' hours."

When you think you are rid of all trouble. That is just the time when trouble comes—when it is least expected.

When you are not getting prices your work is worth. It is a red light, a warning, a forerunner of debt and mortgage.

When you have the right kind of help, but you won't find it a trouble to do so, because nothing is a trouble to the right kind of help.

When you allow anyone to run your business but yourself, be he or she on the inside looking out or on the outside looking in, unless you pay that person to run your business.

When the extractors are not doing the work they should in the proper time allowed. Oftentimes they are merely revolving. Think it over—then look the extractor over.

When you have a reputation for doing unfavorable work, and even although you may have gotten away from that state, because, "Give a dog a bad name," etc.

When you retain one cent of an employee's wages for damage, lateness, absence, or disobedience, unless you have a notice to that effect posted up where it can be read by all hands.

The Devil's Worst Demon.

In the street of Life, walking in the darkness of the shadow, hungry old Satan was out hunting with his dogs, the little imps of human weakness.

A man came walking through Life's street.

Satan said to one little devil with a bitter face: "Go, get him for me."

Quickly the imp crossed the street, silently and lightly hopped to the man's shoulder. Close in his ear he whispered:

"You are discouraged."

"No," said the man, "I am not discouraged."

"You are discouraged."

The man replied this time, "I do not think I am."

Louder and more decidedly the little imp said again: "I tell you you are discouraged."

The man dropped his head and replied: "Well, I suppose I am."

The imp hopped back to Satan and said proudly: "I have him, he is discouraged."

Another man passed. Again old Satan said: "Get him for me."

The proud little demon of discouragement repeated his tactics.

The first time that he said, "You emphatically: 'No.'"

The second time the man replied, "I tell you I am not discouraged."

The third time he said: "I am not discouraged. You lie."

The man walked down the street, his head up, going toward the light.

The imp of discouragement returned to his master crestfallen.

"I could not get him. Three times I told him he was discouraged. The third time he called me a liar and that discouraged me."

A Preachment.

With thy permission, most worshipful master, I will deliver unto thee the injunction of the wise man to keep as cheerful as thou desirest to be.

If thou takest thyself too seriously, many of the real joys of life will whisk by thee in the Chalmers-Detroit of good-fortune and toss confetti into thine enfeebled eyes.

Concentration upon thy task may be demanded of thee. But, I pray thee, do not offend the gods by taking thyself and thy affairs too seriously.

Cheerfulness and courtesy and kindness interfere not with success. Too much thought about thy work will make of thee a grouchy hermit in the midst of thy fellow men.

Smile, my brother, so that thy side will always be the sunny side of the street. Lift up thine eyes and fill thyself with the beauty of other lives. Mix with thy neighbors and permit thy mental gastric juices to flow.

Then thou mayest digest the really good things and make them part of thy better self.

It Made a Difference.

Wm. B. Ridgely, former Controller of the Currency, said of a certain speculator recently:

"The man is as ingenious as a horse-trader's son who was once unexpectedly called on by his father to mount a horse and exhibit its paces.

"As he mounted he leaned toward his father and said:

"Are you buying or selling?"

Mockery is the refuge of the small mind before that which it can not measure.

ORDER NOW!

And you won't have to tie a string around your fingers to keep from forgetting that you want to order



Calendars for 1911

By placing your order early you will not only avoid the possibilities of forgetting to order until too late, but you will get the service of our artists at a time when they can give your calendar all the time that it requires in order to get out a first-class, artistic design.

It Requires Time and Thought

to design a calendar that will talk for the firm it represents.

Our Individuality Calendars

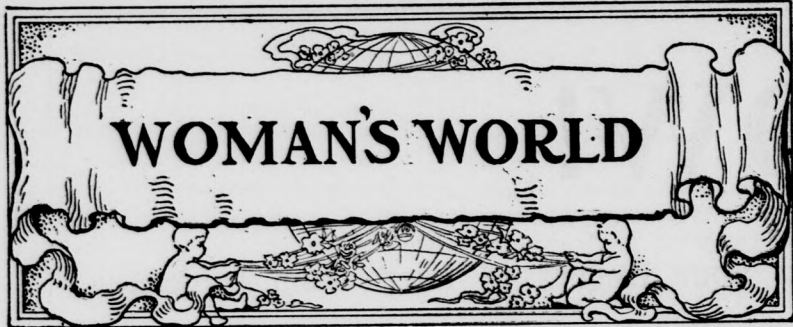
not only speak for themselves, but they talk long and loud for the firms they represent.

SEND US A DESCRIPTION OF YOUR BUSINESS and let us design a calendar for you that will cause everybody in your locality to want one. Our artists have some new ideas that they are going to give to those who send in their orders early.

Who Wants to Be Called a Procrastinator?
Then Do It Now

Tradesman Company
Calendar Department

Grand Rapids, Mich.



WOMAN'S WORLD

The Sin of Being Too Sensible.

Written for the Tradesman.

Mrs. K. was tall and thin and of the build that seems to have an undue proportion of length from the knee down. Plain-spoken people described her as "long-shanked." I remember seeing her once in a bathing suit and, as she picked her way over the sandy beach, the resemblance to a crane or heron was so striking that I wondered whether some enterprising naturalist ever had started a theory that the human race originally were waders and gathered their food from under water.

With a woman of this style of figure, even more than with women in general, it is a truth past all gainsaying that her whole fate lies in her clothes. In spite of the shabby treatment she has received at the hands of Nature, such a woman, when properly arrayed, is the triumph of the modiste's art. Cunningly devised ruffles or puffs or shirring or whatever happens to be in vogue will allay any suspicion that her arms and shoulders are not sufficiently rounded out. Then with the skirt portion of her costume ample, of good length, well-fitting and well-constructed, if only she knows how to carry herself, she may step forth to receive the admiration justly her due, for "she looks a goddess and she walks a queen," having a dignity that the roly-poly woman, even when bewitchingly pretty, never can hope to attain. But the roly-poly woman, no matter what she gets on, never looks as ugly as does the long, lean woman when unbecomingly dressed.

Along with her other ill treatment of Mrs. K., Mother Nature had seen fit to hand her out a pair of big bony ankles, and feet that even Mrs. K.'s particular friends spoke of as "rather large." The size of shoes she wore was whispered about with bated breath, without actual mention of the dreadful number, excepting as "something that rhymes with mate and date."

By the public generally it was held that speaking of Mrs. K.'s feet as merely large was a euphemism calculated to mislead, therefore unjustifiable. So, in the interests of truth, those astonishing members often were described as huge, enormous and vast.

To crown all Mrs. K. wore her dresses very short. She had an idea, which she held to as tenaciously as if it had been a fundamental religious conviction, that a woman's skirts, in order to be comfortable and hygienic, must not only well clear the floor but swing several inches above it. At that time anything like a short dress was very uncommon; so a skirt of usual

length would have concealed those ugly ankles entirely, and, by its charitable and umbrageous folds, would have done much to ameliorate, so to speak, those terrible feet. Mrs. K. had a very intelligent—almost handsome—face, and could she have brought herself to make just three inches concession to the demands of Dame Fashion, and put that three inches on the bottom of her dresses, she would have passed for a very good looking person. As it was, although she was a woman of unquestionable modesty and virtue, she managed always to keep her pedal extremities in the limelight; and it was solemnly averred by the wag of the village in which she lived that when she passed along on the sidewalk, even the gentlest nags tied to the hitching racks drew back and tightened their tie-straps, while spirited beasts actually had broken loose and run away, frightened at the mere sight of those feet!

One day a friend said to her, "Margaret, what do you expect to gain by being always so sensible?" Of course, this plea was as unavailing as had been the protests of her other friends and of her dressmaker, and the remonstrances of Mr. K. and of the little K's, which last had suffered untellable agonies from the sarcastic digs given them by their mates on account of their mother's eccentric appearance. Whenever I see one of those over-sensible women I always think of that earnest, despairing "What do you expect to gain by being always so sensible?"

If the woman of this type would go off on some lone island and be sensible all by herself, it would not matter so much; but she always arranges it so that her peculiarities are a humiliation and a grief to others.

Some years ago a young man was telling me about his aunt: "Aunt Martha wears bloomers. Ma used to wear 'em; was married in a bloomer. My! if I'd been in pa's place I'd have kicked on that."

That expressive sentence shows the attitude of the innocent sufferers. By the way, I wonder whether there is anyone now wearing the once celebrated bloomer costume. I mean, of course, not as a bathing or gymnastic or tramping suit, but as a general purpose dress. The bloomer rig was very sensible and it died hard.

The too-sensible woman never is satisfied in just being sensible herself. She must inflict her ideas upon her children and those about her. I knew a girl who was in her teens at the time when the style of wearing short frizzes or curls about the forehead had full sway. Her mother was prejudiced against any such foolish-

ness, and so the poor girl went through the whole four years of high school with her hair combed back straight and smooth, the only one of her sex without bangs in the school. Verily, tortures did not cease when racks and thumbscrews went out of use. What made it worse, she was a timid, shrinking little thing, lacking entirely in the maternal independence and aggressiveness; and so very plain that it would seem the least her mother could have done would have been to let her dress and arrange her hair like other girls. It happened that this obedient daughter began to get gray when she was only about 20, and not until the silver threads were appearing did she assert herself and cut off her front hair.

The over-sensible woman is usually

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 is the best bread flour to be had every day in the year. It is always the same. It never disappoints a good baker. Every sack is like the sample and every pound is guaranteed. Look for the boy on the sack.

Judson Grocer Co.

Distributors

Grand Rapids, Mich.



a bright, superior sort of person, sometimes quite intellectual, and always she has a vein of the unflinching heroism that marked the martyrs of old. It seems strange that she never can grasp the fact that she is laying altogether too much stress upon trifles that really matter but very little, and by so doing is losing her influence and power for good in greater things. When a woman allows it to come to pass that her husband and children are vexed and chagrined by her eccentricities, she is perilously near to losing their affection and regard.

It is an undeniable fact that a man will be proud as a peacock over a wife who has no more brains nor force of character than a chicken, if only she has taste in dress and manages always to present a neat, nifty, up-to-date appearance; and also that he will be utterly and entirely ashamed of and mortified with a great splendid woman who is glorious in every respect except that she is a little odd and dresses like a dowdy.

This is a truly lamentable condition and if I had the listening attention of all the men on earth I should berate every last one of them soundly on account of it. But as an unbiased and conscientious chronicler of truth I feel obliged to report the fact just as it is, for the benefit of my women readers. I trust that those among them who are really wise—so wise and smart that they do not feel themselves compelled to be always too sensible—will make a note of it.

Quillo.

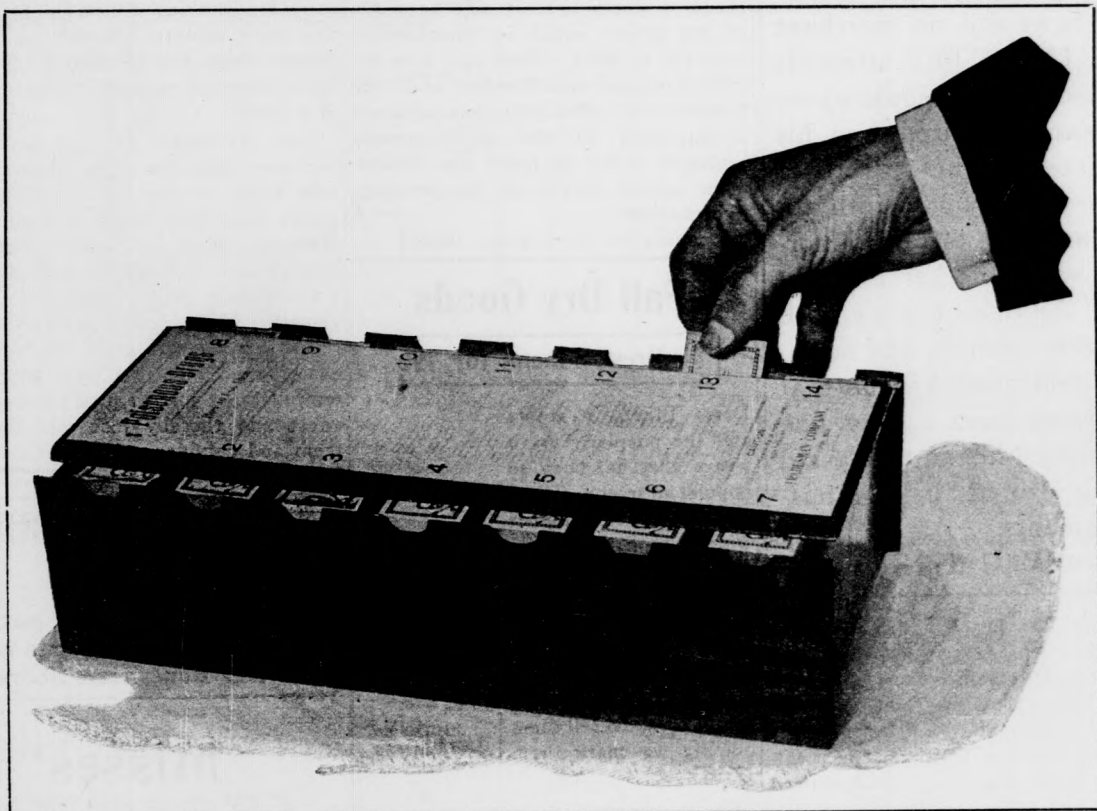
Gypsum Goes Mostly Into Stucco Products.

Written for the Tradesman.

For many years following the opening of the gypsum mines of Grand Rapids land plaster was largely used for fertilizing meadows, grain fields, lawns and gardens. The material was sold mainly in the rock form to mill owners, located in various parts of the country, who ground it and sold it to consumers. The mill owners bought the rock in carload lots and large quantities were shipped to the mouth of Grand River by boats. The local mills reduced large quantities of rock to land plaster and farmers located from fifty to one hundred miles distant drew it away by the teamload during the fall, winter and early spring months. After a time it was discovered that animal fertilizers were more valuable than mineral and very little plaster is now used by the farmers. Dealers in animal fertilizers use small quantities of land plaster, which is mixed with other material, giving it weight that it would not otherwise possess. A. H. Apted, the Manager of the Grand Rapids Plaster Co., states that not over 5,000 tons of gypsum fertilizer were sold by his company last year. Gypsum is used almost exclusively by builders as stucco. Formerly it was used for plastering walls. The manufacturers of plate glass consume considerable stucco in casting mirror and window plates. Mr. Apted has engaged in the cultivation of mushrooms in the caves of the company. It is an important and profitable industry.

Arthur S. White.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN

CHARACTER IN ADVERTISING.

What It Means To the Reputable 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.

NO Responsible Editor of a newspaper deliberately plans to print inaccurate news and no merchant of CHARACTER attempts to deceive the people whom he wants to interest in his business. The advertiser who prints an untruth today and follows it up tomorrow with another untruth, and the next day with another untruth, and so on, will find after a while that he must have a very fine memory if he wants to avoid being caught in his misstatements.

W. C. FREEMAN.

In my last letter I discussed the new plan of advertising which discards the "comparative price" quotation. The real danger of keeping up the old method lies in the tendency to overquote. A fictitious "first value" is often placed upon advertised articles in order to bring out the "great reduction" as compared to the "present price."

This has brought out the new plan of entirely eliminating the first value and strengthens the descriptive feature. I am very enthusiastic over the new idea.

You simply can not over-describe your advertised article. The plainer you can tell it the easier it is understood and the customer must be made to almost see the goods. I wish to say in this connection that any dealer who willfully misrepresents his goods or any part of his business is guilty of a misdemeanor and is amenable to the law.

Did you ever think of that?

Let me add that where an advertised article is over-quoted and the "ultimate consumer" finds it out the advertiser might as well chuck his future literature in the stove. He may as well save postage, for it will do no good to mail it to Mr. Johnny-wise Customer, for the old proverb of P. T. Barnum that "A sucker is born every minute" will not prove true in his case.

Your printed announcement should carry conviction. It is your megaphone. You are talking to your customers and others whom you wish to make customers. Your advertisements must be based upon the solid rock of truth and honesty. There is

just as much character in what you print as in what you say.

Ever so many good advertisers have apparently forgotten this basic principle.

They have dropped into the habit of exaggeration. They have become callous and case hardened in the use of inflated values in their printed matter.

They think that a \$10 article which has been reduced to \$8.75 will attract more attention if they say it was worth \$12 and they make it stronger next time and say it was a \$15 value, on which the special price is now \$8.75, and they continue to stretch the first worth until it may be a \$20 or \$25 article which is "wonderfully reduced" to \$8.75. Mind you, it is the same piece of merchandise and the comparative value only has widened in the mind of the advertisement writer in order to make the inducement appear greater to the prospective customer.

Imagination is a great thing!

Fall Dry Goods

\$1 Dress Linens for 19c

Dress Linen in colors and the popular Tussah weave that has been so popular all season. These linens are 33 to 34 inches wide, in pink, two shades of lavender, two shades of blue, raspberry and white. They have sold as high as \$1 per yard in this city and were considered a good value at that price. To sell them quickly we mark them at 19c.....

19c

Here is a store which claims to be selling new fall goods that are worth \$1 for 19 cents a yard.

What do you think of that?

Where will this kind of advertising lead to and where will it end if this kind of thing is continued?

Don't you think it is time to call a halt?

I do. Do you suppose that good people will forever swallow this kind of stuff or do you think that they have come to believe that bargains are ground out or made to order and that the old mill will continue to grind out impossible attractions until the end of time?

Is it not more important to throw a little character and individuality into our advertisements and give the overworked "Bargain Hopper" a well-earned rest?

Brother merchant, think this over!

When people have money to spend they are not always looking for "something for nothing." They are not always looking for under priced merchandise.

The fact is, Mr. Merchant, and you know this to be the gospel truth, your trade is getting more particular every day. They want quality—not quantity. They are looking for character in merchandise. They are looking for style, fit and fabric. They are looking for better stuff. They want good

goods and they are willing to pay a fair price.

They do not care so much for a few odd cents off the price as they do for something that fills the bill. They want to be suited. It is not all a question of price. If you have the right goods at the right price you will do the business. You do not need to carry the cheapest kind of merchandise; in fact, you know without being reminded of this fact that people are not buying low class stuff. It is your better goods which are always sold out first.

Isn't this true?

Why, even your house servant is probably wearing a pair of \$5 shoes this very minute. Would she have bought them any quicker if they had been advertised at \$4.98, reduced from \$7 a pair?

Yes, she might buy the first pair, but woe unto the shoe dealer who sold them if she found out afterwards that they were a regular \$5 shoe, on which he was making a splurge and "reduced" to only \$4.98.

Confidence is a plant of slow growth. It is a tender reed and easily broken. Do not allow the wind of exaggerated values to warp your better judgment just to produce a strong effect and thereby lose you the esteem and confidence of good custom-

ers and readers of your advertisements.

Again, I want to emphasize the fact and make clear and plain that I am not after the truthful advertiser.

I have the greatest respect for the business man who possesses the moral courage to cut away the dead branches, in order to make the main tree grow healthy and strong.

I do not care how big the cut in values happens to be that you are really making, if you live up to your promise, and I am ready to take off my hat to you if you are sincere and carry out your advertised agreements. The man I mean is the fellow who advertises that he will do great things and then does not do it. He is the chap I am after. He is the man who is hurling not only his own business, but every honest advertiser and he is throwing the shadow of doubt over all forms of advertising. Well written copy is a very important item, but you must use the same judgment you would exercise in talking to your customer across the counter.

In fact, you should use even better taste and more care, as you are now addressing not the individuals, but you are talking to hundreds and perhaps thousands of people.

Your language should not be bom-

5000 YARDS PRINTED PIQUES

15c Value at 6 1/4c

Large assortment of patterns to choose from, all perfect new goods, 5000 yards in the lot. Go on sale Monday in our Big Basement Store at LESS THAN HALF PRICE.

Misses' Dresses 1/2 Prices and Less

12—Misses' 18.50 White Lingerie Dresses.....	9.25
20—Misses' 5.00 Lingerie Dresses.....	2.50
9—Misses' 7.50 White and Colored Lingerie Dresses.....	3.75
4—Misses' 10.00 White and Colored Lingerie Dresses.....	5.00
3—Misses' 10.00 Organdie Dresses.....	5.00
20—Misses' 15.00 White Lingerie Dresses.....	7.50
6—Misses' 15.00 Wash Sailor Suits.....	5.00
9—Misses' 10.00 Wash Sailor Suits.....	3.75
13—Misses' 10.00 Repp Dresses.....	3.75
17—Misses' 25.00 Pongee Silk Dresses.....	7.50
14—Misses' 7.50 Lawn and Dimity Dresses.....	3.75
8—Misses' 15.00 Taffeta Silk Dresses.....	5.00
50—Misses' 2.95 Dimity Dresses.....	1.45
150—Misses' 2.50 Percale, Lawn and Dimity Dresses.....	1.25
100—Misses' 2.00 Percale, Lawn and Dimity Dresses.....	95c

Suits 1/2 Prices and Less

1—125.00 Green Silk Crepe Suit, imported.....	22.50
20—15.00, 22.50 and 25.00 Linen Suits.....	7.50
20—10.00 and 15.00 Heavy Natural Linen Suits.....	5.00
17—10.00 and 15.00 Colored and Natural Linen, Repp, Khaki and Heavy Crash Suits.....	3.50
21—25.00, 29.50, 35.00 and 39.50 Pongee, Rajah and Taffeta Suits.....	12.50
4—25.00, 39.50 and 45.00 Plain, Striped and Colored Serge Suits.....	12.50
59—18.50 and 25.00 Serge Suits.....	9.25

Many Other Lots Not Advertised

Women's 50c Hosiery 24c

Silk lisle, fall fashioned, fast black; high, spliced heels and double soles, gauze weight; also imported Hermedorf fast black gauze lisle thread. For Monday only at 24c per pair.....

24c

ONE-PIECE DRESSES, made from lawn, light and dark colors, lace trimmed. Marked down from \$5.00 and \$6.00 to.....

2.00

25c Soisettes.....
25c Tissue Plisses.....
25c Mercerized Ceylons.....
25c Colored Foulards.....
15c The Celebrated Bates Gingham.....

6 1/2c



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.

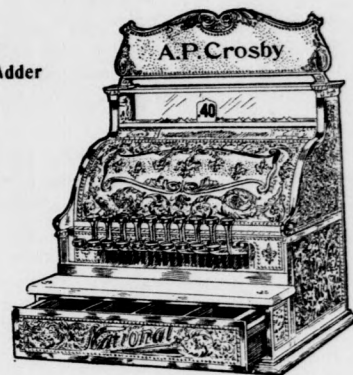
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

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

bastic or explosive, but should bear the mark of honesty and ring true.

In facing your customer you rely not only on your words, but you depend upon your personal magnetism and the good impression you make on your purchaser.

No printed words can take the place of personal appeal, but you can work into a style all your own, which will be recognized as bearing the stamp of integrity and high character of the store or business represented. After you have established this "style" your advertisements will carry more weight.

Do not break faith with your reader any sooner than you would break faith with your customer. As a good business man I know that you would not think of doing this intentionally. For this reason I am once more warning you not to drop into the habit of over-quoting values and getting into the habit of using the "comparative value and price" style of advertising.

It takes courage to adopt a new plan of advertising, just as it does to adopt any departure from regular custom, and it takes fully as much courage to discard an "old style" or old form, but it is better to do so when it has such disastrous temptations.

If you start on the new and better way and forsake the old path—the crooked path—whatever you do hang on. Do not give up and turn back. When some of the best stores in the country are turning away from the old way and adopting the new, it is surely evident that they have seen the pitfalls, have probably seen the error of their way and are now walking in the beautiful path of truth.

You know that you do not have to lie or cheat or steal in order to succeed in business, but you also know that if you start on either of these crooked paths you alone will suffer the consequences.

If it is a bad thing to tell a lie to one person, it is just that many times worse to tell it to a thousand people.

On page 28 will be found the exact reproduction of some of these apparent exaggerated forms of publicity.

I do not say that these are frauds, but they look like it and stand a mighty big chance of being taken for such, without a second thought.

For instance, take the printed piques, 15 cent value for 6¼ cents, which is only about one-third "original value." If there is anything the matter with these goods the advertisers should say so. I believe that it is far better to tell people whether goods are damaged or soiled, factory seconds, drummers' samples, etc. While this may not be your idea, I am confident that this information will show that you are honest enough to tell exactly why the low price is made, and the fact that you are telling the trade what is wrong with the goods does not hurt the sale, but rather has the effect of inspiring confidence. This also furnishes the necessary reason for the tremendous reduction which would, perhaps, be doubted unless some good cause was shown.

If you are running your store right you do not need to resort to any catch penny devices. You can get the business on square, honorable conditions. You can sell goods without lying boldly and deliberately.

I can conclude this letter in no better way than by summing up the creed of one of America's greatest stores:

1. Correct merchandise.
 2. Lowest possible prices, quality considered.
 3. Just treatment of customers.
- Hoosier Storekeeper.

Preferred the Green Ones.

He was sauntering past the grocery with a slow step and looking straight ahead when the grocer accosted him with:

"Oh, Mr. Smith, just a word."

"Certainly—certainly. Excuse my abstraction. I fully intended to stop and buy a watermelon."

"That's just what I was going to speak to you about."

"Very considerate, I'm sure. I see you have some nice ones this morning. You may pick me out the largest one and send it up."

"Yes, but a word with you first. Mr. Smith, I claim to be an honest man."

"Certainly you do, and you are. If I didn't think so I should take my orders elsewhere."

"And I further claim, Mr. Smith, to have a conscience."

"Certainly—certainly. Yes, sir, I believe you have a conscience." "You have bought a dozen or more melons here since the season opened. I have always made the selection for you, I don't feel quite right about it. You have made no kicks, but your coachman was in here yesterday and was telling me that of all the melons thus far sent up, all but a single one turned out to be green."

"Well?"

"I'm sorry about it. Nine out of ten of the melons I have handled this year seem to be green, and I hope you won't think it is my fault."

"Why, my dear man, there is no cause for complaint—no cause whatever."

"But I know how disappointed a person is when they come to put a melon on the table and find it green."

"Tut, tut, man. I am buying melons of you because I like them green. They last twice as long as the ripe ones and are no higher in price. Pay no attention to my coachman. If he likes ripe melons it is his misfortune."

Natural Dyes Fast Disappearing.

Recent statistics with reference to the chemical industries of Germany show how rapidly artificial coloring agents are taking the place of the natural dyes formerly employed. The change is indicated by the decrease of imports of various dyewoods. Among these are bluewood, native to Mexico, Haiti, the British West Indies, the Dominican republic, and the United States; yellowwood, which grows in Austria-Hungary, Mexico, and South America; redwood, indigenous in British India, the west coast of Africa, and Mexico.

For ages the Arabs have used the

redwood of India for sandals. During the last forty years the cultivation of madder has become nearly extinct in Western Europe. Cochineal has been almost driven from the market. Indigo alone holds its place, although the competition with artificial indigo is now keen.

The only ones who get ahead are those who can go ahead alone.

No man is worthy of his past who is not improving the future.

Child, Hulswit & Company BANKERS

Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:

Citizens 4367 Bell Main 424

Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

MUNICIPAL RAILROAD CORPORATION BONDS

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg.

Detroit

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.

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. SLIGHT, Asst. Cashier

DIRECTORS

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

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

THE COUNTRY BARBER.

One of Most Picturesque of Bucolic Characters.

He was about one generation removed from members of his trade who pulled teeth and kept leeches—pulled teeth with a wrench somewhat resembling a huge door key.

In the parlance of the business it was a "three-chair shop"—on one side of the public square. The sidewalk grade had been raised several times since the erection of the old building and you had to walk down several steps to get into it.

The operating chairs were of black walnut, with arms coming down at the sides, carved in the form of snakes, meeting the seat, coiling up again and the open-mouthed heads projecting beyond. The seats and backs were upholstered in rough carpet of flower-garden design. The wire spiral spring ends cut through in places and care had to be taken in sitting down that you were not stabbed in the bosom of the rear elevation.

On the wall in front of these chairs a wavy mirror reflected a patron's countenance to mumps-like proportions. Farther down this wall a box, divided into pigeonholes containing a dozen or more mugs with the names of prominent citizens in gilt Old English letters, together with pictured objects, emblematic of their business or profession. For instance: Peleg Hostetter, the liveryman, a horse collar and a couple of whips; Zachariah Dye, the druggist, a mortar and pestle; Conrad Gizler, the butcher, a steer's head with a meat saw, cleaver and knife arranged around it; Jake Kern, the shoemaker, a boot, and Steve Hankins, the undertaker, a scythe and sheaf of wheat.

On a partition separating the front and back of the shop, a framed sign read: "If you can't raise ten cents raise whiskers." There was an immense pile of hair behind this partition—almost enough to make a matress.

In the middle of the shop stood a marble-top table on which were several tattered and torn numbers of the Police News and Police Gazette, a "Hood's Rimester," "Funny Stories by Funny Drummers or How to Entertain Your Customers," and a bottle of ink and some blue ruled writing paper.

The barber, a tall thin man, had a mass of kinky, oily hair in which he carried his combs when at work; large romantic brown eyes, skin shriveled and dark, suggesting a raisin and his mustache had a melancholy droop. He wore a brown velvet coat and vest trimmed at the edges and pockets with wide silk braid; lavender pants, red socks and patent leather dancing pumps tied with wide ribbons.

On the long summer afternoons he sat back in one of the "operating" chairs, thrummed a guitar and sang love songs through his nose.

Although a three-chair shop, the proprietor was the only regular barber. During the rush, Saturday nights, he called in a scroll sawyer from the planing mill. This fellow's middle finger of the left hand was

bent down stiff to a right angle at the second joint. The end had been mashed and a long nail grew out of the end, which make it a great inducement to be shaved by him for in mussing up your hair previous to combing, it usually got tangled in this nail and several hanks pulled out by the roots.

Like the proprietor, this scroll-sawyer barber was musically inclined. He played the piano around at dances and "doubled" with a yellow clarinet—until he got two more fingers sawed off, then he retired to "slip horn" in the band.

A peculiar circumstance in the loss of these fingers: One day while working at his saw-table he made a slip and cut off one of them. Of course he laid up for a week and returned one Monday morning. All his shopmates were glad to see him and gathered around while he explained how it happened. He started the saw, picked up a piece of board and placed it on the saw-table by way of illustration—well, he cut off another finger!

They had a peculiar system of apprenticeship in these country shops. For instance: During the rush time, when all three chairs were full, the lathering, washing and wiping of faces was done by the cub. By the time a "patient's" beard was soaped and rubbed for softening the regular barber would be through scraping a previous patient and the cub would wash and wipe the latter's face. In this way they kept moving from chair to chair.

They did not have much water in these country shops—the only supply being from a copper tank on the back of the stove—warm in winter and cold in summer. The barber would take a rag, walk over to the tank, turn on the faucet, squeeze it out on the way back to the chair and drops of water would race over the dusty

floor like mercury or shot. No one ever used water on his hair—they vaselined it—roached it up in front like the curl of a shaving from a jack-plane.

The barber's wife was the first woman in the town to bleach her hair. She dressed in "changeable suits of apparel and the mantles and the wimples and the crisping pins," as described in that monumental editorial on vanity, the third chapter of Isaiah. All in a combination of colors that fairly screamed. Neither choice of manner nor expression, she used to come in the shop, sit down, place her feet upon a gas-pipe railing along the front window and eyeball passersby.

One Saturday afternoon the shop was full, the barber's wife in her favorite position, when a woman, the banker's wife, came along the sidewalk. She followed—eyed her as far as possible and finally said, under her breath: "Oh, hell, that woman makes me tired!"

Her husband, working at the first chair near her, laid down his brush, comb and scissors and began letting go prolonged shouts of laughter, bending over at each shout and slapping his legs. Finally he subsided, started to work again and after catching his breath shook his head in defiance and said with a snicker: "That's Ell, she always says jist what she thinks." David Gibson.

Circumventing Papa.

"Reginald, I'm awfully sorry, but papa says he does not want to see you coming here any more."

"Boadicea, your father's wish is law. He shall not see me again if I can help it. What evenings in the week does he spend downtown?"

Costs Little—Saves You Much

Protect your business against worthless accounts by using

COMMERCIAL CREDIT CO., LTD., Reports
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

The Fall Rush will surely be on very soon. *Are you prepared for it?* Look over your stock of Shoes today, and then send us your orders.

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**
Selling Agents BOSTON RUBBER SHOE CO.

IT WILL BE YOUR BEST CUSTOMERS;

**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

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.



Building Up Trade in Children's Footwear.

In many cases it is a most difficult matter to select the right shoes for children's feet. Any retailer who attempts to fit a pair of shoes to the feet of a small boy or girl has to rely greatly on his own intelligence to tell him whether or not the shoes fit properly. An adult can assist the dealer and can moreover fully describe just what they want, as well as judge whether the shoes fit or not. But it is not so with children. The child is always quite sure that the new shoes fit all right, and is very anxious to be permitted to wear them without delay, yet the interest of the retailer should be such that not alone is the child's word to be taken in this matter, but the dealer should satisfy himself that the shoes in question are adapted to that particular child's feet, and also that due allowance is made for rapid growth. At certain ages, even a few months will make a marked difference in the size of children's feet.

Parents Do Not Always Know.

It has become quite generally the idea on the part of some parents that they are fully posted upon all facts pertaining to children's footwear. This is true, in a certain sense, since the nature shape shoes for children have been so extensively advertised and many physicians and others have been telling the public all about the correct footwear for the younger members of the family, but really the knowledge of parents and physicians in regard to footwear is very greatly limited, compared with that of the conscientious retailer who makes a full and complete study of the feet in the interest of their proper covering.

While it may be true that in many cases the parent or physician may have ideas about the shape and growth of the children's feet, yet outside of the shoe manufacturing sections of the country there can not be found one person in a hundred, including parents, physicians, school teachers or any others (with the exception of the shoe retailer) who knows the difference between side leather and box calf or between a McKay, a welt, a turn or wire-fastened shoe. It is, therefore, invaluable in this connection that the advice of the retailer be sought in every case.

Anyone who gives the matter careful consideration will find that there is much more to the question of properly covering the feet than many casual observers would think. It is up to the shoe retailer to impress these facts upon his customers and thus command such respect for his knowl-

edge as will be of large value to him in his business.

Most parents understand the many advantages of the nature-shaped toe and the low heel. But it is up to the retailer to point out that the shoe should be sufficiently long and wide to allow for the natural growth of the feet. The children's shoes should have a broad tread so that the ankle can not turn over. It is also of the utmost importance that the child's shoe should fit well around the ankle, as if it is too tight at that point it will bind the foot and pull down the arch, and thus destroy the natural elasticity. If, on the other hand, it is too loose, it will fail to support the ankle. As a general rule a shoe that is somewhat loose around the ankle is much preferred to one that is even moderately tight at this point.

It is important at all times that there should be a good circulation of blood throughout the feet, and shoes that are too tight around the ankle will in every case retard the circulation. It is to be regretted that some parents insist that the shoes of misses be fitted as snugly as possible, so that their feet will not grow too fast. The painful consequences of this practice are well known to all shoe retailers.

Interesting Study for Retailers.

A shoe retailer who desires to make a special study of footwear for children will find in it many interesting facts for deep study. It is, moreover, full of great possibilities for development, and may be very useful in shaping the shoe trade of the future citizen and their families. The children's trade of to-day is to a large extent the foundation of the adult shoe trade of the future. Any retailer who will devote the proper attention to the children's trade of to-day (this applies particularly to the dealers in medium and smaller towns) can not fail to build up a business which will steadily increase in the future. If the children about the store have substantial and well-kept shoes, the dealer will have a substantial business with a well-kept store in years to come. If, on the other hand, the shoes on the children running about the town are out at the toes and run down at the heels, it will in most cases go to prove that this store will also run down as the years go by. It is as impossible for a retailer to rise above his customers as it is for a fish to rise above the water in which it swims. While it is a herculean task for a retailer to grade up his customers to the level of his ambitions, the safest and most convenient way for a retailer to start this line of effort is to educate the chil-

dren of to-day, who will be his customers in the years to come.

Retailer Is Best Judge.

Most shoes for children are bought and fitted chiefly under the direction of parents. Until boys and girls are well grown the parents usually specify the size, style and price of their shoes. The retail trade and the children, too, would in many cases be much better off if shoe retailers had a little more influence in determining the kind of shoes that children should wear. Any shoe man who is a master of his trade knows better than do the parents what children should have on their feet.

The best selling shoes for boys to-day are the McKays. They are popular because of their durability, combined with their low price, and are always preferred by parents who have to practice economy in buying footwear for their children.

The welt shoe, however, is growing in favor for children's footwear, as it is much more flexible than the McKay. Its higher price prevents its having as general a sale as the McKay, while many parents insist that the average boy limbers up a McKay shoe after he has worn it a few times so that it is almost as flexible as a welt. The present general movement throughout the trade for flexibility in footwear, especially for women, should be extended to all lines of children's shoes.

Children's Flexible Shoes.

Flexibility of the sole is very desirable in children's shoes, because it gives the child a chance to move the muscles of its feet and thereby encourages natural action of the joints and strengthens the muscles of the feet and adds to the grace of carriage. The barefoot boy has a number of advantages over the boy whose feet are bound up by shoes, although shoe retailers oftentimes dislike to admit it. Among savage people we find straight, strong limbs combined with graceful carriage.

The turn shoe is the most flexible one produced, and is desirable for smaller children. It yields to the movement of the soles of the feet, while a McKay shoe on the smaller feet does not bend. Turn soles, however, are not satisfactory for larger children, as they kick them out quickly and they can not be repaired easily. Whenever the youngsters get active out-of-doors life it means a welt or a McKay shoe.

A comparatively new shoe is the so-called turn welt, or the extension edge turn shoe for children. It is already becoming very popular, and is intended for wear by the child immediately after it leaves off wearing the regular turn shoe. There are several ways of making these turn welts or extension edge turns, but the purposes of the shoes are all the same. They have a stouter sole than the turn shoe and are more durable, yet they are quite as flexible as the turn shoe, and can be repaired as advantageously as can the welt.

Specialty Children's Shoes.

There are many other things regarding children's footwear that the shoe retailer understands better than do the parents. The shoe man that

is up-to-date must be a specialist. He must give all of his time to the study of shoes, and it is thus only natural that he should be much better posted on the question of proper foot covering than is the average person.

For many years certain manufacturers have been making a specialty of footwear for children, and some retailers are following their lead, but there is room for improvement. The specializing by shoe retailers on footwear for children, and the endeavor of retailers to provide children with the best footwear that they can have is certainly building a sure foundation for the prosperity of the shoe trade of the future.—Shoe Trade Journal.

"Shop"—A Revival of an Obsolete Term.

This old English term, as applied to a place of business, until recently appeared to be old-fashioned, out of date, obsolete. We heard of the "department store," the "bazaar," the "emporium" and many such new phrases, but the word "shop" appears to be regaining its old prestige of late, for we read of the "underwear shop," the "corset shop," the "glove shop," etc. Springfield, Mass., has the "baby shop." New Haven, Conn., goes one better, having a "chocolate shop," and some of the big stores are speaking of their "shops" when alluding to some given department.

We must confess to a liking for our old familiar friend. "Shop" sounds good. It stands for something definite that other names did not appear to indicate. To the gentle sex we must give credit, in a large measure, to not alone reviving this word, but really keeping it alive, for they absolutely refused to go "bazzaring," or "emporium," or "department storing;" they simply loved to "go shopping," and insisted upon their prerogative, and thus we have the word, intact, unaltered, in all it originally stood for with us again.

A new generation is rising, to whom the word will mean the same—and still the growing miss will, like her mother, go "shopping" with the same degree of imprudence and pleasure.—Coast Shoe Reporter.

Wanted a Different Polish.

A little lad who shines shoes for a living is a regular attendant at a mission Sunday school. He was keenly disappointed when, at Christmastime, his gift from the tree turned out to be a copy of Browning's poems.

The next Sunday, however, the Superintendent announced that any child not pleased with his gift could have it exchanged. Jimmie marched boldly to the front with his.

"What have you there, Jimmie?"

"Browning."

"And what do you want in exchange?"

"Blacking."

Too Grave a Risk.

Nubbins—I should like a vacation. Do you think you could get along without me for a couple of weeks?

The Boss (heartily)—Sure!

Nubbins (a little dubious)—Well, I guess I won't let you try it.



Mayer

Advertising Campaign
for 1910-11
Is Now On

THE BIG MAYER advertising campaign is again in full swing. Last year we advertised in 2,500 newspapers, magazines and periodicals. ELEVEN LANGUAGES WERE USED IN TELLING THE STORY OF MAYER SHOES TO THE PEOPLE.

This year our appropriation will be still larger, embracing a big list of influential daily newspapers. Our advertising is a big help to merchants and a stimulator of trade.

Mayer
CUSTOM-
MADE
SHOES

These shoes are well known and highly regarded by customers. The reason is very plain. Mayer Custom-Made Shoes give satisfaction. They sell because of their quality. They are easy to sell because they are well known.

In most any locality in our territory a merchant can increase his shoe business at once by putting in the Mayer line and letting the fact become known. Our spring line is a hummer.

We will be glad to have a salesman call on request.

A request does not put you under any obligation to buy. We want you to see the line.

F. Mayer Boot & Shoe Co., MILWAUKEE, WIS.
Largest Manufacturers of Full Vamp Shoes in the World



LOCAL BANK STOCKS.

They Are Gradually Advancing in Value.

The National City Bank last week made effective the reduction in its capitalization from \$600,000 to \$500,000 by sending out dividend checks representing 16 2/3 per cent. of the old capital. The next step in the consolidation with the Grand Rapids National will be to formally increase the capital to \$1,000,000. The stockholders in the Grand Rapids will receive share for share of the new stock. The National City stockholder who now holds ten shares will receive 8 1/3 shares of the new stock, the cash distributed last week representing the scaling down process. Where the fractions are below one-half the holder will be expected to sell at a valuation to be fixed later, and where they are above one-half they may buy. The National City stockholders are yet to receive their one-sixth share of the surplus and undivided profits. This distribution will be made later and it will be a nice tidy little sum, probably somewhere around \$50,000 or \$60,000.

In sending out the dividend checks last week the National City suggested that certificates of deposit bearing 3 1/2 per cent. interest if left one year might be desirable investments for those who do not know what to do with their money. At first glance 3 1/2 per cent. does not look very alluring as compared with bank stock drawing 8 per cent., but a little figuring will show that it is not so very bad after all. In fact, everything considered, including convertibility, lack of liability and convenience, it is possible the certificate of deposit is the better of the two. The increase of 8 per cent. looks good, but the taxes on National City and Grand Rapids National bank stocks last year amounted to about 2.7 per cent., and this reduced the net income to 5.3 per cent. The new bank stock will have a book value around 140. At this valuation the net return on the investment is only about 3.75 per cent., as against 3 1/2 per cent. on the certificate. Giving the figures in detail, ten shares at 140 have a value of \$1,400 and this money at 3 1/2 will yield \$49 a year. The stock paying 8 per cent. will yield \$80 a year, from which deduct \$27 taxes and the net income is \$53, or \$4 more than the certificate. The holder of the certificate can get his money any time he wants it, while the holder of stock may in time of financial stress or business depression, when he most needs the money, find realizing slow. The certificate holder is a preferred creditor in the event of disaster; the stockholder is liable to the full amount of his holdings should anything go wrong. The stockholder may find his shares worth a little more each year as the surplus and undivided profits grow, and in this respect he has an advantage over the certificate holder.

As investments Grand Rapids gas stocks are desirable, but as income producers they will never make anybody rich—not at the present quotations. The Old National quoted at

around 180 and paying 8 per cent. and taxes yields nearly 4 1/2 per cent. The Kent State, quoted at 240 and paying 8 per cent. and not the taxes, yields about 2 per cent., but the Kent State will soon be doing better in the matter of dividends. The Fourth National, quoted at 190 and paying 10 per cent. and not the taxes, nets around 3 1/2 per cent. The other banks make about the same showing. All the local bank stocks have made very handsome increases in book and market value in the last ten or even the last five years, and the stockholders of long standing who got in early and at the low figures have fared very well. The income figures given are on a basis of present quotations.

President James R. Wylie, of the National City, has personally looked after most of the legal formalities incident to the consolidation. Before he became a banker Mr. Wylie was a successful lawyer and ranked high in the profession, and since then he has studied thoroughly and carefully all phases of banking and commercial law. There are few, if any, practicing lawyers in the State to-day more competent than he to meet the many complications involved in the present transaction.

Have We Too Much Gold?

In 1900 the world's stock of gold was \$7,014,600,000, or \$5.24 per capita, while the world's stock of uncovered paper money was \$4,302,500,000, or \$3.21 per capita.

Query: Is it the stock of gold or the stock of uncovered paper that is inflating values?

One ounce of fine gold brings the producer \$20.67. The most economical mines get \$8.89 profit after spending \$11.78. The largest producers get about \$3@5 an ounce profit after spending \$15@17 subsequent to the investment of several million dollars in a suitable plant.

As against this story of gold winning let us see what happens after it is won.

The banker buys \$1 worth of gold at par. He finds that he is able to issue \$5 in paper money for every dollar in gold in his vaults. There are various processes and forms of law to be complied with in order to accomplish this; but after the red tape has been duly measured off, tied up, sealed and deposited in cold storage, the above is a fair statement of what happens in actual practice and experience to the gold dollar. The producer adds 15@43c to his bank account for every dollar in gold he digs up, after infinite pains, exhausting labor, large investment and substantial risks. The banker increases the capacity of his cash \$4 for every dollar of gold he can buy. The result of this flim-flam is the gold depreciation theory. It is possible that something has been overlooked in the application of this theory.—Frank S. Wood in Moody's Magazine.

Why is it that so many self-made men look like the Creator's rejected experiments?

The nail of a good precept always needs the hammer of practice to drive it in.



School Shoes

An army of children, millions strong, have just commenced a nine months' march to school, and, incidentally, they are going to call on you from time to time for their footwear.

Our Rouge Rex Shoes for boys and youth's are made from solid leather, and will stand the strenuous service required of them in a highly satisfactory manner.

For Misses, send for the Playmate Line—neat, natty, but withal most serviceable.

We are ready to make immediate shipment the day your order is received.

Hirth-Krause Company

Tanners and Shoe Manufacturers

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.

NEW RECORDS.

Local Bank Balances Larger Than Ever Before.

The bank statements published Saturday, showing conditions at the close of business Sept. 1, so far as totals are concerned make new records all along the line. Never have the loans and discounts, the bonds and mortgages, the cash, cash items and due from banks, surplus and undivided profits, commercial and savings deposits, due to banks and total deposits been at so high a level as shown by the present statement. The loans and discounts are nearly two and a quarter greater than a year ago, the bonds and mortgages have gone up a quarter of a million, the surplus and undivided profits show a gain of \$175,000, and the total deposits have grown two and three-quarter millions. On the face of the returns the showing is remarkable. Here are the totals for Sept. 1, with comparisons with June 30 and Sept. 1, 1909:

	Sept. 1, 1910	June 30, 1910	Sept. 1, 1909
Loans and discounts ...	\$19,238,481 05	\$18,664,054 70	\$17,065,881 38
Bonds and mortgages...	7,626,298 86	7,364,917 19	7,466,090 85
Cash, cash items, etc. .	6,622,086 90	6,329,290 08	6,058,500 38
Surplus and profits	1,857,298 14	1,802,648 41	1,683,264 46
Certificates and savings.	14,506,224 38	14,298,096 24	13,562,622 67
Commercial deposits ..	10,833,287 14	10,079,539 55	10,038,048 69
Due to banks	3,913,527 27	3,192,283 48	2,955,000 52
Total deposits	29,474,277 11	27,890,007 36	26,721,046 47

The increase in the deposits of \$1,584,000 in two months is somewhat abnormal. It represents circumstances rather than natural growth. Since the statement of June 30 about a million dollars of city and school money has gone into the banks. The National City's cash dividend of 16 2/3 per cent., representing its reduction of capital, declared but not disbursed, is shown in the statement as a liability and swells the deposits by nearly \$100,000. The Michigan Trust Company carries \$762,000 more trust deposits now than on June 30, and no doubt a good share of this has been deposited in the city banks. These three items will no doubt go far toward explaining the big jump in total deposits. Even with this explanation, however, the statements may be regarded as very good.

The four National banks all make new records in the matter of total deposits and the six State banks all show slight falling off as compared with June 30, although this total is \$792,000 greater now than a year ago. In the matter of savings deposits the Grand Rapids Savings and the Kent State make their highest scores, while the others have at various times seen somewhat better days. The Fourth National's commercial deposits are now at their highest level; the others have at times done better.

The State banks have increased their surplus and undivided profits since Sept. 1, a year ago, \$114,652, and of this \$69,222 is credited to the Kent State. The Kent State's increase has been nearly 14 per cent. on its capital. The Peoples' makes an even better showing, on a percentage basis of \$20,470 in its total, equivalent to 20.4 per cent. on its capital. The Old Na-

tional has gained \$50,687, or 6.3 per cent. The little South Grand Rapids Bank has, however, done very well. Its surplus and profits have grown from \$2,866 to \$6,089 in the year, or about 12 per cent. on its capital.

Advise Caution in Adopting Cash Basis.

Grand Rapids, Sept. 6—Did you ever consider the loss by going into strictly cash? Now, for the big merchant it is all right, because he has made his pile, but have you made yours? We will say you do an annual business of \$40,000. To get the cash you have to reduce your net profit from 3 1/2 to 5 per cent. Now, taking 10 per cent. as a basis, you would make \$4,000 per year on the credit basis. On a cash basis at, say, the 3 1/2 per cent. discount, as a minimum your net income would only be \$2,600. Can any merchant show me that he loses \$1,400 on bad accounts? I audited a firm's books about a year ago and they had done a \$135,000 business for the year and the most

loss we could figure on bad accounts was 1 1/2 per cent. Now, take the man buying for cash. He is anybody's customer. Then, again, hundreds of people buy from credit stores and pay cash. Now, then, who is out—the merchant who sells on credit, the cash man (the small dealer, not the big fellow, for he deals in large sales and small profits) or the man who pays cash to the merchant who does a credit business? There is not a merchant living who can show me a net loss of more than 2 per cent. on bad accounts and he makes up his loss on trade that pays cash. The reason mostly is lack of system to take care of credit accounts. Any man who does not watch every leak in his business and who neglects his credit accounts to go grabbing for the Almighty Dollar, will lose in the end. Let the clerks do the work and you watch the business. That will be the hardest job of all. Many a good man has gone the toboggan who cleaned the windows himself and let the clerks wait on the trade.

S. H. Dodson.

His Scheme Worked All Right.

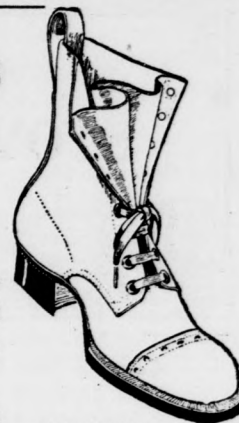
It is related that a certain man was recently very sad because his wife had gone out of town on a visit, which she would not shorten in spite of his appeals to her to come home. He finally hit upon a plan to induce her to return. He sent her a copy of each of the local papers with one item clipped out, and when she wrote to find out what it was he had clipped out he refused to tell her.

The scheme worked admirably! In less than a week she was home to find out what it was that had been going on that her husband didn't want her to know about!

Keep Your Profits From Going Up In Smoke

One of the most serious problems confronting the shoe dealer of today is the end of the season unsaleable, except at a loss, accumulation of shoes

In nine cases out of ten this question can be met in the Men's lines by the



H B Hard Pan High Cut

THE BERTSCH SHOE

Goodyear Welts

And H B HARD PANS

Standard Screw

You are not asked to buy a single number that we do not make up in thousand pair lots and carry in stock ready for shipment. This more than answers the question for many of the largest retailers, and earns a premium from most of them in the shape of increased orders. Have you seen the samples for this season, a postal will bring them.

HEROLD-BERTSCH SHOE CO.

Goodyear Welt

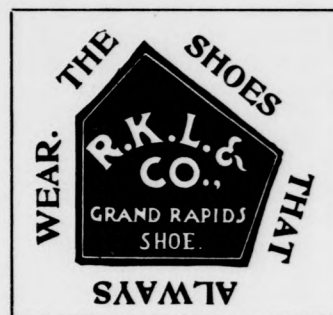
Grand Rapids, Michigan

Standard Screw

Makers of the Famous

Bertsch Shoe and

H B Hard Pan Lines



You Are Cordially Invited

During the progress of the West Michigan State Fair, held at Grand Rapids from the 12th to the 16th of September, to visit our factory and see how shoes are made.

Our reputation for making good goods is well nigh universal and an inspection of our plant will show you why our shoes are better.

RINDGE, KALMBACH, LOGIE & CO., LTD.

GRAND RAPIDS, MICH.

STOVES AND HARDWARE

Creating New Business.

Very few hardware merchants create new business. They stop at advertising the generally known advantages of generally known hardware specialties. They do nothing to stir up in a householder's breast a new realization of his need for the goods.

Undoubtedly most hardware dealers' business could not only be doubled, but tripled or quadrupled by systematic and thoughtful effort to create business by going out among the residents of their neighborhood and making people realize what they need.

The first few hot days of spring bring out the flies from their winter quarters, and then you see people out buying mosquito netting, screens and screen doors. Why? Because the appearance of the flies reminds them of their need. If they were reminded ahead of time and shown the advantages of being prepared for the flies, they might have bought the screens two months earlier.

Take the everyday method of the live grocery solicitor. He suggests good things, useful things, nourishing things and takes away an order much larger than the housewife had any thought of giving. Suggestion is being used daily by the keenest advertising men and salesmen in creating a desire for their goods.

You, too, can create new business just as new businesses have been created in their entirety, such as the use of electricity, gas, vacuum cleaners, etc. You can, in your advertising, suggest the need of many little things that are got along without in many households.

Your clerks can, on the other hand, go out and dig up new business opportunities in the same way. They could each take a certain section of your town and work it personally, say, once a month, going from house to house the same as a grocery salesman.

Let them take some new specialty as a leader, more to get their attention and interest than to sell that particular specialty. Get the opening once and then work into their confidence and good-will gradually, so that you can suggest their renewing this or installing that.

Gradually they will look for the visits of your clerks as they do for the grocer's clerks. They will think of you every time they use some old pan or article that should be replaced and when your man calls it will take but the merest suggestion to make them realize their need.

Instead of buying from every old irresponsible peddler that comes along they will wait for the calls of

your man to buy what they need where they know they have the right of exchange in case of dissatisfaction.

There is more business "unborn" in your neighborhood than you are at present enjoying. Give it life. Show people that they need lots more than they now buy. The comfort and satisfaction derived from their purchases will more than repay them for the outlay, and they will feed grateful in the long run to you for rousing them from their indifference to their needs. — Marshall-Wells Hardware Company's Zenith.

For the Boss and Clerks.

A reputation may get a clerk a job, but it will take more than that to keep it for him.

The man who was not brought up to be polite is going to have a hard time cultivating that virtue, but he can do it and he must if he would succeed.

More games have been lost through overconfidence than through lack of ability to play good ball. Don't be too sure of anything.

The merchant who thinks that his advertising ought to build him up a big business in a few months has forgotten that a business, like the building that houses it, can be built only stone by stone.

Do everything in your power to keep customers good-natured, to cure them of a grouch if they come with one. The good-natured customers buy twice as much as any other.

Some men are so easily satisfied that they are always satisfied with themselves. No such men among the Captains of Industry.

It is the little things in the treatment of a customer that brings him back another day or sends him away never to return.

It is not the position a man fills so much as the way he fills it that stamps upon him the mark of his quality.

The man who can stand up and be cheerful under adverse circumstances will have the sympathy of people and their help to a greater extent than the man who goes to pieces the minute a piece of ill-luck looks over the fence at him.

At this time of year the man in the store needs to get out of the store at every opportunity and store up as much as possible of the sunshine that will help carry him through the winter.

If you think that you can be pleasant with people inside of the store and look over the tops of their heads when you meet them on the street and still get their business, guess again. Frank Farrington.

An Anxious Moment For Her.

A professor of sciences, well known for his absent-mindedness, was engaged in a deep controversy one day with a fellow-student when his wife hurriedly entered the room. "Oh, my dear," she cried, "I've swallowed a pin."

The Professor smiled. "Don't worry about it, my dear," he said in a soothing tone. "It is of no consequence. Here"—he fumbled at his lapel—"Here is another pin."

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 ½, 1 and 5 gallon cans.

STANDARD OIL 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

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.

Clark = Weaver Co.

Wholesale Hardware

32 to 46 S. Ionia St.

Grand Rapids, Michigan

Our new catalog is now ready
for distribution.

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.

Close Relationship of Salesmanship and Advertising.

In the work of a salesman and the preparing of advertising it is generally found that the knowledge which is of real value is that acquired from actual experience and observation.

The knowledge acquired from books and schools is necessary, but only when supplemented by actual experience can such knowledge be intelligently utilized. Nevertheless, they who have such work to do can not study too much or analyze too thoroughly.

In both salesmanship and advertising one must, above all things, study people and their activities. In both professions—that of salesman or advertising man—it is essential to have at one's command a diversified fund of general information.

Salesmanship and Advertising.

The attempt to reduce salesmanship and advertising to a science has been a big step in the right direction—a greater step forward than most of the students or workers can realize. The advertising man should study salesmanship, for advertising is but another form of salesmanship and the study of the science of advertising, its laws and their operation will help the salesman.

Both the salesman and the advertising man should understand business in its detail as well as the broad principles involved. The tendency to specialize too highly is a great weakness among salesmen and advertising men to-day.

Now, I have no intention of discussing the principles involved or the development of either salesmanship or advertising in a systematic manner. I intend to make some random comment, showing how closely advertising and salesmanship are related and add some general thoughts on the subject.

Appearance Counts For Much.

For instance, some colors please, others repel, in advertising, and neat clothes and a clean and fresh appearance please, while loud and careless dress and manners repel in salesmanship.

Good typography and art help an advertisement to secure the best result by compelling attention. Good clothes and a well balanced appearance help the salesman secure attention and influence the customer to decide favorably.

No man's mind can be neutral. It is always for or against what is presented to it. In both reading an advertisement or listening to a salesman the prospective customer is on the defensive. Many experiences in the past have proved that all goods are not right or necessary to him, even although they are advertised or presented by a salesman.

The Motor Principle.

There is, as you know, the motor principle involved in all suggestions on the mind of the chap receiving the printed or spoken word. If you can start the motor in your direction you get results. The well balanced advertisement or spoken sales talk can start the motor before judgment can interfere.

That is why, as individuals, we buy

a lot of fool things or things we do not need. Our mental motor was started and we acted before our judgment reversed it.

This suggests the fact that a man's home tells you how his mind operates, his disposition, position and viewpoint. If his home is full of a miscellaneous assortment of things that he does not really need, but bought because of clever advertising or selling on some one's part, it shows that he or his family is a good customer.

This type of man to the advertising man and the salesman is usually the "ideal." This is an error, for the "ideal customer" should be the chap who sticks and repeats, and that as a result of buying after his judgment decides in favor of the purchase and then through receiving satisfaction from the goods purchased.

An Ideal Necessary.

In both advertising and selling it is well said that every institution should have an idea or ideal that it is working toward, and then the product, its management, its salesmen and its advertising should at all times present the institution at its best.

This ideal should be based on giving full value, good service and building everything at its best, neglecting no detail. This brings the whole institution into full sympathy with the conclusion laid down in business philosophy—that you must work in accord with the law of harmony and the law of mutual benefit to succeed.

If everything creates the right impression, from the merit of the product to the conduct and appearance of the business, it means a lasting, favorable impression on the customer's mind and builds a permanent trade.

Inspiring Confidence Is Vital in advertising and salesmanship. Every individual and every advertisement must ring true. It is always worth repeating that honesty is the basis of confidence and it is only by having an honest purpose behind the written or spoken word that confidence in this policy can be maintained.

Every advertising campaign, every selling campaign, must be conducted on the theory that it takes time to accomplish big results and it pays to build slowly and carefully, so as to avoid lost motion through hurrying or doing things in a slack manner, with the idea that it means action, when in reality it creates difficulty by building a foundation for lost motion.

Laws of Sale Are the Same

In both advertising and salesmanship. The written and spoken words in selling must be so arranged that they will logically secure—

1. The attention of the prospective customer.
2. To create an interest in what you have to sell.
3. To inspire a desire on the part of the customer to possess; and
4. To bring about a resolve to purchase.

Advertisements and salesmen are judged by their surroundings or associations as well as by appearance. An

advertisement in a reliable medium is more valuable and liable to cause a sale than one in an unreliable medium.

A salesman likewise with a responsible firm has an advantage and is assumed by the prospective customer to be honest, while an honest salesman representing a firm of unreliable reputation will soon find he is considered to be unreliable by the trade on account of being associated with an unreliable firm.

A clean, healthy appearing salesman has the same effect on the mind as the clean impression of an advertisement on good finished paper has on the eye. George H. Eberhard.



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For bailing all kinds of waste

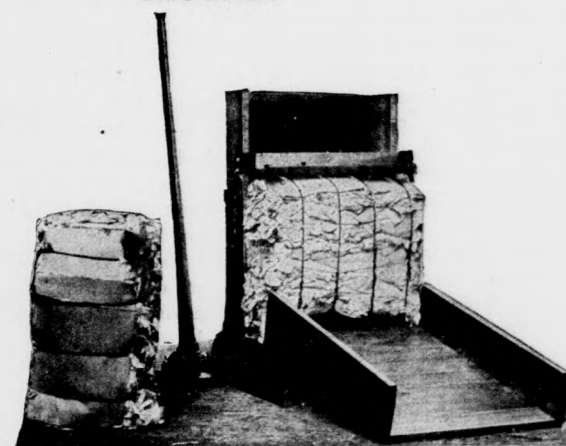
Waste Paper

Hides and

Leather

Rags, Rubber

Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price, \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

251-263 So. Ionia St.

Grand Rapids, Mich.

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

HAGGLING OVER PRICE.

It Is Out of Style in the Modern Store.

One of the queerest features of trade as it appeals to buyer and seller alike lies in the fact that so many of the common necessities of life have a plain price mark set upon them by the seller, which the prospective buyer, satisfied with the quality of the article, pays in full without further question.

But this same satisfied customer, merely turning around for another kind of purchase, at once challenges the selling price and if finally he does make a purchase it is only after he has exhausted every argument which he can conjure up as reasons for having the thing for less money than the seller first quoted as its price.

Take the young couple who start to furnish a house under modern circumstances. They go to the house furnisher's and select and shop and weigh those articles which are the basis of a furnished home. At the outfitter's a price mark is affixed to each article from a mahogany bedstead to an eggbeater. Payment of cash may allow them a discount of 5 per cent. on the total bill, but in no case is a price mark contested. They choose and pay the marked price.

Why, then, is it impossible for the real estate dealer who may have sold the young couple the house which they are furnishing, to put his one fixed price upon the house and say to them, "Pay the price or leave it?"

The average dealer in real estate everywhere will tell you that it is impossible to conduct real estate without a margin for shading. I have a friend who has a house and lot costing him about \$5,200 which he put on the market through an agent a few years ago when the house was almost new.

"But, remember," said the dealer who had been an agent in building the house and who knew what it had cost, almost to a cent; "if any one should ask you the price of the property put it at \$6,000 even. I have got to have a trading margin to make the sale."

In the experience of this man dealing in realty in the same city neighborhood for twenty years, he found it impossible to attach his price mark to the property without allowing a margin of \$800 for shading the selling price.

"Why not put the price at \$5,200 and say that not a dollar less will buy it?" suggested the friend.

"You can not do it in this business," returned the agent, doggedly. "That \$200 excess over the \$5,000 round figure would be impossible."

Evidently the purchaser of a piece of property where the foot frontage has not been established as fixedly as the weight of gold to the dollar, depends upon his argumentativeness and show of unconcern to draw concessions from the seller. At the least he is willing to try. If he shall fail, at least he is out only his time and his words.

To that man of the "trader" type, a margin becomes a necessity in shading

ing down to a final selling price, largely because the man is a trader.

I have a friend who several years ago had a saddle mare which he had trained admirably and to which he was much attached. He had bought the animal cheaply as a colt and in training and at horseback riding had found amusement and pleasure enough to have paid for her keep in the years that she grew to maturity. One of his friends, an ardent horseman, met him one day in the saddle.

"What will you take for her?" asked this friend—"saddle and bridle, as she stands?"

"Seven hundred dollars," said my friend, and he had started to add a word of praise for the animal when his friend broke in with:

"Get down, then I'll ride home for my checkbook."

"He brought the check and I cashed it, too," said my friend, "but ever since I've been sore—first, because I had to go home five miles in a street car, and second, because I could have got \$1,000 for her just as easily as I got \$700."

Always the sale of a horse has been one of the most questionable of transactions between men. Not only in physical makeup is the highbred horse a wonderful mechanism, subject to hidden physical defects, but he is an animal in which mental and temperamental kinks may be blemishes in the eyes of another than his owner, while under any circumstances the owner parting with the horse must refuse to guarantee even the creature's life for twenty-four hours.

Under a strange hand at reins or lines the creature may bolt for the first time in his life, killing himself and his new owner and the former owner ever afterward bear the burden of a knowledge of the possibility. The animal inside its own length may slip and strain a tendon, rendering it useless for life. It may be stabled for two days, feeding on grain and, taken out for exercise, may be seized with paralysis and die in its tracks.

"I wouldn't trust my own father in a horse trade," is one of the axioms of the horseman and as a rule when he sells a horse he invites the prospective buyer to look the animal over then take him or leave him. But ordinarily he will leave to himself a trading margin.

When the one price retail house first was established much of the spirit of merchandise departed from the business. The spirit of contention over prices carried an element of interest to both salesman and customer. It is inherent in the bargainer that he should feel pleasure in getting something more for his money than at first glance he had hoped to get. It was primarily good business that the salesman allowed his customer to depart feeling that way.

But as business grew it became apparent that haggling over prices was a costly process which could be eliminated. The thinking customer could feel only that a fair margin of profit, marked plainly upon the price tag of an article, lent simplicity and fairness to shopping. Paying the dealer his fair profit, too, the customer could be

assured that defects in goods would be made right. For the first time he stood on grounds where he might demand it.

To-day the manufacturer and dealer alike know more closely than ever before just what the full cost of an article is. "Overhead" fixed charges are cast up to the fraction of a cent. Interest on investment is shaded to a hair. Whether to hold on to stock under slow demands or overturn prices in a clearance sale is a proposition to be settled with the exactness of a sum in addition. But outside the systematized business of the country at large millions of dollars are changing hands on the old lines of haggling for price. Irwin Ellis.

Not So Feeble.

Young Man Just Out of College—I told Uncle Dick yesterday that he was getting too old and feeble to attend to business.

His Friend—What did he do?

Young Man Just Out of College—He threw me out of the factory.

Young Man,
Do You Want
To Better Your
Condition?

If you have been a successful merchant or clerk and would like to put yourself in a position to earn more money, write us, giving a full description of yourself and your success up to date. We have calls almost every day for MEN WHO DO THINGS, and, if you are worthy, we can, no doubt, be of service to you.

Tradesman Company
Merit Department
Grand Rapids

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

ALL
THIS
WEEK

RAMONA

Seats at
West's
Drug Stores

Greatest
Animal Act in
Vaudeville
"A Night
In a Monkey
Music Hall"

Next
Week
Is the
Last

Hugh Lloyd
King of the Air

Grant & Hoag
Melody Furo

SCHEDA
Polish Violinist

Spencer & Wilder
Popular Tunes

Lightning Hopper
Cartoonist

Only 2 More of These Talked About Bills

Baby Show Thursday and Friday

WEST MICHIGAN FAIR.**It Will Be Larger and Better Than Ever.**

Next week is the week of the West Michigan State Fair. The Fair, like the circus, Christmas and the Sunday school picnic, is the same old Fair, differing only in details from the fairs given last year and many years before. But let us hope that none of us will ever become so advanced in years as to lose relish for the things that are old and wholesome. The big pumpkins, the fat pigs, the handsome horses, the red apples and luscious peaches, the woolly sheep and sleek cattle, the products of the loom and the factory—all these will be the same as last year and so will be the whirling wheels in the implement field, the strident voices of the side show men, the urgent invitations to throw balls at the babies or rings at the canes, the gong of the race track—it is all old and familiar. But who would have it otherwise? Like the old home and the old town, when we go to the Fair we want it to be what it used to be, and we gain strength and inspiration and see much and learn a lot from an annual contemplation of its familiar wonders.

The Fair this year will be a good one. The general features will be the same as ever, but there will be more of them and they will be better than in former years. The special premiums offered for fruit will bring in some very handsome country exhibits in addition to the usual line of individual displays. The live stock display will strike a high average, especially in sheep, swine and cattle. There will be a larger display of vehicles, including many styles of automobiles, than in former years. The agricultural implements will have about 15 acres for their display and this department will certainly interest the farmers. There will be horse races four afternoons and automobile races Friday, and every afternoon a special programme will be given of a vaudeville nature. In all the Fair will be high grade and worth seeing, not merely for old times sake but as an exposition of what is going on around us on the farms and in the work shops. If none of these appeal to you, then there is the great concourse of all sorts of people, of people from the city, the small town and the farm, and dull indeed must be the person who can not find enjoyment in observing them.

Under the administration of President Anderson the West Michigan State Fair has been a business success and this success has been won by making the Fair what the people want it to be. Not only has the Fair paid its way, but in the last seven years much money has been expended for improvements. Two new buildings costing \$10,000 each have been built, stone walks have been laid, trees and shrubs have been planted, good roads have been constructed, the water supply has been made ample and pure, and thirty acres have been added to the area of Comstock Park—and everything is paid for. Under the Anderson administration the

Fair has been conducted as would be a private enterprise, and every dollar of profit has been put back into the business, and that there have been so many dollars to put back is because the Fair is the kind of Fair the people like, high in its ideals, strictly moral, always appealing to the best that is in men. Success financially this year will make it possible to make future fairs still greater and still better, but this does not mean that the Fair of the future will depart far from the familiar and well loved old lines.

Fruits of Education.

Following are some of the answers made by pupils of a high school in a part of New York State to questions put to them at a recent examination:

"Political rights are certain rights granted only certain sexes."

"He himself having advanced, caught of the ten-mile forces of the enemy."

"A duty of the Commissioner of Agriculture is to conduct a constitution for the betterment of agriculture."

"A quorum is a place in a large city where fish and other large wild animals are kept."

"The Rough Riders were sporty men riding on horseback."

"Water flowing from a rock down to the ground is called a watershed."

"An elevated piece of land which has sloping sides upon which the water runs is called a watershed."

"The relief of a country is where another country takes it away from the country to which it belonged."

"The relief of country means that when the winter has passed and warmer weather has come."

"The patroon system was that any one that came over here could have sixteen miles of water or twenty-four miles of land."

"The patroon system was where one could have 1,600 miles on one side of a river or 800 miles on both."

"According to the patroon system a man could have twenty-four acres of land along the river twelve miles."

"A monsoon is a large traveling area of wind."

"Lava is a mass of heated soot."

"A liter is paper or dirt scattered about."

"Halos are caused by mixing light with compressed air and dust particle."

"The voyage of Columbus resulted in the founding of the Orenoco River."

"Lumbering is extensively carried on in the United States, when they cut the trees they catch the sap and make sugar of it."

"Japanese appears very dark combed. They dress very peculiar with their hair down their back in a braid. Some of them dress very gay. They dress very differently from we do."

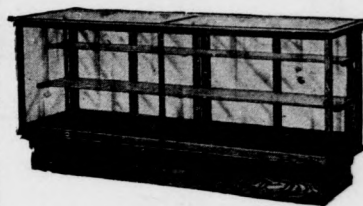
"If you ever came in tontak with some fierce Indians you must endure as much pain as possible."

"Dewey was commander of Asiatic China."

"It was the aim of the Indians to get all the skulls they could and put them in their belts."

Why Balloon Covers Are Always Yellow.

Perhaps it is rather late in aeronautics to explain why the gas or the hot air balloon alike should be yellow. But a scientist just now explains that only yellow pigment is adapted to the balloon covering for the reason that the textile fabric of the bag must be made air and water tight by a coating of caoutchouc. This substance is disintegrated rapidly under the violet and ultra-violet rays of the sun unless the yellow pigment of the bag absorb them. Chromate of lead, which is used in France, and aniline yellow used in Germany, are proving unsatisfactory, however, and the balloonists are asking the chemists for a new and better yellow for the purpose.

You Can Deliver Promptly

Any of our regular stock cases
We have 1,500 on hand ready to ship
Write for catalog and prices

WILMARTH SHOW CASE CO.
936 Jefferson Ave. Grand Rapids, Mich.
Downtown salesroom in Grand Rapids at
58 S. Ionia St.
Detroit salesroom—40 Broadway

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.

The Reynolds Asphalt Granite Shingles

Present the neat, trim appearance of slate without the annoying features of breaking, as shingles are pliable, and every unit is in harmony. They lay snug and are capable of being molded to fit any angle.

Under the ordeal of a severe hailstorm or a rain of sparks from a neighborhood fire, the ASPHALT GRANITE SHINGLES will remain intact and always in accord with the most modest cottage or stately mansion.

OUR ASPHALT GRANITE SHINGLES are made of honest materials and with painstaking care upon the correct principal which guarantees immunity from breakage, rotting, warping or splitting, and they are so securely fastened that they can never come loose.

A building covered with our SHINGLES presents a graceful and artistic surface more practical and enduring than metal or wood shingles.

The cost is no more than wood shingles and we make a 20 YEAR GUARANTEE.

Reynolds Pure Asphalt Mastic

A strictly high grade asphalt for general use such as cellar bottoms, roofing, expansion joints for streets, etc., put up in neat barrels of uniform size and weight and at a price which is not excessive.

We invite attention of contractors and solicit correspondence.

H. M. REYNOLDS ROOFING CO.

Established 1868

Grand Rapids, Michigan



Some of the Hard Sales That I Have Closed.

While selling shellac for a Chicago house I recently encountered a hard customer, whom I managed to close by pretending to misunderstand the words in which he turned me down.

New York being the point of importation, furniture manufacturers and others in the Eastern territory who use "cut" shellac, or shellac varnish, often lean to the idea that they can buy cheaper in New York than in Chicago. Often my stock arguments suffice to land an order in spite of this objection, but the objection stood squarely across my path in landing an order when I called on a certain furniture dealer named Mr. B., in a town in Northern New York.

After some conversation he admitted that he was in the market for shellac, but he was unshaken in his belief that he could buy at a better bargain from a New York house. Having got him to the point where he admitted that he needed one barrel, I went at it hammer and tongs to sell him six barrels of my product, urging the economy of buying in quantities, and advancing the usual stock arguments to meet those which he offered in favor of New York competitors.

The buyer hung back, saying that my price per barrel was higher than he had been in the habit of paying for single barrel shipments. He stated in an "your-interview-is-over" tone that he would wait for prices from New York before placing an order. He would hardly listen, while I continued talking to the effect that I knew the market and was positive in my assertion that my offer was an advantageous one for him.

Just then we were interrupted by the entrance of a man who called to deliver some ledgers and other books which my customer had purchased. Mr. Buyer excused himself by saying: "Put your proposition down in black and white, and I will see what I can do," as he turned to the newcomer. What he plainly meant was that I should leave quotations, which he would promptly have thrown into the waste-paper basket, or have filed away in some place where they would never have come to light again.

I watched him while he talked with the man who brought the ledgers and saw that he was pleased with them. Instantly I decided to take advantage of his renewed good humor; I followed his suggestion of writing out my proposition, but instead of writing it in the form of quotations I put it in the shape of an order for six barrels to be shipped at different dates. Handing the sheet to the buy-

er as soon as he was disengaged, I said: "Here is the copy of my proposition you asked for—it is satisfactory, isn't it?" He looked it over and said: "Well, I guess you can send that in." He may have thought that he had committed himself by asking for my proposition in writing—or it may be that the interruption which restored his good humor turned the tide in my favor and enabled him to see the sense in my selling talk. At any rate it showed me that although it may be well enough to "know when you are beaten," it is a good thing not to know it too soon.

E. W. Adams.

Selling a Grouchy Buyer.

I was traveling through the South with a line of women's hats when I struck a "tough customer" way down South in Georgiga.

I had never made the Southern States before, and the class of trade was new to me. However, I managed to round up two or three good customers in the town of V—in one afternoon, and in the interval before train time I called on the man whom I have alluded to in the preceding paragraph as a "tough customer."

After I had introduced myself in the orthodox way—touching on the requirements of his customers and the style that would be likely to be looked upon with favor, I came to a dead stop by sheer force of the frostiness in his manner. He told me, with a finality which did not seem to leave any chance for re-opening the conversation, that he was "filled up on my line of stuff" and that anyhow he hadn't any time to waste in going over to my hotel to look at samples.

This was sort of cold douche to my enthusiasm, but I rallied and said: "Very well, sir, if you haven't time to come over to the hotel I have plenty of time to bring my samples here." He said: "No, sir; it is not a bit of use—I won't buy anyway, and I haven't a bit of time to spend in going over your samples." But I just bowed and said, "Good morning," and got out of the store. About an hour later I turned up there again with two telescopes filled with sample hats, which I had selected from the others as being especially likely to suit his trade and please him.

When I entered the store with the telescopes he came fussing up to me and said in an angry voice: "Now I told you that I was not going to buy any more of your stuff. I have not any time to look at your samples. Take them away."

I put the grips down and walked up to him and said: "All right—don't

you look at them. You are too busy; I know that. But there's just one hat here that I want to show you. It does not make much difference whether you buy or not; I want you to see it anyway."

After some argument he grumpily consented to see the one hat if I wouldn't ask him to buy it, or even to look at any of the others. I promised that I would not bother him with any of the other samples but that one hat. I brought my telescopes in and pretended that I wasn't quite sure in which one I had placed that particular hat. Opening one telescope I put the contents out on the counter, and when I had emptied it I appeared to be very much vexed that the hat I was in search of was not there. So I began on the second telescope. Of course, the hat I wanted was at the bottom of the pile, and I had to take all the hats out before I could get to that particular one. While I was taking them out he unconsciously began to handle them and before I had got the one I wanted he had asked me the price of a half-dozen others. Seeing that his interest in the hats had taken him off is guard and made him good-natured, I launched into my selling talk. In a little while we had both forgotten that I was in search of a particular sample to show him.

He bought as big a bill of goods as I had sold that week, and I have since found that he is the largest duplicator on my line. He gave me a slight scare when I was leaving the store with his order by remarking in a dry voice: "There isn't a cent in the house to pay for these goods anyway." But since I have found him pretty well rated I did not attach too much seriousness to this remark. Undoubtedly it was only his irony anyway, because it turned out later that he discounted his bill.

M. N. Dookin.

More Than One Time To Make a Sale.

Several years ago I was keeping books for a large manufacturing concern in one of their branch offices. Their goods—explosives—were sold chiefly in carload lots and nearly every customer had a special price, secured by written contract, in return for his entire trade. Soon after I went there I learned in the midst of other office gossip, that Blank & Co., railway contractors, not at that time on the books, had formerly been heavy buyers, but that something had "gone wrong," and, when another house offered them a better price, which we would not meet, they had "gone off the handle" and declared that they would build their own powder mills before they bought another cent's worth from us.

One night I met the stenographer of our concern downtown, and he said to me casually: "Old Man Blank is over at the hotel and somebody told me he's sore at the house he's been buying from." I asked him what he was going to do about it, and he replied that "he guessed it was up to the 'boss,' anyway he was not a salesman." I tried to locate the manager, but he had gone out of

town for the evening. All the salesmen were away, and I could not get into the office to look up the files on the case, but I decided to call on Mr. Blank and at least find out how matters stood, if he would tell me.

The hotel clerk told me Mr. Blank had gone to bed, as he was to take an early train, but as he had only been gone ten minutes, I followed him up to his room and fortunately found him awake, although in bed. I opened the subject and presently he faced around suddenly and said: "What is the best price you can give me now?" I named the old contract figures, and after a little hemming and hawing about whether our goods were up to standard, he said: "Well, you can send me two carloads of such and such grades"—about \$2,700. This was the opening wedge and our house managed to keep his steady patronage after that. C. M. Hanley.

It is strange how unimportant the morning after looks on the day before.

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.

A Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston

Grand Rapids

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

Quarterly Meeting of the Directors M. K. of G.

Lansing, Sept. 3—The fourth meeting of the Board of Directors of the Michigan Knights of the Grip, held at the office of the Secretary, was called to order by President C. H. Phillips.

Roll call found all present.

Minutes of last meeting were read and approved.

Letter of Chas. D. Gibbons was accepted and placed on file.

Letter of Brother F. L. Day and letter of Mrs. Holt, of Jackson, were accepted and placed on file.

Moved and supported that the Secretary be appointed as a committee of one to look into the matter of the correspondence of Mrs. Abbie C. Antrim. Carried.

Letter of Brother C. A. Judd was accepted and placed on file.

Moved and supported that the Secretary's report be accepted and placed on file. Carried.

Moved and supported that the Treasurer's report be accepted and placed on file. Carried.

Moved and supported that the bill of Brother Lou J. Burch, Treasurer, being salary of 2 per cent. of \$2,374, amounting to \$47.48, be allowed and paid. Carried.

Moved and supported that the bill of Brother F. M. Ackerman, Secretary, being salary of 5 per cent. on \$2,374, amounting to \$118.70, be allowed and paid. Carried.

Moved by Brother Goppelt that 5 per cent. of \$2,332, amounting to \$116.60, be transferred from the death benefit fund to the general fund. Carried.

Moved by Brother Goppelt that a warrant be drawn for \$50 in favor of Frank Rhead, of Lapeer, for postage for sending out invitations for the annual convention to be held Dec. 27 and 28. Carried.

Moved and supported that an order be drawn for \$50 in favor of F. M. Ackerman, Secretary, for postage for No. 4 assessment. Carried.

The following bills were allowed and warrants were drawn for the payment of the same:

C. H. Phillips, Board meeting	\$ 6 26
F. L. Day, Board meeting	4 48
M. C. Empey, Board meeting	6 10
Lou J. Burch, Board meeting	6 00
W. J. Devereaux, Board meeting	6 90
H. P. Goppelt, Board meeting	4 83
N. B. Jones, Board meeting	5 75
John D. Martin, Board meeting	5 08
Allen Printing Co.	30 00
W. G. Bancroft	1 00
	\$76 40

Moved by Brother Goppelt that the annual dues of \$1 for 1911 and assessment No. 4 be called December 1, and close December 31. Carried.

Moved by Brother Goppelt that an order of \$2 be drawn on the Treasurer from the employment and relief fund to pay assessment No. 4 and annual dues for 1911 for Percy M. Dyer. Carried.

Moved by Brother Goppelt that a warrant be drawn on Treasurer of \$2 out of the employment and relief fund to pay assessment No. 4 and

annual dues for 1911 for George H. Randall. The motion was amended by Brother Burch that a committee of two, consisting of the Secretary and Brother Empey, investigate this case and see if Brother Randall's wife or other members of the family are not able to pay these assessments themselves. Carried.

Moved by Brother Jones that the death claims of R. B. Hyman, Martin Smoll, Jas. W. McCann, R. M. Swigart and E. E. Silk be allowed and orders drawn on the Treasurer for payment of the same. Carried.

Moved by Brother Jones that the death claim of Brother M. E. Houran be allowed and order drawn on the Treasurer for payment of same, after the Probate Judge of Genesee county signs the copy of the guardianship of Mary M. Houran. Carried.

Moved by Brother Martin that we remit the annual dues for 1910 on all new members procured from now until November 1. Carried.

Moved by Brother Day that the Secretary purchase a bouquet of flowers and send them to Brother James F. Hammell, who is reported very ill, together with a letter of sympathy from the Board of Directors of the Michigan Knights of the Grip. Carried.

Moved and supported that a letter of sympathy be sent to Brother N. H. Williams, of Detroit, on account of the recent death of his wife. Carried.

Moved that we adjourn to meet at Lapeer Monday afternoon, December 26. Carried.

The report of the Secretary showed total receipts of \$2,374.50, as follows:

Annual dues	\$ 6 00
Charges of beneficiary	3 50
Death benefit fund	2,332 00
From honorary members	33 00
	\$6,225.02

The report of the Treasurer showed a balance on hand of \$6,225.02, as follows:

General fund	\$ 276 30
Death benefit fund	5,173 20
Employment relief fund	720 52
Promotion fund	55 00
	\$6,225.02

F. M. Ackerman, Sec'y.

Launch Boom For State Convention.

Indianapolis, Sept. 6—The Indiana State T. P. A. convention will be held in this city in 1911 if the plans of Post B. T. P. A., meet with success during the coming week. The Executive Committee of the Travelers' Protective Association will meet at Richmond next Friday to decide on the place of meeting for the State convention next year, and a Committee from the local Post will be present to set forth the claims of Indianapolis for the gathering.

At a meeting held at the Post Saturday night a committee was appointed to go before the Committee. It consists of Harry S. Kendall, chairman; P. B. Trone, A. J. Schmidt and T. Edgar Harvey, New York City, Chairman of the National Publicity Committee of the organization. This Committee is not empowered to act definitely, but will endeavor to obtain an option on the convention until after a general meeting of the members of Post B Saturday night

when it is believed the Post will vote unanimously to work for the convention.

Saturday night the local Post will hold a smoker and banquet to which friends of the members are invited. Plans for the convention will be discussed, there will be a number of special features for the meeting and probably the representation of travelers at the State Fair will come before the meeting.

Trade Excursion of the Wholesale Dealers' Committee.

The annual trade extension excursion of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade will be held the last week in September, covering the four days of Sept. 27, 28, 29 and 30. The special train will comprise two or three Pullman compartment sleepers, two diners, a common coach and a baggage car. The train will leave the union depot at 7 o'clock Tuesday morning and will probably reach Grand Rapids on the return trip early Saturday morning, the last stop being Harbor Springs.

The itinerary, so far as arranged, will be as follows:

Sparta.
Kent City.
Casnovia.
Bailey.
Grant.
Newaygo.
White Cloud.
Fremont.
Brunswick.
Holton.
Whitehall.
Montague.
Rothburg.
New Era.
Mears.
Hart.
Shelby.
Ramona.
Otia.
Bitely.
Lillie.
Anderson.
Baldwin.
Branch.
Custer.
Scottville.
Amber.
Ludington.
Fountain.
Freesoil.
East Lake.
Manistee.
Kaleva.
Copemish.
Thompsonville.
Beulah.
South Frankfort.
Frankfort.
Nessen City.
Interlochen.
Platte River.
Honor.
Empire.
Lake Ann.
Traverse City.
Williamsburg.
Elk Rapids.
Rapid City.
Alden.
Bellaire.
Central Lake.
Charlevoix.
Petoskey.
Harbor Springs.

There may be some changes in the above towns, both as to number and arrangement. Some towns may be added and some may have to be eliminated, it being the intention of the Committee to cover every town possible in Northwestern Michigan within the four day period.

Model Farm on Cutover Land.

Boyne City, Sept. 6—The W. H. White Co. probably owns the largest farm in Michigan. It consists of about 4,000 acres or six square miles of cutover land that has been fenced in. Of this about 400 acres have been stumped and put under cultivation. An orchard of 4,200 trees has been planted—apples, cherries, pears and plums—and the rest of the farm is planted to general crops, potatoes, corn, oats and wheat. The farm is under the management of an experienced farmer, who has about thirty hired men under him, and thus far it has been highly satisfactory. It is planned to add a large tract to the cultivated area next season, and negotiations are in progress for a traction gang plow. The fenced acreage not under cultivation is used as a cattle ranch. In the spring 400 or 500 head of young cattle are bought in Chicago and are allowed to graze all summer and in the fall are in condition to be converted into beef for the lumber camps. The success of the White farm is a great object lesson as to the quality of the Charlevoix county and contiguous lands and the adaptability of the climate to agriculture and fruit growing. As the Whites cut off their timber they will sell the land to settlers. Farm lands in that vicinity have doubled in value in the last five years and in many instances the increase has been much greater. A very desirable class of settlers is coming in.

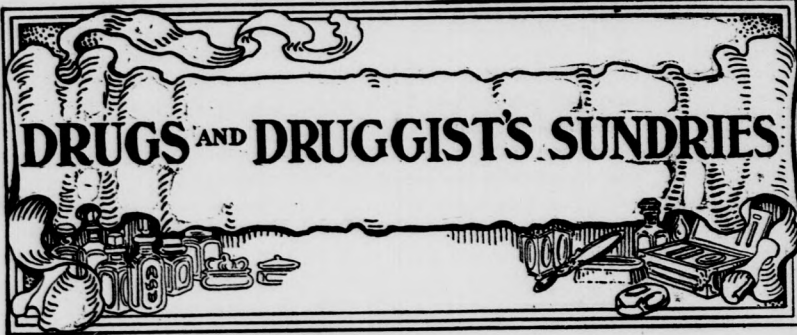
Too Honest To Require Inspection.

Kalamazoo, Sept. 6—Believing, he says, that Kalamazoo merchants and dealers are too honest to require such an official, Mayor Charles H. Farrell stated to-day that he thought a municipal overseer or sealer of weights and measures, such as is necessary in some cities, would be entirely superfluous in this city.

"There has never been an instance of a dealer using short weight or short measure, to my knowledge," said the Mayor. "There could be nothing gained by conducting business in that way in a city this size as when the matter would be eventually found out the dealer would be driven from business. However, I do not believe it is the fear of exposure that keeps local dealers from practicing the use of short weight and short measure, but rather their honesty. As I understand it a majority of local dealers use weights and measures manufactured by companies above suspicion and this would tend to make the purchaser feel safe as regards his getting the amount of produce he pays for."

If it were not for some marriages one would hesitate to believe that love is blind.

Many a narrow-minded man is swell-headed.



Michigan Board of Pharmacy.
President—Wm. A. Dohany, Detroit.
Secretary—Ed. J. Rodgers, Port Huron.
Treasurer—John J. Campbell, Pigeon.
Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
President—C. A. Bugbee, Traverse City.
First Vice-President—Fred Brundage, Muskegon.
Second Vice-President—C. H. Jongejan, Grand Rapids.
Secretary—H. R. McDonald, Traverse City.
Treasurer—Henry Riechel, Grand Rapids.
Next Meeting—Kalamazoo, October 4 and 5.

Michigan State Pharmaceutical Association.
President—E. E. Calkins, Ann Arbor.
First Vice-President—F. C. Cahow, Reading.
Second Vice-President—W. A. Hyslop, Boyne City.
Secretary—M. H. Goodale, Battle Creek.
Treasurer—Willis Lelsenring, Pontiac.
Next Meeting—Battle Creek.

Fountain in Show Window.

Procure as large a wooden tub as you desire for your window and fit it with one-half inch pipe connections. These can be purchased at almost any hardware store or your local plumber can fix you up at slight expense. Probably you are enough of a tinkerer to do the entire work right in your own store.

The pipes that pass through the tub should fit the hole snugly, and either side of the wood should be a flange. This makes a tight joint by screwing down on to the wood. The outlet pipe should be placed at a point of high water so as to take the water from the top of the tub, and the inlet flow should be so regulated that the water in the tub is constantly at the same level.

Do not paint the tub inside if you intend to place any fish therein, as it is quite certain to shorten their life. Cover the outside of the tub with rocks, moss and ferns, which you can get from the woods, and put a few rocks inside the tub if you like. Have these rough and ragged looking and line the edge of the tub on the outside with some smooth rocks, as in the park fountains.

You could also use a border of small stones for your window trim, running them completely around the edge of the window base if you like the idea. You can use some green sod in the trim if you wish and by keeping it wet you will also keep it green for many days. Of course you would have to put a piece of zinc on the window bottom if you did this, so as not to rot the window wood-work.

Now, with a few gold fish or a frog or two in this pond, you are ready to open it to public view, and with some goods tastily arranged around it is sure to attract attention. If you

windows get heated inside and are boarded in, you had better keep an electric fan going in the window or any fish in the pond will die.

Now to enlarge on this idea it is only necessary to get a large tub or have a tank built and put it in the center of your store. There you could have it attached much in the same manner, but run your inlet and outlet pipes through the floor. Covered with moss and rocks it would be a handsome thing, and if you had the room it could be made a regular feature of your store, and you could then advertise, "Meet me at the fountain."—Shoe Trade Journal.

Twenty-Six New Sheepskins Issued.

Port Huron, Sept. 6—The Michigan Board of Pharmacy held a meeting at Sault Ste. Marie August 16, 17 and 18. Fourteen applicants received registered pharmacist papers and twelve druggists' papers. Following is a list of those receiving certificates:

Registered Pharmacists.

Clarence M. Jennings.
Wm. H. Klatt.
Walter K. Kerr.
Harry A. Boucher.
Isaac Ekelman.
Edward Follo.
Arthur Groskoph.
Dan Wilbur Hauser.
Andrew N. Lindeberg.
Frank J. O'Callagan.
Clyde D. Rowe.
Harry E. Roe.
Mahlin K. Smith.
A. E. Widdesfield.

Registered Druggists.

John J. Riley.
Albert Von Rosenberg.
Anthony Roshek.
Alexander Joya.
Stewart M. Dodge.
Arthur Gidby.
D. Glen Loure.
Earl B. Mackay.
Edward R. Parshell.
Orill L. Alward.
Benjamin Peck.
C. Floyd Frisbee.

The next meeting of the Board will be held at Grand Rapids Nov. 15, 16 and 17. Ed. J. Rodgers, Sec'y.

President DeBats Calls Meeting Executive Committee.

Port Huron, Sept. 6—The President of the Retail Grocers and General Merchants Association of Michigan has called a meeting of the Executive Committee to meet at the Downey House, at Lansing, on the 27th of this month. Matters of importance will be taken up, such as an increase in the per capita tax and the formation of a credit rating bureau, and to arrange a meeting with the jobbers

and talk over the matter of discouraging irresponsible dealers entering into business without the necessary capital to the detriment of those now in business. Also to arrange a programme for the coming convention and such other suggestions as might present themselves at the meeting. We extend to you a cordial invitation to be present with us on that occasion. On the 28th of September a meeting of the different local secretaries will be called at Lansing for the purpose of establishing an exchange or credit information bureau for the State and such other business as may come before the meeting. Notices of the arrangements will be sent to each of local secretaries later on.

J. T. Percival, Sec'y.

A Liberal Druggist.

"Sir, he said, as he called for peach syrup in his soda at the drug store, and was ready to drink, 'I was in here yesterday and called for this same drink. You were absent and your clerk waited on me.'"

"Yes?"

"He had drawn the soda, and I was about to drink, when I cast my eye into the glass."

"Well?"

"What do you suppose I saw there, sir?"

"Some foam."

"Yes, sir; there was foam, and there was also something else. Imbedded in that foam was a—fly!"

"A fly!" exclaimed the druggist.

"A fly, sir."

"One fly?"

"Just one, sir."

"Well, I want no kicking about my soda water. Here, James. This man got only one fly in his yesterday. Get busy and catch half a dozen for him now, and see that they are full-grown ones!"

Store Up Sunshine in Your Heart.

The unsuccessful man says the successful one has been "lucky." Not at all, he has been "plucky." It is only the difference of a letter, but that makes all the difference in the world.

Ruminate on this a moment: A man will say he is down on his luck and surely as the sun is coming up in the morning his luck will be down on him. So long as he is in that frame of mind he will not put through anything he strives to accomplish.

But some morning the birds will sing, the sun will shine brightly, Nature will welcome the man who is "down on his luck," and he will pick up in spirits. His mood will take on the complexion of the day. That is the day he will do things, if ever.

"But," some of you will say, "the sun does not shine every day in my territory. What'll I do in the winter-time?"

That is the point: store up enough sunshine in your heart to carry you over the dark days. Fill your lungs with good air, your eyes with sunshine and your head with optimistic thoughts; you will never be "down on your luck" long.

And make it a point to give out a little of the milk of human kindness that will be generated by the sunshine within you.

Milton Bejach.

Artificial Rubber a New Field.

One of the most promising of all fields for the synthetical chemist just now lies in the possibilities of producing india rubber by artificial means, or even in making the production of the natural rubber more uniform as to grade and more in quantity as coming from its native trees. Within the last ten years the world's annual consumption of india rubber has averaged not far from 70,000 tons. That this natural supply has been insufficient is proved by the showing that prices on such quantity have risen from \$150,000,000 to more than \$250,000,000 in the world's markets. Coming from several varieties of trees in varying climatic surroundings, the sap handled by different primitive methods, and the manner of marketing and shipping in no two places comparable, the india rubber industry may be improved. At the present time there is no commercial rubber possible to manufacture at a profit under existing laboratory syntheses.

The Plain Truth.

I don't know if Webster defines a "hedger," if such a word is professionally definable, but in business it is a fellow that sneaks away from the truth. To be a man among men you must speak the plain truth. Once in a while, if you have been rash and the rashness has got you apparently into a hole, the truth is the best way out of it. Maybe not the easiest way; maybe not the quickest way; but positively the best way.

We sometimes say a thing about a man in a confidential way, and the next day he confronts us with it. Should you hedge? Not a bit of it. Own up. He'll respect you all the more.

If you are called to the desk on a charge of misdemeanor tell the whole thing just as it happened. That is the manly way. I never knew an employer thick enough to permanently ignore straight facts.

W. E. Sweeney.

No Blending For Him.

Silas Nipton (in dry state drug store)—So you can specially reckon this here patent medicine fer that tired feelin', hey? What are the directions fer takin' the same?

Clerk—A tablespoonful in water, before meals.

Silas Nipton—Oh, shucks! What else have ye got?—I like to take mine straight!

Some people never pray over their debts until they see the sheriff coming.

FOR SALE

MERCHANTS, ATTENTION

WHOLESALE ONLY

Photos of all Floats, Freaks, Bands, Etc., in Home Coming Parades. 8x10 photos, \$2.50 per doz.; \$1.75 per half doz.; \$1 per quarter doz. Post cards, 50c per dozen. Send postoffice orders.

Fancy Christmas Cards from \$2.50 per 1,000 up. Write for samples.

ALFRED HALZMAN CO.

28 Michigan Ave., Grand Rapids

BERT RICKER, Manager

WHOLESALE DRUG PRICE CURRENT

Aceticum 60 3	Copaiba 1 75 1 85	Scilla 50 50	Lupulin 1 50	Rubia Tinctorum 12 14	Vanilla 9 00 10 00
Benzolcum, Ger. 70 75	Cubebae 4 80 5 00	Scilla Co. 50 50	Lycopodium 60 70	Saccharum La's 18 20	Zinci Sulph 7 10
Boracie 12 12	Erigeron 2 35 2 50	Tolutan 50 50	Macis 65 70	Salacin 4 50 4 75	Oils
Carbolicum 16 20	Evecthithos 1 00 1 10	Prunus virg 50 50	Magnesia, Sulph. 3 5	Sanguis Drac's 4 50 50	Lard, extra bbl. gal.
Citricum 45 50	Gaultheria 4 80 5 00	Zingiber 50 50	Magnesia, Sulph. bbl 1 1/2	Sapo, G 15 15	Lard, No. 1 35 90
Hydrochlor 3 5	Geranium 75 75	Tinctures	Mannia S. F. 75 85	Sapo, M 10 12	Linseed, pure raw 80 85
Nitrocum 8 10	Gossypil Sem gal 70 75	Aloes 60 60	Menthol 2 25 2 50	Soda, Boras 5 1/2 10	Linseed, boiled 81 86
Oxaleum 14 15	Hedeoma 2 50 2 75	Aloes & Myrrh. 60 60	Morphia, SP&W 3 35 3 65	Soda, Boras, po 5 1/2 10	Neat's-foot, w str 65 70
Phosphorium, dil. 44 47	Junipera 40 41 20	Anconitum Nap's F 50 50	Morphia, SNYQ 3 35 3 65	Soda et Pot's Tart 25 28	Turpentine, bbl. 66 1/2
Sulphuricum 1 1/2 1 5	Lavandula 90 93 80	Anconitum Nap's R 50 50	Morphia, Mal. 3 35 3 65	Snuff, Maccaboy, 30 30	Turpentine, less 67
Tannicum 75 85	Limons 1 15 1 25	Arnica 50 50	Moschus Canton 40 40	De Voes 51 51	Whale, winter 70 76
Tartaricum 38 40	Mentha Piper 2 20 2 40	Asafoetida 50 50	Myristica, No. 1 25 40	Snuff, S'h DeVo's 51 51	Paints
Ammonia	Mentha Verid 2 75 3 00	Atrope Belladonna 60 60	Nux Vomica po 15 10 10	Soda, Ash 5 1/2 10	Green, Paris 21 26
Aqua, 18 deg. 4 6	Morrhuae, gal. 2 00 2 75	Auranti Cortex 50 50	Os Sepia 35 40	Soda, Carb 3 1/2 5	Green, Peninsular 13 16
Aqua, 20 deg. 6 8	Myrica 3 00 3 50	Barosma 50 50	P D Co. 1 00	Soda, Bl-Carb 3 1/2 5	Lead, red 7 1/2 8
Carbonas 13 15	Olive 1 00 3 80	Benzoin 50 50	Picis Liq N N 1/2 2 00	Soda, Ash 3 1/2 5	Lead, white 7 1/2 8
Chloridum 12 14	Picis Liquida 10 12	Benzoin Co. 50 50	Picis Liq qts 2 00	Soda, Sulphas 2 60	Ochre, yel Ber 1 1/2 2 4
Black 2 00 2 25	Picis Liquida gal. 4 40	Cantharides 50 50	Pil Hydrarg po 30 2 00	Spts. Cologne 2 60	Ochre, yel Mars 1 1/2 2 4
Brown 80 1 00	Ricina 94 91 00	Capsicum 50 50	Piper Alba po 35 2 00	Spts. Myrcia 2 50	Putty, commer'l 2 1/2 2 1/2
Red 45 50	Rosae oz. 6 50 7 00	Cardamon 50 50	Piper Nigra po 22 13 13	Spts. Vini Rect 1/2 b 2 00	Putty, strict pr 2 1/2 2 1/2
Yellow 2 50 3 50	Rosmarini 1 01 09	Cardamon Co. 50 50	Pix Burgum 12 15	Spts. Vini Rect 1/2 b 2 00	Red Venetian 1 1/2 2 3
Bacca	Sabina 90 91 00	Cassia Acutifol 50 50	Plumbi Acet 12 15	Spts. Vini Rect 1/2 b 2 00	Shaker Prep'd 1 25 1 35
Cubebae 50 55	Santal 4 50	Cassia Acutifol Co 50 50	Pulvis Ip'cet Opil 1 30 1 50	Spts. Vini Rect 1/2 b 2 00	Vermillion, Eng. 75 80
Junipers 10 12	Sassafras 90 91 00	Catechu 50 50	Pyrethrum, bxs. H 75 75	Spts. Vini Rect 1/2 b 2 00	Vermillion Prime 75 80
Xanthoxylum 1 00 1 10	Sinapis, ess. oz. 6 50 7 00	Cinchona 50 50	Pyrethrum, Co. doz. 20 25	Spts. Vini Rect 1/2 b 2 00	American 13 15
Balsamum	Succini 40 45	Cinchona Co. 50 50	Quassia 20 25	Spts. Vini Rect 1/2 b 2 00	Whiting, Gilders' 95 95
Copaiba 60 65	Thyme 40 45	Columbia 50 50	Quina, N. Y. 17 27	Spts. Vini Rect 1/2 b 2 00	Whit'g Paris Am'r 1 25
Peru 2 00 2 30	Thyme, opt. 1 60	Cubebae 50 50	Quina, S. Ger. 17 27	Spts. Vini Rect 1/2 b 2 00	Whit'g Paris Eng. 1 40
Terabin, Canada 78 80	Theobromas 15 20	Digitalis 50 50	Quina, S P & W 17 27	Spts. Vini Rect 1/2 b 2 00	Whitting, white S'n 1 40
Tolutan 40 45	Tigill 90 91 00	Ergot 35 35	1 00	Spts. Vini Rect 1/2 b 2 00	Varnishes
Cortex	Potassium	Ferri Chloridum 50 50	2 00	Spts. Vini Rect 1/2 b 2 00	Extra Turp 1 60 1 70
Abies, Canadian 18 18	Bi-Carb 15 18	Gentian 50 50		Spts. Vini Rect 1/2 b 2 00	No. 1 Turp Coach 1 10 1 20
Cassia 20 20	Bichromate 13 15	Gentian Co. 50 50		Spts. Vini Rect 1/2 b 2 00	
Cinchona Flava 18 18	Bromide 25 30	Gulaca 50 50		Spts. Vini Rect 1/2 b 2 00	
Buonymus atro 60 60	Carb 12 15	Gulaca ammon 50 50		Spts. Vini Rect 1/2 b 2 00	
Myrica Cerifera 20 20	Chlorate 12 14	Hyoscyamus 75 75		Spts. Vini Rect 1/2 b 2 00	
Prunus Virgini 15 15	Cyanide 30 40	Iodine 75 75		Spts. Vini Rect 1/2 b 2 00	
Quillaja, gr'd 15 15	Iodide 3 00 3 10	Iodine, colorless 50 50		Spts. Vini Rect 1/2 b 2 00	
Sassafras, po 25 24 24	Potassa, Bitart pr 30 32	Kino 50 50		Spts. Vini Rect 1/2 b 2 00	
Ulmus 20 20	Potass Nitras opt 7 10	Lobelia 50 50		Spts. Vini Rect 1/2 b 2 00	
Extractum	Potass Nitras 6 8	Myrrh 50 50		Spts. Vini Rect 1/2 b 2 00	
Glycyrrhiza, Gla. 24 30	Prussiate 23 26	Nux Vomica 1 25		Spts. Vini Rect 1/2 b 2 00	
Glycyrrhiza, po. 23 30	Sulphate po 15 18	Opil, camphorated 1 00		Spts. Vini Rect 1/2 b 2 00	
Haematox 13 14	Radix	Opil, deodorized 2 00		Spts. Vini Rect 1/2 b 2 00	
Haematox, 1s 14 15	Aconitum 20 25	Quassia 50 50		Spts. Vini Rect 1/2 b 2 00	
Haematox, 1/2s 14 15	Althae 30 35	Rhatany 50 50		Spts. Vini Rect 1/2 b 2 00	
Haematox, 1/4s 16 17	Anchusa 10 12	Rhel 50 50		Spts. Vini Rect 1/2 b 2 00	
Ferru	Arum po 2 25	Sanguinaria 50 50		Spts. Vini Rect 1/2 b 2 00	
Carbonate Precip. 15 15	Calamus 20 40	Serpentaria 50 50		Spts. Vini Rect 1/2 b 2 00	
Citrate and Quina 2 00	Gentiana po 15 12 15	Stromonium 60 60		Spts. Vini Rect 1/2 b 2 00	
Citrate Soluble 55 55	Glycyrrhiza pv 15 16 18	Tolutan 60 60		Spts. Vini Rect 1/2 b 2 00	
Ferrocyanidum S 40 40	Helibore, Alba 12 15	Valerian 50 50		Spts. Vini Rect 1/2 b 2 00	
Solut. Chloride 2 2	Hydrastis, Canada 2 50	Veratrum Veride 50 50		Spts. Vini Rect 1/2 b 2 00	
Sulphate, com'l 15 15	Hydrastis, Can. po 2 60	Zingiber 60 60		Spts. Vini Rect 1/2 b 2 00	
Sulphate, com'l, by bbl. per cwt. 70 70	Inula, po 18 22	Miscellaneous		Spts. Vini Rect 1/2 b 2 00	
Sulphate, pure 7 7	Ipecac po 2 00 2 10	Aether, Spts Nit 3f 30 35 35		Spts. Vini Rect 1/2 b 2 00	
Flora	Iris plox 35 40	Aether, Spts Nit 4f 34 38 38		Spts. Vini Rect 1/2 b 2 00	
Arnica 20 25	Malapa, pr. 70 75	Alumen, gr'd po 7 3 2 4		Spts. Vini Rect 1/2 b 2 00	
Anthemis 50 60	Maranta, 1/4s 30 30	Annatto 40 50		Spts. Vini Rect 1/2 b 2 00	
Matricaria 30 35	Podophyllum po 15 18	Antimoni, po 4 5 5		Spts. Vini Rect 1/2 b 2 00	
Folia	Rhodophyllum po 75 100	Antimoni et po T 40 50		Spts. Vini Rect 1/2 b 2 00	
Barosma 1 60 1 70	Rhel, cut 1 00 1 25	Antifebrin 20 20		Spts. Vini Rect 1/2 b 2 00	
Cassia Acutifol, 15 20	Rhel, pv. 75 100	Antipyrin 25 25		Spts. Vini Rect 1/2 b 2 00	
Tinnevely 15 20	Sanguinari, po 18 15 15	Argenti Nitras oz 10 12		Spts. Vini Rect 1/2 b 2 00	
Cassia, Acutifol 25 30	Scilla, po 45 20 25	Arsenicum 10 12		Spts. Vini Rect 1/2 b 2 00	
Salvia officinalis, 85 90	Serenga 50 55	Balm Gilead buds 60 65		Spts. Vini Rect 1/2 b 2 00	
1/4s and 1/2s 18 20	Serpentaria 50 55	Bismuth S N 1 90 2 00		Spts. Vini Rect 1/2 b 2 00	
Uva Ursi 8 10	Smilax, M 25 25	Calcium Chlor, 1s 9 9		Spts. Vini Rect 1/2 b 2 00	
Gummi	Smilax, off's H. 48 48	Calcium Chlor, 1/2s 12 12		Spts. Vini Rect 1/2 b 2 00	
Acacia, 1st pkd. 65 65	Spigella 1 45 1 50	Calcium Chlor, 1/4s 12 12		Spts. Vini Rect 1/2 b 2 00	
Acacia, 2nd pkd. 45 45	Symplocarpus 25 25	Cantharides, Rus. 90 90		Spts. Vini Rect 1/2 b 2 00	
Acacia, 3rd pkd. 35 35	Valeriana Eng. 25 25	Capsici Fruc's af 20 20		Spts. Vini Rect 1/2 b 2 00	
Acacia, sifted sts. 15 15	Valeriana, Ger. 15 20	Capsici Fruc's po 22 22		Spts. Vini Rect 1/2 b 2 00	
Acacia, po 45 55	Zingiber a 12 16	Cap'i Fruc's B po 15 15		Spts. Vini Rect 1/2 b 2 00	
Aloe, Barb 22 25	Zingiber j 25 28	Carmine, No. 40 4 25		Spts. Vini Rect 1/2 b 2 00	
Aloe, Cape 25 25	Semen	Carphylus 20 22		Spts. Vini Rect 1/2 b 2 00	
Aloe, Socotri 45 45	Anisum po 20 16 16	Cassia ructus 35 35		Spts. Vini Rect 1/2 b 2 00	
Ammoniac 50 50	Apium (gravel's) 13 15	Cataceum 35 35		Spts. Vini Rect 1/2 b 2 00	
Asafoetida 50 55	Bird, 1s 4 6	Centraria 10 10		Spts. Vini Rect 1/2 b 2 00	
Benzoinum 15 15	Cannabis Sativa 7 8	Cera Alba 50 55		Spts. Vini Rect 1/2 b 2 00	
Catechu, 1s 13 13	Cardamon 70 90	Cera Flava 40 42		Spts. Vini Rect 1/2 b 2 00	
Catechu, 1/2s 14 14	Carui po 15 12 15	Crocus 45 50		Spts. Vini Rect 1/2 b 2 00	
Catechu, 1/4s 16 16	Chenopodium 25 30	Chloroform 34 54		Spts. Vini Rect 1/2 b 2 00	
Camphorae 60 65	Coriandrum 12 14	Chloral Hyd Crss 1 15 15		Spts. Vini Rect 1/2 b 2 00	
Euphorbium 40 40	Cydonium 75 100	Chloro'm Squibbs 40 40		Spts. Vini Rect 1/2 b 2 00	
Galbanum 25 25	Dipterix Odorate 3 00 3 10	Chondrus 20 25		Spts. Vini Rect 1/2 b 2 00	
Gamboge 25 35	Eniculium 30 30	Cinchonid'e Germ 38 48		Spts. Vini Rect 1/2 b 2 00	
Gaulacum po 35 45 45	Foenugreek, po. 7 9	Cinchonidine P-W 38 48		Spts. Vini Rect 1/2 b 2 00	
Kino 45 45	Lini 6 8	Cocaine 2 80 3 00		Spts. Vini Rect 1/2 b 2 00	
Mastic 45 45	Lini, gr'd. bbl. 5 1/2 6 8	Corks list, less 75% 45 45		Spts. Vini Rect 1/2 b 2 00	
Myrrh 45 45	Lobelia 75 80	Creosotum 45 45		Spts. Vini Rect 1/2 b 2 00	
Opium 45 55	Phalaris Cana'n 9 10	Creta bbl. 75 2 5		Spts. Vini Rect 1/2 b 2 00	
Shellac 60 65	Rapa 5 6	Creta, prep. 9 11		Spts. Vini Rect 1/2 b 2 00	
Shellac, bleached 70 70	Sinapis Alba 8 10	Creta, precip. 9 11		Spts. Vini Rect 1/2 b 2 00	
Tragacanth 70 70	Sinapis Nigra 9 10	Creta, Rubra 24 24		Spts. Vini Rect 1/2 b 2 00	
Herba	Spiritus	Cudbear 30 30		Spts. Vini Rect 1/2 b 2 00	
Absinthium 4 50 7 00	Frumentum W. D. 2 00 2 50	Cupri Sulph 30 30		Spts. Vini Rect 1/2 b 2 00	
Supatorium oz pk 20 20	Frumentum 1 25 1 50	Dextrine 7 10		Spts. Vini Rect 1/2 b 2 00	
Lobelia 20 20	Juniperis Co. O T 1 75 3 50	Emery, all Nos. 8 8		Spts. Vini Rect 1/2 b 2 00	
Majorium 20 20	Juniperis Co. O T 1 65 2 00	Emery, po 8 8		Spts. Vini Rect 1/2 b 2 00	
Mentra Ptp. oz pk 23 23	Saccharum N E 1 90 2 10	Ergota 60 65		Spts. Vini Rect 1/2 b 2 00	
Mentra Ver oz pk 25 25	Spt Vini Galli 1 75 6 50	Ether Sulph 35 40		Spts. Vini Rect 1/2 b 2 00	
Rue 39 39	Vini Alba 1 25 2 00	Flake White 12 15		Spts. Vini Rect 1/2 b 2 00	
Tanacetum 22 22	Vini Oporto 1 25 2 00	Galla 3 9		Spts. Vini Rect 1/2 b 2 00	
Thymus V. oz pk 25 25	Sponges	Gambler 3 9		Spts. Vini Rect 1/2 b 2 00	
Magnesia	Extra yellow sheeps' wool carriage 1 25	Gelatin, Cooper 35 60		Spts. Vini Rect 1/2 b 2 00	
Calcined, Pat. 55 60	Florida sheeps' wool carriage 3 00 3 50	Gelatin, French 35 60		Spts. Vini Rect 1/2 b 2 00	
Carbonate, Pat. 18 20	Grass sheeps' wool carriage 1 25	Glassware, fit boos 15 13		Spts. Vini Rect 1/2 b 2 00	
Carbonate, K-M. 18 20	Hard, slate use 1 00	Glue, brown 15 25		Spts. Vini Rect 1/2 b 2 00	
Carbonate 18 20	Nassau sheeps' wool carriage 3 50 3 75	Glue, white 24 30		Spts. Vini Rect 1/2 b 2 00	
Oleum	Velvet extra sheeps' wool carriage 2 00	Glycerina 24 30		Spts. Vini Rect 1/2 b 2 00	
Absinthium 6 50 7 00	Yellow Reef, for slate use 1 40	Humulus 35 60		Spts. Vini Rect 1/2 b 2 00	
Amygdalae Dulc. 75 85	Syrups	Hydrarg Amm'o'l 1 10		Spts. Vini Rect 1/2 b 2 00	
Amygdalae, Ama 8 00 8 25	Acacia 50 50	Hydrarg Ch. Mt. 85 85		Spts. Vini Rect 1/2 b 2 00	
Anisi 1 90 2 00	Aurant Cortex 50 50	Hydrarg Ch Cor 85 85		Spts. Vini Rect 1/2 b 2 00	
Auranti Cortex 2 75 2 85	Ferri Iod 50 50	Hydrarg Ox Ru'm 45 50		Spts. Vini Rect 1/2 b 2 00	
Bergamili 5 50 5 60	Ipecac 50 50	Hydrarg Ungue'm 45 50		Spts. Vini Rect 1/2 b 2 00	
Caliputi 35 35	Rhei Arom 50 50	Hydrargyrum 80 80		Spts. Vini Rect 1/2 b 2 00	
Caryophylli 1 30 1 40	Smilax Om's 50 50	Ichthyobolla, Am. 90 1 00		Spts. Vini Rect 1/2 b 2 00	
Cedar 50 50	Sassa 50 50	Indigo 75 1 00		Spts. Vini Rect 1/2 b 2 00	
Chenopadi 3 75 4 00		Iodine, Resubi 4 00 4 10		Spts. Vini Rect 1/2 b 2 00	
Cinnamoni 1 75 1 85		Iodoform 3 90 4 00		Spts. Vini Rect 1/2 b 2 00	
Conium Mac 50 50		Liquor Arsen et 25 25		Spts. Vini Rect 1/2 b 2 00	
Chloroform 50 50		Hydrarg Iod. 25 25		Spts. Vini Rect 1/2 b 2 00	
		Liq Potas Arsenit 10 12 12		Spts. Vini Rect 1/2 b 2 00	

HOLIDAY GOODS

Druggists' Sundries

Books Stationery

Sporting Goods

OUR line of samples for Holiday Season are now on display in Manufacturers Building, Ionia street, upon the second floor. Please write or telephone us and arrange for such a time as suits your convenience, and allow us to say that the earlier we can have your order the better we can serve you.

Our stock is larger and better selected than ever before.

Yours truly,

Hazeltine & Perkins Drug Co.,

Grand Rapids, Mich.

LaBelle Moistener

and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
Col		Col	
A		1	
Ammonia	1	ARCTIC AMMONIA	Doz.
Axle Grease	1	12 oz. ovals 2 doz. box	.75
B		2	
Baked Beans	1	AXLE GREASE	
Bath Brick	1	Frazer's	
Bluing	1	1lb. wood boxes, 4 doz.	3.00
Brooms	1	1lb. tin boxes, 3 doz.	2.35
Brushes	1	3 1/2 lb. tin boxes, 2 doz.	4.25
Butter Color	1	10 lb. pails, per doz.	6.00
C		15 lb. pails, per doz.	7.20
Candles	1	25 lb. pails, per doz.	12.00
Canned Goods	2	BAKED BEANS	
Carbon Oils	2	1lb. can, per doz.	.90
Catsup	2	2lb. can, per doz.	1.40
Cereals	2	3lb. can, per doz.	1.80
Cheese	2	BATH BRICK	
Chewing Gum	3	American	.75
Chicory	3	English	.85
Chocolate	3	BLUING	
Clothes Lines	3	Sawyer's Pepper Box	
Cocoa	3	No. 3, 3 doz. wood bxs	4.00
Cocunut	3	No. 5, 3 doz. wood bxs	7.00
Cocoa Shells	3	Sawyer Crystal Bag	
Coffee	3	Blue	4.00
Confections	11	BROOMS	
Crackers	3	No. 1 Carpet 4 sew	4.75
Cream Tartar	4	No. 2 Carpet 4 sew	4.25
D		No. 3 Carpet 4 sew	4.00
Dried Fruits	4	No. 4 Carpet 3 sew	3.75
F		Parlor Gem	4.75
Farinaceous Goods	5	Common Whisk	1.40
Feed	10	Peny Whisk	1.50
Fish and Oysters	10	Warehouse	5.00
Fishing Tackle	5	BRUSHES	
Flavoring Extracts	5	Scrub	
Flour	5	Solid Back, 8 in.	.75
Fresh Meats	5	Solid Back, 11 in.	.95
G		Pointed Ends	.85
Gelatine	5	Stove	
Grain Bags	5	No. 8	.90
Grains	5	No. 2	1.25
H		No. 1	1.75
Herbs	10	Shoe	
Hides and Pelts	10	No. 8	1.00
J		No. 7	1.80
Jelly	6	No. 4	1.70
L		No. 3	1.90
Licorice	6	BUTTER COLOR	
M		A. R. & Co's 25c size	2.00
Matches	6	A. R. & Co's 50c size	4.00
Meat Extracts	6	CANDLES	
Mince Meat	6	Paraffine, 6s	.8
Molasses	6	Paraffine, 12s	.8 1/2
Mustard	6	Wicking	.20
N		CANNED GOODS	
Nuts	11	Apples	
O		3lb. Standards	@1.00
Olives	6	Gallon	3.20 @ 3.50
P		Blackberries	
Pipes	6	2lb. Standards	1.25 @ 1.75
Pickles	6	Standards gallons	@4.75
Playing Cards	6	Beans	
Potash	6	Baked	85 @ 1.30
Provisions	6	Red Kidney	85 @ .95
R		String	70 @ 1.15
Rice	7	Wax	75 @ 1.25
Salad Dressing	7	Blueberries	
Saleratus	7	Standard	1.35
Salt Soda	7	Gallon	6.50
Salt	7	Brook Trout	
Salt Fish	7	2lb. cans, spiced	1.90
Seeds	7	Clams	
Shoe Blacking	7	Little Neck, 1lb.	1.00 @ 1.25
Snuff	8	Little Neck, 2lb.	@1.50
Soap	8	Clam Bouillon	
Soda	8	Burnham's 1/2 pt.	2.25
Spices	8	Burnham's pts.	3.75
Starch	8	Burnham's qts.	7.50
Syrups	8	Cherries	
T		Red Standards	@1.40
Tea	8	White	@1.40
Tobacco	9	Corn	
Twine	9	Fair	90 @ 1.00
V		Good	1.00 @ 1.10
Vinegar	9	Fancy	1.45
W		French Peas	
Wicking	9	Sur Extra Fine	22
Woodenware	9	Extra Fine	19
Wrapping Paper	10	Fine	15
Y		Moyen	11
Yeast Cake	10	Gooseberries	
		Standard	1.00
		Hominy	.85
		Standard	.85
		Lobster	
		1/2 lb.	2.25
		1 lb.	4.25
		Picnic Tails	2.75
		Mackerel	
		Mustard, 1lb.	1.80
		Mustard, 2lb.	2.80
		Soused, 1 1/2 lb.	1.80
		Soused, 2lb.	2.75
		Tomato, 1lb.	1.50
		Tomato, 2lb.	2.80
		Mushrooms	@ 20
		Butons	@ 25

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 16 40 Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/2 cloth 6 10 White Star, 1/2 cloth 5 90 Worden Grocer Co. American Eagle 1/2 cln 6 10 Grand Rapids Gram & Milling Co. Brand Purity, Patent 5 60 Seal of Minnesota 4 40 Wizard Flour 5 20 Wizard Graham 5 20 Wizard Gran. Meal 5 30 Wizard Buckwheat 5 50 Rye 4 30 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 4 Judson Grocer Co.'s Brand Ceresota, 1/2 s 6 80 Ceresota, 1/2 s 6 70 Ceresota, 1/2 s 6 60 Lemon & Wheeler's Brand Wingold, 1/2 s 6 75 Wingold, 1/2 s 6 65 Wingold, 1/2 s 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/2 cloth 6 10 Laurel, 1/2 & 1/2 cloth 6 00 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 70 Golden Granulated 3 90 St. Car Feed screened 27 00 No. 1 Corn and Oats 27 00 Corn, cracked 26 00 Corn Meal, coarse 26 00 Winter Wheat Bran 25 00 Middlings 28 00 Buffalo Gluten Feed 33 00 Danby Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 35 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 23 00 Oats Michigan carlots 38 Less than carlots 40 Corn Carlots 65 Less than carlots 68 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 2 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. ... 2 2 15lb. pails, per pail ... 5 30lb. pails, per pail ... 9 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 32 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 110@1 20 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Manzanilla, 3 oz. 75 Queen, pints 50 Queen, 16 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. 808, Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tourist's 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 Basket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 14 1/4 Compound Lard 11 50 lb. tubs, advance 11 50 lb. tubs, advance 11 50 lb. tins, advance 11 20 lb. pails, advance 11 10 lb. pails, advance 11 5 lb. pails, advance 11 3 lb. pails, advance 11 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 18 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 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 3/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 s 50 Potted ham, 1/2 s 50 Deviled ham, 1/2 s 50 Deviled ham, 1/2 s 50 Potted tongue, 1/2 s 50 Potted tongue, 1/2 s 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 3 1/2 @ 3 3/4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3/4 s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 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 Granulated, fine 90 Medium, fine 95 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 6 Halibut 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 kegs 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. 96 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50	Mess, 40 lbs. 6 00 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 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 40 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 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 75 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, 10 bxs 3 25 German Mottled, 25 bxs 3 25 Marcellis, 100 cakes 6 00 Marcellis, 100 cks 5c 4 00 Marcellis, 100 ck toll 4 00 Marcellis, 1/2 ck toll 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 4lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkland, 24 4lb. 3 75 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 3/4 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, Cochinchina 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 25 Pepper, Cayenne 25 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford 7 Silver Gloss, 40 1lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 6 1/2 Muzzy 48 1lb. packages 5 16 5lb. packages 6 12 6lb. packages 7 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 75 10lb. cans, 1 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75	2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 Pingsuey, fancy 40 @ 45 Young Hyson Choice 80 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 31 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kilo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 40 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsieck 69 Root Jack 46 Honey Dip Twist 85 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 1 X L, 5lb. 27 1 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 Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Clow Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 39 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 26 Good Indian 26 Sea Binder, 10oz. 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, wide band 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	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 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 15 sets 1 25 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 30 Cedar, all red, brass 1 20 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 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 20 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 2 75 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 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 cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 15 Whitefish, No. 1 12 Trout 1 1/2 Halibut 10 Herring 7 Bluefish 1 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnish Haddie Roe Shad Shad Roe, each 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	Old Wool Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 6 1/2 No. 2 6 1/4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 10 Big stick, 30 lb. case 8 Mixed Candy Competition 6 1/2 Special 7 Conserve 8 Royal 7 1/2 Ribbon 13 Broken 10 Cut Leaf 8 Leader 8 1/2 Kindergarten 8 French Cream 10 Star 9 Hand Made Cream 11 Premio Cream mixed 16 Paris Cream Bon Bons 16 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 13 Eureka Chocolates 14 Eureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 14 Moss Drops 16 Lemon Sours 16 Imperial Sours 16 Ital. Cream Opera 13 Ital. Cream Bon Bons 13 Golden Waffles 11 Red Rose Gum Drops 11 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses, 10lb. bx 1 75 Orange Jellies 54 Lemon Sours 54 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 65 H. M. Choc. Drops 1 1/2 H. M. Choc. Lt. and Dark No. 12 1 1/2 Bitter Sweets, as'd. 1 1/2 Brilliant Gums, Crys. 60 A. A. Licorice Drops 60 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 10 @ 90 Cream Wafers 60 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Assort'd 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 40 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. os 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 50 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 35 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California aft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 15 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 Pecan Halves 4 50 Walnut Halves 34 @ 36 Filbert Meats 27 Alicante Almonds 43 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbo bo 6 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

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
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .2 60
36 10c pkgs., per case .2 60
16 10c and 38 5c pkgs., per case .2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @ 5
Livers @ 5

Pork

Loins .@ 16
Dressed .@ 11
Boston Butts .@ 15
Shoulders .@ 12 1/2
Leaf Lard .@ 13
Pork Trimmings .@ 14

Mutton

Carcass .@ 10
Lambs .@ 12
Spring Lambs .@ 13

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

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; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle 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 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

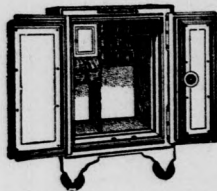
Poles

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 burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .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

Sane Buying

Our catalogue at your elbow is a guide to sane buying.

And the first and greatest fact it teaches is that the necessity for placing orders for any line in advance or for big quantities of any one item has long since passed.

This book carries to you every month a complete list of general merchandise at prices guaranteed net.

These goods may be purchased in minimum quantities—at these same net prices, as often as required.

You order your needs and no more, re-ordering when your stock is low. That's SANE BUYING.

We carry the stock while this need prevails, listing these goods up to the eleventh hour. For instance: Winter dry goods specialties and clothing will be a practically complete line until January.

Free from the worries and dangers of advance buying, with much less capital tied up in any one item, you find it possible to have an ever increasing variety of offerings and something new all the time.

You believe in sane buying, of course you do. Its principle is right. It's a demonstrated fact.

If you haven't a copy of this catalogue, send in a request for No. F. F. 822.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Omaha, San Francisco, Seattle

Use
Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Shoe business for sale; excellent trade and location clean stock no incumbrances; reasonable rent; a select opportunity. Tell your shoe friend. Address Box 494, Manitowoc, Wis. 872

For Sale—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

For Sale—The stock and fixtures in the best located grocery store in Big Rapids, Mich. Doing a fine business and will stand the most thorough investigation. Poor health, or could not be bought. For particulars write X. Y., care Michigan Tradesman. 867

For Sale—A clothing and gents' furnishing goods store. Live town, fine location. Stock will inventory about \$8,500. C. A. Hough, Trustee, Nashville, Mich. 866

DEAD

"Yet shall he live again."

Your "spiritual adviser" quotes that at all funerals. If you have a dead business and want it to live again, let me put on for you my Combination Sale. It will sell your merchandise at a profit. Write at once for particulars and state the amount of stock you carry.

G. B. JOHNS, Auctioneer,
1341 Warren Ave. West Detroit, Mich.

For Sale—In Virginia, 17 million yellow heart pine, 12 million white and rock oak, one million feet of poplar, four miles to railroad. Price \$75,000. Reasonable terms. Branchville Timber Co., Branchville, Va. 865

Wanted—A cider and vinegar plant or party with capital to install such a plant in Virginia, no competition. 200,000 apple trees in immediate vicinity with no market for low grades or culls. Answer quick. Address Gas Belt Promoting Co., Portland, Ind. 887

Commission agency offered to a gentleman (or firm), with sound connection amongst grocery and oilmen's stores, to introduce a leading brand of coffee essence and Worcester sauce, both of which lines have been placed on several foreign markets with great success. The quality of the two lines is right, so are the prices and to a representative (or firm) willing to undertake the initial spade work of introduction, a liberal commission will be paid. Replies should be addressed to Kit Coffee Co., Govan, Glasgow, Scotland. 885

For Rent—New fireproof building, with basement 66x100. Will rent 22x100, 44x100, or 66x100. In growing city of 5,000 population, county seat in Southern Michigan. A good opening for dry goods or general store. W. H. Stebbins, Hastings, Mich. 884

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

Grocery and meat market for sale, located in Detroit suburb. Doing now better than \$2,000 per month and can double this if I had means to handle the business. Will take part trade, balance cash. About \$4,000. Address No. 882, care Tradesman. 882

Good Chance For Hustler—Stock of about \$6,000, assorted dry goods, ladies' and gents' furnishing goods, in city of 40,000 inhabitants. Mr. S. S., 821 Stockbridge Ave., Kalamazoo, Mich. 881

For Sale—Nice business at Fremont. Flour, feed, wood, coal, lime, hay and dealer in all kinds of produce. About \$1,400 will buy it. Small capital will make you good money in a nice location. Write H. McCarty, Fremont, Mich. 880

For Sale—\$5,000 stock of general merchandise, one of the best business propositions in Genesee Co., Michigan. Sales \$17,000 per year. A bargain for someone. Address No. 879, care Tradesman. 879

York, Pa.—For rent, large storeroom, 200 feet deep, 26 feet wide, basement to correspond, three skylights, open stairway to basement in center of room, two large show windows, high ceilings, city steam. Located in heart of business block within seven doors of Centre Square. F. N. Michaels, 34 South George St., York, Pa. 878

For Sale—The only music store in city of 8,000. Exclusive agency for Victor talking machines. Stock includes 8 pianos, sheet music, small instruments of all kinds. Will sell at invoice price. A snap for the right party. Must give all my time to my drug business. Apply at once to J. E. O'Donoghue, Negaunee, Mich. 877

For Sale—Cash only first-class grocery and market; average daily business \$250; best trade in city. F. W. Comeford, Gary, Ind. 876

For Sale—Grocery stock in Grand Rapids. Doing \$25,000 business a year. Address No. 875, care Tradesman. 875

Bargains—In second-hand store fixtures. One 5 barrel basement Bowser oil tank. One Dayton computing scale. One fire proof safe. One National cash register. Seventy-eight feet shelving. One roll top desk. Two 10 foot counter cases. We have the largest stock of new and second-hand store and office fixtures in Western Michigan. Address Michigan Store & Office Fixtures Co., 519-521 No. Ottawa St., Grand Rapids, Mich. 888

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

Do you want a drug store where the prices are not cut? A profitable investment. Write C. E. Brower, Norcatur, Kan. 855

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$8900. 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

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.

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

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

Store for Rent—Fine opening for an up-to-date dry goods store. Mrs. Ernestine Scott, Lynchburg, Highland Co., Ohio. 860

For Sale—General retail stock and buildings, 18 miles Grand Rapids. Good farming country. Have other property for sale also. Reasonable. Address No. 853, care Tradesman. 859

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

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

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

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, Cal. 841

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—Band saw mill 6½ 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—\$2,500 stock general merchandise and store building, 20 x 80 ft.; also house and lot; located on Nickle Plate R. R. Address N. E. Hoops, Peabody, Ind. 825

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—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

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. 751

To Rent—Shoe store, brick, modern, 17½ 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—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. 76

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

HELP WANTED.

High grade subscription solicitors wanted to work on a salary. Give experience, reference and salary expected in first letter. A good opportunity for men who do things. Tradesman Company, Grand Rapids. 883

Salesmen and Saleswomen Wanted—Thousands of good positions now open, paying from \$1,000 to \$5,000 a year and expending. No former experience needed. We will teach you to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position and you can pay for your tuition out of year earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from \$100 to \$500 a month and expenses. Address nearest office, Dept. 286, National Salesmen Training Association, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco. 874

Wanted—Registered pharmacist to take half interest and manage a store. Established twenty years. Address No. 857, care Michigan Tradesman. 857

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 749

SITUATIONS WANTED.

Wanted—A position in a grocery or general store. Seven years' experience. References furnished. Address 437 S. Sheldon St., Charlotte, Mich. 886

Want Ads. continued on next page.



Here Is a Pointer

Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

DISPARAGING COMPARISON.

This is the season of perpetual flitting. Human migration is at the flood tide, and the paths of the various participants constantly cross and recross. The goals are nearly as varied as the people seeking them. As no two see things through the same glasses, the mental impressions are kaleidoscopic in character.

It is the easiest thing in the world to fall into the habit of making comparisons which are at least odious to local residents. We Americans see no other cataract than Niagara worthy of the name. There is no climate like that of our own state; no water so pure as that of our own city. We may not say these things with the idea of finding fault with the work of others or of bragging about our own, yet it can scarcely fail to be so received by others.

What if our own show windows are filled with better goods; or if the polish which we use upon them brings out a more glistening appearance? It is neither policy nor good manners to proclaim the fact in a loud tone. We not only hurt the pride of others and lessen their opinion of us, but we give footing to a spirit of boastfulness which grows like a weed at the slightest opportunity.

It is far better to hunt out the virtues of those who would show you hospitality, instead of deriding their frailties. If the mosquitoes abound in the marsh, never mind. Make the best of it and learn to enjoy the frog orchestra. Remember that this is a free country and if you are not pleased with the surroundings and can not adapt yourself to them, you are at liberty to seek more congenial spots. In almost every case there is something with which you may be pleased. Speak of this and maintain a respectful silence regarding objectionable features—that is, unless your mission is that of a reformer rather than a guest.

REVIVING FORGOTTEN TRADE

Piracy on the high seas has been so long a forgotten trade that the average man of to-day would as little expect to hear of the appearance of a pirate as he would of the finding of an antediluvian animal. Yet the Pacific coast has furnished the world with two authentic cases of piracy on the high seas within the last few days. It is true that some of the dramatic accompaniments of crew and passengers walking the plank were lacking, as were also the long chase by a rakish-looking craft manned by a picturesquely garbed but villainously looking crew, but tragedy was not lacking.

The first case reported was the appearance of a small schooner off the Mexican coast, which overhauled all vessels that she came in contact with and relieved them of valuables, afterwards selling the articles for cash at small towns along the coast. The Mexican government has dispatched a man-of-war to overhaul this modern pirate craft, but the dispatches have not yet reported whether the chase has been successful or not.

The second, and by far the more

sensational case, is the appearance of two pirates on a steamer off the Oregon coast, while the ship was on her way from Seattle to San Francisco. The two would-be pirates had shipped as passengers at Seattle, and when the ship was a day's run from San Francisco they surprised the crew and for three hours had the ship at their mercy. As the Captain resisted, he was promptly shot down and killed. The plan was to secure all the money and valuables possible, then beach the ship and escape ashore in a small boat. Fortunately, one of the miscreants weakened at a critical moment, and the crew, mustering courage, drove one of the pirates overboard and captured the other.

For impudent boldness and picturesqueness, this attempt at piracy on the high seas surpasses anything that has occurred in a long time. The would-be pirates were two deserters from the United States Navy, and they had evidently carefully planned the nautical holdup. They were equipped with sawed-off shotguns and revolvers, as well as means for securing the crew after capture. The cold-blooded murder of the Captain of the ship shows that they were prepared to kill all who opposed them. That so bold and crude a plan came so near succeeding is not the least astonishing thing connected with the affair. That two men could hold the crew of a comparatively large steamer in restraint for three hours seems incredible, yet it is said that that is just what happened.

While one of the miscreants was probably drowned in his attempt to escape by jumping in the water, the one that was captured certainly ought to be made an example of. Piracy is punishable with death, and the captured man was also an accomplice in the murder of the Captain of the ship. He deserves to be shot promptly as the United States Court can dispose of his case.

Decreased Coffee Production Tends To Higher Values.

The coffee situation is at present intensely interesting to all of those who deal in the bean, either as grower, broker, jobber, wholesaler or retailer.

One of the largest of Chicago's brokers comments on conditions as follows:

"For three years past the coffee world has been dictating to Brazil the prices at which her coffees should be sold. Ever since the 'bumper' crop of 1906-7 the weight of supplies has been so great as to make the waiting game of coffee buyers successful. Some unsuccessful efforts were made during the last six months of each of the two last crop years to put prices up, but without success.

"It now looks as if the plans of valorizationists were coming into their own. Production has undoubtedly fallen below consumption, and for a number of years to come prices apparently must work toward a higher range of values.

"Last year's deliveries showed a falling off of approximately 500,000 bags, and as we fully believe consumption to be in excess of 19,000,000 bags yearly, we conclude the invis-

ible supply was depleted by more than a million bags during last year. If such proves to be the case and an effort is made to replace the invisible supply to a normal basis, deliveries might easily reach 20,000,000 bags during this crop year.

"Again a very large part of the recent advance in Brazil coffees has been due to the advance in Brazilian exchange from 15¼ pence to 17½ pence, and apparently Brazil exchange is destined to go still higher.

"When the present statistical position of coffee is fully realized and appreciated by coffee interests the world over a further advance of from 2 to 5 cents per pound during the next two years will not seem so altogether improbable, particularly if present indications as to the reports of growing crops prove to be even approximately correct.

"Coffee options are likewise abnormally low and have been kept so, owing to a large excess of high grade Rios which apparently have been of no value except for exchange delivery purposes. Owing to the scarcity of lower grades of all kinds several hundred thousand bags of these high grade Rios have gone into consumptive channels and the speculative end of coffee has been materially lightened and is now in good shape for any manipulative move, which the 'higher powers' will not fail to take advantage of.

"Valorization coffee (approximately 6,500,000 bags), considered in connection with decreasing visible supplies, now becomes a strong 'bullish' feature and there need be no fear of the 'higher powers' departing from the original plan of selling yearly only about 600,000 bags until such time as prices are on a considerably higher level and the consumptive demand for its release in larger quantities becomes imperative."

In Business Forty Consecutive Years.

Marquette, Sept. 2.—George N. Conklin celebrated the fortieth anniversary of his entering into the jewelry business in this city yesterday. Mr. Conklin came to Marquette from Ypsilanti in July, 1870, and Sept. 1 of the same year opened a store in one-half of the building now occupied by Shoch & Tallan. A few years later, he moved into the Adams building at the southeast corner of Front and Spring streets, where he remained until the Wilkinson block, where he is now located, was erected, the store he now occupies having been built expressly for his use.

"There have been many changes in the jewelry business since I started in forty years ago," said Mr. Conklin yesterday. "In the early days the tourist business was more important than it is now, and we made a special feature of agate jewelry and other then popular novelties, silver rings, for instance. At one time there was a great demand for agates, as many wealthy people made collections of all the different varieties they could find. I used to cater to this trade and have imported hundreds of them from abroad and also kept a large stock of Lake Superior stones. Vessel

captains made big money in those days and spent their money much more freely in Marquette than they do now."

A mighty city is New York, the metropolis of America. The census returns show that its population is now 4,766,833. These figures make it the second city of the world. Only London exceeds it in size. New York has more people than Paris and Berlin combined. The rate of increase since 1900 has been prodigious. In the borough of the Bronx the percentage is 114.9. The population of London in 1909 was 7,492,740 and it will probably remain for some years yet the largest city of the world, but New York is growing more rapidly than London and is certain to attain supremacy over it eventually. The development of New York, considering its comparative youth as a city, is a marvelous matter. It represents the growth of the country. With a magnificent environment and with good government, which Mayor Gaynor has shown to be possible there as elsewhere, New York will deserve its proud place as America's foremost city.

While the markets afford instances of a recession in the prices of many food stuffs it is maintained by a New York financial paper that there is no evidence that this is the result of an increased supply. The sole cause, it is set forth, is the lessening of the demand and a consequent falling off in the consumption. The condition is one naturally attributable to the economy necessarily practiced when prices reach such an abnormal level as they climbed to last winter, accentuated by resentment over what was assumed to be a combination for keeping prices up. The agitation in favor of a general boycott of beef unquestionably had something to do with the falling off in consumption and showed what may follow when the public really becomes aroused and combines against the combine charged with demanding exorbitant prices or otherwise acting unfairly or oppressively.

It was only a few years ago that the Erie Railroad was looked upon in the business world as an exceedingly doubtful proposition and one which might terminate with a receivership at almost any time. The results that can often be accomplished when the right management is afforded a concern and public confidence is restored is shown by the report of the company for the last fiscal year. The report, as far as the gross earnings are concerned, is the most favorable ever published by the corporation, while the net earnings are the largest since 1903, a most exceptional year. The earnings and net profits have increased and considerable has also been done in the way of improvements, which will tend to the further growth of the business.

BUSINESS CHANCES.

For Sale—Good, clean stock of general merchandise in one of the best towns in the Thumb. Good established business. Inventories about \$12,000. Best location in town. No trade. Cash sale. Box 25, Deckerville, Mich. 889



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

Kellogg



invented the goods,
made them,
advertised them,
gave them their reputation,
helps you sell them,
deals square,
packs no private brands,
protects quality, because
owns the brand.
believes in his goods and
stands for
reciprocity.

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.