

## To Acquire Knowledge of the Beautiful

As applied to the whole range of artistic effects, the relation of taste to the æsthetic nature seems to be precisely that of conscience to the moral nature, and of judgment to the intellectual.

Enlighten a man's soul, his conscience will prompt to better actions; increase his wisdom, his judgment will give better decisions. According to the same analogy, cultivate his æsthetic nature—improve the accuracies of his ear or eye, his knowledge of the different appearances of life or of modes of life—and his taste will be cultivated and improved.

He may never reach a position where he can know what is absolutely beautiful any more than what is absolutely right and wise, but he may be constantly approaching nearer such a knowledge.

*George Lansing Raymond.*

## Idealize Your Aim

The ultimate aim which the worker sets before him ought always to have a touch of idealism because it must always remain a little beyond his reach. The man who attains his ultimate aim has come to the end of the race; there are no more goals to beckon him on; there is no more inspiration or delight in life. But no man ought ever to come to the end of the road; there ought always to be a further stretch of highway, an inviting turn under the shadow of the trees, a bold ascent, an untrodden summit shining beyond.

*Hamilton Wright Mabie.*



So ever keep Hope, for in this is strength, and he who possesseth it can worry through typhoid.

*Rudyard Kipling.*

## Success

SO much has been written about Success that many imagine it is some vague, mysterious unknown power which is the special privilege of the few. But this is false; Success may be defined by one word—achievement. He who plans anything good or noble, and completes his plans, achieves Success.

*Joseph Wesley.*



## 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, Mich.

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

## Pure Cider Vinegar

We guarantee our vinegar to be  
absolutely pure, made from apples  
and free from all artificial color-  
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quirements of the Pure Food Laws  
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## A Reliable Name

And the Yeast  
Is the Same

## Fleischmann's

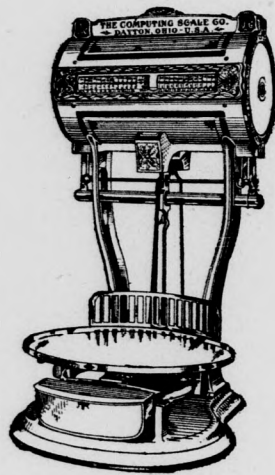
## NOTICE

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

Letters Patent of the United States

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

No. 597,300, granted January 11, 1898



## Warning

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

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

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

manufacturing, selling or using scales of this kind.

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

**The Computing Scale Co.,**

Dayton, Ohio

Moneyweight Scale Company, Chicago

Distributors

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



## Start your Snow Boy sales a'moving

The way they grow will make your friends sit up and take notice

Ask your jobber's  
Salesman

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



# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 14, 1910

Number 1408

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## FUTURE OF OUR FARMING.

One of the most striking facts brought out by the United States census is the desertion of the country districts by the population which is flocking to the towns and cities.

The result is that the various agricultural industries are constantly declining and the surplus of our farm products, instead of furnishing a large amount for export, is dwindling to such an extent that it is possible to look forward to a time at no great distance in the future when there will be only enough for home consumption.

The increased price of bread, the exorbitant charges for meat and the price of cotton higher than it has been for half a century, all occurring at the same time, are attributed to various causes, but the real one is the decline in the supply. The labor to cultivate the land and to produce the necessary crops is constantly decreasing in supply, and at a rate which is so rapid that we are reaching a period where the production does not keep up with the demand.

Sagacious citizens, recognizing the steady decline in the supply of agricultural labor, have promoted extensive immigration of the poor people from the countries of Southern Europe, and these people are coming at the rate of a million a year, but the fact is being realized that they will not work on the farms. They have been accustomed to be members of a dense population, living close together and working in gangs and groups. Life on the vast expanses of the farm lands of the United States is too lonesome for them and they will not endure it.

These immigrants are no worse than our own people, white and black, who desert the farms and swarm to the towns and cities just as fast as opportunity permits. This is the main solution of the mystery that makes the prices of agricultural products move constantly upwards.

Therefore becomes manifest the necessity of organizing agriculture on such a scale and upon such a system as will permit the employing of thou-

sands of men who will live and work together and banish the loneliness which at present is the bane of the life on the farm.

At the present time farming is carried on by individuals, each employing a few laborers and working with the male members of his family, while other industries, organized and systematized, and operating in towns and cities, have no trouble in securing labor.

In this connection an official of the United States Department of Agriculture, writing in the Review of Reviews, recognizes the necessity of organizing agriculture in the manner that manufacturing and railroading are carried on. With the exception of a few partly organized lines, such as dairying, cattle-raising on large ranches, fruit-raising, truck-growing, rice-production and to a small extent tobacco-growing, which perhaps in the aggregate absorb one or two hundred million dollars, agriculture does not offer capital what the latter regards as a safe or practicable line of industrial development.

With the highly organized lines of industrial effort it is becoming less and less difficult to invest surplus funds in the so-called industrial enterprises. Factories, mines and railroads are run on capital furnished by banks, by trust and investment companies and by individuals investing their surplus funds, all through securities which are uniform within large issues of many million dollars apiece; whereas the average farm mortgage is only for a few thousands, and no two farm mortgages are precisely alike. Besides, a mortgage is merely a loan and what capital in the large way demands is a share in profits, like stock.

Adequate labor can be secured easily for the factories and the rest, much of the supply even being drawn from the farms, because the work is systematized and organized, which involves a classification and segregation of labor and of individual effort.

Money has been readily invested in these highly organized industries because of two facts: 1. The material and processes are understood and control is certain. 2. Labor can be obtained and is under directive control, consequently the products of labor are certain.

These conditions must be realized in agriculture before capital can or should invest. That these conditions can be realized by efforts of agriculture alone is doubtful. That they can be realized by a combination of existing agencies, including agriculture and capital, is not doubtful, nor is it doubtful that the result would be to the mutual advantage of both agriculture and capital.

It is full time that this necessary

change was being recognized, but even that does not mean that the requisite organization is going to be soon brought into reality. But it must come sooner or later to supply our own hundred millions of population with food.

The land will be taken hold of by capital, supplied with the requisite houses for the workers, with barns for the storing of the products and with all the machinery that can be used in preparing the land, sowing the seed, caring for the growing crop and harvesting it when ripe.

Thousands and tens of thousands of workers will be employed, all told off in companies, regiments and brigades, all under the direction of expert agriculturalists and working according to organized systems. The wives and children of the workers will be with them, and the settlements which they inhabit will be virtually towns, supplied with all that is required for the use and comfort of the dwellers and for the maintenance of public order and security. If the Italians, Huns and other Southern Europeans who are crowding into this country will not do the work Chinese will not only be permitted to come but they will be invited and imported by the million to do the work.

This is what our American farming has got to come to, as it is the only way in which our vast population with its overgrown and overcrowded cities can be fed.

## THE LEMON.

Barring the apple, no fruit is of more general use; and yet its possibilities are not so fully understood as its merits demand. To the masses it is the basis of a refreshing drink. To those in malarial districts, even from the earliest times, its ability to ward off the dread disease has been recognized.

Travelers find the change in water ever a source of annoyance, if not of positive danger. Even if the water is pure it is different and creates a desire to drink too much. It may or may not quench the thirst for the time; but soon after the partaker of strange water finds himself craving a drink even more than before.

This may be, in a measure, counteracted by the addition of lemon juice. Lemonade, as a rule, but aggravates the trouble. The juice without the sugar gives a refreshing taste which has staying qualities. More, if there are malarial germs lurking, this will aid in rendering them inert.

A shampoo of lemon pulp well rubbed into the scalp is beneficial in many cases, leaving the scalp clean and positively free from dandruff and making the hair soft and silky. Of course, all traces of the fruit must be removed by the use of pure wa-

ter. The ease with which lemon juice removes stains from the hands has gained for the bits of peeling a place on the toilet table.

Lemon juice enters into the choice salad. It even serves in lieu of baking powder in making the lightest of cakes, soda being used in conjunction with it. For colds lemon juice and sugar will sometimes prove efficacious where hot lemonade fails, especially if there is a cough.

These are but a few of the uses and more are coming. Acquaint the public with them. Educate them to the full use of the lemon—and of your other products.

## THE NEW DAY.

Some one has said: "Every day is a new beginning; every morn is the world made new." The season in which no dew of forgiveness falls, in which the rains of oblivion are not permitted to wash away all real or fancied injuries are those of general unproductiveness. The day on which we can rise refreshed, feeling that the petty annoyances of yesterday have been left behind, is the one from which we may hope for the greatest results.

There is much in the manner of rising and of looking at things. One will be up with the sun, noting the rich or soft blendings of color, will enjoy the matins of the birds and the fragrance of the roses while wet with dew. Another growls because the dew is so heavy that he gets his feet wet; the chatter of the birds has disturbed his morning nap; or the pollen from the flowers threatens him with an attack of hay fever. Nature, even in her wildest moods, has charms; and life in which the human side is uppermost is no less charming. The day built upon the wrecks of yesterday is in danger of disaster before night.

Start anew! Lose no sleep over the bad luck of the past. If there have been blunders accept them as beacon lights pointing to future success. Some one has said: "If you can not start in fresh every morning, full of snap and ginger, something is wrong with your health."

Start the day with a clean sheet. Allow no little grudge of yesterday's difference in opinion to mar it. You will feel better, do better and reap greater rewards. Life is too short for us to consume the best part, the Present, in trying to keep up the old fires of the Past.

The longing for power to do right ought to be more than that for pardon for wrong.

When the preacher is trying to make a hit he often comes to with a bruise.



## HIGH LIVING.

## It Is the Cause of the Present Outcry.

Written for the Tradesman

There has been much discussion relating to the high cost of living, and many theories, wise and otherwise, have been advanced, none of which I believe will, to use a homely phrase, hold water.

I was talking with a dealer in furniture not long ago on this very subject. He is a man who has been in business many years and has furnished numberless outfits for the newly married.

I suggested that young couples just starting in life were apt to have a strenuous time to get along because of the high cost of everything going to make up the furnishing of a home.

"Well, I don't know about that," said he with a peculiar smile. "This seeming wise talk about high prices is, in my opinion, all wrong. Fact is, it's not the high price of living that hurts, but rather the price of high living. Do you catch the idea?"

"Yes, I think I do. People do not live as you and I did, Sam, in the old days. We were content with less show, with less of everything, in fact. It requires more to outfit a house now, to say nothing of food products."

"True, yet there is a sort of extravagance abroad in the land that is not beneficial to our people. Extravagance is a modern besetting sin."

"Not wholly so—"

"Comparatively so. I have an instance in mind, a very recent one, that came to my notice a few days ago which illustrates my idea of what is giving force to the cry of high prices."

"You interest me, Sam."

"There came to my store a recently married young couple in search of household goods which I was, of course, glad to sell them. Imagine my surprise, however, when the young woman picked out one of the highest priced dining tables and signified the wish to have that."

"The price was something over \$30. I had very desirable tables at half the price, none of which would do."

"No doubt the young husband had an ample income and was anxious to please his new wife. A man will do anything to please the woman of his choice—"

"Anything in reason he ought to do, of course," interjected the dealer. "But you see, this young man had no trade even, was dependent on day's works for aliving, had married a girl as poor as himself and yet they wanted the best of everything to start housekeeping with."

"He had laid up a neat sum for this very purpose, I suppose?"

"Nothing of the kind; they were buying on the installment plan."

"And wanted a \$30 dining table to start with!"

"That's the fact. Then, when it came to chairs, the wife decided on a set of six dining chairs at \$24. Now, what do you think of that? It was the same through a long list of furniture, the whole bill amounting to something worth while—to me," and the dealer smiled.

"What would happen if the young man should fall ill and be idle for a term of weeks or even days?" I asked.

The dealer shook his head with a grave compression of the lips. "If this had been the first instance there would be little to criticize, but it is almost an every day occurrence. People now days think they must have everything at the top notch. It is such extravagance that is turmoiling the country and not the high cost of living."

"Now, I could have outfitted this young couple with about one-third the cost they burdened themselves with, and the stuff would have looked neat and every whit good enough for a well-to-do householder. Do you wonder that the present generation groan under the burden of high prices?"

I agreed with him in this.

would be hard enough for working folks to get the most common necessities of life. I can't see—"

"There are a lot of things you can not see, old chap; nor can I for that matter. I do know, however, that many and many a hard working man goes home to the finest layout in table delicacies to be had. Every kind of fruit, the choicest of foods, such as are supposed to be seen only on the tables of the rich. It is enough to keep a salaried man down eternally."

"Oh, well, as for fruits," said I, "they are wholesome, and ought to be eaten by rich and poor alike."

"In their season, yes, but when it comes to paying 25 cents a quart for strawberries, 40 cents for ice cream and other things in proportion, it is time to call a halt—"

"But such instances are rare."

## The Home-Patron's Creed

## I BUY AT HOME

**BECAUSE my interests are here;**

**BECAUSE the community which is good enough for me to live in is good enough for me to buy in;**

**BECAUSE I believe in transacting business with my friends;**

**BECAUSE I want to see the goods;**

**BECAUSE I want to get what I buy when I pay for it;**

**BECAUSE my home dealer "carries" me when I "run short;"**

**BECAUSE every dollar I spend at home stays at home and works for the community in which I live;**

**BECAUSE the man I buy from stands back of the goods;**

**BECAUSE I sell what I produce here at home and here I buy;**

**BECAUSE the man I buy from pays his part of the town, county and state tax;**

**BECAUSE the man I buy from helps support my schools, my church, my lodge, my home;**

**BECAUSE when ill luck, misfortune or bereavement comes, the man I buy from is here with his kindly greeting, his words of cheer and his pocket-book, if need be.**

**Here I live and here I buy.**

## I BUY AT HOME

"Of course, it was a good deal for me all right, and yet I should have been better pleased to have seen the young people a little less expensive in their tastes."

"But you did not tell them this?"

"Not on your life. I get a large trade from the newly-weds. It behooves me to keep quiet on the subject of household expenses unless asked, and that, of course, seldom happens."

"Did this young couple own their home?"

"Oh, no, they rented a \$20 flat—another extravagance. I can not see why people without money, without a roof to cover them, will buy such expensive furniture to be banged around from one rented house or flat to another. Then, if you enter these homes, you will find an extravagant mode of living. 'Table supplies come high,' you will say. Admit that they do, but there is no reason for them to go above the market price in buying table food."

"But, do they? It seems to me it

"Indeed, they are not; they are the rule rather than the exception. I tell you, old chap, as I did at the outset, it is not the high price of living but the price of high living that is doing the mischief."

The dealer's talk set me to thinking and I am inclined to believe he is more than half right. Old Timer.

## No Ban on Meat for Norway.

The State Department at Washington received word last week that Norway will not put the ban on boneless meats shipped from the United States to that country in the hope of checking the substitution of horseflesh for cattle beef. Norway, according to the State Department, is convinced that the meat shipped into the country from the United States is bona fide cow meat and that horse meat comes from elsewhere.

The test of life is not in great things, but in taking all things in a great spirit.

## Squaring the Circle Up Again.

Our old friend, who came into existence about the same time that some dreamer thought he might find a way to make gold out of iron or something else equally as common, has bobbed up again. It is the problem of squaring the circle. Only a man with plenty of leisure time would attempt to find the exact ratio between the circumference and the diameter of a circle, so it isn't strange that Michael Angelo McGinnis, who announces that he has solved the ancient problem, should turn out to be an unwilling guest of the Missouri state prison. For 4,000 years mathematicians, and others with nothing else to do have been working on the problem. The Rhind Papyrus, dated about 2,000 B. C., the oldest mathematical document known, has the proposition. Ahmes, the writer, solved it in this manner: "Cut off one-ninth of the diameter, construct a square on the remainder, and the area of this square will be the same as the area of the circle." This is pretty near correct, as it gave the ratio as 3.160 instead of 3.1416 plus, which is now used. Archimedes, the Greek philosopher and mathematician, improved on Ahmes' rule some 1,800 years later, getting a little closer to the present fixed ratio. The ancient mathematicians knew the difficulty of finding the exact ratio between circumference and diameter and some of them knew that it was impossible to find by ruler and compasses. But until about thirty years ago it was not definitely fixed mathematically that it was also a mathematical impossibility. Lindemann, a German, demonstrated that there must always be a remainder, no matter how far the computation was carried out. But that will not prevent people from trying to find a way to answer the old trick question.

## Didn't Need Nerve Tonic.

"I was talking to a prominent physician in his office the other day," declared Geo. F. Owen to a group of friends, "when a rather shabbily dressed man walked into the office and approached the doctor."

"I am ill," he said, "and it would be an act of charity if you would prescribe for me without presenting a big bill."

"The physician seemed touched by the man's appeal and wrote a prescription, saying that his services would be gratuitous."

"The stranger looked at the prescription for a minute and then wistfully enquired how much it would cost to have it filled. When told that it would be one dollar the fellow had the impudence to ask his benefactor for the money."

"The physician looked surprised for a moment and then breaking into a smile passed over the greenback after taking the prescription and crossing something out."

"Doctor," said the fellow, "would you mind telling me what you crossed out?"

"That," said the physician, "was a nerve tonic—you don't need it."



## BUSINESS GIRLS.

## Suggestions Which May Make Work Easier.

Suppose a young girl, not very long out of school, enters a newspaper office as a reporter, or a shipping office as a stenographer, or a department store as clerk. Her first temptation is to expect certain concessions and courtesies on account of her sex. If she is late on reaching her desk, or keeping her appointment, or arriving at her post, she feels aggrieved if reproved, and if she be a second-class person—second-class in good sense, in training and in behavior—she pouts, tosses her head, mutters and shows herself annoyed.

If she be a thorough gentlewoman she admits the justice of her treatment and tries to do better. Sentiment and business are not allied.

As a business person, a girl is a cog in the machinery; she is simply there to fulfill her part. Therefore, a girl's whole attitude to the men around her, her fellow clerks and her employers, should be strictly impersonal.

In the counting room and the store and the factory she is not to look for compliments nor to accept special attention.

Old romances which described how rich merchants fell in love with pretty saleswomen and married them have turned many a foolish head. As a rule, employers are already married, or are bachelors from choice, and their home relations are separate from their business relations.

A young girl going to business should be neat and trim; wear clean shirtwaists, tidy dresses of black stuff preferably, made in walking length, and her feet should be comfortably shod.

No matter what she may economize in she should take care to wear an easy, well-fitting shoe.

An angel from the skies, compelled to work all day in a department store, would cease to be angelic in tight shoes. The girl should dress modestly, comfortably and unobtrusively. Her hair should be neat. Her jacket and hat should be in the approved style, which for business purposes is never bizarre or conspicuous.

The clerk who is valuable to her employers is the clerk who knows her particular stock, keeps it in business-like order and never makes a mistake. She is also the clerk who can sell goods both to those who desire to buy and those who are hesitating and reluctant.

It is not etiquette for saleswomen to gossip behind the counter about affairs of their own while customers vainly demand to be waited upon.

No woman, or man either, is well mannered who does not give entire attention to the thing on hand.

A stenographer is in some sort a private secretary. She must be above noticing matters that are the concern of the firm, about which she may have occasion to write letters. When she leaves the office she leaves its business behind her.

To accept invitations from her employers or from fellow clerks to go with them to luncheon or to attend

places of amusement with them after business hours is a violation of etiquette.

As employers they have no right to give and as employees a young woman has no right to receive this sort of attention.

Of course, this rule is more rigid in a great city than in a little village where friendly acquaintance may modify the situation, but as a rule business must have its strict limitations.

Country girls coming to town must not be dazzled by the civility of associates, which means no gallantry, but is only the urbane manner of well bred men addressing women.

Neither need a girl go about with a chip on her shoulder, suspicious of every courtesy and rejecting every kindness. She must, I repeat, be impersonal. Her duty is to earn her stipulated wage by the conscientious and faithful performance of her daily tasks.

A saleswoman must show good manners in waiting on her customers. She must not discriminate on account of their dress. She must be as polite to the woman who spends 5 cents as to her who spends \$5.

To snub a customer or to show crossness or irritability to a customer who does not buy, and to exchange covert glances of amusement with fellow clerks if a customer is at all eccentric, are all breaches of etiquette that are inexcusable.

Margaret E. Sangster.

## Organize a Band of "Boosters."

No retail merchant who has ever joined a successful "boosting" movement for his town will ever regret the money spent for organizing such work, for he will admit that the money returned to him many times over. In rural communities wherein a given town has much surrounding territory to draw from there are wonderful results awaiting the man who dares to take the initiative and start such a movement. One does not necessarily have to go to the rural confines to locate a need for this organization work, but it seems as though there were greater need of it in those places, because we rarely hear from them in any other manner.

People like a little hollering now and then, and if it is conducted advisedly there will be good results from it. Suppose a dozen merchants get together and agree to rebate car fares to any purchasers of \$5 worth of goods who come to buy on a given day.

It could be arranged to give some sort of a coupon with each sale, and at the last purchasing place the retailer would rebate the fare and later collect it from a fund provided for the purpose by popular subscription among the merchants or by other means.

The cash drawer would give evidence of the increased trade, and all would enjoy the profits from it and share the expense of bringing the purchasers to market. A single good merchandising head can devise a way and means for doing this without any great investment of either time or money.—Shoe Trade Journal.

## Across Ocean by Air Route?

Before the end of this month of September it is possible that the trip across the Atlantic ocean by the air route will have been made for the first time by man. Walter Wellman, whose proposed voyage to discover the north pole by means of a dirigible balloon was cut short by a successful land trip to that long-sought spot by Capt. Peary, is preparing to make the effort to go from New Jersey to Europe in a dirigible, to start about the middle of this month. If he succeeds the ocean will suffer another shrinkage. We steam across on its surface, we skim underneath it in our submarines, we send wireless messages over it and cable messages under it, and are talking about talking under it. The next thing may be a tunnel, to give direct all-rail communication between America and Europe. Mr. Wellman's dirigible is being finished at the Inlet aerodrome near Atlantic City. It is of the Zeppelin type, 228 feet long, equipped with two eighty horsepower engines for propulsion and one ten horsepower engine for inner work. The framework is of aluminum over which is stretched a covering of mixed cotton and silk of three thicknesses, banded together with an emulsion of pure rubber. The balloon has a capacity of 345,000 cubic feet of hydrogen, theoretically seventy-four times lighter than air and in actual work twelve times lighter. The gas in the bag will have a lifting capacity of 24,000 pounds. The car is made of tubular steel and is 156 feet long. Underneath the car is attached a nonsinkable lifeboat, the first to be carried by an airship. The dirigible will be equipped with a wireless outfit, electric lights, and telephone system. It is figured that it can make an average of twenty miles an hour in ordinary weather. The route to be followed will be the northern steamship line from New York up past Newfoundland and then straight across. An altitude of about 300 feet will be maintained, which will be high enough to steer

clear of fogs. Melwin Vanaman, an Illinois engineer, but for some time a resident of Paris, will accompany Mr. Wellman.

## Make It an Object For Clerks To Work.

Prizes to salespeople! "No," said the leading retailer in his town, "you will never see me handing out any prizes or extra inducements to my salespeople. I pay as good wages as anybody, and I have a right to expect that they will give me their best work and their best efforts without any prize medal urging, and if I do not get it there will be some new clerks in my store."

Somehow I do not like this sort of feeling any too well. I have in mind the possibility that frequently exists whereby an employer can get greater results from his salespeople than he has any right to demand or expect.

And any retailer who could accomplish something of this sort would not object very strenuously to "doing something" extra for the clerks.

Perhaps we will say September is going to be a dull month, and any trade stimulator that would make that month a busy one would be greatly appreciated.

"Well," says the reader, "now I am interested, so get down to business and suggest something."

Just between ourselves that little question is easier to ask than to answer. But just as a suggestion, suppose you could start a sales contest among the clerks, with extra days off or extra vacations as the incentive. There would be some hustling, wouldn't there?

The basis for the awards could be on the volume of charge sales and cash sales, either or both, or for new customers, either of which, in my opinion, would be preferable to a popularity voting contest.—Farm Machinery.

You can't stretch your word very far without breaking it.

An ounce of jolly goes farther than a ton of advice.

For the Benefit of  
**FAIR VISITORS**  
**RAMONA**  
**THEATRE**

Will Remain Open This Week

This is the **LAST** **And** One of the **BEST**

Headed by  
**Hanlon Bros.** IN THEIR PANTOMIME **"Just Phor Phun"**





### Movements of Merchants.

Ovid—T. S. Schafer will open a hardware store here shortly.

Pittsford—F. M. VanMorsedale has succeeded in the grocery business here.

Greenville—C. J. Morse, recently of Allegan, has opened a cigar store here.

Mancelona—E. J. Gibson has closed out his confectionery and cigar business.

Hastings—Mrs. E. M. Saddler has opened a bakery in connection with her grocery store.

Greenville—Inkley & Wyckoff are succeeded by Wyckoff & Smith in the same business.

East Tawas—Frank Julian will open a drug store in the opera house block about Sept. 30.

Cadillac—John Jackson has sold his bakery to Fred Matsdorf, who took immediate possession.

Coleman—Miss Katherine McMacken succeeds Mrs. I. C. Ervin in the millinery business.

Clarksville—Charles E. Justice succeeds Wirt & Justice in the carriage and implement business.

Traverse City—W. E. Carroll & Co. succeed Gilchrist & Hines in the grocery and meat business.

Wyandotte—David Craig has sold his tea and coffee stock to J. Megges, who took immediate possession.

Nashville—Frank McDerby has added a line of dry goods and women's furnishings to his grocery stock.

Marion—L. Blanchard & Co., formerly engaged in trade at Harriette, have opened a bazaar store here.

Maple Rapids—Roy Hastings and I. E. Hewitt have formed a copartnership and engaged in the meat business.

Port Huron—The Howard Furniture Co. has added a line of pianos and musical instruments to its stock of furniture.

Saginaw—Albert Jonas has sold his grocery stock to Thomas McGorrey, who will continue the business at the same location.

Boyne City—The Byram Dry Goods Co. has sold its stock to W. R. Niergarth, who will consolidate it with his own.

Harbor Springs—Painter Hartman will engage in the grocery business on the hill as soon as his store building is completed.

Bark River—A new bank has been organized here under the style of the Bark River State Bank, with a capital stock of \$20,000.

Reed City—August T. Erler has taken over the grocery stock in the H. R. Niergarth department store and will continue the business at the same location.

Thompsonville—Jesse Tannar and Berga Lindy have formed a copartnership and purchased the grocery stock of E. DeLaney.

Orleans—Steffensen & Liebum, dealers in general merchandise, have dissolved partnership, C. Liebum taking over the interest of his partner.

White Cloud—G. R. Rosenberg has sold his hardware stock to L. D. Puff, of Fremont, who will remove it to that place and consolidate it with his own.

Shelby—G. W. Collins has sold his stock of general merchandise to J. W. Van Every, recently of Van, who will continue the business at the same location.

Bear Lake—William Imerman & Co., engaged in general trade at Thompsonville and other places, will open a general store here about Sept. 30.

Springport—A. J. Crittenden and A. C. Banister have formed a copartnership and purchased the grocery stock of C. E. Van Black and will continue the business at the same location.

Pontiac—Stafford & Lehner, dealers in confectionery and fruit, have dissolved partnership and the business will be continued at the same location by Floyd J. Lehner, who has taken over the interest of his partner.

Port Huron—A new company has been organized under the style of the Mackinac Land & Lumber Co., with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$500 being paid in in cash and \$5,000 in property.

Burr Oak—R. C. Himebaugh is closing out his stock of clothing and shoes and will devote his entire attention to his furniture business.

Mendon—W. G. Simpson has sold his hardware stock to Jacob Crupp, of Leonidas, who took immediate possession.

Falmouth—A. M. Aldrich has moved his hardware stock from Sherman to this place and consolidated it with the hardware stock of the Dennis & Veldman Co. The new firm will be known as Dennis, Aldrich & Co.

Charlotte—Wm. Bunting, who conducts a paint and wall paper establishment in this city, has secured a situation as traveling salesman for a wall paper concern. His store will be looked after by his son, Harold.

Flint—The Flint Paper Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$500 being paid in in cash and \$2,500 in property.

Trent—Geo. Carrington has sold his general stock to C. W. Long, who has been engaged in general trade three years at Lacota, one year at Grand Junction, three years at Cloverdals and one year at Byron Center. Mr. Carrington is one of the oldest merchants in the State and has richly earned a respite from business cares and responsibilities.

Calumet—Thomas H. Rule, senior member of the firm of T. H. Rule & Bro. Lake Linden, has purchased an interest in the old Croatian Co-operative store business, which is now being re-organized and incorporated. The title of the new firm will be known as the Calumet Store Co. Mr. Rule, who is an experienced groceryman, will have full charge of and manage the grocery and meat departments, while Mr. Toplon will continue to manage the other departments.

Grand Haven—The veteran grocer, Daniel Gale, is preparing to close out his grocery business after many years in the harness, during which time he has served his customers honorably and well and established a business reputation in this place which can hardly be surpassed. Mr. Gale will close out his grocery stock within the next week and hereafter devote his entire time to the crockery business, which he has long been operating in connection with his grocery store. In 1872 Mr. Gale started business here and he has been in constant attendance at his store ever since. The fact that many of his customers have been with him since his opening day is evidence of the esteem in which he is held.

### Manufacturing Matters.

Sturgis—Michael Dawson has removed his cigar factory here from Coldwater.

Traverse City—The Potato Implement Co. is building a large addition to its factory.

Lansing—The capital stock of the New Way Motor Co. has been increased from \$100,000 to \$350,000.

Wayland—The Business Men's Paper Press Co., whose factory is located at J. L. Smith & Son's warehouse near the G. R. & I. depot, has recently added new tools and apparatus for making the paper balers.

Wyandotte—The Wyandotte Foundry Co. has engaged in business with an authorized capital stock of \$15,000 common and \$7,500 preferred, of which \$17,500 has been subscribed, \$2,500 being paid in in cash and \$15,000 in property.

Saginaw—The Whipple Electric Co., manufacturer of gas and electrical fixtures, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed and \$5,000 paid in in property.

Adrian—The Blissfield Robe and Tanning Co., which now becomes an Adrian concern, having moved here. It occupies the store at 39 North Main street so long occupied by the Grueschow Bros. Work will be begun right away by the company as soon as the matter of settling can be accomplished. The changes required

in the interior arrangement and the redecorating have already been accomplished.

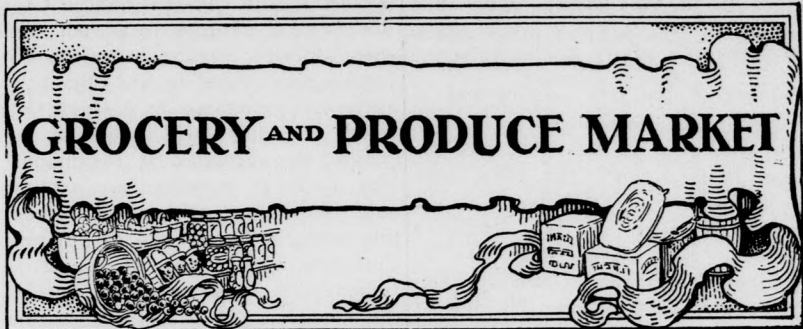
Saginaw—The S. L. Eastman Flooring Co., which will have put out about 12,000,000 feet of flooring by the end of the season, is erecting another building in connection with its plant. The company has bought 8,000,000 feet of maple of the Kneeland-Bigelow Co., besides considerable stock from other concerns, and takes the maple output of the Robinson Lumber Co., at Goodar, Ogemaw county. It is extending its logging road to reach additional timber.

Kalamazoo—Need for better facilities for handling their business has decided the Washburn-Crosby Co. to open a warehouse and office in Kalamazoo. The business will be in charge of William R. McKenzie, 1337 Douglas avenue. Mr. McKenzie is a Kalamazoo product and has made himself well known to the business men of this city. The new office and warehouse will be located near the Grand Trunk depot. It will enable the Washburn-Crosby Co. to offer the dealers in Gold Medal flour direct service with the company's mills.

Munising—Less lumber has been manufactured here this year than last. The Forster Bros. Co. has not run its sawmill this season. The Cleveland-Cliffs Iron Co. has run days only and has but two to three weeks' cut of logs remaining. The Superior Veneer & Cooperage Co.'s sawmill cut the last log for the season last Saturday. The Cleveland-Cliffs Iron Co. has been shut down for a few days owing to the fact that logs have not come in fast enough to keep the mill going. It will start up again in a day or so and will run steadily until all its logs are cut out. The Superior Veneer & Cooperage Co. is still running its stove mill and has enough stock in sight to operate this department for a considerable time.

Kalamazoo—There is every probability that another large regalia house will be added to the list of manufacturing institutions here in the immediate future. The concern to be brought to this city is the Ward-Stillson Co., of New London, Ohio, one of the largest makers of Odd Fellows and Knights of Pythias equipment in America. John R. Hunter, formerly President of the Henderson-Ames Co. and a well-known business man of Kalamazoo, was recently appointed General Manager of the Ward-Stillson Co., and it is now reported that the selection of Mr. Hunter for that position practically carried with it the proposal to move the concern here and greatly enlarge its output and sphere of activity. Many prominent local capitalists have been approached in the mean time and there is widespread interest in local business circles in the success of the undertaking. Mr. Hunter will go to New London the latter part of this month, but it is believed will not remain long in that city, as it is planned to make the removal to this city in the immediate future. The Ward-Stillson Co. is one of the largest companies of its kind in America, and employs about 250 hands at this time, which will be increased if the company moves here.





### The Produce Market.

Apples — Maiden Blush, Wealthy and Alexander varieties command \$1.25@1.40 per bu. The quality is good, but receipts are small.

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

Beets—50c per bu.

Butter—Receipts are about normal for the season. The butter arriving is showing a decided improvement in quality and the consumptive demand is absorbing the receipts every day. At present quotations the market is firm, and there is a generally firm outlook. Local handlers quote creamery at 31c for tubs and 31½c for prints; dairy ranges from 20@21c for packing stock to 23@25c for No. 1.

Cabbage — Louisville, \$1.50 per crate; home grown, 65c per doz.

Cantaloupe — Arizona Rockfords fetch \$1.50 for standard and \$1 for ponies; Michigan osage, \$1.25 per bu.

Cauliflower—\$1.75 per doz.

Carrots—60c per bu.

Celery—20c for home grown.

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

Cranberries — Early Blacks from Cape Cod, \$7 per bbl.

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

Eggs—The market is firm at an advance of 2c per dozen. The receipts have fallen off and the consumptive demand is very good. The quality of the eggs arriving is better, owing to the more favorable weather, and the market is generally healthy and firm. A continued good consumptive demand is looked for. Local dealers are paying 22c f. o. b. shipping point, case count, holding candled at 24@25c.

Grapes—22c for 8 lb. baskets of Wordens, Concord and Niagaras; 22c for 4 lb. basket of Delawares.

Green Peppers—\$1 per bu.

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

Lemons—Messinas, \$6; Californias, \$6.50 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 Valencias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 150s, \$4.75; 176s, 200s and 226s, \$5.

Peaches—Engles, \$1.40@1.60; Elbertas, \$1.75@2; Barnards, \$1.50; Kal-amazoo, \$1.60@1.75; good canning stock, \$1.50.

Pears—Anjous and Duchess, \$1.35 per bu.; Sugar, \$1.25 per bu.

Pieplant—75c for 40 lb. box.

Plums — Green Gages, Bradshaws and other varieties now in market bring \$1.75@1.00.

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

Potatoes — The market is in a strong position. The high prices prevailing at present have attracted shippers and they are forwarding their potatoes more freely, resulting in increased receipts. The demand continues active. The weather is cool and predictions are for continued cool weather and this makes it possible to carry over potatoes on track, and buyers in consequence are taking hold freely, anticipating a further rise in values. Home grown, 60@65c per bu.

Poultry—Local dealers pay 12c for hens; 12c for springs; 8c for old roosters; 11c for ducks; 8c for geese and 13c for turkeys.

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

Spinach—65c per bu.

Sweet Potatoes—\$2.50 for Virginias and \$3.50 for Jerseys.

Tomatoes—\$1 per bu.

Veal—Dealers pay 7@8c for poor and thin; 8@9c for fair to good; 9@10c for good white kidney; 12c for fancy. The cooler weather has materially benefited the veal trade. The calves are coming in in better condition and buyers take hold freely at the recent advance in prices.

Wax Beans —\$1 per bu.

Watermelons—Indiana home grown command \$2.25 per bbl. for 8, 10 or 12.

### The Grocery Market.

Sugar—American, Howell, Arbuckle and Warner have advanced their quotations on granulated to 5.15; Federal has advanced to 5.05 for prompt shipment, 5.10 for shipment within two weeks and 5.15 for shipment within thirty days. The demand is good for all grades of refined.

Tea—No change in the Japan market of any special interest has occurred. A steady trade continues at full prices and with no indications of a later lower market. Low grades are correspondingly higher in price than the early pickings and United States Government standards are held at 18c. The Ceylon market continues firm, but is lower in competing grades than Japan and the importations to the United States continue to grow. Prices of Indias are averaging higher than last year. Chinas remain about the same, but with a decreasing demand for American consumption.

Coffee—The option market advanced a few points last week, and the market on some grades is the highest it has been for months. Mild grades are showing more activity than for some time, as the price has

not advanced nearly as much on this line as on Santos and Rios. Reports from Brazil say that the market there is just as firm as ever and that many sellers are not pushing their stocks at present quotations.

Canned Fruits—It is expected the demand will be heavy on nearly the whole line of canned fruits this fall and winter. New York gallon apples are selling at \$3.50 per dozen on account of the supply being so small, but it is expected that green apples will soon take the place of canned. Reports from California say that canners are nearly through packing, with the exception of peaches and grapes. The market on all Coast fruit is firm, but prices are the same as quoted last week.

Canned Vegetables—The market for tomatoes continues to show strength and further advances made in the Eastern goods. Standard No. 3 Marylands sold at 75c factory, with some offers of 72½c turned down, and predictions are being made for an 80c market in the near future. Gallons are quoted at \$2.40. It is reported that the large packers are all short in the territory tributary to Baltimore and many of them are buying from other canners in an effort to deliver their contracts as near full as possible. Late reports go to show that crop conditions are worse than at first expected, and each day seems to find the outlook more discouraging. The fields are running out, there are few tomatoes on the vines and the percentage of factories that are able to run to capacity is very small. Buyers are not taking hold at these figures, but this is to be expected, and from present indications it looks as though the packers hold the winning cards. Corn is also firmly held and reports in regard to the pack are, with few exceptions, unfavorable. Central Illinois seems to have prospects of a good size pack, but there will be a shortage in Northern Illinois, and canners in Iowa, Wisconsin and Michigan are all complaining. It is said that Baltimore spinach packers are closely sold up and that they are not soliciting business at this time. The demand is light on string beans, but the market is firm.

Dried Fruits—The demand for all items continues very heavy and 1909 crop of everything has been cleaned up. New prunes will begin to arrive this week and will be taken rapidly, as the largest handlers of prunes are short of the most popular shapes. Prunes continue to advance on the Coast on account of the very short crop and the enormous percentage of the output already bought by France. The raisin crop is away short of expectations, and prices have jumped a full cent a pound during the last thirty days. Small seedless raisins have suffered severely and Thompsons, which were sold as low as 3¼c a few weeks ago, are now being quoted at 6c Coast with many buyers. This class of raisins will sell heavily this year, owing to the high prices for Grecian currants. News relative to the current situation is becoming more bullish as the season progresses and the market maintains a very strong position, with

the price tending upward. The principal shippers in Greece estimate the new crop not to exceed 130,000 tons, and this quantity, together with the old crop that is available, will fall short of meeting the ordinary annual requirements by 5,000 tons, to which must be added at least 10,000 tons for extra requirements. There is an unusual demand from Germany and France owing to the failure of the fruit and vine crops, and many currants are wanted for distillation purposes, the bulk of which are still to be bought. The Society of Wines and Alcohols of Greece is now taking quantities of fresh currants for their needs. The crop has suffered most in the districts of Vostizza, Gulf and Patras, where it is reported to be half of normal. It is said that the attack of peronosporos has been more virulent than in 1900, and had it not been for the vigilance and great efforts of the growers in combating it there would have been no crop to speak of. There is a good demand for peaches and the advance of the last couple of weeks will hold for some time. Apricots are entirely out of growers' hands. The trade looks for higher prices as soon as the early deliveries to jobbers have been consumed.

Cheese—The consumptive demand is fair, considering the high prices. The present make is about normal for the season and the outlook is steady.

Syrups and Molasses—Corn syrup is without change. Compound syrup is exceedingly dull at unchanged quotations. Sugar syrup is wanted, but mainly for manufacturing. Molasses is dull at ruling prices. The outlook for the new crop is good.

Provisions — There has been no further change in the price of smoked meats. Pure lard is firm at an advance of ¼@½c, owing to very good consumptive demand and light supply. Compound lard is also firm, with a steady outlook. Canned meats, barrel pork and dried beef are unchanged and in fair consumptive demand.

Fish—Cod, hake and haddock still show an advancing tendency, but not much demand as yet. The salmon situation is the strongest factor of the fish market. Packers of Alaska salmon are talking 50 per cent. delivery of red, and all grades will be more or less short. No change has occurred in price during the week, but all grades are in light supply and firm. The current demand is fair. Domestic sardines continue very firm on short supply and \$3 is now the lowest on quarter oils f. o. b. Eastport. Imported sardines are quiet and unchanged. Mackerel shows no special change for the week, the shore catch still being in the failure class. The demand for this fish is fair.

Muskegon—The Muskegon Iron Works has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Girls are foolish to judge presents by the kind of ribbon tied around them.

There is no grave deep enough in which to bury the past.



## INDIANA ITEMS.

## Business News From the Hoosier State.

South Bend—The proprietors of thirty-five leading retail stores will join hands in a broad trade extension campaign this fall. For two weeks the large downtown stores of South Bend will form the scene of a continuous opening. As a further inducement to the buying public, special bargain sales will be held daily. The campaign is being arranged by the Trade Extension Committee of the Retail Merchants' Bureau of the Chamber of Commerce and it has been given the name of Exposition and Bargain Week. The first week of the novel exhibition will open Monday, Sept. 19. The second will take place later in the fall, possibly during October. The committee from the Merchants' Bureau has arranged many attractive features for Exposition Week. Railroad fares will be refunded to shoppers who purchase \$20 worth of merchandise or more from the stores co-operating in the trade extension effort. Tickets will be given out on all purchases and a rebate equal to the amount of fare paid by the shopper will be paid. Fifty dollars in cash prizes will be paid to the people who shop during the one week with especial liberality. The person purchasing the largest amount of merchandise will be given \$10 and the shopper making the second largest purchase will receive \$7.50. Prizes of \$10 and \$7.50 be given the persons buying at the largest and second largest number of stores. The 20 shoppers making the largest purchases after the two prizes have been paid will each receive a cash prize of \$1.

Frankfort—Because of the fact that the slaughter houses of this city are under the ban of the State Board of Health, all the meat being used in this city is shipped here from Chicago or Indianapolis. The trouble started when citizens complained that the Clinton Manufacturing Co., which converts dead animals into fertilizer, was maintaining a nuisance. Next a complaint was lodged against G. D. Milner & Sons, who conduct a slaughter house east of the city. Both firms were found guilty, fined and took an appeal to the Circuit Court. Following the result of the suit a third slaughter house closed its doors. Milner & Sons, who supply many of the smaller towns with meat, have been shipping from two to three carloads of cattle to Indianapolis each week, where they are killed and the meat shipped back here. On account of this increased cost, the firm has found it necessary to raise the price on certain kinds of meat, and prices are higher here than for years. It may be several weeks before the slaughter houses can comply with the demands of the Board.

Portland—The Star Shoe Co. has been merged into a corporation with a capital stock of \$5,000.

Lynn—S. O. Adams has sold his grocery stock to G. F. Chenoweth.

Tipton—The business men projecting a fall festival selected the week

of October 3 to 8 as the dates, and named F. E. Davis, George Shortle, John Albershardt, William T. Harting, N. R. Compton and G. M. Meinerding, all merchants, a committee to make plans.

Muncie—All eastern Indiana canneries are now in full operation to take care of the tomato crop. Though dry weather has greatly reduced the volume of the crop, the quality is said by canners to be much finer than in many seasons. If severe frosts are late the tomato pack will be 75 per cent. of normal in this section.

Columbus—The Common Council has declined to give grocers permission to display their goods in front of their places of business. Grocers were formerly allowed three feet display space, but it was discovered that the city ordinance giving this permission was in conflict with the State law and it was declared invalid. The grocers wished the display space anyhow, and a motion was placed before the Council to give the space asked. It was defeated by a decisive vote.

Nappanee—Edington Bros. have opened a new 5 and 10 cent store.

Richmond—After spending thirty-five years and ten months in the grocery business in one neighborhood and twenty-four years at one stand, Assistant Postmaster Henry Deuker has retired entirely from the business. The deal for the disposal of his grocery, which is the second oldest in the city, and located at Sixth street and Fort Wayne avenue, was consummated Tuesday, Will Pickett and Andrew Witte purchasing the stock and fixtures. Owing to the fact that he is an employee of the government, Dr. Deuker could not be connected actively in any other business. After a few years service on the Pennsylvania Railroad Company as an engineer he entered the grocery business, and stayed with it day and night for thirty-five years. About the only vacations which he secured were the Monday evenings when council met, and he had to attend these as he was one of the city fathers for several years.

Fort Wayne—J. F. W. Meyer, veteran Fort Wayne druggist, and for more than sixty years a resident of the city, died last Wednesday at his home, 522 Meyer avenue. Death was due to infirmities of age. Mr. Meyer was 85 years of age and lacked but a few months of passing the 86th year stone. The pioneer druggist had only been seriously ill a few days and death was rather sudden and unexpected. He had been suffering from a recurrent attack of kidney trouble with which he had been afflicted at intervals for the past few years. Mr. Meyer was one of the oldest business men in Fort Wayne and his career in the drug business made his name well known throughout the Central West. He was the head of a large retail drug business in this city and also one of the founders of an immense wholesale drug house at St. Louis. While practically the whole of his time until but a few weeks ago had been given to

business, he was always ready and willing to take hold of other affairs of the city. He had served as a member of the city council and of the board of waterworks trustees in Fort Wayne. He was trustee of the Hope hospital and of the Allen county orphans' home and was also a devout member of the Lutheran church. Mr. Meyer was born in Holden, Westphalia, Germany, December 19, 1824, making his age 85 years, 8 months and 19 days. His German ancestry was traceable in direct line back to the year 1417. His parents were in humble circumstances and his boyhood was given over largely to herding sheep in the hills and valleys of his native land. When he was nine years of age his father died, leaving a widow and six children. Later the mother remarried. Her death occurred in 1846. The next year the son, with the younger brother, Frederick, came to America landing at New Orleans on October 3. They had acquaintances in the old country who later had settled in Adams county, Indiana, and it was to this part of America that the two boys set out. They journeyed for two months by boat, on foot and by stage. On December 3, 1847, they arrived at Monmouth, Indiana. Mr. Meyer's first employment in America was clearing land in Adams county. In March, 1846, the young man obtained a position driving a team on the old Wabash and Erie canal. It was this work that brought him to Fort Wayne and once here he became acquainted with Hugh B. Reed, then conducting a drug store at Calhoun and Columbia streets. On February 7, 1849, the young man was given employment by Mr. Reed as a bottle washer and errand boy in the drug store. He worked early and late and soon mastered the business and in 1853 he became a partner in the drug house of Wahl & Meyer.

Indianapolis—"Travelers, get acquainted!" is the slogan of all travelers' organizations in Indiana at present. The travelers are anxious to welcome the hot embers of the glowing fireside, where jovial friends will gather and pass around the good Havanass. With this end in view, they are making preparations for the winter season, and their promises of what is to take place, excel the anticipation of previous years. While the members of the T. P. A. are still talking of their reception at Richmond, where sociability of the highest order reigned last Friday and Saturday, they have made up their minds not to let those events stand as the only ones in the travelers' history of 1910-11. The T. P. A.'s are talking about little else at present, and are planning how to outdo the sister post in Wayne county. The convention at Richmond of travelers, for a social purpose more than anything else, is an example of what is to come. Indianapolis travelers call attention to the excellent program offered there, with such prominent men of the association as Schuyler T. Logan, of St. Louis, and their national chaplain, the Rev. Homer T. Wilson, of Texas. Then, too, they

wonder how Richmond induced Capt. Richmond P. Hobson to attend. With such pleasant events in mind, the Indianapolis travelers are about to announce something in a short time which they hope will equal, if not eclipse, the reception at Richmond. The T. P. A. members are not the only ones anticipating good times this winter. The United Commercial Travelers, the council of which in Indianapolis ranks with the best in the country, will start the winter season with a series of dances, it is understood, which will inaugurate events of various kinds. U. William Bradford, who is authority for what is to come in the way of fun, is preparing a day book of events. "Open house" is the kind of a social event promised by P. B. Trone, who announces that the last Saturday of September will find the entertaining official of the Indiana Travelers' Accident Association handing out the cigars and cups of punch to any traveler who presents himself at 625 State Life Building. W. H. Rhodehamel, Secretary of the Commercial Travelers' Association of Indiana, has something "up his sleeve." He has promised to keep a pad, upon which all suggestions of social nature as well as business management will be noted. What he has to offer will be made public in a short time.

Bristol—Paulus & Replogle have opened a new meat market.

Indianapolis—The Indian Creek Coal & Mining Co. has been incorporated for \$100,000.

Middlebury—Elsa Schrock has engaged in the bakery business.

Walkerton—Price & Houser have opened a hardware store.

Hammond—The Hammond Knitting Co. has been incorporated for \$10,000.

Jamestown—The Jamestown Milling Co. has been incorporated with a capital stock of \$25,000.

La Porte—The Imperial Hoop & Lumber Co. is succeeded by J. K. Wise.

Martin Station—Geo. Paul has opened a grocery store.

New Albany—Heimberger & Drinkard, manufacturers of veneers, have merged their business into a stock company.

Portland—Frank Marks has sold his meat market to E. L. Dearduff.

Terre Haute—The Sutherland-Martin Shoe Co. has been incorporated for \$10,000.

Indianapolis—There are 6,000 travelers in Indiana and twenty-six posts in the T. P. A. This is the largest number of any State in the Union, and a State convention would mean a delegate for every twenty-five men with many visitors besides. Efforts will be made this week to interest the business men of Indianapolis in the convention, and obtain their support. The last convention held here was in 1903 when both State and National conventions met in the city. Both were very successful.

Find what you can do well—if the search is not too exhausting.

A soft answer may start good luck your way.



**Late Business News From Evansville.**

Evansville, Ind., Sept. 13—The Starr Piano Co., of Richmond, Ind., has opened a retail store at 414 Upper Second street.

Burglars paid their second visit in eight months to E. J. Laval's drug store, 1301 Main street. Considerable money and a revolver were stolen. Entrance was gained by cutting out a panel in the back door.

Articles of incorporation were filed with County Recorder Woelker by the International Steel & Iron Construction Co. The capitalization is placed at \$100,000 and divided into 20,000 shares of stock at \$50 a share. The directors and stockholders are Oscar Oehlkuich, Henry Bohnsack, Fred O. Weber and Henry Decker.

The State bankers will be here this week. The meeting will be called to order by State President Jas. W. Sale, of Marshall. Mr. Henry Reis, of the Old State National Bank, will deliver the address in behalf of the bankers, while Frank Hatfield is to deliver a talk in behalf of the city.

The New York Dimension and Supply Co., which recently took advantage of the bankruptcy court, will pay 10 cents on a dollar to its creditors. There are outstanding claims to the amount of \$75,827.

E. Horn, one of our successful Main street merchants, has purchased \$6,000 worth of property on West Franklin street. Mr. Horn intends to repair the buildings and, it is said, that a 5 and 10c store will be opened in them.

Little Nellie Markley, 834 Oakly street, and Lillian Nelsen, 1810 Third avenue, both 14 year old girls, forged a note on a piece of paper bag and signed the name of Mrs. McAtee. The note was for cream cheese, bananas, sugar rolls and doughnuts, two cans of Boston baked beans with tomato sauce. Grocer Henry Kersting, 121 W. Franklin street, recognized the name as one of his customers and gave the girls the order. The girls were arrested.

Joseph Jung, aged shoe dealer, 504 Main street, fell down the elevator shaft of the Hinkle Shoe Co.'s store on First street and was seriously injured.

A two-story brick building at Division street and Morris avenue is being built for J. H. Kelly. It will be a saloon and grocery.

F. B. Droit, of the Kock Outfitting Co., has gone on a business trip to Cincinnati.

**Power of Persuasion.**

Among all the potent elements in the power of persuasion there is one more effective than that manful character that enables the speaker to look the other fellow squarely in the eye and not be ashamed.

Arthur F. Sheldon.

When a man's wife has an idea he wonders what fashion magazine she got it from.

Facts in business count for more than feelings in meeting.

You can not put on new life without putting off the old.

**NEW YORK MARKET.****Special Features of the Grocery and Produce Trade.**

Special Correspondence.

New York, Sept. 12—The coffee market, of course, is firm, and not only firm but apparently solid. Bogotas and Maracaibos, as well as the Brazilian grades, are seeking a higher level almost hour by hour and what the end will be of the upward movement only time can tell. At the close Rio No. 7 is worth in an invoice way 10½@10½¢. In store and afloat there are 2,933,309 bags, against 2,965,063 bags at the same time last year. Good Cucuta is quoted at 12½¢. The speculative market seems to be about at the limit of its upward trend, although a few men have the situation within their control and may continue the tactics of the past.

Sugar is moving with a fair degree of activity, but the season is now so far advanced that orders can be taken care of without much trouble. Withdrawals have been comparatively light and new business is showing a decline in volume.

Teas are generally rather quiet, although orders are coming in all the time and in the aggregate the volume must be quite satisfactory. Proprietary brands are doing well and the owners are extending their fields of operations right along through a judicious use of printers' ink.

New rice is said to be about 1c below the range of last season, but buyers are not exerting themselves to any extent in purchasing ahead of current requirements and dealers generally report a quiet condition of affairs. Good to prime domestic, 4¼@5¼¢.

Spices show little activity and a "jobbing" trade seems to be the only one interesting to buyers. Supplies are not large, but there is enough to go around. Prices maintain practically an unchanged level.

Molasses shows a little improvement, and with cooler weather soon due the outlook will be decidedly improved. Stocks in the hands of grocers are not large, of course, and they must soon replenish. Good to prime centrifugal is worth 26@30c.

Canners of tomatoes are said to be "excited." It takes a good deal to produce this state of mind, and if it lasts for three weeks it will be a pretty good sign that tomatoes are doing well this good old summertime. Receipts are said to be light and quotations for raw stock are advancing. If this be true it will naturally bring out a lot of old goods—"shopkeepers"—and if these can be worked off it will be a good thing. As matters are now it is said that all 70c tomatoes—standard 3's—have been taken care of, and 72½¢ is the going quotation. We have heard tomato stories for many years and they ought, as a rule, to be taken with a grain of salt, but the market certainly seems to be heading in the seller's favor right along. In corn, the quality of the New York State crop is excellent, but there is likely to be a short pack. Maine weather is cold and backward, as is usually the case there this month. Peas are in no

very great supply for best grades and the market generally can be called well sustained.

Butter is steady, with creamery specials quoted at 32@32½¢; imitation creamery, 24@25¢; June factory, Western firsts, 23½@24¢; current make, 23c.

Cheese is steady, with full cream quoted at 15½@17c.

White Western eggs range from 22@27c; extras, 27@28c; firsts, 25@26c.

**Corn and Wheat Fields of the United States.**

It may be a surprise to the layman to learn that the United States farm experts have ascertained that the average value of corn lands in the country is only \$4 an acre more than the average value of wheat lands. Those whose rural knowledge is confined to the corn belt also may get a shock when they learn that the average wheat field is considerably larger than the average corn field. Basing their figures upon estimates and reports made by some 5,000 correspondents, the Department of Agriculture experts make the following announcements: The average value per acre of corn land is \$48 and of wheat land \$44; the average size of the wheat field is fifty-four acres and of corn is thirty-one acres. The most valuable of both kinds of land are in Illinois, where wheat land is worth an average of \$84 an acre and corn land \$100. The biggest wheat fields are in California, where they average 169 acres; in North Dakota, 115 acres; in Washington, 110 acres; in Oregon, 105 acres. The biggest corn fields are in Nebraska, where they average 55 acres; in South Dakota, 52 acres; in Kansas, 48 acres; in Oklahoma, 43 acres; in Iowa, 42 acres. Iowa is second to Illinois in average values, her wheat lands being worth \$75 and her corn lands \$78. The average rental or interest bearing value of wheat lands in the entire country is \$2.92, and of corn \$3.32. The percentage of rental of interest bearing to the land value of wheat fields is 6.9 per cent. and of corn lands 8.4 per cent.

No matter how much you love you can not afford to forget the courtesies of affection.

No amount of culture can make cameos out of cabbages.

Brotherly boosting helps more than sisterly sympathy.

**Meeting of Local Secretaries To Be Held.**

Port Huron, Sept. 13—In compliance with the authority vested in the President of the Michigan Secretaries' Association, I, J. T. Percival, President, do hereby issue a call for a meeting of the secretaries of the various associations connected with the State Association to meet in the parlors of the Hotel Downey at Lansing on September 28, 1910. The opening session will be called at 10 a. m.

A committee will be appointed at the opening of the meeting to arrange a programme from subjects presented for deliberation.

We kindly ask the secretaries who have a credit rating system to supply the Association with a list of the blank forms they use. The same with the secretaries who have a collection department. A comparison of the different systems will be a benefit to all.

An appeal is made to all associations to have their secretaries attend this meeting. Where the secretary can not attend another representative may be sent. We want to see the secretary of every grocery or merchants' association of the State present at the meeting.

Bring along any topic that you want discussed and the Programme Committee will assign it for you.

J. T. Percival.

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

Buffalo, Sept. 14—Creamery, fresh, 27@31½¢; dairy, fresh, 23@28¢; poor to common, 21@22¢.

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

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

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

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

Potatoes—New, \$1.75@2 per bbl. Rea & Witzig.

When a man makes his faith into a fort he quarantines himself from 'ruth.

**WORDEN GROCER COMPANY****The Prompt Shippers**

Grand Rapids, Mich.





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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

September 14, 1910

**EVER** in the strife of  
your own thoughts  
obey the Nobler Impulse.

#### TIME TO ACT.

At the time the Michigan Railroad Commission was given jurisdiction over the railroads, it was also extended over the express companies, but the work of the Commission being new, the members were unable to systematize and care for in its entirety at once and therefore the work of caring for the express matter was taken up in individual cases rather than on general principles until such time as the members could give it needed attention. It recently appeared to the members of the Commission that sufficient time had been taken since their creation to take this matter up and, while they have been caring for individual complaints in getting them settled satisfactorily, they have been gathering information and the express companies have known that they were making preparation for a hearing looking to a general revision of rates, especially where the packages shipped were carried over more than one line. In pursuance of this policy, the Commission recently gave notice of a general hearing upon express rates and were careful to write every shipper, manufacturer and industrial organization throughout the State, giving notice of the date of hearing and asking their assistance. It also gave notice through the daily press, in order that this notice might be as widespread as possible.

It was necessary to adjourn this date of hearing from time to time, for the Commission found, as they obtained definite information, that the question was one larger in its proportion and more serious in its import than they had at first estimated. At the first hearing the several associations notified were noted for their absence and the one or two instances in which shippers were represented, the statement was made that they came for information and

not to report any complaint. Therefore, in the very first instance, they made it somewhat embarrassing for the Commission, in that they were attempting to correct an evil that had not been complained of by those most greatly affected.

However, considerable information was obtained and an adjournment taken and a series of questions propounded each express company, the answer to which was expected would bring out the desired information. The Commission agreed to furnish each of the shipping organizations of the State a copy of the information which they secured from the express companies and asked them to co-operate with the Commission in presenting as strong a case as possible. They found that the Illinois Commission had passed upon this question in ordering a reduction of a straight 10 per cent. and in their efforts were greatly assisted, as the records of the hearing show, by attorneys, secretaries and other officials of twelve different commercial organizations, including manufacturers' associations, boards of commerce, shippers' associations, wholesalers' associations, etc.

The members of the Michigan Railroad Commission reluctantly admit that as yet they have been able to induce only one organization to assist them in this work, the secretaries of other organizations advising them that their members did not evince a sufficient interest to warrant them in making any preparation for the furnishing of evidence that would entail the slightest expense of the associations which they represented. It can readily be understood the embarrassing position in which the Commission would stand before a court when it could be shown that, though acting upon their own initiative, they had invited the assistance of organizations representing the people for whom they had demanded this reduction in rates and that these people had failed to respond or evince any reasonable measure of interest whatever and which indirectly could be accepted as indicating a fair measure of satisfaction with the rates as now charged and that, therefore, the Commission were seeking to reduce the earning power of the express companies for and in behalf of the public who had not asked for it and it could, therefore, be reasonably charged so long as the Commission were seeking something for which there was no demand and that their act was one which would cause considerable loss of revenue to the defendant companies; that it must be the Commission were taking this action purely as a grand stand play for what credit they might gain for themselves, politically or otherwise.

Business men generally feel that express charges in this State are in many instances exorbitant and in very many cases discriminating and unreasonable and that for the amount of money invested, the earnings of the express companies are many times over that of any other public service corporation and very much more than they should be and it is for the

sole benefit that the reduction in rates may bring to the public at large that the Commission has become interested in the matter at all.

The Tradesman wishes that some movement might be set on foot in this city, as well as some of the other principal cities of the State, to convince the people of the necessity of backing up the Commission in its attempt to reduce express rates, because unless there is a respectable showing of business men at the hearing on Sept. 21, the Commission will be very seriously handicapped in the effort it is making to improve shipping conditions in this State.

#### THE PRESIDENT AT ST. PAUL.

In his St. Paul speech President Taft evidences more backbone than he has shown in some of his other addresses and letters. He really takes a position and that it does not wholly agree with Mr. Roosevelt's attitude and arguments on some questions is of itself an indication of gratifying independence. One of the troubles which Mr. Taft has encountered in the presidency is his lack of assertiveness. He has seemed rather to prefer being all things to all men, seeking always the line of least resistance. It is very generally agreed that he is an able, upright, honorable man, but the criticism is his lack of individuality. It does not go quite so far as to be a lack of strength of character, because his honesty is unimpeachable. He suffers by comparison with Roosevelt, who throughout his term was very outspoken and courageous to the point of boldness. His best friends will be glad to see President Taft more determined and self-assertive.

At St. Paul the President made pointed reference to his notion that it is time to call a halt in "general rhapsodies over conservation, making the wording mean every known good in the world." This comes close to being a slap at his predecessor and at Pinchot. The probability is that Mr. Taft is at least fairly correct on the conservation question, but his retention of Ballinger in the Cabinet places him in a false position, and in one from which he can not easily extricate himself so long as the objectionable gentleman retains his seat. It is not necessary in this connection to go into any extended argument as to whether Ballinger is guilty or not guilty, but he is certainly an embarrassment. Another point he makes which is very important, and that is the declaration for the preservation of state rights. There is among many and perhaps an increasing notion, certainly in some quarters, in favor of centralization, giving the Federal Government more and the state governments less authority. The Federal constitution was built a great many years ago, but it is a wonderful document, and those who drafted it builded better than they knew, and when Mr. Taft or anybody else declares in favor of clinging close to it the position is one which commends itself. There is much more room for argument on the conservation question than there is on the constitutional question. Al-

together the President's St. Paul speech is bound to attract more attention than any of his other recent utterances, deserving and receiving more commendation.

#### A LIVE ISSUE.

One of the factors which contributed to the defeat of Senator Burrows was his active opposition to the physical valuation of the railroads when that measure was before Congress at the last session. Business men generally, and large shippers in particular, feel very strongly on this subject and Michigan business men were very much incensed over the fact that both of our United States Senators failed to record their votes in favor of this measure. The matter has now become a living issue. The man who originated the idea has been renominated for the United States Senate by an overwhelming vote. Theodore Roosevelt has announced himself in favor of the physical valuation of railroads. President Taft has put himself on record as favoring the measure. This matter will come before the next session of Congress and the Tradesman believes that Senator Smith—who has the happy faculty of getting in on the winning side—will reverse himself on this subject and work and vote in favor of the physical valuation of the railroads. Unless he does so he can hardly blame the people for turning him down as effectively as they have just turned down Senator Burrows.

Physical valuation of railroads is one of the reforms demanded by the people, because it will determine, once for all, how much of the outstanding obligations of the railroads are based on real value and how much are based on wind and water. Inasmuch as the public is asked to pay dividends on these stocks and interest on these bonds, it is no more than fair that they should have positive information as to where they are at on this important subject.

The announcement by William Jennings Bryan that he will not be a candidate for the presidency in 1912 has been accepted as a matter of course. Bryan could hardly ask or expect the Democratic party to again make him its standard bearer. While undoubtedly he has a larger following than any other Democratic leader, it has never been large enough to put him into the White House. Bryan is only 50 years old and perhaps he will be strong enough to "come back" in 1916. During the earlier years of his public career Bryan was classed as a radical and he remains a radical to-day, but his ideas are not considered dangerous as they once were. Roosevelt, too, is a radical in many matters and is charged with having appropriated and used much of Bryan's thunder. Roosevelt has the prestige of success, while Bryan has the prestige of defeat, yet they have many qualities in common which make them popular with the masses.

To the paying guest at the boarding-house, home is where the hash is.

Duty is never done by dreaming of it.



**LABOR WHICH PRODUCES.**

It is a common expression that all wealth in the world has been produced by labor, and should belong to those whose labor produced it. The question may well arise in making a distribution of this wealth what should become of that which was the accumulation of long past ages and dead and gone generations? Should the laborers who are at present alive get only that which they made, or should past accumulation be distributed all among the present generation of workers?

It is understood that in claiming all the wealth for the workers the capitalists are to be deprived of all, because they never toiled for it, and only traded and speculated on what other men produced by their own toil.

But there are to-day many very wealthy men who were in the beginning toilers of the most stringent sort. They began at the bottom and worked their way to the pinnacle of capitalistic importance. Mr. Carnegie was one of these, and so were all the "captains of industry." They certainly produced a share of the wealth they enjoy, and in any distribution they should not be entirely stripped of their possessions.

Another question arises here. In the general distribution of wealth, should each worker receive an equal share of the whole, or should those who by economy and thrift and who by extraordinary industry, working when others were resting, have accumulated a considerable amount be allowed to keep that, and also get each his equal allowance?

These are problems that may have to be worked out when the general distribution of wealth, following the great social and political revolution that is in course of preparation, shall be put in operation.

The problem of brain work has long ago been settled against the brains. The question was asked what position as a producer of wealth should be assigned to the inventor of labor-saving machines and to the discoverer of improved processes in manufacture. After grave consideration it was determined that there is no labor save that which is performed by muscular action, and that brain work could not be considered in that class. The man who finds a gold mine or an oil well is entitled to no credit, for he only discovers some of nature's treasures, which, like the land, should never be private property, but should be used for the benefit of the whole body of workers.

Much the same argument applies to the inventor and discoverer. He creates nothing. Every labor-saving machine and every improved process in the conduct of an industry exists as an idealistic possibility, and like the gold and the oil in the earth, is awaiting a finder, and the finder is simply in the enjoyment of a piece of luck for which he can claim no credit. We know from what has been done in that line that much more remains to be discovered, and somebody in the course of time will light upon it.

Therefore brain work cuts no figure in the production of wealth, but the tools, machines and processes evolved by the mere brain worker can be used enormously to assist in the production of wealth. Thus it is that while the man who invents or discovers produces no wealth, the man who manufactures the machines or uses the improved process in manufacturing is a producer of wealth because he makes them with muscular labor.

This question of brain power has always been a serious obstacle in establishing the theory of the equality of human beings, and it had to be cast out. The mere man of mental talents and genius produces no wealth with them. He is not a producer of material wealth.

There are, of course, theorists who take the other side of the question and maintain that such brain workers are large producers of tangible wealth by lessening the cost of production of wealth. Prof. Pease Howard, of Yale University, holds that the value of a new discovery in mechanism and industrial science is in proportion to the population. The more people there are who use the discovery which lessens the cost of production, the more wealth will be produced with the same labor. He holds that if an art, say the invention of the sewing machine in the clothing trade, is equal to saving \$2 per capita per annum net over previous outlay, after making due allowance for new capital invested in the machine, etc., the value of the new art is plainly the savings per capita multiplied by the population and capitalized at the proper rate of interest for new industries. If the population is one hundred thousand and 10 per cent. of a fair rate for capitalization, the above example would produce \$2,000,000 as the value of the invention. If the population had happened to be one million, the value of the invention would have been \$20,000,000. Consequently, we note that the greater the population the greater will be the value of a new art.

Continuing this theorizing, the writer mentioned makes the supposition that in a population of one million, we may expect that the "one brain" in the million will produce an invention capable of saving one dollar per capita per annum over existing arts. Capitalized at 10 per cent. the value of one year's product of this mind is ten million of dollars. Now, let us assume that in two million of people, we shall find two such men. The capitalized value of two such inventions as above will be not twenty millions, but forty millions of dollars. In other words, the capitalized value of new inventions for a given time tends to vary at least as the square of the population, and, if we may imagine that the "one brain" in two millions is of higher degree than in the one million of population, the value of inventions will be at a greater rate than the square of the population.

This is all true, but although the practical application of these discoveries has resulted in the addition

of incalculable wealth, no credit is to be given to the brain power that showered such benefits upon the human race, for we get back to the proposition that there is no labor which produces material wealth save muscular work, and since brain work, which is only thought, can not produce material wealth, it is entitled to no credit, whether as an inventor or discoverer, or as a manager of industries and business affairs.

**THE MISSION OF JOY.**

"Joy," says Dora Greenwell, "is a uniting thing. It builds up while it enlarges the whole nature. It is the wine to strengthen the heart, to brace it to every noble enterprise."

Let some joyful thought come into your head and how much more easily the wheels of routine duty move. It is only when we succumb to our troubles that they really load us down to earth. The weight is not so much of material as of spirit, or, rather, lack of it.

Yet did you ever see any one more joyful than he who is habitually striving to make some one else happy? "Blessed are the joy-makers," says some one; and we might add that their reward is omnipresent. It has been said of Carnegie that no other millionaire ever spent so much upon others and so little upon himself. Yet where can we find a more jovial monied man? The pleasure in doing for the uplifting of humanity is the greatest realization of his riches. It has transformed the thousands which are accumulating every day from a load to a lever upon which he beholds thousands stretching their arms heavenward in joy.

If you want to be truly happy do you go off by yourself and have a good time? No; you want at least one friend with you, unless you be a student of Nature and a lover of the wild things. Then you are joyous because they are happy. A Thoreau or a Burroughs can thus gain enjoyment in goodly store, but the hunter who goes out merely to kill takes a companion to help him have a good time. If in the most cruel of pastimes joy yearns for companionship, much more will it be found in the pleasanter and more useful walks of life. It is contagious, but, unlike smallpox, a single experience renders one not immune ever after but the more susceptible to its influence. It is propagated in the heart-conservatory and yields harvests of a thousand-fold.

**CUT OUT THE CIGARETTE.**

The chief of the fire department in Canton, Ohio, the former home of President McKinley, has added another nail to the long column against cigarette smoking by barring all who practice it from his force on the ground that they "lack stamina and nerve."

In this age, when all aspiring boys are desiring to be athletes, the thought comes with special force. With history and experience, with observation, and in many instances with practice as a teacher, the nuisance can not be choked out. Few parents, even among those addicted to tobacco in other forms, will coun-

tenance the cigarette. And yet—vile serpent that it is—it continues to creep along. In many places its existence is necessarily concealed, yet it is not stamped out.

Though it can not be legally sold or in any other way furnished to minors, minors are its largest patrons. Officers of the law are baffled when attempting to furnish legal evidence against certain parties, although the moral evidence is plain enough. Boys who will indulge in so dangerous and so vile a pastime seldom betray those who furnish the goods. And there is always some one in every community old enough to secure the poison legally and unprincipled enough to pass the evil along the line of youngsters.

Dealers, there is a responsibility with you which you can not dodge. You know the evil effects of the cigarette. You know, further, that while you never sell to a minor, while you strictly conform to the letter of the law, you are just as surely breaking its purpose. So long as the goods from your shop do harm to humanity, you are morally responsible. Put a ban on this class. Deal only in such material as will benefit mankind. Lend your aid in stamping out the trouble by refusing to handle the goods.

The proposal that international business be simplified by the adoption of certain coins of the same value throughout the world has been revived in Berlin and other European centers. The leading nations have succeeded in establishing a successful postal union and now, it is pointed out, ought to be able to agree on a coinage system. As commercial intercourse between the different countries is steadily growing the little barriers in the way of varying customs and institutions are gradually being lowered so that a more convenient arrangement as regards money, as well as universal language, will undoubtedly result in time. The inconvenience of the present system or lack of system is fully recognized, and recognition of a fault is a step toward remedying it.

The consumption of horse flesh in France is said to be constantly on the increase. In Paris there are, according to statistics recently gathered, 600 meat markets, mainly in the poorer quarters, where horse flesh is almost the only food sold. The consumption is now said to be 200,000 animals a year. It is claimed by the dealers that the growing demand is due quite as much to the favor in which the food stands as to its cheapness as compared with beef and other meats. The United States is having trouble enough regulating the production and sale of beef without having horse flesh added to its problems.

He who regards the world as his orange finds that the universe hands him an entirely different variety of citrus.

The greatest danger of a little knowledge is that its owners never can make a quantitative analysis of it.



## BROUGHT TO THE FAIR.

## What the Dollar From Petoskey Accomplished.

Written for the Tradesman.

If you go up and own Monroe and Canal streets, from Herald Square to the new Grand Trunk station, and out South Division, and over the length of West Bridge street, you will find plenty of merchants who will tell you that Fair week is just about the most unsatisfactory week in the year for their business. You have doubtless heard them talk, and know what they say and how they say it.

Might as well close the store, they will say. There are no customers, and the clerks are so anxious to be off to Comstock Park that they do not properly attend the few buyers who do drop in. No one makes any money, they will tell you, during Fair week, except the street fakirs and the Benevolent and Highly Courteous Street Railway Company, the hotels, the restaurants and the souvenir post card combinations.

If you go out into the level acres of farm land hereabout—it is not all level, but that is the correct way to refer to farm land, and if you want to be especially impressive you must say broad acres as well—if you go out to the level acres of farm land, from the high-water mark on Lake Michigan back to the Warner cheese factory, you will find plenty of horny-handed sons of toil who get a grouch every time it rains. You have heard them talk and know how they say it.

Might as well not have any rain at all, they will say, as to have it come in such bunches, with the hay down in the south meadow, and the summer fallow too wet to plow. The rainy days are lost days, they will tell you, and no one takes any joy of them save the hired men who play seven-up in the barn and the hired boy who creates a new language of vituperation as he splits wood in the shed.

Now, do you observe any connection between these two classes of kickers? If you don't, kindly hand the paper to a neighbor whose brain-cells were not originally filled with the crude clay of which we are presumed to be constructed. The merchant who kicks on Fair week and the farmer who kicks on a wet day are in the same wagon, bound for the foolish house.

If there wasn't any rain to make up for the moisture which is continually going out of the ground there would be no crops; and if no outside money came in to Grand Rapids to make up for the currency which is continually being sent out there would not be any need of opening a store in the morning. This by way of guide-board.

One can not follow a tiny drop of water—by the way, it isn't all water, for there is a bit of sand or something like it in the center of every drop—one can't follow a little splash of water from the time it runs down Uncle's billy-goat whiskers until Uncle sells it to a confiding commission man in the shape of hand-picked beans, but one can, with hard work,

follow a one dollar bill, if he has patience and is not afraid to ask questions.

This dollar bill that Ikey ran down came from Petoskey, and the boy who brought it earned it showing a man of means from Wall street, New York, how to propel a canoe on the top of the water instead of on the bottom of the lake, so the cash may be said to have come from the home of predatory wealth. The lad who brought this New York dollar to Grand Rapids would have taken it to Detroit if there had been no Fair here.

He was rather a nice boy, and his name was Clarence. When he landed at the Union station he looked down at his pedal coverings and saw that they needed polishing, so he went into the barber shop in the station and paid a strong-armed boy ten cents to do the job. He gave the boy the Wall street dollar bill and took his change in silver.

"That feller's got enough tin to last him a week," said the brush-boy as Clarence rattled the money in his pocket and passed through the door. "Anyhow," continued the boy, "as long as he spends it in Grand Rapids he's all right."

the dollar bill tucked into her glove, Ikey thought his quest had come to an end right there. He thought she was going to pass it over to the street car conductor, and he knew that he couldn't follow a dollar bill after it got into the possession of a public service corporation.

But the lady had a ticket, and so kept the dollar bill in her glove. She left the car before she came to the tracks on West Bridge street and went into a grocery store. She found the grocer sitting on a box of salt fish bewailing his fate. He was one of the men who would sooner give money to keep the Fair away than to bring it here. He said to the lady that he was glad to see her and she gave him the dollar bill and the ten dimes she had collected of the brush-boy at the station.

"Mighty clever of you to pay up Fair week," the grocer said. "It is mighty dull fair time. Might as well close up and go visiting."

"Huh," observed the lady, "if it wasn't for the Fair I'd never paid you to-day. I got this of a boy that has been owing me a month."

The grocer stuffed the Wall street dollar into a vest pocket and sat swinging his feet from the counter,

the startled gaze of the boarding house boss.

"I need all the money I can get Fair week," said the boarding house boss. "Take another cigar."

Ikey thought he was in for it now, for the man put the dollar bill into the cash register and sat down on the outside of the counter to kick a little more on his bad luck, but presently a painter came in with a bill of \$1 for a little repair job. The boarding house boss gave him the Wall street dollar and he went away whistling, closely followed by Ikey, who was wandering how much car fare it would cost him to trace that one Fair dollar. Out near the tracks the painter met a man with a set of red whiskers and a grouch. He addressed the painter as follows:

"When you going to pay that back rent?"

"Say," said the painter, "you're just in time. I had five, and wouldn't have paid that to-day but I've just collected one, and that makes the six. Here it is."

The man who owned the house the painter lived in took the money and the Wall street dollar went into his pocket with a lot of others. Ikey had an idea that he was up against it then. But the man who owned the house the painter lived in went into a dry goods store and paid the six dollars on account. He apologized for not paying more, and said his renters were all spending their money at the Fair.

Ikey was in luck again, for while the dry goods man stood there with the Wall street dollar in his hand the man who owned the building came in and reached for it. The merchant grumbled, but gave it up, and the landlord paid the Wall street dollar over to a contractor, who sent it away to New York, with others, and received in return a double-decked, gold-filled, peacherino of a cement mixer. Of course Ikey didn't attempt to follow the money to New York.

Now, if the Fair draws about 200,000 of those dollars into the city every fall you're going to get some of them, Mr. Kicker, even if the man who brings them into the city does not hand them to you, even if they do not reach you the same week the Fair is held. These dollars pass through scores of hands, as did the Wall street dollar, but they reach every channel of trade at last.

They are like the drop of rain. You can not see it make a prime white, hand-picked bean, and so you kick because it keeps you in the house. The merchant who kicks on Fair week and the farmer who kicks on a rainy day ought to be yoked up together.

Alfred B. Tozer.

## Those Who Succeed.

The men whom I have seen succeed in life have always been cheerful and hopeful men, who went about their business with a smile on their faces and took the changes and chances of this mortal life like men, facing rough and smooth alike as it came.

Charles Kingsley.

Saying amen loud in the meeting seems to help some to forget what it was all about.

You gave a smile as you passed along  
And thought no more about it;  
But it cheered a heart that was sad the while  
And might have been wrecked without it;  
And so for the smile and its fruitage fair  
You'll reap a crown sometime, somewhere.

"I wonder where he brought that dollar from?" mused Ikey, who had nothing to do that day and was inclined to be curious.

"I'll bet he brought it from the hay field," observed the boy.

"I wonder where it will go?" continued Ikey.

"That won't keep me awake to-night," the brush-boy observed. "You watch this imitation landlady separate me from it."

There were boarders taken in by the day or week on the face of the lady who entered and crooked her finger at the boy, who extracted the Wall street dollar bill from his watch pocket and passed it over to the extended palm. Then the lady brushed the ends of her four fingers with her thumb and pushed the hand out still farther, until the boy counted ten dimes and handed them over.

"Gee," said the boy, as the lady disappeared, "if it wasn't for the Fair business I'd never got that back room-rent paid."

"I'm going to see where that dollar goes!"

And Ikey dashed away up South Ionia street in pursuit of the lady who was the temporary custodian of the Wall street contribution to the Furniture City, by way of the West Michigan State Fair. When the lady got on a West Bridge street car with

to which he had shifted on the arrival of the lady, and Ikey stood by the fly-blown cigar case and watched him. He waited there until he began to think the dollar bill was lost to the world, then a delivery boy came in with his hand out.

"If I'm going to the Fair," he said, "I'll have to draw some money. I could not pay my way across the bridge."

So the grocer took the Wall street dollar out of his pocket and handed it over to the delivery boy.

"That's on me," he said. "Just got it off a woman who has owed it for a month. Right out of the fire. Never expected to get it. You're welcome."

Ikey followed the boy with the dollar bill which had come to Grand Rapids at the invitation of the Fair. The delivery boy lounged down the street until he came to his boarding house. The landlord stood in the doorway with a frown on his face.

"What's the grouch?" asked the delivery boy.

"Fair's took all my customers away," was the reply. "Have a smoke?"

"Say," said the delivery boy, "you are so decent that I guess I'll pay you that old cigar bill," and he took the Wall street dollar from his trousers pocket and laid it down before





## Complete Victory In Patent Litigation

Having won the only patent case the McCaskey Company ever dared bring to hearing, we consider the trade entitled to a brief and accurate statement of the unfair and vicious campaign waged against us by that company under the cloak of patent litigation.

For years our competitor has paid large advertising accounts to cry "Beware of Infringements," in a frantic attempt to scare off our customers, and have harassed them in connection with continuous attacks upon us. They even placed a detective in our works to report on our customers who were immediately threatened by letter and circular.

Why do they threaten the trade? If they had any valuable or controlling patents they would use them **legitimately** by pushing a suit against us to early hearing and obtaining an injunction. But no, knowing, as the United States Court has told them, that their patents cover only their own forms of minor details, such as the bend of a wire, the shape of a yoke, etc., they bring suit after suit to force us to as large expense as possible, delay the court hearing as long as they can, and then in most cases dismiss the suit at their cost just before hearing; having used it to harass the trade as long as possible.

Such procedure must merit the rebuke of every fair minded customer and react against the instigators, now that the trade knows from the United States Court decision that their frantic cries are insincere bluffs.

And yet our competitor, in the face of the rebukes by two U. S. Courts, still has the audacity to claim that its patents control essential features of construction.

This statement is flatly contrary to the Court's decision, which states that—

"The (McCaskey) patent is a late one in a crowded art."

"In view of the foregoing, it does not appear necessary to consider the claims in suit separately or at length. They must be limited to the new and precise devices as shown in the drawings and described in the specification."

"Practically all that McCaskey accomplished in his later patent was the duplication of clamps and partition strips on opposite sides of the leaf. There are so many ways that the pivotal movement of the leaves can be prevented that it would prolong this opinion unreasonably to show all the yokes or clasps to be found in the prior art as shown by the evidence, which perform the same function as that of McCaskey. The yoke used by defendant is found in United States patent No. 639,031, issued to Hall, December 12, 1899. Nor is it at all necessary to do more than say that the evidence is clear that it is old in the art to attach a tab or tab-holder to a wire loop or clip."

### The Character of the Attack

Our registers are covered and protected by U. S. patents. The McCaskey Company also has patents upon its particular kind of registers and purchased the Hazeltine patent upon a filing cabinet for blue prints and similar papers.

The McCaskey Company, however, has claimed that their narrow patents covered the field, and threatened and harassed us and our customers under this alleged belief.

Unfortunately the law allows suit to be brought upon a patent, even where there is no shadow of right, either by reason of invalidity or of narrow claims covering only specific details. Owing to this fact and the long delays possible in such suits, our competitor has been able to bring suits and delay the final hearing while threatening and abusing and in some cases frightening parties not familiar with such tactics in business warfare.

#### Their game by moves:

1. Bring suit on any old patent, without reference to its validity or our using it.
2. Delay the case as long as possible.
3. Dismiss the case just before the hearing, at their own expense.
4. Threaten and harass the trade until this suit is dropped.
5. Bring another suit and repeat the above dirty tactics.

The game became so odious that Judge Ray, in the U. S. Circuit Court of New York, enjoined them against proceeding with testimony in a case on the Hazeltine patent in New York, while the Cleveland case against us was awaiting the final hearing. Their actually starting testimony in the New York case, when about to abandon the Cleveland case against us on the same patent, clearly proved their entire lack of sincerity and their policy of "dirty ball."

**No suit against us has ever been decided in favor of the McCaskey Company, and we are morally certain that none ever will be.**

Do they expect to win any of their patent suits? No; this is proven by their abandoning the Hazeltine case a day or so before the hearing, after putting us to as much expense as possible when prior patents showed their exact device.

#### The Facts:

In the Hazeltine patent case, in which a prior patent showed a picture of their patented file holder, they dismissed the suit at their cost a few days before the final hearing, which Judge Taylor refused to further put off.

In another suit on the same patent, Judge Ray enjoined them against proceeding with testimony, and they were compelled to dismiss at their cost all suits thereon in the different Federal districts.

In the Diven case, the Federal Court for the Western District of Pennsylvania, said:

"Defendant's account register does not embody any features to be found in complainant's which are not found in the prior art. There is no infringement. The bill should be dismissed. Let a decree be drawn."

This decision is a clear rebuke from a U. S. Court, and as it was their principal attack on their main McCaskey patent, their other fake suits and their whole campaign fall with it.

After this crushing defeat, surely no one in the trade can take any stock in their absurd claims if they still vainly attempt to bolster them up.

The manufacture of credit registers was not begun by the McCaskey Company, but by others long prior to their entering the business, and they still try to make the trade believe that no one else has any right to make such articles.

The claim that their patents cover any essential features of construction is judicially proven untrue by the U. S. Court's decision in the Diven case.

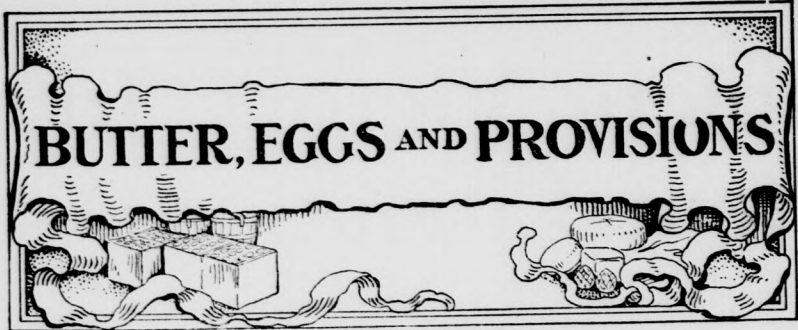
As we have in the past, we shall in the future fully protect our customers against any and all such attacks, and truth will prevail as it has thus far.

Competition is the life of trade, and we need not point out the advantage to the trade of opposing the throttling tactics attempted by our competitor.

We shall continue our course of fair dealing and supplying the best article in this line, believing that this course will win out.

**The American Case & Register Co.**





## BUTTER, EGGS AND PROVISIONS

### Competition of Oleomargarine—Canned Egg Industry.

Among the influences bearing upon the butter situation at this season the prospective competition of oleomargarine is always an element of importance. There are evidences that the substitute is likely to play a more important part this season than heretofore. Whatever may be our opinions as to the proper means and methods of regulating the sale of oleomargarine there is no question that under the present laws the barriers to its sale in trade channels as oleomargarine, and to its consumption as butter, are gradually being broken down. In this State, where the authorities have succeeded until quite recently in minimizing the sale of the substitute, no progress has been made in obtaining court decisions which would prevent the sale of white oleomargarine on the ground that its consistency and flavor make it an illegal simulation of butter. And a good deal of the product is being sold here whose color is as yellow as much of the butter, when such color is obtained without the addition of ingredients foreign to the ordinary manufacture of oleomargarine. We mention these facts as being of importance to the butter trade without prejudice to the reasonable claim that colored oleomargarine should be invariably adjudged an illegal product under our State law, regardless of the source of its coloration. A plain indication of the fraudulent character of color in oleomargarine is to be had in an examination of the samples offering for sale in this market. It is well known that yellow color in the product, when not obtained by the addition of the usual commercial butter colors, is gaudy at the expense of quality. The best oleomargarine offered here—such as approaches nearest to the real butter flavor—is practically colorless. The samples showing a color like butter are decidedly inferior to the best white goods in flavor and character, and yet they command a higher price! The additional price obtainable for them is a clear evidence of the commercial value of an ability to effect a fraudulent substitution.

The high price of storage butter this year, with its resulting effect upon the present and prospective level of butter prices, is a natural inducement to extended sale of oleomargarine. Already many of our local dealers, especially those who have trade at nearby out of town points, are reporting a cutting down of orders for butter with the explanation that oleomargarine is being sold instead. And there is a manifest disposition on the

part of some of these dealers to take out licenses for the sale of oleomargarine in order to maintain their trade.

We can not, of course, foretell what success may attend any efforts that may be made this season by our Department of Agriculture in restricting, through prosecutions, the sale of colored oleomargarine. But present indications are that even if the sale of the substitute in this State can be confined to the strictly uncolored goods the use will show a marked increase. And the prospect of this competition is of sufficient importance to be entitled to much weight in estimating the future of the butter market.

The effect of Government seizures of frozen eggs, and desiccated eggs, must have had a material effect upon the quantity of these goods put away during the past season and due weight should be given to this fact in estimating the future probabilities of our egg market, even although it may not be of sufficient importance to "save the day."

The authorities charged with the enforcement of the pure food laws seem to suspect every lot of frozen or desiccated eggs as being placed in that form to cover serious inferiority. Doubtless there was some ground for this suspicion in the methods pursued by some handlers of broken eggs in the past, for it is a well known fact that many spot eggs—or others too poor for consumption in a fresh state—were broken out and frozen or put through the evaporators with the effect of partially concealing their real character.

There is, of course, no reason why this fact should condemn the whole produce of frozen and desiccated eggs. Both of these methods of preservation are useful in legitimate trade and of great public economy in saving a waste of valuable food material that would otherwise occur. Doubtless the great majority of the frozen and desiccated eggs put up during the time when the system has been developing have been sound goods and as wholesome and useful as much of the egg supply marketed in the shell.

Among the goods seized and condemned by the Government authorities there have doubtless been some lots worthy of condemnation. But we understand that some of the goods held up have been of good and useful quality as judged by all trade standards; and in one instance we hear of condemnation proceedings brought against a large lot of frozen eggs upon a most unjust and inadequate foundation. This case involves the

holding up of stock comprising eggs originating in different places upon a sample of only a portion of the lot; and when the Federal analysis is not at all borne out by examination of local health authorities.

We do not wish to appear as sponsors for trade in bad eggs in any form; but we are equally opposed to an indiscriminate condemnation of good and useful food material, the preservation of which is important to the interests of consumers and tradesmen alike. And we regard it as unfortunate that indiscriminate prosecutions have so seriously interfered with an important department of the egg trade.—N. Y. Produce Review.

Rocky Ford, Col., has just enjoyed its famous annual festival and people came from all over the State to eat the melons which have made the place well known throughout the United States. Melon day at Rocky Ford is celebrated in Melon grove, half a mile from the center of the town. There the 15,000 or so visitors gather about the great heap of melons 125 feet long, 35 feet wide and 8 feet high. The major portion of its structure is watermelons, but cantaloupes are scattered into all the odd corners and it is everybody help himself. It is estimated that this year 12,000 watermelons and 24,000 Rocky Fords passed into the interior of Colorado. Nobody counted them, they were all free, the farmers just dumped them out of their wagons for the good of the cause—and a little judicious advertising. The Kleckley Sweet never comes East, any more than the real Georgia watermelon ever crosses Mason and Dixon's line, and the Rocky Ford only goes to the train forty-five days out of the year. Many of the Rocky Fords sold in the East are only melons grown from the Colorado seed.

### Cross Between Almond and Apricot.

A Washington State fruit grower has grafted almond on to apricot trees and by so doing has produced a new fruit which he calls the Almondcot. The fruit which has been produced for two years, is said to be shaped like a tomato and of dark wine color, the flesh a little firmer than a

peach plum and the taste palatable. Mr. Aggers, the originator, thinks the new product, if developed, may prove popular for canning purposes.

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**Paper From Cornstalks Now in Use.**

Coincident with the predictions of the crop experts that the corn crop this year will pass the 3,000,000,000 bushel mark, comes the announcement that Uncle Sam's experts have finally perfected a method of manufacturing paper from cornstalks so that the process is commercially practicable. Some of the correspondence of the department of agriculture is being written upon cornstalk paper, which is good enough for books, magazines and letter purposes. One mill, maintained by the government investigators at Portland, Me., is manufacturing cornstalk paper by the hundred pound lots.

One-third of the pulp from the stalks can be utilized for making high grade papers; the remaining two-thirds makes a sort of parchment that will not take the ink. By combining the two in equal portions a fair quality of paper is made. This leaves about one-third of the pulp that is wasted. The utilization of this waste and the perfection of machinery that will make possible the manufacture of cheaper grades to compete with wood pulp paper are the problems upon which the experts are now at work.

It has been demonstrated that a small commercial cornstalk paper mill can get sufficient stalks within a radius of eight or ten miles to keep it busy through the entire year. A way to keep the stalks sweet through the year has been discovered. They are shredded and then dried. The first process, however, is to extract the juice. This is one of the richest of stock foods, and even if the farmer doesn't get any money for his stalks, it will more than pay him to haul them to the mill and receive the juice in return. However, if the farmer can realize only half a cent a pound on his stalks his grain is likely to become a by-product.

The use of cornstalks for making paper of all grades will aid greatly in preserving our forests. Every year we use \$35,000,000 worth of raw material in the manufacture of wood pulp papers. Cornstalks are now used for packing coffer dams, in the manufacture of smokeless powder, for making varnish, for packing material and for various prepared fodders and stock foods. The uses of the grain are too numerous to mention.

There really isn't any use trying to escape the phrase "King Corn."

**Making Farmers From City Residents.**

The work of making farmers out of city men in the cities is proceeding apace in this country. Many of the larger places have garden associations which secure vacant tracts and divide the land into small parcels which are cultivated by the proper people. Several innovations on this plan have been started recently. New York's board of education has formally added the study of farming to the public school curriculum, and a generous appropriation has been made to secure little farms for practical demonstration. A special effort will be made to teach

the rudiments of farming to the children of the east side and other congested districts.

Kansas City has just completed the first year of its experience with a municipal farm established in connection with the workhouse. The results have exceeded expectations, both in decreasing the cost of keeping the prisoners, and also in aiding in the work of reforming them. The prisoners take so great an interest in the farm work that fewer guards are required, and efforts to escape are infrequent. The cost of keeping a prisoner has been reduced from \$220 a year to \$100, and the prisoners live better, are more healthful, and more contented. Columbus, O., inspired by the success of the Missouri city's experiment, may follow suit.

Another novelty in the work of spreading the gospel of farming has been inaugurated in Washington, in connection with the agricultural extension work of the state college. A demonstration boat is touring Puget Sound, reaching all the towns and cities on the coast and as far up the rivers as they are navigable. The boat is equipped for a great variety of farming demonstrations, including paraphernalia for teaching various lines of horticulture, fruit farming, dairy farming, etc. Experienced instructors accompany the boat and give lectures in the various places.

**Single Tax vs. Land Speculator.**

The young city of Prince Rupert on the Pacific coast of Canada is to use the single tax system to fight the land speculator. The city council recently decided to inaugurate Henry George's system as the basis upon which the new city's revenues will be raised, and Prince Rupert probably will be the first community in the world to start upon its civic career under such a plan. Vancouver, the rapidly growing city of British Columbia, south of Prince Rupert, adopted the single tax method a year ago, with splendid results, the building activity for six months totaling \$6,000,000 in spite of the doleful prophecies of the opponents of the system. Winnipeg, another city of Western Canada, has started to follow Vancouver's example.

Prince Rupert is able to start in such a manner because of the unusual conditions surrounding its birth. The site was selected by the Grand Trunk Pacific as its western coast terminus when it was decided to build that road to the ocean. Everything that could be thought of to make a first class city was done by the railroad before settlers had time to get to the place. The city was carefully laid out, adequate thoroughfares provided, locations for public buildings, schoolhouses, etc., set aside.

When people began to come to the young city, however, they came with a rush, and the evils of too much and too exaggerated land speculation were immediately foreseen. It is to prevent these evils from giving Prince Rupert a mushroom growth that the city fathers have decided upon the single tax system.

**New Ruling by Inter-state Commerce Commission.**

Grand Rapids, Sept. 13—Those of your readers who ship material over railroads—and lots of them do to a greater or less extent—will be glad to know that the old Inter-state Commerce Commission ruling, which was to the effect that it mattered not what the station agent or general freight agent told shippers the rate to any particular article was to a given point, in case printed tariff in effect at the time of the shipment was more, the shipper had no redress and was stuck for the higher rate. Now, under ruling of the Inter-state Commerce Commission the shipper can protect himself if he gets the rate in writing from the station agent or the general freight agent.

Verbal quotations will not stand, but if quotation is in writing, then in case the freight charged is higher the shipper can collect the difference between the written rate and the rate charged.

Another ruling will be of interest: The railroads keep building larger cars and, as they build larger cars, they keep increasing the minimum, usually several thousand pounds more than can be loaded on of certain commodities, with the result that many commodities have to pay several thousand pounds more than they can get on the car and heretofore have had no redress.

The Inter-state Commerce Commission is now ruling: "Where traffic can not be loaded into cars of the prescribed minimum, this minimum is unreasonable and shippers are entitled to reparation for the difference."

The shipper will have the right to demand a car of sufficient size to carry a minimum load. Then if the product to be loaded is dry or bulky, so that when the car is loaded full it will not weigh minimum, shipper has a claim against the railroad company, which will be good news to shippers of cedar shingles and poles, as well as some other commodities.

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## HONORING THE FATHER.

## Daughters of C. C. Comstock Perpetuate His Memory.

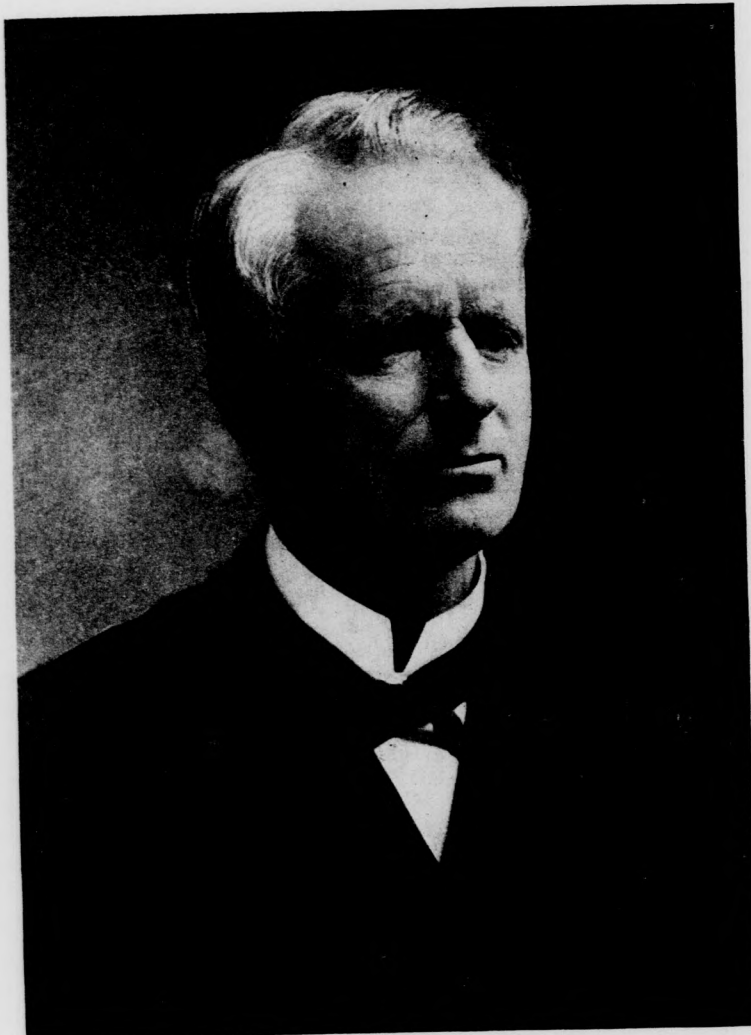
Grand Rapids is to have another park, and it is to be a gift to the city. Mrs. Huntley Russell and Mrs. Lucius Boltwood, daughters of the late Charles C. Comstock, have indicated their intention to give forty acres of river front property to the city, and the only condition attached will be that it be always used for park purposes. The land lies between the Canal street gravel road and the river, just south of the Soldiers' Home. It is level, unadorned with trees and in times of high water subject to inundation, but what would be disadvantages if the property were to be used for building purposes may easily be converted into merits in making it over for a park. Lagoons will add to the scenic effect and the excavation for these will furnish the filling to put the property as a whole above high water mark. Then there should be a bathing place, and channels to the river for row boats and canoes, and these will provide more material for the filling. The soil here is rich muck and alluvial to a depth of several feet, and trees and shrubs once planted will grow luxuriantly. The park can easily be made a beauty spot, one in which the city will take pride, and it is advantageously situated to be very useful in the years to come when the North End becomes a thickly settled district, as it is certain to be some time.

This park will be a memorial by his daughters to their father and a more worthy memorial could not be imagined. In his day Charles C. Comstock was a good friend to Grand Rapids and to the people of his home city. He was a large employer of labor, and he was good to those who worked for him. In a quiet way his benefactions were many, but his greatest and best deed was in giving men opportunity to earn and do for themselves. He encouraged industry, thrift and good citizenship and left lasting impress upon thousands of lives. In his lifetime the need of more park area and play places for the city was not generally recognized or no doubt long ago the North End would have had its pleasure grounds selected from the choicest of the Comstock acres. But as it was it was Mr. Comstock more than any other who created North Park and made of it a resort for the people. He gave to the West Michigan State Fair Association 100 acres of river front for fair ground purposes and inserted a provision in the deed that if ever the land ceased to be used for fair purposes the title should revert to the city of Grand Rapids, the land to be used as a park. It was this provision in the deed which saved the property from being grabbed by speculators under mortgage foreclosure of the bonds given by the old West Michigan Association. And now comes Mr. Comstock's daughters with their fine gift of forty acres of river front. This last gift will be a splendid addition to the city's park area. It should be made a worthy

tribute to one of this city's greatest benefactors by adorning it and making it not only beautiful but useful.

This city has been very fortunate in the matter of receiving gifts of parks and play grounds. Grand Rapids has a total of about 260 acres, and all but ninety-nine acres are donations. The first gift was the original forty acres of John Ball Park along the West Side hills. This has since been increased to about 140 acres by purchase. This original gift, it may be interesting to recall, came near going by default. John Ball's will provided that the bequest be accepted within a year. So doubtful

Waters Field in the North End, the gift of Mr. and Mrs. Dudley E. Waters as a memorial to their daughter, and the Julius Houseman Field, the gift of Mrs. D. M. Amberg as a memorial to her father. The two last are not properly parks, but they are dedicated to the use of the young people as playgrounds and for athletics and will serve a splendid purpose. To the list of gifts may be added the North Ottawa street hillside, which will be improved next year and which will have been made possible by the gifts of Mrs. Rebecca Richmond and Thos. M. Peck. The gift of fifteen acres of river front on the West Side by the late John Wid-



The Late Hon. Charles C. Comstock, whose daughters have perpetuated his memory by the gift of park grounds to Grand Rapids.

were the aldermen of thirty years ago of the value of this property that not until almost the very last week of the year was the gift accepted and then only on the urgent demands of A. E. Verex and J. M. Turner, then members of the Council. What the aldermen were doubtful about accepting as a gift no money would buy from the city to-day. After the gift of John Ball Park similar gifts were slow in coming until very recent years. In the last half dozen years the city has received Antoine Campau Park on South Division street, the gift of Martin A. Ryerson as a memorial to his grandfather, the Coit Park in the Black Hills district, the gift of the Coit estate, the Playgrounds on Burton avenue, the gift of the Garfield family, the Mary

dicomb should not be forgotten. With plans of his own for its development Mr. Widdicomb did not press his gift upon the city, and his sudden death came before its formal acceptance. The city dallied and delayed a long time before accepting, but finally consented, but nothing has been done for the improvement of the property and there are possibilities that the city could not claim it at this late day.

These park gifts, nine of them including the Comstock memorial, are to-day among the city's best and most appreciated assets. They add to the value of all the property in the city. They help immensely to make Grand Rapids a beautiful city, a city worth living in. More parks are

needed. The valleys of Coldbrook and Carrier creeks in the North End, almost valueless for building purposes, would make splendid parks. The land could no doubt be purchased at a low figure. To buy and give would be a fine art of philanthropy for somebody who has the means and the disposition. What is true of these two valleys is equally true of the valleys of Silver and Plaster creeks in the South End. These lands are of little value now, and are held mostly in large pieces which should make them easy to acquire. If the park and playground bonding proposition to be submitted in November goes through the city may purchase some of these lands for future use, but how nice it would be if private parties would buy and give.

Some day the city will receive a splendid gift from a little group of public spirited citizens, foremost among whom are Lester J. Rindge and Wm. H. Anderson. Six or eight years ago an association was formed to acquire a strip of East Side river front from the Paster Mills to Grandville, a distance of about seven miles. This Association secured title to all the frontage from the Lake Shore crossing to Grandville mostly by donation, but obstacles have arisen to the completion of the undertaking. One of these was a right of way across the Pere Marquette property. This has been almost overcome several times, but the various shake-ups in the Pere Marquette management have come just before the consummation of any deal. The glue factory also stands in the way and likewise the Godfrey holdings, but it is likely these can be dealt with without much difficulty when the railroad comes to terms. When all the wrinkles in this undertaking are straightened out the strip of land will be turned over as a gift to the city, and it will be a splendid boulevard 200 or more feet in width, lined with beautiful trees, with the river flowing on one side and with fruitful farm lands on the other. The boulevard with no other improvement than the leveling up of the roadway will be so many miles of natural park, with wild flowers of all kinds, many varieties of trees in the surroundings of nature and beautiful scenery. This gift will include several acres of land upon which are located the Indian mounds, the most interesting relics of aboriginal days in this vicinity.

Grand Rapids has been overlooking one important park opportunity, and it is an opportunity that will cost nothing to realize and nothing to maintain. The State bass hatchery is located at Mill Creek, just north of town beyond Comstock Park. The hatchery at present comprises nine acres of ponds. There are half a dozen or more of these ponds, each separated from the others by strips of land eight or ten feet wide. These strips of land are sodded and are kept as green and well trimmed as any park. The banks on either side of the ponds have been landscaped with trees, shrubs and flowers. The water supply for the hatchery is springs farther up the stream, and the source



is so much higher that in the ponds the water boils out of four inch pipes like bubbling fountains. Above the hatchery is the valley of the creek, abounding with flowers, ferns, shrubs and trees. The hatchery, as it has been kept up by Superintendent Dwight Lydell, is as pretty as any park and the fish give it an interest all its own. It would not be difficult to make this hatchery not in fact but for all practical purposes a part of the city park system. The place is not very accessible now nor can it be seen to advantage from the Mill Creek road, but the purchase of two or three acres of cheap swamp would give the State title and make it possible to extend the ponds to the road, and then such an entrance could be built as might be desired. The present building on the property was originally a barn and it has become old and dilapidated and unsightly. It is not large enough nor is it suitably arranged. A new building is needed specially designed for the purpose to which it is to be put and large enough for future needs. One of the future needs should be an aquarium of Michigan fish. Once installed this aquarium would not add to the expense of maintaining the hatchery. The supply of pure spring water is ample. The present attendants could look after it. The display would be a good advertisement for Michigan. It would be an interesting and instructive place to visit for city people. During the summer months hundreds go to the hatchery; with an aquarium there would be thousands of them. The enlargement of the hatchery area, the erection of a new building and the establishment of an aquarium would not be difficult, it is believed, if the city would urge it upon the next Legislature, the Board of Trade push it along and the Municipal Affairs Committee work for it. Superintendent Lydell and the Fish Commission would be in hearty sympathy with the movement and would no doubt co-operate with popular sentiment in bringing it about.

#### Five Cents' Worth of Glory Divine.

Among the customers in the drug store conducted by Peck Bros. one day last week was a little girl, who is known to her playmates in that vicinity as "Peggy." As she stood waiting her turn it could be noticed that she was repeating something under her breath, "in her efforts to remember what her mother had sent her to buy.

When she stepped up to the counter to be asked what she desired, she replied in a quick, sharp voice.

"Mother wants 5 cents' worth of glory divine."

"Of what?" said the young clerk, who was standing there as if stunned by a hard blow of a base ball bat.

"Glory divine, glory divine," came the reply in a louder voice than when she had made the original request.

"You had better go home and have your mother write it down on paper, little girl," said the clerk, feeling that the girl was too sure to argue with him.

Soon she returned, and handing the note to the clerk, he read: "Five cents' worth of chloride of lime."

#### Good Health a Business Asset.

The value of health as a business asset is rarely realized until it is lost. John Rockefeller is reported to have offered one million dollars to the doctor who would cure the dyspepsia which made life a burden to him, and Charles Broadway, a New York merchant, is said to have offered a like sum to regain his sight. Eminent specialists grow wealthy in ministering to business men in the effort to cure preventable diseases, caused by the folly and neglect of the patient. Many of these wealthy patients do not vex themselves about the amount of money paid out in their effort to recuperate wasted resources, but they do worry incessantly over the cessation of activity and the loss which daily accrues to their business by their absence from it. Men who take every care of the minutest details of a large enterprise, exacting the utmost system in filing letters, keeping a card index of everything pertaining thereto, giving hours of valuable time to the formulation of attractive circular letters, and a catching line of follow-up literature, have their clerks punch a time clock and do everything by "system" except taking care of their own health. They presume upon a fine constitution and ignore the demands for rest and recuperation until it is too late. A nervous breakdown comes, and it is the business of their physician to straighten them out for another campaign of hustling. Nerves are peculiar parts of the human system, and when a man who has heretofore been ignorant of their possession becomes painfully conscious of them he is apt to scoff and ridicule the idea of such a thing. "Nerves are for women," he will say. "There is really nothing the matter with me, only that I tire easily and my partner says that we can not keep any of the clerks if I do not mend my ways. He says I am irritable and over-particular. He even does not hesitate to tell me that I am cross, and that there is no living with me. Fix me up a bit, Doctor. I can't leave my business." The million dollars of the merchant could not buy sight, nor could the million dollars of the Standard Oil magnate restore his health while he continued to ignore the demands of his mind and body for rest. President Roosevelt was renowned for his devotion to outdoor sports, the "Tennis Cabinet" becoming a matter of history. President Taft is devoted to golf and Secretary Knox sought health at Muldoon's farm. Public men are beginning to realize that a judicious admixture of work and play is a profitable combination; but the man immersed in money-getting, at the head of a big business, is loath to take a day off, lest the wheels of his machinery stop altogether. The truth of the matter is that most men are sportsmen at heart, and delight in playing the game of business. They like the sense of power it gives to be at the head of a great concern. They enjoy being looked up to and sought after for the various activities which engage men of large means. They like the advertising

which comes from being a director in this bank, or on the board of that charity; they like to have the gowns of their wives described in the columns of the society journal. They know that their credit is increased by living in a fashionable suburb, with a retinue of servants, and coming into town in a high-class motor car. One woman who had long enjoyed a modest home in a convenient apartment, where the servant problem was reduced to the lowest terms, at last yielded to her husband's plea and moved into a handsome house. She had taken great pleasure in entertaining a few friends in a modest way, but in the new home she must help advertise her husband's business by inviting large parties of persons whom she did not especially care for, and must devote herself to the verge of nervous prostration in obtaining and managing a number of servants; to spending hours in consultation with a fashionable modiste and selecting superfluous garments at the largest establishments, to do justice to the reputed wealth of her husband. A large entertainment was given when both knew that the husband's business was on the brink of failure, but his credit was re-established by the bluff, and the game went merrily on until a sanitarium claimed its victim, and the wife made her husband's health an excuse for the retirement which her own quiet tastes craved. System is a grand thing, but men should apply the scheme to their own health, as well as to business. They should learn to

select subordinates with care and then to leave matters put into their hands strictly to them, paying large enough salaries to insure service. Health once lost is indeed hard to be regained, and measured in terms of commerce it is worth untold dollars to any man to possess a sound constitution, strong physique and disciplined nerves.—Furniture Journal.

#### Paying Too Much for Wrapping.

The grocers in some localities are beginning to wake up and make a kick in regard to the prices they are paying for the paper and burlap used by the packers in wrapping bacon and hams. May be their consciences are smiting them for selling so much of it at meat prices and they want to make the packers come across so they can hush up this smiting—and not be losing in the transaction.

We used to figure that canvassed meat sold enough cheaper than the uncanvassed to make up for the wrapping and the customer paid no more proportionately than the dealer. But it does seem as if there should be a discount for wrapping, especially when there is such a big difference in the cost of wrapping and the meat.

Scale dealers, you know, argue that if you weigh accurately you sell your wrapping paper at the same price you do the goods wrapped, which is considered perfectly legitimate; but it seems that the packers are stacking it on a little too deep. Net weight is the most equitable. Then you pay for what you get, and ought to always get what you pay for.—Dallas Retail Merchant.

## 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



## OUR GREATEST ENEMY.

### It Is the Inability To Master Ourselves.

Written for the Tradesman.

What is the retail merchant's greatest enemy? Is it his competitor across the street? Is it the retail mail order houses or is he his own greatest enemy? Suppose you and I study this question. In my opinion every one is his own greatest enemy. We are poisoned by the chemicals that pierce our brain. We have violated laws. We have refused to reason with our better judgment and are standing in the midst of ruin.

Thousands of retail merchants fail to realize the danger they are in when they violate a law or principle which they have laid down to work by. The art of applying our active powers in our daily work is the secret of human success. The difference between you and your competitor across the street or the large retail mail order houses is not in dollars and cents. It is in the art of wisdom.

No man ought to call himself a merchant or try to be one if he has not learned to control himself. Fighting against other business men and trying to win the trade from the public before one has learned to control the common enemy—self—is as foolish as trying to succeed in the business world without money.

We are all in too much of a hurry. We snatch at this and that before we really have a right to own the object wanted.

Our faculties do not quite deliver the goods. Perpetual disappointment seems to lie around our door. Still we wonder why we do not succeed and assume that it is our competitors who are holding us down.

We ought to be equal in thought and action. We are relieved and happy in our work when we answer the call to action. Too many merchants sit around and watch "the other fellow" do the work.

This world is overflowing with thousands of extraordinary young men who have a promising life before them, but the principle of performance in actual life looks too much like work to suit them and, for this reason, there is failure on all sides.

The young men who will have to take the places of the older ones are not getting the right training. It seems as though the young men are following the ideas of their fathers in that they think they can gain success in the business world without self-discipline.

We have faculties silently waiting for our ability to conquer the forces that make big things move.

We have talents that can and will build an organization in and around us that no other force can move, but they will never make themselves known to you nor I if we do not try to learn the importance of self-mastery.

Common sense, mixed with a little hard work each and every day, will enable us to recognize good from evil with a clear sense of understanding.

Every retail merchant can so de-

velop his mind that he will stand united with himself, it matters not what happens or how large and powerful the opposing influences around him.

We are all influenced by every thought that comes to our minds. Every time we meet another person we are influenced by him to some degree and every time we hear of what our competitors are doing we are made to move either one way or another. Remember, all this is done by and through the power of thought. Our money, our friends, our environment has nothing whatever to do with it.

Concentration of thought is essential. We can not concentrate our minds on anything if we fail to learn self-mastery.

We all love the dawn, the new day, the unfolding world. We gladly embrace the positive principles and we aspire to go forward and upward, but we have not learned as yet that acts beget ideas. It is our duty as well as our pleasure to succeed. Every merchant owes it to the world to become a successful and useful citizen. We all can make a success of life. There is much valuable space yet uncovered.

The most admirable men on earth are those who have found their native talents and original genius and who have seen opportunities everywhere, and who have always been ready for action. Such men are, indeed, a pleasure, a benefit and an inspiration.

We think and read and we wonder at new ideas and say to ourselves that these beautiful thoughts are all right for the other fellow, but as for ourselves they are impossible. Right here is where we fall. Powerful thoughts come again and again and tell us that there is no limit to man's development.

We must believe that our work lies here and NOW, and that it is possible for us to fit ourselves for the doing of it. Unless we have these convictions firmly planted in our minds unless we make them our daily companions—our cloud by day and pillar of fire by night—we will not be able to overcome the gloomy spirit of failure that stalks abroad in the land.

Let you and I move out of the environments of the weak, lazy and faint hearted and stop breathing their mental atmosphere. Let us talk to and read about strong men and become inspired with their higher thoughts of achievements.

A man's business corresponds to his understanding. What a man believes or disbelieves concerning his business is largely determined by his knowledge or ignorance of the power behind him.

Too many of us are ignorant of our own faults. We do not wish to admit that we are undeveloped in many ways. We would not have it said that our minds do not carry the right line of intelligence. Yet we all know how little we do know.

We must seek the truth for its own sake and gladly accept it from any source, never thinking we have found it all. Wisdom can not be ac-

quired by reading books or journals. It comes by activity and observation. If we wish to know anything worth knowing we must be an actor as well as a reader and thinker. Undeveloped minds are those that have not acted out all of the good things their thoughts have told them.

We are our own greatest enemy and are, indeed, a very ignorant race of people if we are going to allow ourselves to go through life without at least some knowledge concerning the power of intelligence in and around us.

Remember, if things do not turn out to your liking and you feel as if some one were standing in your path, you can at any time attract the power necessary to remove them.

Labor and suffering are the price of knowledge and no other tender will purchase it.

Think, reason, reflect, taste, weigh, measure, do, then dare any influence to stand in your way and you will attract thoughts that will help you to kill your greatest enemy.

Edward Miller, Jr.

### True Meaning of Loyalty.

Did you ever stop to think for a moment of the meaning of the word loyalty?

A contemporaneous writer has said that, if all the noblest attributes of man are gathered into a superheated crucible, if honor, integrity, reliability, courage, kindness, steadfastness, devotion—all the qualities that make for manliness, are reduced to a single essential, there will remain in its fullest, finest and most beautiful form, loyalty.

The loyal citizen aims to serve his country. To serve his country he must serve his State; to serve his State he must serve his city; to serve his city he must serve his fellow men.

It must, then, be the aim of the loyal citizen to serve his fellows. He must make service his motive power, to the end of mutual profit, mutual benefit. Hearty service to a cause is loyalty. Get that fact fixed firmly in mind.

Service is the expression of love in its noblest form. Unconsciously, perhaps, every man serves some one. No man works for himself alone. A man works to maintain himself and his family.

The man who is loyal to his work serves not only himself and family but his fellow men. What greater incentive to do great deeds could any man have?

Let this wonderful quality, loyalty, permeate your entire make-up, the entire make-up of your institution, and obstacles that seem mountainous will dwindle and disappear.

Success, from whatever point you view it, is indirectly attributable to such loyalty.

Be loyal to yourself; be loyal to your house; be loyal to your clientele; and success in no little measure must be yours. W. H. Tennyson.

Few men are apt to boast of their poverty—except in the past tense.

Some people who rave over art rarely look at a sunset.

### Honest Advertising.

Misleading, false statements in advertising react to the disadvantage of the dealer who uses them. In the long run people will not believe what he says. It is all very well to say: "Let him do it; who cares if he does ruin his business?" But false advertising has a tendency to shake the public confidence in all advertising.

It is to the interest of every advertiser and publisher to point out the folly of untruthful advertising. No one should be allowed to poison the public mind with the thought that there is no honesty in advertising and in business, and that business is but a world of deceit and dishonesty. Show your competitor how to advertise honestly and successfully. It is better for both of you.

The honest advertiser will always command the respect of the community and receive a larger recognition in the public mind than the one who tries to fool the people by misleading in advertisements will eventually bring ruin to the dealer who uses them.—Seattle Trade Register.

### Just an Every-Day Case.

A Boston merchant who had been doing some thinking and whose books showed a profit where there was none on hand, decided to interview his clerk about it, and calling him into the office he said:

"John Henry, you have taken \$600 of my money since January."

"That is so," was the reply. "I took it to speculate in cotton and lost every cent."

"I must send you to State prison!"

"Oh, no! After taking the \$600 and losing it I gobbled on to \$800 and this time, speculating in wheat, I made so much that I can pay you back the \$1,400 and have enough left to buy a race horse. But for my honesty you'd be way behind the game. Why don't you go visiting and leave me full swing?"

### Advertising That Pulls Business.

If there is one thing on earth that a quitter should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick to it like a barnacle on a boat's bottom. Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls will not budge that load, while one-half the power in steady effort will start it and keep it moving.

John Wanamaker.

### Be a Big Man.

Number of height inches does not count. Number of flesh pounds does not count. But, forgetting slurs and knocks and nagging counts. Taking no notice of the small, mean, apparently aggravating things counts. These are the characteristics of big men. You can begin to be a big man to-day. Size yourself up and see if these little measly, petty nothings are not hindering your success.

W. E. Sweeney.

Men who are at war with iniquities may well be willing to be at peace with opinions.



## Examples of What We Call Masterly Advertising

We have lately mailed to 200,000 grocers a pamphlet entitled, "Some Quaker Business Stories."

We mailed it to show the remarkable advertisements to be used in the coming Quaker Oats campaign.

To mansions and hovels, to boulevards and alleys, to prisons and colleges, to senates and poorhouses we sent out 130 men to get material for that amazing series of ads.

And to carry those ads, month after month, into every home, we have contracted for space in publications with a combined circulation of 22,515,000 copies per issue.

Our advertising experience covers more than twenty years. Our success has been such that Quaker Oats outsells all rival brands combined. Its sales, in dollars, far exceed those of any other package food.

We consider ourselves good judges of advertising—good prophets of what it will do. The present campaign, in our estimation, will give Quaker Oats the greatest boost in its history.

Not a grocer, we think, who examined that pamphlet, will in any way fail to agree with us.

During the next eight months these Quaker Oats ads are going into the homes of 75,000,000 people. Nearly every customer of every grocer will read them again and again.

Any grocer who will do his share—who will make proper displays and carry proper supplies—can this year easily double his profits on the biggest package-food line that he handles.

THE QUAKER OATS COMPANY, CHICAGO



## IDIOTS AND DEAD MEN.

## Only Two Kinds of People Absolutely Consistent.

"A foolish consistency," says Emerson, "is the hobgoblin of statesmen and philosophers and divines."

If you are inconsistent, cheer up! Here are a few historical facts that may be of some comfort to you:

Socrates, the wisest man of Greece, who taught the immortality of the soul and the doctrine of the Supreme Being, requested his friends, when he was about to die, to sacrifice a cock to Aesculapius.

Dr. Samuel Johnson, the great mogul of English literature, would never enter a room with his left foot foremost.

The intrepid Marshal Saxe was convulsed with terror at the sight of a cat.

Queen Elizabeth issued proclamations against excessive apparel, and all the while had three thousand changes of dress in her wardrobe.

Peter the Great was afraid to cross a bridge; he could never get over his terror of it.

The philosopher Seneca wrote eloquently upon the blessings of poverty. He wrote his remarks upon a table of solid gold, and at the same time was collecting interest on loans aggregating several millions.

The great Caesar Augustus, whose name shook the world, himself trembled with fright at the sound of thunder.

The wise and good Sir Thomas More declares in his Utopia that no man should be molested on account of his religion, while in real life he racked and burned men for heresy.

Dean Swift is considered one of the world's brightest wits; he died, to use his own language, "in a rage, like a poisoned rat in a hole."

Hazlitt said that Mary Lamb, sister of Charles Lamb, was the wisest and most rational woman he had ever known. She afterward cut her mother's throat at the dinner table.

Marcus Aurelius, the wisest of the Romans, and one of the loftiest of moralists, had a wife, Faustina, who was the impurest, and a son, Commodus, who was the most depraved of mortals. It is also curious that the good Marcus persecuted the Christians, while the wretched Commodus spared them.

Bacon, who occupies a place as the prince of intellects, rejected the Copernican system utterly and treated with arrogance and contempt Gilbert's discoveries about the magnet.

Pythagoras, called "the first philosopher," who converted the inhabitants of a great city from habits of debauchery and luxury to virtue and sobriety, and who has a reputation of being one of earth's wisest men, strictly enjoined upon his disciples that they should not eat beans and so greatly did he hate beans that he chose rather to be killed by his pursuers than to make his escape through a bean field.

Luther, the protestant reformer, Baxter, the pious Puritan, and John Wesley, the religious leader of the eighteenth century, all believed in witchcraft.

Scott, who wrote so charmingly of "fair Melrose," never saw it "by moonlight."

Tom Moore, whose descriptions of the Orient in "Lalla Rookh" are so truthful that they are actually sung by the natives in the streets of Is-pahan, never visited the country he describes. Neither did Schiller see Lake Lucerne before writing his William Tell. Nor had Coleridge been near the Vale of Chamonix and Mont Blanc when he penned his marvelous descriptions of the region.

Moliere, most famous of witty Frenchmen, writer of comedies, was a man of most serious and melancholy temperament.

The author of the Marseillaise first heard that his composition was famous when he was fleeing from France as an exile; afterwards he wrote an anthem for the Bourbons, when they returned to power, that is as rabidly anti-republican as one could imagine.

"The Old Oaken Bucket," most famous of temperance songs, was written by a man named Woodworth, a journeyman printer, who composed the immortal cold water ode while under the influence of brandy.

The Jews, the most persecuted of races, driven out of Spain and Portugal and taking refuge in Amsterdam, in turn persecuted the gentle Spinoza.

Robert Morris, who, by his personal pledges saved the young United States Government from financial ruin, who refused the offer of the post of Secretary of the Treasury, suggesting Alexander Hamilton for the place, lost all his fortune in his old age and was locked up in a Philadelphia prison for debt.

Montaigne, the essayist, who referred to cruelty as the extreme of all vices, was a bigoted persecutor and always spoke with the highest respect and reverence of those who carried out the massacre of St. Bartholomew.

John Howard, the philanthropist and prison reformer, introduced the system of solitary confinement and recommended its use for bad boys; "for which," said Charles Lamb, "I could spit on his statue."

Much of Burns' great fame rests upon "Auld Lang Syne," which he did not write. No one knows who composed it; Burns' share amounts only to a few emendations.

Joe Miller, whose jokes are current wherever the English language is spoken, was exceedingly taciturn and gloomy. He "was in the habit of spending his afternoons at the Black Jack, a well known public house in London, much frequented by tradesmen, who, from Joe's imperturbable gravity, whenever any funny saying was recounted, ironically ascribed it to him. After his death, having left his family unprovided for advantage was taken of this badinage. A Mr. Motley, a well known dramatist of that day, was employed to collect all the stray jests then current in the town. Joe Miller's name was affixed to them, and from that day to this the man who never uttered a jest has been the reputed author of every jest."

So do not worry about being inconsistent. If you are alive and grow-

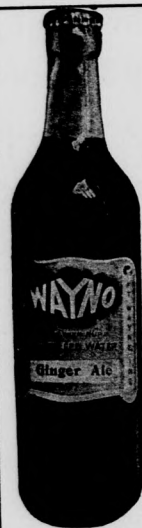
ing you will not think to-morrow what you think to-day.

There are only two kinds of people who are absolutely consistent—idiots and dead men. Frank Crane.

**TRACE YOUR DELAYED FREIGHT Easily and Quickly.** We can tell you **ow 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**

We may not know you, but we know you and your customers need "Wayno." Let's get acquainted. Both the goods and our method of packing are sure to appeal to you.

**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.



**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 it? 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.

**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!**

**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**



### What Can We Expect From Slashing Prices?

The general public is less to blame for some of the trials of retailing than is the method of doing business with which the public has become acquainted. For instance, we find a great many retailers who throw their hands up in the air when midsummer comes and declare that the public expects a great cut in prices and the only way to do business is to make that cut. They aver that it has become a habit for the people to come to the store and ask for bargains that are expected to be spread out from the left-overs of the spring and early summer trade. They further contend that the summer bargain hunters so upset the general run of business that there is little use during a certain period in attempting to do regular business in a regular way, therefore they proceed to make junk shops of their stores and invite the very kind of trade they say they despise.

Now, who is to blame for this state of affairs? Certainly, there must have been an original cause for this inclination on the part of the customers which leads them to expect something out of the ordinary at a particular season of the year. The very men who do the growling are men who have been in the habit of opening up bargain sales every summer with goods left from the earlier business of the year, and a persistent pursuit of this plan has educated the people of their locality to expect the thing—in fact, a great many of them wait for it. And who can blame such a public for doing such a thing?

If these bargain sales have been good things in former years, from the viewpoint of the retailer, why should they not continue to be good things even as the people round about do come in and expect something out of the ordinary? In fact, that something out of the ordinary is expected is the thing that fetches them to the store. These sales made up of left-overs are to be bugaboos unless the man who manages the store is so inclined to make them. If there be a few people who systematically wait for bargain sales before purchasing anything, there are scores of others who come to get the first picks of fresh stuff. There are also people who make their first and profit-paying purchases and when the bargain time comes come again and load up on almost anything that is left for them. These people are good customers and they should be encouraged. That may seem a range statement, but a little thought will show that after people become enthusiasts in a certain direction there is little stopping them.

Why is it that certain great retail stores hold annual sales of a fixed character like the dollar shoe sale and the sixty cent sale? Do they consider it a drain upon their income? Would they continue it year after year unless it was a good thing? They have discovered that the certain class of trade which these fixed sales draws needs exciting and stimulating into action. They have discovered that after the people who

patronize these fixed sales have come and purchased there is a considerable time thereafter when those people come regularly to the store for goods. It may be that sometimes they get other bargains that afford no profit, but they also buy a great many goods with profits attached.

These are conditions of retailing that did not prevail not so very long ago, but the retailer who makes a kick at the people who are inclined to wait until he slashes the prices on summer goods before they buy might bear in mind that if they ceased to put forward bargain sales the demand for bargains might also practically cease. That business does not always operate at the pace and in the manner desired does not at all prove that the people with whom we do business are to blame because we are not pleased. After the public is trained to certain habits of buying the retailer should not kick, or at least should not blame his public for expecting something extraordinary.—Shoe and Leather Gazette.

### Brief Record of Career of Ezra T. Nelson.

Written for the Tradesman.

A tall, quiet, well-preserved gentleman, often seen on the streets and in the hotel lobbies, who, in the years of the past was a prominent figure in the business life of Grand Rapids, is Ezra T. Nelson. He was born in Milford, Massachusetts, and attended school in his youth in Framingham and Cambridgeport. He came West in 1844, spending a few months in Columbus, St. Louis and Chicago and then entered the employ of Henry R. Williams, a pioneer merchant of Grand Rapids. Several years later, in company with J. Mortimer Smith, Damon Hatch and E. B. Bostwick he visited the copper country of Lake Superior, but their explorations proved unremunerative. Returning to Grand Rapids he again entered and remained in trade until 1863, when he formed a partnership with C. C. Comstock and engaged in the manufacture of furniture. He continued in this business until 1893, when he retired.

Mr. Nelson served the people of Grand Rapids in various local offices and was one of the organizers of the Western Michigan Agricultural and Industrial Society, which gave two large fairs on the Hall street grounds in 1871 and 1872. He was a Director of the Society until its consolidation with the State Agricultural Society in 1873. Mr. Nelson, in his earlier years, was interested in every movement designed to benefit the city of Grand Rapids and Western Michigan, and never failed to respond when funds or counsel were needed. He was a merchant in 1847 and is probably the only survivor except one of the business men of Grand Rapids in that year. He has witnessed many changes in the methods employed in conducting trade and if he could be induced to put his recollections in print a very interesting volume would result.

Arthur S. White.

The man who talks tears never waters the desert.

In the heavenly family kindness makes us kin.

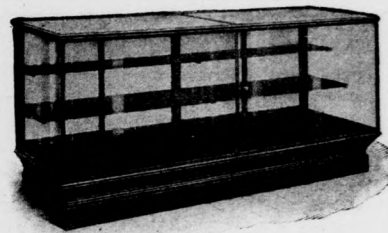
### A Miracle of Genius.

Yes, he is a miracle of genius, because he is a miracle of labor; because, instead of trusting to the resources of his own single mind, he has ransacked a thousand minds; because he makes use of the accumulated wisdom of ages and takes as his point of departure the very last line and boundary to which science

has advanced; because it has ever been the object of his life to assist every intellectual gift of Nature, however munificent and however splendid, with every resource that art could suggest and every attention that diligence could bestow.

Sydney Smith.

No man grows in grace by grafting on the church.



### 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

## 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.

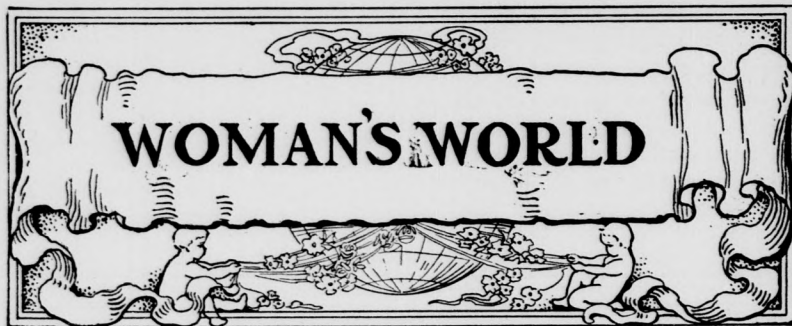
Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Mich.





### Typical Example of Attempting Too Much.

Written for the Tradesman.

As a girl Mary Jane Jones was a bright, capable, energetic young creature, great to go into everything with push and enthusiasm. She has carried the same traits into mature life, and as a result has become loaded down with a most appalling lot of duties.

First and foremost she is the wife of John Smith, whom she married a dozen or thirteen years ago, and the mother of three lively and interesting little Smiths, the eldest of whom is less than 10. As she does her own work, most persons would say that her family cares and household duties are about business enough for one woman.

But confining her energies to this narrow province never would satisfy Mrs. Smith. Her range of sympathies is wide. Everything appeals to her. She is very social and has many friends, and for people in modest circumstances the Smiths go out considerably and entertain a good deal. Mrs. Smith likes to keep in touch with all her associates who move away, and as she is a persistent and at the same time an interesting letter writer, she carries on a very large correspondence.

She always has kept up her music and still sings in the choir and on various public occasions. She is a great church worker. She believes in culture and is a prominent member of the Woman's Club. She belongs to several lodges and to all the reformatory, uplifting and philanthropic societies in town. Mrs. Smith is such a pusher in everything she undertakes and in every way so desirable a member that when any new organization is being formed all the women interested make straight for her. With all else, Mrs. Smith is interested in gardening and raises lovely flowers, and is one of those who are trying to make the place in which she lives a town beautiful.

For some time this good lady has been ailing. Her case has puzzled her physicians, for clearly the condition was serious; still he could discover no organic difficulty, simply a state of being utterly fagged out. Mrs. Smith's pastor, a very earnest, conscientious man, also observed that this faithful member of his flock was often wearing a sad, sometimes even a distressed expression of countenance, and that she seemed to gain no enjoyment from all her many activities. He began to worry lest, as he expressed it, "she was not happy in her Christian life." For a long time before this Mr. Smith had felt with keen regret

that Mary Jane was no longer the bright jolly companion and chum he had found her in their earlier married years. He could not conceive what was the matter with her. She scrupulously performed every duty; he could not complain of a missing button or a poorly cooked meal, but often he sorely wished that his wife ever could find time to talk and visit and crack jokes with him as she used to do, and that she would not look always so tired and jaded and preoccupied.

The little Smiths, when their mamma took no interest in their sayings and doings and was irritable and sometimes even cross, did not analyze the situation at all, but simply got out of the house as much as possible when school hours were over, playing usually with the Robinson children, a rough, swearing, fighting set, whose language and conduct, could she have taken time to investigate, would have made Mrs. Smith's blood run cold, for she always has been very particular as to the kind of children her own should associate with.

To sum up the situation with the expression which is used regarding an athlete who is suffering from over-training, Mrs. Smith had become "stale." She had made so many overdrafts on her fund of strength that she simply had gone "broke." Her nervous energy was exhausted. There was no spring, no elasticity left in her whole composition. Everything she did was drudgery, just like the lifting of dead weight. As her health steadily was becoming worse, her physicians ordered her to go away somewhere and take a complete rest.

On the face of it this seemed the proper thing to do, and Mr. Smith and all her friends seconded the project heartily. She began to make preparations. Her wardrobe had become somewhat run down, so there was not only the usual siege with dressmakers, but this garment needed a little alteration, that one a little repairing, and it seemed to Mrs. Smith that no one but herself could attend to these details. Then her whole house had to be put in first class order, and a scheme of work thought out for the woman who was to keep house and care for the children during her absence. She looked up a substitute to take her Sunday school class. She is President of one society and had to turn its affairs over to the Vice-President. She is Treasurer of something else, and the books must be balanced with the Secretary's and everything straightened out so the money matters would not get all tan-

gled up while she was away. With every one of the organizations that Mrs. Smith belonged to there was something that required time and labor to let go of. Altogether she had to put on an extra head of steam for at least three weeks before, as old-fashioned people say, she could "get to go" at all. When finally she made out to start, she was more exhausted than ever.

Did she rest? Not Mary Jane Smith. She took with her a lot of letters to answer and she did that. Then she selected, addressed and mailed to various friends about twenty-five post cards every single day, writing a brief message of greeting on each. She had chosen to go to a place where she had a large number of acquaintances, so with receiving and returning calls, making fraternal visits to lodges and organizations and looking up everything she could think of in the interests of all the many enterprises with which she is connected she was more played out when her vacation came to an end than when it began.

Shortly after she arrived home she fell dangerously ill with nervous prostration and a complication of other maladies brought on by overwork. Had she died, as it seemed likely she would, there might have been placed on her headstone an epitaph reading like this:

Here lies Mary Jane Jones, wife of John Smith. She was a loving wife, a self-sacrificing mother, an affectionate daughter, a kind friend, a consistent church member, a faithful Sunday school teacher, a devoted W. C.

## Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

## H. LEONARD & SONS

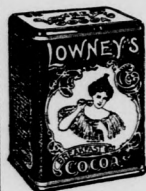
Wholesalers and Manufacturers' Agents

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.



## 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.



## 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.



T. U. woman, a zealous Lady Macabee, Eastern Star, Rebekah, Royal Neighbor (and a list of whatever other similar organizations she belonged to). Moreover, she was a regular attendant of the Woman's Club and the hardest worker in the Village Improvement Society.

While this is unduly long for an epitaph, it is not all that could be said of Mrs. Smith. While she did in an organized way all the things that have been so mentioned, she also in an unorganized and unofficial way tried to be a good niece to all her uncles and aunts, a good cousin to about forty-eleven relatives of that degree of consanguinity, a good aunt to all her own nephews and nieces and also to all those of Mr. Smith's, and a good helper to every man, woman and child for miles around who was sick, or in trouble, and needed sympathy and assistance. In common justice it should further be stated that of all the people whom she had to do with the only one she slighted, was—herself. After giving to every one else there really was nothing left for Mary Jane Jones Smith, whom she treated very shabbily indeed. Then with a warning to every beholder that if he or she, more especially she, pursued a course similar to Mrs. Smith's, she soon would be placed in a like situation, the epitaph might be considered measurably complete.

Of course no tombstone or monument would hold all this, but doubtless some ingenious person could devise some sort of an extension to a stone, so that it would contain a condensed list of the omnifarious activities of even such a person as Mary Jane Smith. But the trouble is that no one can devise any kind of an extension to the strength and endurance of any mortal woman that will enable her to do all she takes it into her head to do and stand up to it right along.

Our Mrs. Smith did not die. Indeed, owing to an unusually strong constitution, she is slowly recovering. The doctor says that if she will give herself good care and take things as she can stand them that probably she has many years of life and health ahead of her; but if, as soon as she gets out, she pitches in as she did before then it can be only a short time before the epitaph will be needed.

The moral of this story is easily drawn: Life in these times is so complex, activities of all kinds have become so multiplied and diversified, that the energies of any one person can compass only a small portion of what is offered. Successful living consists largely in excluding, rejecting and cutting out not only the unimportant and non-essentials but also much which is both important and essential, but which can not be taken hold of in connection with other things. A cause may be most worthy—it is not always your duty to further it if already you are pushing with might and main on a dozen other causes that appeal to you more directly.

Every person must have some leisure, must allow himself or herself some time in which to "loaf and invite the soul," else one loses all rich-

ness of personality and becomes of no value in any place.

The woman who attempts to do everything she sees to do may know that one of two things is sure to happen: Either she will degenerate into a peevish invalid, incapable of doing anything, or else she will be laid beneath an epitaph. If the latter, then she may expect that the children she has brought into the world and trained with such painstaking care will be turned over to the mercies of a stepmother, and the home she has arranged and made beautiful with such loving thought will become the abode of her husband's second wife.

Quillo.

#### Housekeeping Made Easy.

How to iron without irons, how to cook without stoves, how to wash dishes without hands, how to knead dough without fists, how to do everything about the home with the minimum of physical exertion. This is the problem of the housekeeping experiment station of the New Jersey State Federation of Women's Clubs.

Why not? Why not give thought and attention to the suggestions for making easy the lot of the housewife? Whatever may be done, her work is hard enough.

There are households, many of them, that have maids. There are many households that have many maids. And, at the other end of the line, there are households that are no households at all, but merely the miserable abodes of poverty, where experiments in housekeeping are unnecessary because there are no houses to keep.

In between these two extremes stand the mass of American women. It is foolish to attempt to be aristocratic and to pretend that most of us, and most of our wives, do not have to lend brain and hand to actual housework. The bulk of America has its little, comfortable home; and no matter how little it is it is made more comfortable by the efficiency and cheeriness of the little woman who does the work.

And the easier the work the greater the cheeriness, the greater the efficiency.

There are agricultural experiment stations and other kinds of experiment stations. This idea of a housekeeping experiment station has a broader and bigger appeal than any of them.

Inventions and schemes and suggestions of all kinds are to be tested thoroughly. What is good is to be kept; what is bad is to be rejected. Not New Jersey alone—bless her—but all the United States and all the civilized feminine world should benefit from the work. The easier the housekeeping the cheerier the housewife, the cheerier the housewife the happier the wage earner, the happier the wage earner the more efficient his work, the more efficient his work the better the world. So the New Jersey experiment station in housekeeping is a definite step in mundane advancement.

When a girl tells a man she never intends to marry he is supposed to find out why.

#### Breaking Down the Moslem Barriers.

Many Turkish girls are to be educated under the American system as the result of the extension and enlargement of the American College for Girls, at Constantinople. The institution is to be removed from Scutari on the Asiatic side of the Bosphorus to a group of seven new buildings to be built on the European side. Money for the new buildings has been provided principally by Miss Helen Gould, John D. Rockefeller and Mrs. Henry Woods. American architects, engineers and mechanics have sailed from Boston to undertake part of the work immediately. This marks more breaking down of the barriers the Moslems have upheld for centuries against Christian influences. Until the Young Turks came into power there were no Moslem girls in the college. The students were Greeks, Albanians, Armenians, and Bulgarians. Last term there were thirty-three Turkish students, the government itself paying the tuition of free, thus giving the first official recognition to the college. Many more Moslem girls will attend as soon as the accommodations are enlarged to take care of them. Plans for the buildings were prepared by Boston architects. The total cost will be about \$850,000, of which Miss Helen Gould has contributed \$175,000, John D. Rockefeller, \$150,000, and Mrs. Henry Woods of Boston, \$50,000. The new college will have the first electric light plant to be installed in Constantinople. The college will accommodate 500 Turkish girl students.

#### How About the Butcher's Wife?

The wife of the grocer who is not prevented by too many home duties can, and often does, aid her husband in many ways connected with his business.

This is particularly the case with grocers doing a small or moderate-sized business. She can, and does, read the trade journals and keeps herself and husband in touch with what other grocers are doing.

Her advice and suggestions are often of much value, as she sees things from the point of view of the outsider and possible customer as well as from the inside of the store. Numerous bright plans put into effect by grocers have been introduced at the suggestion of their wives, many of whom do a lot of good thinking.

The grocer's wife is often one of the best cooks in the town and locally famous for "trying all the new things." Her suggestions to her neighbors that they use such a brand is one of the most effective advertisements in the world.—Canadian Grocer.

#### 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.

**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.

**The BEST Sellers**  
**BAKER'S COCOA**  
and **CHOCOLATE**



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

**52**

**Highest Awards**

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

**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.**





### The Selfishness of Time Killers.

"The nerve they have—wasting your time like this," sighed a weary and disgruntled shopper who for the last forty minutes had impatiently wiggled on the edge of her chair.

She was awaiting the alteration woman, with whom she had an appointment at 11. The girl in attendance repeatedly said, "Miss Jones will be here in a minute," but the minutes dragged into hours and the shopper's frown became threatening. The fact that she had another engagement at 12 increased her distress until it looked as if she would come to loggerheads with the firm then and there.

To the busy ones nothing is quite so exasperating as to waste precious hours in a store or office, because others will not live up to their appointments or are too careless and negligent to arrange for appointments with due regard for the possibilities.

The business woman, particularly she who aspires to a business of her own, should observe how disgustingly rude and injudicial it is to waste another's time. It will help her toward the right policy and system in dealing with patrons.

Let her begin when she is still a servant in the office. She may be guilty of wasting her manager's time when she is tardy in the morning or takes the liberty of strolling around town unnecessarily long when she is sent on errands.

Some one back in the office—probably the manager—may be desperately on edge because of her presumption.

When the boss must work overtime because you were late in the morning, or too frequently visited the restroom to gaze at your handsome reflection, thus practically wasting his time when you were wanted for dictation, you may make up your mind he has you on the mental blacklist.

If you waste the time of your office mates by hectoring them with needless questions, giddy jokes and larks, or make yourself a pest by always borrowing pins and paper during periods when the painstaking girl would rather work on undisturbed, don't sit down and pout if adverse remarks come floating back to you.

Many girls will do this and keep it up until some one actually throws slurs. If her own common sense won't wake her to the reprehension of her neighbors, slurs are the only remedy.

Again, you may waste the time of a friend who aims a little above the mark and hence values her leisure for study and self-improvement by too

frequently thrusting on her your society at a time when she is too tremendously busy to really care for it.

Isn't it the meanest kind of presumption to be nagging a friend to go for a walk, or a drive, or any other good time when it is evident that she has more pressing matters on hand?

The girl who hasn't enough intuition to see when she is wasting her friend's time does not deserve a friend—and she seldom has devoted ones.

You may waste your mother's, or sister's, or landlady's time by lax habits in dressing, eating, and so on.

Who has not met the girl who will put the whole family on the whirl by continually misplacing, upsetting and unearthing things. Often it takes hours to straighten out what is carelessly put away in a minute.

If you cultivate the time saving habit and the habit of consideration for others right at home the habit will surely follow you to the office.

You always find that the girl who manifests a kind of thoughtfulness and correct principle in her home relations follows the right track in business. If she is not a shining light she is at least a pleasure to work with.

### Proper Telephone Service.

The conveniences to customers afforded by the store's telephone service are nowadays frequently emphasized by retailers in their advertising, on the backs of their saleslips, etc. Unquestionably, the promptitude with which orders by telephone will be filled and the careful attention such orders will receive form a good talking point.

Most important is it, however, that the expectations thus created be realized, especially during the absence of those regularly answering the telephone. Too often the contrary is the case. On occasions it is found an extremely vexatious task to get connection with the desired department or person in the store. In other cases the telephone call is answered by some flippant or indifferent employee, so that the customer is surprised, and in many cases annoyed, by treatment which is so different from that he or she has been accustomed to receive in the store.

So obvious is the importance of decent treatment of customers over the telephone, and of proper provision for meeting their wants promptly, and so elementary a feature of storekeeping would seem to be that we should hardly deem it necessary to touch upon them were it not that shortcomings of this kind, as we have no doubt many merchants will agree

with us, are by no means rare.—Dry Goods Economist.

### Carry Your Umbrella in Your Pocket.

A 26 inch umbrella that will fold up and go in an inside pocket without crowding has been invented and constructed by a Minneapolis man. This seems almost incredible until the secret is told. The handle and all the ribs consist of fine steel tubes, in sections, which telescope one inside the other. The covering is of silk, which takes up but little room. The wooden handle of the umbrella is hollow and receives all the rest of the telescoping umbrella rod when shut up. A small light case is provided to contain the whole, which, as stated, goes easily into the pocket. If such a device can be made

and sold for a reasonable price there is little doubt but that the inventor will make a fortune.

Platitudes are popular because their edges are worn too smooth to hurt.

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.



## Sweater Coats

Are in good demand these chilly mornings and evenings. We have a large and well assorted line in Ladies', Men's and Children's, ranging in prices from \$4.50 up to \$36 per dozen.

Write today for a sample lot.

**P. Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Michigan

## HATS AND CAPS

We have in this department some very good numbers that will interest the dry goods and general store merchants because they can be sold at popular prices.



### Fall Hats

Boys' Soft Felt, brown or black, at \$4.50.

Men's Soft Felt, black, \$4.50, \$9, \$12, \$13.50 and \$16.50.

Men's Soft Felt, light or dark gray, \$12 and \$16.50.

Men's Soft Felt, light brown, at \$12, \$13.50 and \$16.50.

Men's "Cowboy," light brown, at \$4.50, \$6 and \$9.

### Winter Caps

Boys' at \$2.25 and \$4.25.

Men's at \$2.25, \$4.25, \$4.50, \$6 and \$9.

We will be pleased to show the line and compare values.



**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan



## REDUCING A DEFICIT.

## Showing How Ultimate Consumer Gets Short.

Written for the Tradesman.

The drug store on the corner is Postal Station No. 1 and the business men who cater to outside trade go there to weigh and mail their packages. Of course they can not send very heavy packages, for the men who control the Government get frightened and have fits when a member of Congress tries to do anything to an express company, and address the country at large as follows:

"Hush! You'll injure business!"

"Well, anyway, the merchants of that part of the city go to the drug store to weigh and mail their goods, and the rural delivery men carry the packages out to purchasers living along country roads.

There was one merchant who used to register his packages, because, he said, he wanted proof that the customer received the goods. He used to sit in his store hours at a time trying to convince customers that on such a day, in such a month, in such a year, he mailed to them a certain package which had not been paid for.

And for hours at a time his customers would shake their sun-bleached heads and declare that the goods had never been received—in fact, that they had never been ordered. So Wilson got into the habit of registering his packages. He kept the return cards in his safe with his cash, and when a customer denied the receipt of the goods his joy was great, for he had the card to push under the customer's nose.

Wilson went into the drug store the other day with a basket of packages which were to go out on rural routes No. 1 to No. 10, inclusive. He dumped the mess on the counter close to the postoffice department counted the bundles.

"There are twenty of them," he said, regretfully. "One-sixty seems quite a lot of money to pay for receipts, doesn't it?"

"Sometimes," observed the clerk at the cigar counter, "one receipt is worth more than that."

Of course the clerk was plugging for the postal station, which had not done very well in a rival drug store. The business man took a long pocketbook from his coat and extracted therefrom a banknote.

"Here," he said to the lady at the postoffice window, "weight these packages and tell me how much I've got to contribute to a paternal government to-day."

The girl weighed the packages, one by one, and marked the postage required on each. Whenever an especially large package came to her hand she was especially careful about the weight, for the clerk at the package counter at the express office was in the habit of buying her pink ice cream in the drowsy summer nights.

"The postage will be \$2," she said presently. "Do you want them all registered?"

"Do I want them all registered?" repeated the merchant. "You bet I want 'em all registered. I'm not giving away goods—not with ham 30 cents a pound and sugar only fifteen

pounds for a dollar. What made you think I didn't want 'em registered?"

"Why," said the girl, "why—"

The cigar clerk shook his head at her. As has been remarked, he was plugging for the postal station.

"Two dollars for stamps," grumbled the business man, "and one-sixty for registration fees. Say, don't you think this registration fee is a bit steep when the small service given is considered?"

"That will be \$4," said the clerk, counting out the stamps. "Four dollars altogether."

"What's that?" asked the merchant.

"Four dollars, please?" repeated the girl.

"You say \$4, please," said the business man, "just as if all I had to do was to go out on the street and pick \$4 out of the dust. How do you make it \$4, anyway?"

"Why," replied the clerk, "\$2 for postage, and \$2 for registration fees; \$4 in all."

"The registration fees amount to one-sixty," replied the business man, with the air of one correcting an ignorant child. "Two dollars and one-sixty—that makes three-sixty. Here, take it all out of this five."

"I make it \$4," insisted the girl.

"Then they'd better be getting an adding machine for you," remarked the man, scornfully. "Two and one-sixty made three-sixty when I went to school."

"But the registration fee is now 10 cents instead of 8," replied the girl. "I thought you knew that. Four dollars, please."

"So they've put two more cents on, have they?" asked the business man. "What's that for, I want to know?"

"Why," answered the clerk, "that is to reduce the postal deficit."

"I see," said the business man. "They want to increase the revenue of the department, do they?"

"So it seems," was the reply.

"Well," observed the business man, "when I find a deficit in my business I can't increase my prices—no business man can. That's common sense. When I'm up against the wrong side of the book I reduce my expenses. That's what Uncle Sam ought to do."

"They are very watchful of small expenditures," said the girl. "Do you want these packages registered?"

"Yes, yes," said the business man.

"They're very watchful of small expenditures. They'll charge me 10 cents to carry a package two miles and will carry a safe or a ton of books for a member of Congress for nothing. They'll charge me 5 cents a mile to ensure the delivery of a package they're paid for delivering, and pay the railroad ten times what private shippers pay them for moving goods. Say, were you ever in the Federal building at Detroit or Grand Rapids?"

"I never got so far away from home as that," replied the girl. "Four dollars, if you please."

"Well," continued the business man, "you go up to the Federal building at Grand Rapids and take a chair in Colonel Bishop's office. Colonel Bishop is an all right sort of a man, and he won't throw you out. He

has acquired a lot of farms, and houses and lots, and good positions, but he never acquired a big head. Well, you go in there and sit down and pretty soon a man will come in with a plug hat and a gold-headed cane.

"He'll lay his hat on the Colonel's desk and say something like this:

"I'm the inspector of laws."

"All right," the Colonel will say, "you go and report to the assistant."

"Then the man will go out and report to the assistant. He gets TEN DOLLARS a day and expenses."

"Four dollars, please," said the clerk.

"And, then, in a little while, another man will walk into the Colonel's office. He may have a plug hat and a diamond pin. He will glitter his diamond pin in the eyes of the Colonel and remark as follows:

"I'm the inspector of furniture."

"All right," the Colonel will say, "you go out and report to the assistant."

"Then the inspector of furniture will go out and report to the assistant postmaster. HE also gets TEN DOLLARS a day and expenses."

"The stamps will be \$4," said the clerk.

"And you sit there a little while longer with the Colonel," continued the business man, "and another fellow from Washington, D. C., will walk in with the medals of half a dozen secret societies on his watch chain. He will give the Colonel two or three high signs and explain his business about like this:

"I'm the inspector of furnaces."

"All right," the Colonel will say, "you go and report to the assistant."

"Then the inspector of furnaces goes out to report to the assistant. HE also gets TEN DOLLARS a day and expenses."

"I'll give you change for the five now," said the clerk. "Four dollars, please."

"And before the Colonel has had time to tell another story about the Civil War, another man will come in with a diamond ring on his finger and a haughty stare in his eye. He will make his business known thusly:

"I'm the inspector of coal."

"All right," the Colonel will say, "you go and report to the assistant."

"Also this man gets TEN DOLLARS a day and expenses, and he

goes out and reports to the assistant postmaster."

"Four dollars, please," echoed the clerk.

"And if you stay there half a day," the business man went on, "you'll see half a dozen more inspectors of something or other, from tanglefoot to safes, come along to report to the assistant, and they all get TEN DOLLARS a day and expenses. Now, if I wanted to reduce a deficit in my business, and had a lot of men traveling like those fellows are, I'd fire all but one and give him the whole works. I wouldn't go to putting my prices up."

"Do you want these packages registered?" asked the clerk. "Four dollars, please."

"No, I don't," was the reply. "I'll send out a two-piece postal card and ask the customers to send the receipt in that way. A government is just like a man. When a fool grab is made it loses. Four dollars? Not. Two-forty." Alfred B. Tozer.

The character of the people of the church determines the power of the church to make character.

Religion has to answer for a great many disagreeable people.

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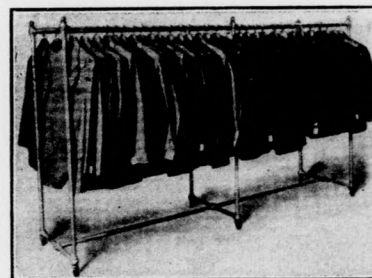
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Holds 150 Suits**

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Write for our new catalogue of Racks and Hangers

**The Taylor Mfg. Co., Princeton, Ind.**



## DAVID GIBSON.

## Words of Wisdom From the Cleveland Philosopher.

Evening is on.

The town-clock clanks out 6.

The anvil in the blacksmith shop around the corner ceases its ring.

The merchants are locking their stores and are going home. They turn and look at you as they pass.

The swallows chirp on their homeward fly over the Public Square and the robins in the trees of the court house yard carol out their lay of joy.

If you are an old man—say a bachelor of sixty and five, you begin to wander up the byways and obscure places of the old town—once familiar, but now made strange by time.

You pass the rear of an old livery stable. An old hearse is piled back in one corner. You recognize it as the first in the county. You stand there and think of the sorrows this old vehicle has seen—of the burdens it has borne. A breeze blows through the cracks in the old stable walls and one of the glassless doors of the old hearse swings and creaks on its hinges, as if it sang the funeral chant of its former days of usefulness.

There it stands, glass broken out, paint worn off and only one big black moth-eaten plume as a memorial of its past grandeur.

There it stands, back in a corner amid a pile of broken shafts, tongues, scraps of old iron and rubbish—forgotten as the flowers on the silent ones it has borne from earthly homes forever.

You wander on up a side street, stop before a certain house and stand silently contemplating it—your mind is on a certain blue-eyed and rosy-cheeked girl—Helen.

It's dark now.

You look into the heavens. The moon goes into shadow. Great white clouds whirl past like a procession of phantoms, the wind blows through the trees along the sidewalk and they swing and sway like great black funeral plumes for the death of seasons past.

You think of your long lonely life, the success you have attained, and compare it all to that of your less material friends who are happily married, and with children and grandchildren to honor them in the nodding-time of life—it all reverts to a picture of blue eyes and rosy cheeks—Helen.

You dream a waking dream of youth. A peaceful summer Sunday evening, the church bell ringing, people sitting out on their front steps and in doorways follow you with their eyes as you pass.

The lamp in the little parlor burns low—she is at the gate to meet you, blue eyes and rosy cheeks—Helen.

You waken, and in the weak egotism of memory walk up on the porch and knock at the door.

A boy answers.

"Do you know a lady living about here by the name of—I don't know her last name now, but her first is Helen."

"Yes, that's my mother's name—want to see her?"

You walk in, sit down and look

around the room in an effort to recognize some of the old furniture.

A woman, worn with work and shriveled with age, sits by the window.

You look at her in an effort to see the mother you knew—of blue eyes and rosy cheeks—Helen.

The mother of the boy enters the room.

You arise, extend a hand, give your name and say: "I used to come to see you a good many years ago."

She doesn't know you.

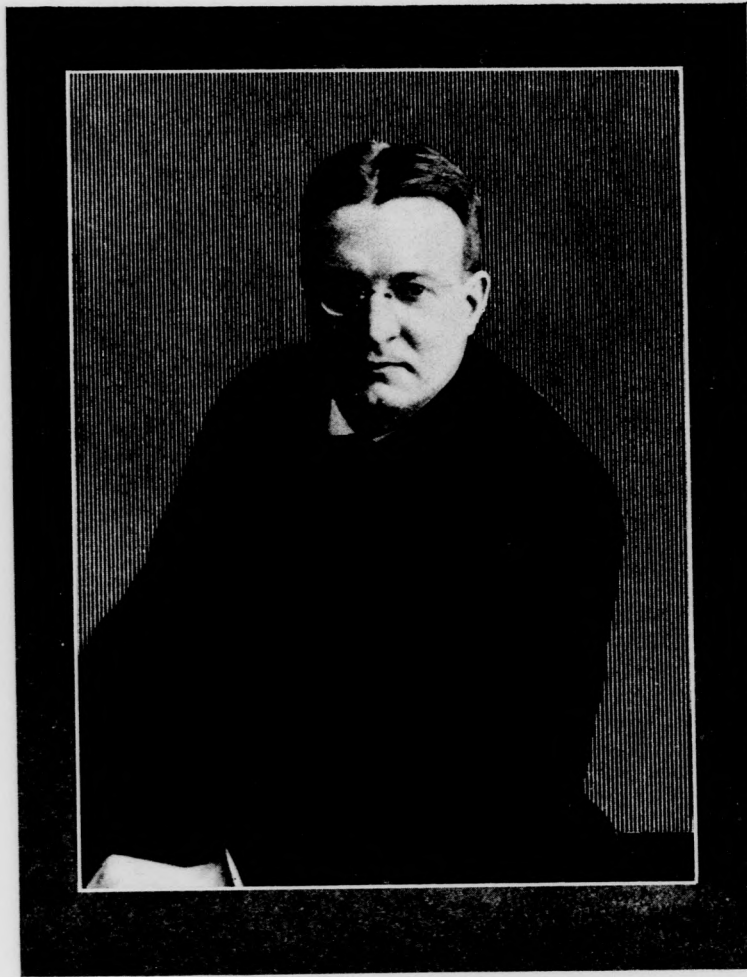
Slowly your hand goes to your chin, you look from the mother of the boy to the grandmother seated by the window and sighingly say:

"Yes, I guess it was the old lady."

machine is applied principally to vend trash of one kind and another.

For instance, in the large hotels and railroad stations they are now compelled to employ high classed men, and consequently expensive ones, in charge of information bureaus. These men will all tell you that most of the questions put to them are stereotyped ones. Down at Indianapolis the other day the writer heard this question put by three different farmers in five minutes: "Does the Niggenbocker Limited stop at Huntsville, Ohio?"

The man in charge of the information bureau at the Hollenden Hotel, Cleveland, says that he answers such questions as these fifty times a day:



David Gibson

Nearly all the inventions of the past have been systems and devices for the production of goods.

Nearly all the inventions of the future will be for the distribution of goods.

The economic demand is for cheaper distribution.

The cash register, the pneumatic tube, the cash carrier and the adding machine are just the beginnings.

We have the ideas for devices of a more economic distribution, but they lack development and application.

There is much in the slot machine and the phonograph that has not yet been applied to a full economic possibility. They are now comparative toys.

The phonograph to-day is principally a device of amusement, the slot

"What time does the Detroit boat leave?" "What time does the Buffalo boat leave?"

All of these could be answered by the questioner pressing a button, with his question printed on it and which would start a phonograph.

Obviously, such a device would not totally eliminate a human information bureau, but it would reduce the labor of two men to one man.

Trains might be called by phonograph.

At the Harrison telephone exchange in Chicago they have applied the phonograph to an extent. When a party calls a number of a line that is in use the fact is reported automatically to the calling party as the operator plugs in, for the circuit is connected with a phonograph into a

telephone receiver which says: "The line is busy."

The slot machine might be used to vend local tickets in railway stations, gallery theater tickets and base ball bleachers' seats. Instead of a ticket to a theater or to a base ball bleacher seat the slot machine might put forth a key that would admit the purchaser through a turnstile, thus eliminating not only the ticket seller but the ticket taker, and all chances of dishonest intrigue between the two.

A man in Poughkeepsie, New York, has recently developed a machine for vending cigars from a show case. The various priced cigars are in various compartments. Placing a coin in the slot releases a hand hole to a mitten which permits the purchaser to select any cigar in any box.

It seems that we must play with an idea about so long before we utilize it. We played with the bicycle a long time before we really used it. And if you think the bicycle industry is dead go into some of these towns with limited street car service. At the American Locomotive Co.'s plant in Dunkirk, New York, it is estimated that 1,600 men out of 4,000 employed go to and from work on bicycles.

The bicycle, by the way, is one of the finest pieces of mechanism ever developed in this country—it had good engineering efficiency bestowed upon it.

Russell Sage thought the telephone was a plaything when Alexander Graham Bell came to him to finance it. Sage pointed down on the street and said, "There's where they sell toys." Yet the telephone has been one of the greatest agencies in the distribution of goods.

The large department stores in cities say telephone orders are taking the place of mail orders. In John Wanamaker's Philadelphia and New York stores you can call any clerk to the telephone at any time. Personal messages are permitted to eliminate the chance of missing business messages between patrons and clerks.

We have played with the automobile for about ten years and now we are just beginning to use it through the development of the mechanical dray.

A concern down here in Plymouth, Ohio, is building gasoline industrial locomotives for shifting cars in yards of manufacturing plants.

All little stage lines to points off the railroad are being replaced with automobile busses.

The two-trips-a-day hack line from Bellefontaine to Roundhead, Ohio, has recently been substituted by a gasoline bus which carries sixteen people instead of four and makes six trips instead of two, with a liberal space on top for package freight.

The slot machine and the phonograph might be combined. The former might put forth argumentative selling reason for that which the latter vends. For instance, a number of years ago John H. Patterson, of the National Cash Register Co., made up a lot of parrotlike answers to the





## 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.

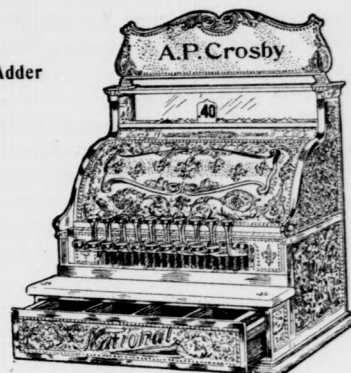
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

### 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



objections a patron might bring up against his product, and these evidently have been effective for we see a cash register almost everywhere we go.

A few weeks ago a negro woman came up to one of the ticket windows in the terminal station of the New York Central Railroad with this question: "Can I buy a round-trip ticket for a co'pse to Huntsville, Alabama?"

"For a corpse?" repeated the attendant. "Do you want a round trip ticket for a corpse?"

"Yassir," replied the woman, "that's presactly what I want—to tell you the truth, my brother-in-law died and if I'd tell them niggers down there they would all come up to the funeral and be eating off of me for two weeks, and I can't afford it the way prices of meats and groceries is. I just thought if you'd sell me a round-trip ticket for a co'pse I'd take him down there and let 'em all look him over and then I'd bring him back up here and bury him."

Ernest Hogan was one of the most successful negro comedians in his day—successful artistically and financially.

He is best known as the author of the song "All Coons Look Alike To Me."

He obtained the idea of the refrain from being arrested at a negro dance in Chicago. At this time he had acquired quite a little reputation as an actor, which he presented to the patrolman as argument against his arrest but who replied, "All coons look alike to me." Ernest was arrested but he was not arrested from obtaining about \$62,000 in royalties from the song of that title.

It was a misfortune that proved a fortune, on the same principle that oftentimes when we are kicked out we are kicked up.

Ernest was the son of full blooded negro parents who held a little truck farm down in Kentucky subject to a heavy mortgage. He was one of a large family and drifted off from the home nest at an early age. Shortly after completing the song that made him his fortune and after its acceptance by a New York publisher Ernest was stranded in a negro boarding house in St. Louis. The vicissitudes of his profession seemed to draw no color lines. His board had been unpaid for a fortnight and the landlady hardly looked at him, to say nothing of not waiting on him at the table. Ernest said she would ask him if he would have a biscuit and then would pass them in front of him with such speed that they were held on the plate only by centrifugal force.

One day after he had reached this stage of boarding house disrepute a letter came from his New York publisher containing a check for the first installment of royalties on his song. Ernest looked at it and saw the word "eight," and supposing it to be for eight dollars, he exhibited it to the landlady for the purpose of re-establishing his credit. She looked at it and at once threw her arms around

his neck and in the rich, melodious voice common to her race said, "Mistah Hogan, you can have anything in this house."

Ernest looked at the check a second time and discovered it was for eight thousand dollars instead of eight dollars. His father had died the year before and Ernest was too far distant and without money to attend the funeral. And now with the funds at hand he resolved to return home and surround his mother with comforts. He paid off the mortgage on the farm, put a new roof on the house, refurnished it, bought his mother a horse and buggy, drained the land with tiling and arranged with a neighbor to crop the farm on shares.

All this occupied about three weeks and Ernest, with \$2,000 left, was leaving one night to join a show in Kansas City. Just before his departure his mother said: "Ernest, there is one thing you forgot. The church owes a little debt of fo'teen hundred dollars."

"I am sorry, mother, but I don't see that we are under any obligations to pay that. We might pay our share and—"

"Yes, Ernest," replied the mother, "but your father was Treasurer of the church."

Colonel Roosevelt has recently been down to the anthracite regions of Pennsylvania, and if newspaper accounts are true has been devoting most of his time admiring the large families of the miners, which probably will result in enlarging the already complicated social conditions. A coal region is no more a fit place to bring up a child than is a hotel or an apartment house.

Encouragement of large families is purely a device of feudal nations—to make one nation strong against another in war.

Wars among nations are about over. The devices of transportation and communication are all tending to make a United States of the world. About the only civil differences that exist here at home are the heart attitudes of one class against another. There is an intellectual warfare going on now, but it will not extend to one of physical conflict. This difference will exist for some time to come, but it will finally be adjusted through the medium of printer's ink—when one class comes to recognize that it is a community of interests, that one is essential to the other and that the brotherhood of man is nothing more than co-operation for mutual profit.

Most of us hold a distorted view that the numerical growth of a community is a measure of its prosperity. In most small communities you will find land values low because there are no very rich people nor no very poor ones. A state of equality exists more in a small community than in a large one.

The real producers of a large community do not profit by its growth. The only gainer by increases of population is the landlord. This is not

a productive value but a socially created one.

Many of us have had in mind that the sole business of a community is to grow in population when it is quality rather than mere quantity which makes its real value. A community should have no higher purpose than making each other comfortable and happy. This same principle obtains whether it is a family, a town, a county, a state or a nation.

Just now New York and Boston are beginning to see the necessity of decreasing their population rather than increasing it. They are doing this by encouraging those in thickly settled foreign districts to take up lands beyond the present city limits.

It is only natural that people of the Old World should come to America and live in a congestion established by generations of custom.

The same principle is true in the American villages. The merchant of the village duplicates the store of a city. The city merchant congests his store on account of high land values. The country merchant duplicates this congested condition where land is cheap and when there is no real reason for the congestion.

If the country merchant would apply a little efficiency he could build his store in the middle of a large lot surrounded by light and air, but instead he congests his store purely for the purpose of copying his city brother.

Notice the lodge hall in a country town. Instead of its being an



## 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!

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GRAND RAPIDS, MICH.



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**Judson Grocer Co.**

Distributors

**Grand Rapids, Mich.**





isolated structure somewhere in the resident district you will find it on the third or fourth floor of a business building down on the square and confined to light only on the two ends.

When they lay out an allotment they confine the parcels to 25 and 30 feet widths on land worth \$500 an acre, all in the spirit of duplicating the congestions of a city where the conditions do not exist.

Most of the congestion in these cities is due to lax of emigration regulations. While it is desirable that all people with healthy bodies and fair morals should be admitted, yet it is disobeying all laws of efficiency to allow them to settle and congest in already crowded communities.

Most of the emigration to this country finds its way no farther than New York, Boston, Cleveland and Chicago, and to take a walk through the foreign districts on a sunny Sunday afternoon you will find the Old World's problems in duplicate right here in free America.

If under the constitution we can regulate the character of emigration we can enact laws for the final location of this emigration.

If any of us had a store we would not put all the clerks in one department. If we had a factory we would not put all the shop hands on one unit of production. The foreman of a draughting room would not put all his men on one drawing. There would be a congestion of effort, a waste of effort. A good manufacturer or a good merchant distributes effort.

They place men where they are most needed and where they are not in each other's way.

The same principle applies in a nation that applies in a business. It all lies in distributing effort, placing population where population is needed and not where it is congested.

The lax method of allowing the Old World inhabitants to come here and settle where they will, to congest by habit rather than distribute themselves by efficient direction is just as wasteful to the resources of a nation as an inefficient distribution of effort in the store or factory.

Within the possessions of the United States there is enough land for all healthy people that care to come here, but the problem is one of preventing congestion by proper distribution.

While Colonel Roosevelt is allowing William Taft to complete the background for the next picture, if he has any time on his hands while acting as contributing editor of the Outlook, it is hoped he will look in on the problem which surrounds our emigration.

It makes very little difference whether we look on saving life as an economic proposition or as a sentimental one, the result is the same.

For instance, a few weeks ago a professional man who is also the author of eight successful novels, became unconscious one day in his office. His professional neighbors not being able to reach his family, the author was placed in an automobile and sent to a public hospital.

Now most people think, in sending a man to a hospital, that he will, without identification or instruction, receive the very best of attention, when as a matter of fact these emergency cases are served by internes—the apprentices of the medical profession.

If you sent a valuable mechanical device to a machine shop to be repaired you wouldn't care to have it turned over to apprentices. You would prefer the attention of a high grade mechanical engineer, and the chances are it would receive this service without instruction, but unfortunately they do not operate hospitals on the same principles as machine shops. To go to a hospital unknown and helpless is about like going to a free barber shop college for a shave and a hair cut.

The author-professional was placed in a ward with a hundred other patients without any attention. A certain business man passing the door of the ward recognized the unconscious man, ordered him placed in the best private room in the institution, summoned two high class medical experts and two special nurses.

A few days later when the members of the family attempted to thank the business man for his services he coldly responded that he could not see a valuable life wasted by neglect any more than he could see valuable property wasted by neglect, whether it were of the community, that of his neighbor or that of his own.

This is rather an unemotional point of view; it is purely intellectual, but

the results in saving life are the same.

Emotions are just as likely to run to meanness as to kindness. When we apply the same intellect to preservation of human life, and regard it in the same economical sense as some of the purely physical things, then we will be more humane.

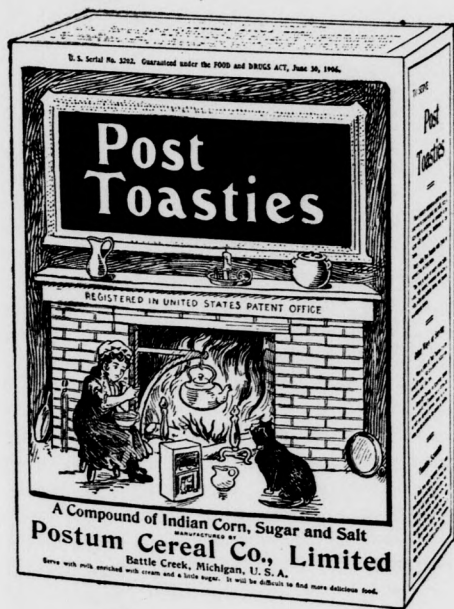
The business man who took the author-professional out of the ward of the hospital where he was lying in neglect may be cold-blooded, but he saved a valuable life, even although he was not stirred by emotion.

Most of the problems in these great cities are not moral ones.

Sooner or later they all resolve themselves into economic problems.

If you have ever been around a police court you will find that most of the habitués make a regular round; that is, they are arrested, taken into police court, sent into the workhouse, released, only to make the same circuit again. In Cleveland there is one saloon where most of these arrests are made. It is known as the High Ball. It is a large place with standing room only. There is an iron rail around the wall for the tired patrons to lean against. An old-timed walnut bar has been pieced out with lumber from dry goods boxes. The glass in the windows has been knocked out so often by "rough houses" that it has been permanently replaced by boards. Night and day it is lighted by several arc lamps. Up until a few years ago a patrol wagon made its headquarters in the alley

## Grocers Take No Risk In Stocking



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The superb flavour of this food—its unvarying standard of quality—together with heavy, persistent advertising, keep Post Toasties **Always Moving.**

## Good Profit—Sale Guaranteed

Attractive Post Toasties window displays increase sales

Sent carriage prepaid to any grocer upon request—a postal card brings it

**Postum Cereal Company, Ltd., Battle Creek, Mich.**



back of the saloon. This was found a more convenient location than the station house, for most arrests emanated from this quarter. The reason it is popular among the class that patronizes it is that you can get a fish globe of beer for a nickel.

Understand, it would do no good to eliminate this particular saloon; it is just as respectable as its patrons—like any saloon or any institution.

The only way you can improve this saloon is to improve the class who patronize it.

Improving the class becomes purely an economic proposition. Think of the expense on the part of the police department of a city in caring for such a condition. There is one man in the Cleveland workhouse that has made the rounds from the High Ball saloon to the workhouse more than fifty-eight times in fifteen years. Think of the expense of this man's arrest and confinement. It takes the attention of a police department away from protection of the citizens against burglary and higher crime, to say nothing of the fact that this man is non-productive.

Most of the men that hang about the saloons are not criminals, they are inebriates. They have diseased nerves and should be cared for in the same sense as people with diseased brains or with tuberculosis or any other of the ills common to man.

An inebriate hospital is just as much a necessity and a part of the machinery of a community, and for the same economic reasons, as a tuberculosis hospital.

There is more inebriacy than there is tuberculosis and if you do not believe it go into any police court of any city most any morning.

The probation system has been in use here in America about long enough for us to see its larger possibilities. A probation officer is a police court official who has charge of all suspended cases. In the instance of the first offense, when it is desired to give the offender another opportunity, the judge may turn the offender over to the probation officer and his duty may extend to a complete supervision over the man during the term of his suspended sentence. The probation officer's duty might extend into enquiring into the man's home surroundings, into his physical condition, or it might form a free employment bureau. Most men who are arrested do not need punishment; they need moral support and encouragement and material services of one kind or another.

Naturally the probation system is often a protection for offenders against the injustices that are continually wrought upon them by the police.

To illustrate the operation of a probation system here are two typical cases, taken from the Cleveland police court records:

Able Blank, a Russian Jew, aged 22, stood for several hours on a corner in a residence neighborhood adjoining an industrial district. He stood until a nearby grocer closed

and then he sat down on the bread box in front of that institution. Some of the neighbors called the police and Able was brought in, charged with being a suspicious person. A police court examination displayed the fact that in one of the Russian riots two years ago his parents were killed. A year ago, when his brothers and sisters were shot down in another riot, he concluded it was time to leave. He had worked in Buffalo for a time and had come to Cleveland in search of a better job. He had stood out on the grocer's corner because he had no money nor nowhere to go. His arrest as being a suspicious person was his first introduction to America's free institution. The policeman who arrested him, in a spirit of officiousness common to all guardians of the peace, wanted him held until he could seek further evidence relative to Abe's connection in a "job" that had been pulled off on his beat a few nights before.

Abe did not need arrest and imprisonment—he needed a job. The judge took his view of it, turned him over to the probation officer, who in turn called up a prosperous junk dealer of Abe's race and for whom Abe is now working. The probation officer also told Abe about the night schools, where he could learn to read, write and speak English.

It would have been an easy matter to make a criminal out of this fellow by sending him to a workhouse with other criminals where he would get the Ishmaelite attitude, with society against him and he against society.

By the spirit of fair dealing, by administering help instead of punishment, the probation department soon gains the confidence of unfortunates and they come into court voluntarily when unjustly pursued by the police and through the knowledge they will get a square deal. For instance, George Blank, aged 19, stole a small sum of money from a woman rooming in the house of his parents.

He stole the money all right. There was no question about that. He was given a suspended sentence, turned over to the probation officer, where it was discovered that he had a steady job. He was required to restore the money he had stolen. This was done and in a short time he was released from parole.

Two weeks ago George's sister missed her gold watch. George learned he was about to be arrested on suspicion. Instead of his throwing up his job and leaving town and possibly becoming a criminal on the theory that he might as well have the game as the name, he rushes down to the probation officer for protection, but before this department could take any action the watch was found in the upholstery of a chair.

Installing these efficient institutions and departments is an economic movement. It is not a sentimental one.

They are devices and systems for rendering useful that which might become wasted by neglect.

It is simply conservation of humanity.

When we direct our efforts towards economy on men we are directing it towards the source of waste, for when we economize in men we economize also in that which they produce and use.

With the hope of preventing graft many of the municipalities of this country have been overburdened with laws which prevent its officials from executing just, ordinary, efficient judgment in the economy of their management, and as a result a waste is produced which is perhaps more than equal to the graft.

When a railroad corporation, for instance, wants to build a bridge across a river, they hold a meeting of the Directors or Committee on Construction, the plans are prepared and submitted and an efficient contractor employed to execute the work.

If this same bridge were for a municipal corporation it would require a resolution from the Council, a referendum vote from the people, sealed proposals would have to be advertised for and, according to law, work must be let to the lowest bidder regardless of the fact as to whether he is an efficient contractor or not.

The poor quality of public work is due to a poor quality of contractors. You can't make a man do good work if he does not know how or want to know how.

Desire is more effective than compulsion.

Letting work to the lowest bidder or even taking bids at all frequently results in getting the lowest class of work. It is an effort to get something for nothing, and all of us have about learned that this is fruitless effort.

A good job of any kind of construction requires about so much labor and material which costs about so much money, and it is absolutely unscientific to consider it on the basis of any other proposition.

The other day the city of Toledo paid three different prices for oats used in the stables of three different departments of that municipality. These purchases were made on the basis of bids taken months before.

An ordinary business employing horses in three different departments would make the purchase of their feed in one contract, get the benefit of quantity prices and it would be done by a purchasing agent whose business it is to keep posted in prices on the market and buy when the price is low.

However, do not think of suggesting any of these economies for the city hall—those that are well known and operative in private businesses; for if you do you will at once become known in your community as a socialist or an anarchist, or, worse yet, a blatherskite.

The editor of this magazine is in receipt of a letter from a manufacturer of pumps down in Maryland. He complains that a lot of fellows from Detroit have been standing in front of his shop waiting for his men to come out so they can hire them

away from him. He said, "These men are taken off something useful to work on something that is useless; there is a vast difference between pumps and automobiles. People need water more than they need automobiles."

The editor of this magazine is inclined to take issue with Mr. Pump on this point.

The American people need fresh air quite as much as they need fresh water. There have been a great many devices as old as time for getting water and then it is only water.

As Kin Hubbard used to say, "You can lead a man to the bar, but you can't make him drink seltzer."

Just now the American people are on a big fresh air drunk and it is a pretty good drunk to be on.

People that have been confined indoors as we have all been for years, come to see red as the result of a savage breast and yellow as a result of a sour liver.

A ride in a good bumpy automobile is fine for torpid liver.

The sight of the green of Nature and the oxygen of the open is the best renovator in the world for a savage breast.

Most of our social ills are the result of our seeing yellow or red or both, and who knows but that the solution of our social problems may be in the automobile.

In the meantime Mr. Pump should change his plant over to producing these vehicles—he should get in on the drunk.

Mr. Pump is a good deal like the man who takes Apollinaris water—he is soon drowned out of the conversation.

David Gibson.

#### Seals To Be Raised in Great Lakes.

That sealskin coat that Mrs. Neighbor is wearing may be only dyed muskrat skins, or some other fur doctored to make it look like the royal seal, but in a few years it may be possible for all the little Neighbors to have real seal caps and gloves and coats. The seals in Alaskan waters are rapidly becoming extinct. Originally they numbered some 5,000,000 head, but to-day, by the most frantic searching, only 170,000 can be found. Incidentally the United States has received some \$2,000,000 more in hunting licenses than the original purchase price of the great territory.

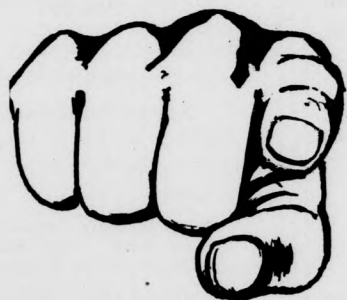
The rapid disappearance of the seal herds had troubled the Government authorities for years, and they have terminated all contracts with the seal hunters to give the animals a chance to multiply.

In the meantime, however, the Bureau of Fisheries wants to help things along. For some time it has been experimenting with raising baby seals in fresh water, and the officials are now convinced that seals do not require either the icy waters of Alaska or the salty waves of the ocean. George M. Bowers, Fish Commissioner, insists that it is possible to raise seals in the Great Lakes, especially in Lake Superior, and in the other large and cold fresh water lakes of the North, and that he is going to do the job.



# We Want to Ask You a Pointed Question

**"Are You Going to Give  
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We are talking to **YOU**, not  
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but to **YOU**



In order for you to answer the above question with as little effort on your part as possible we will ask you to fill out the letter below and mail it to us at once:

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Calendar Department,  
Grand Rapids, Mich.

1910

Gentlemen:—Please send \_\_\_\_\_ prices and information relative to your "Individuality Calendars." The following answers to your questions will give you an idea as to \_\_\_\_\_ requirements and the kind of a calendar that will be suitable for \_\_\_\_\_ business:

Signature \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

What is the character of your business? \_\_\_\_\_

About how many calendars will you need? \_\_\_\_\_

Have you used calendars before? \_\_\_\_\_

What did you pay for your last calendars? \_\_\_\_\_ If you will answer this question it will give us an idea as to how elaborate a calendar you have been using.

Can you furnish us with a photograph of your place of business? \_\_\_\_\_

Do you want to use a picture of any familiar scene? \_\_\_\_\_

Have you an attractive picture of any membsr of your family. The baby for instance? \_\_\_\_\_

Have you an old, faithful horse, dog or any pet that your customers are familiar with? \_\_\_\_\_

Do you manufacture or sell any special article? \_\_\_\_\_

If so what? \_\_\_\_\_

Have you a trade mark? \_\_\_\_\_

Have you a familiar phrase that you use in your advertising? \_\_\_\_\_

Have you a hobby; if so, what is it? \_\_\_\_\_

Have you a calendar that particularly strikes your fancy that you can send us, which will give us an idea as to your taste? \_\_\_\_\_

**Tradesman Company**

**Calendar Department**

**Grand Rapids, Mich.**



## MONEY-MAKING IDEAS.

## Too Many Employers Underestimate Their Value.

Written for the Tradesman.

The world is full of great, big, fruitful ideas.

\*These ideas are replete with money-making possibilities.

But they are so frequently unprofitable just because they are bottled up.

The men who have them have neither the ability nor the means to work them out independently and they have not the knack of negotiating them—that is, of selling them to people who logically ought to be in the market for them.

In order to get this subject in the proper light perhaps a few concrete illustrations will not come amiss.

I know something of the inside working of a certain steel rolling mill. They are a fairly good sized concern, having recently installed a plant that cost them over a million dollars.

They convert scrap iron (and some other collateral materials) into steel, and they roll it into plates and bars. They are making money to beat the band. And they have a bunch of highly equipped young men at the heads of the various departments. The plant is thoroughly up-to-date; and the product of this concern is famed for its uniform goodness.

I know personally the General Superintendent and the man who stands at the head of their chemistry department. And they are both excellent young fellows.

Recently they had a lot of trouble with some steel which did not work out right. It was too hard, too brittle and it caused the Superintendent no end of trouble. For a long time he did not discover the cause of the trouble; meanwhile delays and experiments were piling up operating expenses.

But the chemist knew from the start just what the trouble was. But he said it wasn't his place to butt in. He was paid for a certain service. He proposed to do the work he was paid for and not the General Superintendent's work. This was his job. It was up to him to make the product right. While he, the chemist, was paid to develop new processes and products. "I could have told them," he said, "how that by the addition of a few shovelfuls of a certain material they could make their steel come just right. But I am not General Superintendent and chief chemist. I get one man's salary and I am going to do one man's work." So he bottled up his idea.

Did he do right? Wait until we get through before you answer that question.

I know another concern which also makes iron roofing, steel bars and sheets, and does a crack-a-jack business. In this department there is a bright young fellow who occupies the position of head clerk and cost agent. He is the best paid man in the clerical department. And he can figure out costs to a gnat's heel. He is on-

to his job; and he gets a good salary.

This young man told me about the source of supply of a certain material which enters into their product. It comes from a long distance, and it costs a great deal to transport it. In addition to the original cost they have incidental expenses of refining this material (for the material does not run uniform).

But the chief book-keeper and cost clerk happens to know where a much higher grade material can be secured in unlimited quantities. It is several hundred miles nearer the plant; and the cost of transportation would be cut considerably below half. And, best of all, the material from this latter source runs uniform. It can be had at the mines as cheap or cheaper than from the more remote source. By getting the material in question from the nearer source this company would save thousands of dollars a year.

But the head book-keeper and cost clerk says he is not employed as buyer or as a geological expert on hunting up sources of supply for the materials to be used. His functions are clearly defined. He is employed to do a given work. He will do that work and no more—unless he is paid for the additional service.

And so his idea is bottled up.

I know a die maker who has under his bonnet an idea that would be worth thousands of dollars a year to his employer. It is just the thing that his boss wants. Just what he has been struggling for for months. His boss wants a flexible laundry tag—but can not work it out in a practical way. The die maker has the flexible laundry tag par excellence; for I have seen it. It can be produced inexpensively and in enormous quantities. And the demand for this commodity is already established. Jobbers are clamoring for them.

My friend, the die maker, told his boss he had the goods, "but," he said, "I'm not going to give it to you for nothing. If you want it you have got to pay me; you can pay me so much outright or you can give me a royalty interest in the business; but it is not to be a donation." The employer could not see it that way. He argued that my friend, the die maker, ought, for the firm's sake, to hand over the tag. My friend reasons differently. In the meantime he is consuming the firm's time and material trying to work out his boss' idea of an impossible, impractical laundry tag. He has been in a "blind alley" for months and he has used up hundreds of dollars' worth of material. From the beginning he knew what the end would be; told his boss; but his boss has one of those solid-bone noggins. He prefers to fight it out until the crack of doom rather than buy a mere idea.

So my friend, the die maker, has bottled up his idea.

Now for the ethics and the economies of the situation: When a profitable idea is rendered unprofitable through non-use, who is to blame? Somebody is at fault. Who?

In each of these several instances the men who possess the bottled-up-

ideas are young, vigorous and conscientious men. They are employed in their several respective concerns to do a given work. Their duties are clearly defined. They know their work and they do it. They are young

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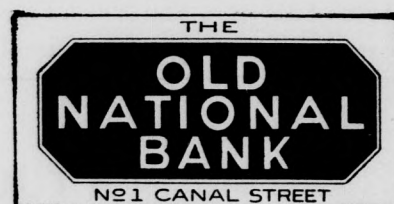
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men with dependent families. They are sober, industrious and capable. And they are ambitious. They want to get on in the world.

But they do not believe in putting the other fellow in the way to make thousands unless there is something in it for themselves.

Do you blame them? I do not. I think they are dead right.

An idea is worth just what it is worth. If I can tell you in five minutes how you can increase the dividend-earning capacity of your factory or store five thousand dollars a year from now until the end of the chapter, is not that five minutes' talk worth something to you? It is worth just five thousand dollars a year from now on, is it not? Can't you, therefore, very well afford to give me a thousand or two for that idea? Looks like an economical proposition to me. But some people do not see it that way. The steel corporation would be hard to convince that this young chemist's knowledge of things outside his prescribed duties represented a profitable investment. They are apt to forget the cost in time and money and work it required for that young fellow to get himself equipped. And the other concern would be slow to concede that their cost clerk's geological knowledge was a thing in which they might profitably invest. And the die maker's boss flatly refuses to part with any coin to gain a commodity that would make him thousands of dollars.

People of this nature seem to underestimate the value of an idea. It has a monetary value. And if it is a real producer it ought to be marketable. And there ought to be a way of negotiating it.

Some manufacturers and merchants—and I trust their numbers are increasing—can see this proposition in its true light. And they are willing to buy a fruitful idea. It matters little to them whence it comes; if it is a money-maker they want it and they are willing to pay a fair price therefor. And when producers and retailers come to recognize the ethics of the situation it will become increasingly easy and natural to negotiate the fruitful idea. Eli Elkins.

#### Life Lines.

Positive purpose holds fortune captive; fortune can be coerced but not coddled.

Good fortune rarely instructs; it's her daughter, Misfortune, that gives the best lessons.

Your time belongs to your employer when he pays you for your work; then to "kill time" is robbery.

Hold the horses back a little in your haste to reach decision and you drive the faster to the end in view.

Watch and work; watch for opportunities at every turn of the road, but work as if there were no watch or watching.

If you like what your friend likes you flatter and you please him; but when you say your say—what you know to be so—he may turn his back on you. B. L. Smith.

A man often thinks he is a saint when he begins to exercise discretion in the choice of his sins.

#### Co-operative Effort and the Home Town Spirit.

The little town, the small local trade center, is of vital importance to the country.

Anything which tends to destroy the small town is a menace to the country as a whole and to the individual.

The small town is a center from which radiates helpful influences—it makes possible the larger church—the better school—it stimulates home pride—helps the spread of modern ideals—serves as the haven in the community loaf.

And the town is the ideal distributing point from the consumer's point of view, as well as the ideal market for the producer.

But such a town must be rightly organized in all its activities. The town, like everything else in life, can claim the right to exist only by virtue of service. And the first great primary service of a town is as a market and a distributing point.

All other phases of town service are closely related to the commercial side of its development. The live commercial town is the one which does most for its territory in other respects.

Now, a town can claim support not because it is a population center, or because it is on the map. Its claim must be based on merit—on its capacity to promote the good of the community.

And people are loyal to it and its business interests just in the degree that it contributes to their good.

Loyalty to a town is, therefore, a matter of reciprocity. Loyalty and support of its institutions are exchanged for service.

No town and no merchant in a town has the right to claim loyalty unless they give proper return.

Notwithstanding this truth, the towns of the country, healthy, live, wide-awake, thriving towns, are the basis on which the future progress of the nation largely hinges.

And it is a patriotic duty to build the town, to make it the healthy, thriving center it should be.

Therefore, a double duty rests on the merchants. They owe it to the country and their communities to make their towns thrive. This is in their power—it is to their profit to do so.

They can do this by becoming live merchants, by adopting progressive policies, by fitting themselves to render service—and then rendering that service.

For service, as we use it, means equal or better treatment, equal or better values, than consumers can find elsewhere.

It is the deep-seated and rapidly growing realization of this basic truth which has given such splendid impetus to the co-operative movement.

Organization, the concentration of effort, the adoption of the methods required by existing conditions—are rapidly enabling local merchants to give better service than patrons can find elsewhere.

And by this development the future of the small town—the growing trade center—is assured.

#### Set Him To Work.

The smart young man—his school honors thick upon him, and his intention to teach the world in general and his father in particular the manner in which up to date commerce should be conducted—stood earnestly holding forth in his father's office.

"You may rely upon me, sir," he was saying with fervid emphasis. "I will devote my whole life to the interests of the business. It shall be

my aim and ambition to keep the family name free from stain."

"Good!" said the old man gruffly. "That's the spirit. Tell the office boy to give you the whiting and ammonia; then go and polish up the brass nameplate on the door."—Harness.

To be dead sure of too many things is a fatal kind of certainty.

That religion is a sad failure which succeeds only in making us sad.

### "Purity Patent"

#### Flour

#### Is Not Made for Transient Trade

It does not enter into competition with so-called "popular advertised brands."

High class grocers and dealers are supplying regular customers with it every day—customers who demand uniform quality and the grocer's personal guarantee of the same.

The price of "Purity Patent" is regulated by the price of wheat and not by the "overstock" of some inferior brand where price talks and not quality. A fair margin of profit and satisfied customers is the reward of the grocer who sells.

### "Purity Patent"

#### Flour

Made by  
Grand Rapids Grain & Milling Co.  
194 Canal St., Grand Rapids, Mich.

**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

# HAND SAPOLIO

**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.





### Health Essential To the Shoe Store Worker.

The great tendency of to-day is to overdo, hustle and worry; and it is due to the fact that things are developing too rapidly in all industries especially in the shoe and leather trade. But in our rush we should remember that the fundamental thing above all else is health.

The relations of employer and employe in the matter of health is not only a matter of human interest, but it is a matter of efficiency. Many of the stores in Boston have regular visiting physicians who make daily visits to the small sick room set aside for such purposes, and there they prescribe for whatever is necessary to place the employe upon the health list again. This system in the department stores has proven itself of inestimable benefit.

Dr. Patten, who covers four of the largest stores in Boston, finds that the efficiency of the shoe department employes is of such a high standard that it may be classed as one of the most healthy occupations in the store line for women clerks—that is under conditions now prevalent in Boston. The daily visits by him to the stores bring up a hundred and one little ills that need simple remedies, and rarely does he make a call that he has not at least five patients to advise. This humanitarian idea of increasing the bodily health of employes is one which commends itself to every patron of a store, and it merits copying in all shoe departments and stores where women are employed.

In order to be a successful man he must first be healthy, and a little reasoning power will show you the logic of such conclusions.

For many years we have known the association between certain lines of trade, certain lines of work and certain forms of diseases. For centuries we have known about the writer's cramp; the girl who by long writing uses a certain number of muscles and a certain set of nerves continually, becomes the sufferer of paralysis of those nerves. There are associated certain diseases with miners; diseases associated with employes of cotton mills; diseases associated with running certain forms of machinery; diseases associated with indoor confinement; so that one of the first things always asked patients is—"What has been your occupation? What particular sets of muscles of the nervous system have you been using most?"

When a person has worked at a shoe with a last for a certain number of hours in the day, that person

will have dyspepsia or indigestion, so also sitting at hand-sewing will produce the same sort of condition in the system.

You may say that modern inventions and modern improvements have eliminated that connection between occupation and diseases. This is not strictly true, because the compensation offered to us by inventions and by improvements have been overcome by the extra strain in keeping up with the machinery, in doing machine work as it were, and the breakdown comes greater to-day than it did in the days of the hand manufacturer.

We know how many diseases are spread, not how they are actually spread, but how wrong we were in the conclusion in the vast relation to many diseases, and we know to-day that certain diseases follow certain lines of industry in the material. The great improvement so-called, in dyeing and the tanning of leather, for instance, has brought into your lives certain forms of diseases. We know that certain diseases are carried in the skins, hides, hair and furs, and that no amount of treatment by the various acids are able to kill some of these diseases. One that occurs in your line of work is a disease called anthrax. This is a disease in the skin of the animal. We know the germ specifically that causes that disease. We also know that no amount of dressing, no amount of currying or shaving will eliminate that germ from that disease. It requires specific treatment in order to get it out of that particular disease. The United State Government to-day is very particular in its inspection of hides, and if you have been to the custom house you must have seen the great scrutiny on South American hides. The reason for that is this, that in some of the countries not so much attention is given to the treatment of hides before they are exported, and it devolves upon us in this country to protect those who are going to handle these hides.

We know that many diseases are spread by insects. Yellow fever, for instance, is spread only by the mosquito, so we fumigate the holds in the ships against the mosquito. The mosquito will bite a person who has yellow fever and the blood is converted into poison, and thus the disease is spread either by stinging another mosquito or by stinging a person, while yellow fever has been treated for years as being spread by raw material, hides, cases, etc.; but that is not so. We learn that from malaria because we have found that is just what happens in malaria. And

so we have been able to go into Panama and do their wonderful engineering feat simply by protecting ourselves against the mosquito.

One of the diseases which perhaps effects the greatest number of persons is what has been termed tuberculosis or consumption. Our early view relative to that has changed. If we wish to cure consumption we must first get them into the open air. We must get them into a situation where the greatest amount of sunshine will radiate into their bodies. Patients used to be sent to Southern California, and Colorado and southern parts of this country looking for those conditions, and they often died from home sickness. We now keep those people at home, and to-day we are curing a greater number than we cured before.

Cleanliness and fresh air are at the basis of all things. If we could get people to clean up their stores, their goods and themselves disease would be prevented and no amount of medical knowledge and no improvement in drugs will ever bring those results until people know the great value of cleanliness.

It is not the germs that cause the disease. It is the food. We can not dodge germs. They are everywhere; of all kinds and degrees of poison. Our only safety is in getting so clean that the germ will not find fertile soil.

The commercial men are taking another view of cleanliness and the foreman has been instructed to observe a fellow's fingers, to see if he is a fiend to cigarettes. The foreman is told to size that fellow up; talk with him; find out what his thoughts are; then come to me and I will make an estimate of him. The fellows are going to succeed on that sort of cleanliness, because after all it is not the goods you present—it is the way you present the goods. A great many people leave the store simply because the clerk has been repulsive to them. Women particularly come to physicians and say the fellows are always laughing as if they were telling a smutty story, so that cleanliness to you is a particular point of view and from a medical standpoint I have tried to present it. The retailer ought to suggest to his clerks cleanliness of thought and manner.

The old fallacy was—night air when we are sleeping must not come into our rooms. Now the night air we know is purer and more wholesome, because it is a quiet air—after the shops have been shut down and the railroads and electric cars all stop churning up the air; why shouldn't it be? The middle part of the night should be purer, yet we have been shutting out that particular part of the day. Sleep with open windows, but screen them; because the great cause of disease is not the night air, but germs and insects which carry disease from person to person, so I would urge upon you to take exercise and take it in the open air. There is no substitute for opening the windows and taking into the shop or room the fresh air.

Rest should have a certain relation to exercise. The fellow who thinks

he can work all day in the shoe store and then take up evening school in a heated atmosphere and then go home and try to catch up and go to sleep in a closed room, and goes through the same process day after day, and thinks he can preserve his health, is deceiving himself. The time will come when he will break, and break badly; and there will be no catching up; because by a wise provision of nature human mechanism has been supplied with a margin of safety. We have been given a duplication of organs. One organ takes up the work of another and allows the other organ to rest while it does the work. We have thus more blood vessels than we actually need, so that Nature has tried to keep us within certain lines; but Nature has her limits and when a fellow is burning the candle at both ends, Nature will collect the debt.

The whole fundamental thing in eating and drinking is to treat your system as you would treat a furnace, because food to the body is what fuel is to the furnace. If you shovel an over-abundance of fuel into a furnace, you will exhaust the fire. If you do the same thing to your system, you will injure it.

The most common cause of indigestion is—first, increase in overeating; second, bolting what we take into our stomach and giving our stomach work which it was never intended to do. Both of these are ever prevalent in shoe stores.

The most effective means for your success is good health. You have been given without cost—fresh air and sunshine. You should take the proper proportion of rest, exercise and proper quantity of food.

If you have good health you will be happier; and if you are happy you will be content at the job; and it is the contented fellow who succeeds, and the business man of to-day is looking for the healthy, happy, contented employe in his store; and if you have those three fundamental things you are sure to be successful.

The Boston Chamber of Commerce in its endeavor to diminish the chances of disease by the contraction of colds, has compiled the following rules which deserve to be posted in every shoe store in the country:

Common colds are contagious. They are caused by germs. You catch cold just as you catch diphtheria. The germs of colds are spread from the nose and mouth of one person to another.

Draughts, wet feet, chilling of the body and sudden changes of temperature will not in themselves cause a cold. (Stiff neck and other muscular pains are not here included.) These conditions may weaken the body, help the germs, favor the development of colds and make them worse. But it is worth noting that Arctic explorers never suffer from colds until they become infected from their fellow men on their return to civilization.

Do not get close to others who have colds.

Do not use handkerchiefs, towels, cups, etc., that have been used by





## 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.

## 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

**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.**

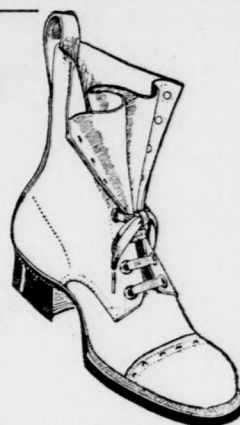
Goodyear  
Welt

Grand Rapids, Michigan

Standard  
Screw

Makers of the Famous

Bertsch Shoe and  
H B Hard Pan Lines



H B Hard Pan  
High Cut

## Sixty Thousand West Michigan People

Will watch the process of making the "Glove" Brand Rubbers by an expert sent here from the factory in Connecticut to demonstrate the superiority of Glove Rubbers.

Glove Brand Rubbers are the best fitters, hence the best wearing rubbers on the market.



**Hirth-Krause Company**

Agents

Grand Rapids, Mich.



## It's Up To You

To select the line that will give you the best results in every way. We can help you by showing one of the most select and profitable general lines of shoes on the market—

## "Red School House" Shoes

have been before the public over forty years—good proof of their value. We make shoes to suit all taste. Don't be satisfied until you see them.

**Watson-Plummer Shoe Co.**

CHICAGO

Stock Rooms and Offices  
Market and Monroe Sts.

DIXON, ILL.

Factories



people who have colds. Even although you do get your cold from your neighbor, do not pass it on.

Do not sneeze or cough except into your handkerchief. may spread colds, tuberculosis and other diseases.

Do not spit on the floor; to do so Do not neglect a cold. It may lead to serious complications. During the first few days, if you have fever, stay in bed. This will help you and protect others from getting our cold. Take a laxative and use simple household remedies. If these do not help you call a doctor.

You will be able to resist the germs causing colds if you keep your body in good condition.

Breathe pure air; avoid dust; take regular exercise; get plenty of sleep and rest; eat wholesome food and do not sit for long hours in a stuffy, close room.

Colds come from the bacteria in your mouth, teeth, nose and throat; therefore keep these parts clean.—Boot and Shoe Recorder.

#### Replacing Shoes in Stock.

It is a conservative estimate to state that at least 20 per cent. of the sales lost in the average shoe store are due to the fact that the salesmen have not mastered the art of properly showing the goods to the customer. During rush hours it is a difficult thing to wait on more than one person at a time and immediately return the goods to the shelves after the customer has decided that he wants to buy another style.

Yet the importance of returning the goods to their proper places at the earliest possible moment can not be emphasized too strongly. Two stores in Baltimore illustrate this point most effectively. One retail shoe dealer in that city is quite a fanatic on the subject of returning shoes to the stock. He will not permit his clerks to allow the shoes to remain on the counter until after the busiest hours are over. His instructions are that no customer is to be shown more than two pairs of shoes at a time and under no consideration are the cartons to be removed from the ledge. The result is that the store always looks orderly and sales are made quicker, to say nothing of the fact that mismatched shoes never leave his shop.

In another store in the same city no attention is given to replacing of shoes in stock. Of course the goods are returned to the shelves, but not until the time can be easily spared to do so. Some goods that are brought up from the basement are left on the selling floor until a large number accumulate and then they are put away. Sometimes the shoes are out of their proper places for days at a time and in many instances the salespeople are compelled to either lose the sale or spend much time convincing the customer that another shoe is better adapted to the "peculiar construction of her foot."

It makes no difference what system is employed in the store, if it is not far-reaching enough to govern the showing of the goods and their replacement in stock it is a faulty one.—Shoe Retailer.

#### HER NEW SPRING HAT.

##### She Loved It Most Because It Was Exclusive.

Written for the Tradesman.

The expressman came whistling up the walk and knocked at the front door of the cottage. It was a new cottage in the form of a bungalow, and there was no bell.

When Maxine saw and heard him she gave Algernon an impulsive little hug and ran out into the reception room, from which the door opened directly on the porch.

Algernon went back to his paper. Algernon was unemotional. He paid small attention to the kittenish moods of Maxine. Besides, how was he to know that there was in the large box carried by the expressman a new spring hat?

Maxine had worried a good deal over her spring hat. She had paused long before Monroe and Division street windows and dwelt hesitatingly on the beauties there displayed.

More than once she had decided on a creation of straw and things, only to cast it out of her mind when she saw something like it on the head of some other woman.

She wanted a hat that her acquaintances would grow green with envy over. Besides, where was the use of spending a lot of Algernon's money for a skypiece if the first woman she met looked it over and said:

"Yes, it is too sweet. Mrs. Denton, over on Fountain street, has one just like it, only I think the material is finer, and the ornaments just a trifle more expensive. And I saw one somewhere else. Let me think. Oh, yes, Mrs. Sharron's housekeeper has one just like it. I presume that is the reason Mrs. Denton does not wear her new one any more."

What is the use of having a new spring hat if your dearest friend can throw talk like that at it? Maxine thought there was no use at all.

When she got to the door the expressman had the box on the floor of the porch and his receipt book open in his hand, with the indelible pencil sticking out between the thumb and index finger of his right hand. Maxine signed for the box and caught it up in her arms.

"One dollar, please," said the expressman.

Maxine's blue eyes opened wider.

"Why," she said, "they were to pay the expressage."

"But they didn't," said the expressman, reaching for the box.

Get her new spring hat back? No, sir! That was a priceless hat. It had been ordered constructed in the large city of Chicago and was destined to make the Grand Rapids hats look like thirty cents.

She took out her purse and found twenty-seven cents and a sample of ribbon Mrs. Gibbs had given her the day before. In a moment she appeared before Algernon with a petition for a round, hard, iron dollar. She thought she could use the twenty-seven cents in another way.

Algernon started to say something, but changed his mind, for there was the emissary of the express

company—a soulless corporation—in the doorway.

He gave her the dollar and she transferred it to the expressman and he went away, closing the door hard after him. Then Maxine borrowed Algernon's knife and cut the knots of the strings which held the box together.

"What is that?" asked Algernon.

"I think it is a shame," said Maxine. "I just know they paid the expressage on this box. They said they would. I'm going down to the express office to see about it."

"What's in there?" asked Algernon.

Maxine unwound the cord which helped to hide the wonderful hat. She wanted to surprise Algernon and hear him "oh" and "ah" over the hat.

When at last the cover came off and the hat came out Algernon was indeed surprised. It looked as if it had been laid down and rolled on, and pushed into corners, and twisted around a trolley pole, and buffeted about in a street car strike. Algernon looked it over casually and said it was too bad.

Maxine gave him such a look as only an indignant wife can give a great brute of a husband and went to the mirror with the hat.

"You want to put in a claim for damages, right away, quick," said Algernon. "It is rotten to deliver in that shape."

"Why, you goose," explained Maxine, "that is the way it was made."

She put it on and walked up to the mirror, and away from the mirror, and turned her head this way and that way to catch the dazzling effect of the gorgeous thing.

It was one of these hats you see in windows downtown. The main structure looked as if it had started in to be a shoot-the-shoots and changed its mind to become a copy of the leaning tower of Pisa. To some extent it looked like a drawing of the coast range, with an extension thrown out here and a side-porch nailed on wherever there was room for it. It was made of straw and the ornaments were also of straw.

As Algernon looked at it he thought of the stack of straw in the old barn-yard, with the pigs rooting under it until it slid down in places and hens roosting on it until it was feathered out like an Indian on the

path of war. The reader will understand, of course, that this is not a scientific, technical description of a new spring hat as a milliner would describe it. These words are designed merely to show how the hat really looked.

"Isn't it beautiful?" asked Maxine.

"It looks to me," said the brutal Algernon, "like one of the things you get when you lose a freak bet and have to wear down Main street with a band playing in front and the boys applauding from the windows."

"You're a brute!" said Maxine.

"Where did you get it?" asked Algernon, thinking of the round dollar he had just put up to rescue the creation from the agent of the soulless corporation.

"Why," replied Maxine, pushing the hat over one eye, "I ordered it from Chicago. I got it out of a book. I will show you the book, and then you can see that it wasn't in any collision on the way here."

Algernon grinned and Maxine went and got the book. It was as large as an unabridged dictionary with a couple of volumes of the census report bound in with it. It was set in four-point type, and the illustrations looked as if they had been made by a man who was pressed for time as well as talent.

This book told about everything on the earth and in the deep blue sea. The editor of the volume seemed to be trying to give things away. Maxine turned to page 97,683 and showed a picture of a hat.

"There," she said, "I ordered that one. It was only \$24.74, and it says right here that no local merchant will sell one for less than \$87.60. You can see it for yourself, right there in little type."

"What's the matter with Grand Rapids hats?" asked Algernon.

"Oh, they're too common!"

"I see," said Algernon.

"Do you suppose I want a hat that Mrs. Fallon Dean Vinton and Mrs. Annie Belle Harlow and all the rest have been looking at in the show

#### MAYER Special Merit

School Shoes Are Winners

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.



windows for the past ten days? You wouldn't want your little wife to have a hat like that, would you, dear?"

And Algernon said of course he wouldn't, and Maxine kissed him on the tip of the cheek bone and turned the hat around to see how it looked on the hither side.

"If I'd bought this hat here," Maxine said, "I would have paid \$87.60 for it. You can see the figures right there in the book. Besides, every time I went out the neighbors would have thought I was some one else on account of having a hat like other people. Now, you see, I've got an exclusive hat, and that is why I love it."

"I see," said Algernon, "but, all the same, the Grand Rapids milliners are doing business with me, and you ought to have traded with them. That hat may cost me a good customer. Besides," he added, as a straw ornament dropped to the floor, "where are you going to take it for repairs when the glue melts or cracks off. There isn't any hat hospital here that would take a case of jim-jams like that and guarantee a cure."

"I think you're a mean old thing," wailed Maxine. "This piece can be put right back on with a little mucilage. If you look at the mail order catalogue you'll see that the hat is guaranteed."

"All right," said Algernon, "only I'm sorry you didn't buy it in Grand Rapids. I don't like the idea of doing business with mail order houses."

Maxine gave a little gurgle of delight.

"Here comes Mrs. William Walter Williams," she said. "There she is, coming through the gate now. She's an old frump. I'll leave my new spring hat on and go to the door. Then she'll think we're going out and won't stay long. And then she can see the hat. You go out and take off those slippers."

Five minutes later Algernon came back to the portiere and stopped, hidden by the fabric from view. Mrs. William Walter Williams was passing on the hat.

"Why, wherever did you get it?" she asked.

There was a murmur of voices and then Maxine said:

"I couldn't suit myself here, you know."

"It is beautiful," said the visitor. "I'm sure it becomes you ever so well. Nettie Fitzgerald has one just like it, only I think the material is choicer and the ornaments rather richer. I told Nettie it was rather extravagant for her to get such a hat, for she earns only \$7 a week in Walter's laundry, and the hat cost almost \$12. So sorry you're going out. Lovely day. Now, be sure and call."

When Algernon got back into the sitting room Maxine was weeping on the hat. She gave it out strong that Mrs. William Walter Williams was a number of undesirable things.

"Give it to the cook," advised Algernon. "Then Mrs. William Walter Williams will think you were putting one over on her!"

And that is what really became of

the mail order new spring hat that was to be both cheap and exclusive.

Alfred B. Tozer.

#### Utilitarian Inventions Discovered by Accident.

The number of useful articles in vogue to-day that were invented by accident would lead to the conclusion that most conveniences come into being in that way. For example, the porcelain of your bathtub was discovered by an alchemist who was seeking a mixture of earthen that would make the most durable crucibles, and roast pork came into being through the accidental burning of a pig sty in Scotland, together with its inmates. When Marshall Jewell was Minister to Russia he discovered the secret of making Russia leather by his sense of smell. The Russians use birch bark tar in dressing skins instead of tallow and grease. By literally following his nose one day on a visit to a large Russian tannery, Jewell chanced upon the secret compound in a large kettle. He recognized the odor of the birch bark and reported the discovery to his government. As a result genuine Russia leather goods are now being made in this country. A hen once walked through a clay puddle and then into a sugar house and left tracks of her muddy feet on a pile of sugar. Wherever her tracks were, it was noticed the sugar was whitened. After a number of experiments it was found that wet clay was valuable in refining sugar. The wife of an English paper-maker once let a blue cloth bag fall by accident into one of the vats of pulp. She was so frightened when her husband became enraged because of the blue tint of the paper resulting, that she did not confess her agency in the affair. For four years the damaged paper was stored as a dead loss. Finally the manufacturer sent it to a London agent and instructed him to sell it at any price. The paper was an instantaneous hit with the buyers and large additional orders were received. The maker was in a dilemma, for he did not know how to reproduce it. Fortunately he was a man who took his wife into confidence, she revealed the inward facts in the case and their fortunes were made.

#### Brevity.

Brevity is often the bond between effort and success.

The use of too many words is waste of double time—your own and the man who reads.

A long letter says: "Read me later on." A short pithy one: "Read me now and note what I say."

Busy men live every minute in the day—reading superfluous matter is not living; it is trifling.

Men who won't trifle won't be trifled with.

Get to the point at once when you have a point to emphasize; if you have several, keep them close company.

You must be concise to be understood; you must be brief to get a hearing. That is just what it means: brevity gets a hearing. Many words get passed by.

Walter Goodwin Storer.

#### What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Kalamazoo Council is having its hands full of late dealing with franchises for electric roads. The franchise granted Col. W. V. Jacobs for the Kalamazoo, Gull Lake & Northern four years ago has been declared void. Application is to be made within a month for two other franchises, one in behalf of the Lake Michigan & Kalamazoo, which proposes to run its line from Benton Harbor and St. Joseph to Kalamazoo, and the other by Geo. E. Barden, the Otsego paper manufacturer, who proposes to build between Kalamazoo and Otsego, with extension later on to Grand Rapids.

Petoskey reports indicate that 1910 has been the banner year in the way of resort business.

The proposed anti-fly ordinance, drafted at the request of the Board of Health of Kalamazoo, is looked upon by some of the celery growers as disastrous to their business. Under its provisions the Board of Health may prevent the use of manure for gardening purposes, but growers have been assured by city officials that extreme and unfair measures will not be taken.

Grade separation is being discussed at Pontiac and the State Railway Commission says that if the city will pay for the bridge approaches that the Grand Trunk and the D. U. R. railways will be asked to build a bridge at the South Saginaw street crossing.

The Reo Motor Car Co. spent \$1,601,271.60 for supplies and labor in Lansing during the past year. It is this sort of fertilizing that makes cities grow and prosper.

Benton Harbor wants more factories and at a recent public meeting President Peters, of the Business Men's Association, appointed a committee of five to confer with the officers of the Development Co. and perfect plans for a continuance of the work of the latter organization.

The Ludington Council has adopted a garbage ordinance which, if enforced, will make that city one of the cleanest and sweetest in the State.

The Evart Board of Trade has prepared exhibitions of the products of Osceola county for the State Fair and two county fairs. The Board will also distribute 10,000 leaflets to prospective home seekers.

Almond Griffen.

#### Girls May Oust Boy Messengers.

Most of the 15,400 messenger boys employed by the British postoffice department in England, 4,000 of whom are in London, are in danger of losing their places to girls. The postoffice officials are working upon a plan to bring about this revolution. The proposed change has aroused a great deal of interest and the officials are being swamped with applications from girls and protests from boys. It is purposed to employ girls in the telegraph and instrument galleries, in the sorting, telephone, and accountants' general rooms.

Praying may be a costly thing when it is a refuge from paying.



#### Duplicating Sales Books

For Retail Stores

Printed, numbered, perforated and tabbed 100 slips to the book, with leather covers and carbons FREE. Send for samples and prices.

CONNARD-HOCKING CO.

156 E. Lake St.

Chicago

## Brighten Up Your Store



No Brightener on Earth Like

### American Lighting Systems

Brighter than the electric arc, cheaper than kerosene. Nothing so adds to the attractiveness of a store as a bright interior, and any lighting system that you may have in use can well be discarded for the marvelous American Lights, whose economy of operation will save their cost within a short time. We want to tell you more about American Lights, so please drop a card to

American Gas Machine Co.

103 Clark Street

Albert Lea, Minn.

## 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





### Salesmanship and Advertising in the Hardware Store.

The object of every one of the members of the Michigan Retail Hardware Association is simply this: To sell goods at a profit. That is what we are all in business for. Your business is organized for the purpose of selling something. And unless we can sell at a profit we can not stay in business.

Now, in order to sell goods at a profit what must we do? In other words, what is salesmanship?

Influencing the Minds of Others.

It is simply making the other fellow feel as you do about what you have to sell. You are trying to get the people who come into your store, or in a larger way, all the people in your town, to feel that they should buy your goods.

You believe that they should buy from you. You are seeking to bring their minds into agreement with your mind. Now, when you have brought them around to the point where they agree with you, then you have made a sale.

A sale does not take place in a man's pocket, or in his pocketbook, or across your counter. It takes place in the man's mind. In order to make a sale it is always necessary to convince a man's mind. When we look at salesmanship in this broad way we see that it does not make any difference whether you are selling a pound of nails, or a lawn mower, a set of garden tools or a suit of clothes, a piece of real estate or an automobile—the same broad principle applies.

Business of Running a Store is simply the business of influencing the mind of the public. The man who runs the most successful store has the biggest business and makes the most money out of it is the man who can influence favorably the largest number of people.

Suppose we have a vacant corner here in the business district past which a quarter of a million people walk daily. Suppose we decide to open a hardware store on this corner. First, we put up our building. Then we stock up with goods and then we open the doors to the public. Here is our hardware store in a fine location, all stocked up with goods and the doors are open.

Is that all there is to do? No; the whole question of whether that store will succeed depends on whether it will sell the goods inside. And the whole question whether it will sell the goods depends upon whether this store can influence favorably, and not unfairly, the minds of the people who go past it every day and all the

other people in the community who may be possible buyers of its goods.

You have got to get the people inside of your store, then you have to sell them the goods you have stocked before you become a merchant. And this is the hardest part of being a merchant—in my own opinion about seven-eighths of the problem.

Nearly anybody with a sufficient amount of capital can put up a store building, fill it with goods, but not every one can sell the goods to keep the store going. For a great many people do not understand in the first place that salesmanship is simply influencing the human mind, and, in the second place, do not know how to influence the mind.

The Mind Is Influenced by many things and in many ways. The business man who realizes these fundamental principles of salesmanship will have it in mind from the time he first plans his building. The building itself influences the mind of the customer. The windows and the displays in them influence the mind. The goods and the way they are displayed in the store influence the mind of the possible buyer. Also the value, the price and, most of all, perhaps, the employees of the store.

The Right Kind of Employees.

The merchant must depend upon his employees to do his selling for him. He can deal personally with only a few of his customers, and in a large store he probably does not meet the customers at all. He meets the public through his clerks and other employees. From him the public gets its opinion of him and his store.

Hence the problem of having the right kind of employees is one of the biggest—if not the biggest—of the problems of running a retail business.

This brings up the subject of employment of help. The question of employment is always hard. Here is a matter in which judgment often goes wrong. If you or I or any other business man could find a man whose judgment in employing people was absolutely correct, who could tell by looking at an applicant and talking with him just how good he was and just what sort of an employee he would make, we could afford to pay this expert anything he asked.

But there is not such an expert in the world. It is impossible to look at a man and tell from inspection whether or not he can sell goods.

I never employed a man in my life on the first interview. I believe in asking a man to come back the second time, because, as a general rule, the clerk will have to wait on his

trade over and over again. If he does not make the right impression on you the second time as well as the first, the chances are that he would not on his customer.

Don't Employ Unsuccessful Help.

Some folks will tell you that a man who has fallen down in one job can make good in another where circumstances are different. But I doubt it. I never yet opened an egg and found it bad at one end and then turned around and found it good at the other.

One way to get help is to advertise. When you advertise, however, be straightforward in your advertisements. Never advertise under a fictitious name.

Getting Employees.

If you need fifteen or twenty men advertise for two. Good men do not seek employment where employees are wanted in droves. Occasionally it pays to take space outside of the want columns. The kind of men you want generally have a job and are



A Good Investment

PEANUT ROASTERS  
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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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.

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  
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C. J. LITSCHER ELECTRIC CO.

Grand Rapids, Mich.

Clark = Weaver  
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Wholesale  
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Grand Rapids, Michigan

Our new catalog is now ready  
for distribution.

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Cement, Lime, Plaster, Hair  
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We also sell barrel salt in car load lots

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The only exclusively wholesale dealers in Builders Supplies in Western Michigan

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.



not looking through the want columns of newspapers. They might be attracted, however, by a display advertisement.

Another way to get help is through the clerks that you already have. In this case, however, you always have to make allowances for friendship. You must be careful not to allow yourself to be influenced by the rosy reports of the man who is trying to get his friend a job.

Another way that I have seen used with success is to advertise for some article like a typewriter or an adding machine or a safe. The salesmen who handle these articles are oftentimes very bright young men and by watching their methods in trying to sell you, you can determine whether or not they would be good men for your own line.

#### Training People.

After you have hired your help the work of building up an efficient selling organization—for that is what every store really should be—has only begun. Even the best clerks need to be trained. I think that one of the most interesting and important developments of modern business is this idea of training employees which all of the big, successful firms—retailers, wholesalers and manufacturers—are gradually adopting. When you come right down to it, this is the only reasonable way of doing.

You, as the head of a business, know a lot of things about selling goods, handling customers, keeping up stock, etc., which are the result of years of experience. Furthermore, you have had the ability to profit by all of this experience and that is one reason why you are the head of a concern and not merely an employee.

Now, if your clerks knew a lot of the things you have learned, they would be far more efficient. But they do not know these things, because they have not yet had time to learn and probably many of them have not the aptitude which enabled you to master all these things.

There are two ways in which they can learn. They can go ahead for several years and make mistakes and finally, perhaps, learn some part of what you know. That is one way. The other way, the reasonable way, is for you to teach them some of the things you have learned, so that they can avoid the mistakes and do their work with the same efficiency that you have. Merchants and other business men have time and again exclaimed, "Oh, if I could only get people who could relieve me of a lot of this work; who could sell goods and handle customers the way I handle them." But have they ever done anything to train their employees?

#### Store School For Clerks.

I really think that every retail store should have a "school for clerks." And the first lesson that I would teach would be the lesson of courtesy. I know of no other quality that employees in business need so much as the quality and courtesy in dealing with the public. All of you are familiar with the comic supplement jokes on the "young ladies" in the department stores who are too

busy fixing their hair to take care of customers.

Most of your employees are, of course, men, but don't you find that they often fail in this particular just as much as the young women? I do not know why it is, but oftentimes employees of business houses assume an attitude toward the public like that of the librarian who complained that so many people came to draw out books that he did not have any time to read.

Teach your clerks that they are there to serve the public and that it is their duty and should be their pleasure to go to almost any reasonable length to be of service to those who come into your store.

If I had a store I would teach my employees the talking points of many of the different articles handled in the store so that they would be able to answer questions intelligently and to show customers why they should buy articles of good quality rather than cheaper brands. I would teach clerks how to keep stock, to wrap up parcels, how to wait on customers. Call their attention to the importance of always being neat, well shaved, careful in their dress, etc.

#### Employees Need Supervision.

There are few people who do not require some supervision. But the less supervision a man requires the more valuable he is and the more pay he earns.

A man really pays for the supervision that he requires. The difference in wages between the department head who manages his share of the business with little supervision and the clerk who does nothing without instructions is accounted for by the fact that part of what might be the clerk's salary is paid to somebody to watch him.

Supervision is no reflection on a man's honesty. If a man is honest he will not be ashamed to have some one check up his work. If he is not honest, you simply have to have some one watch him. If a man is honest, I believe it is your duty to keep him honest by surrounding him with every possible check to keep him from going wrong.

Real Test of Executive Ability comes in the handling of employees. Treat your people individually. Make a point to get acquainted with what each man is doing. Make it a point to speak kindly to your people at all times, only criticizing them when absolutely necessary. Many a man has been knocked out and discouraged for days and made almost useless in the store because he has been criticised in such a way as to take all of the spirit out of him.

I am a great believer in what is called the "magic of praise." If one of your clerks has done a good piece of work, tell him so. Show him that you appreciate it. You may say only a few words to him, but if he is the right kind of a man the fact that you have been pleased will sink into his heart and will make him work all the harder, because he believes the "old man" will appreciate it.

People will often work harder for honor than they will for money. For

this reason I have often found it very much worth while to offer prizes to salesmen. In a store prizes could be offered for the clerk who does the greatest amount of business, for the clerk who secures the greatest number of new customers, for the clerk who makes the fewest mistakes, etc. Encourage Suggestions.

Another good thing is to offer prizes for suggestions. The wise business man nowadays has his mind open for suggestions from his employees. At our own factory we have put up a bulletin in every department asking all our men to think about their work, to see where some improvement could be made, some operation shortened or done in a better way. We pay for every sug-

## REMINGTON

TYPEWRITER

\$18 75



This is your opportunity. Write at once for the most interesting proposition ever made to the typewriter purchaser.

STANDARD TYPEWRITER EXCHANGE

23 Park Row

New York City

## Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

## Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.  
Grand Rapids, Mich.

## CONCRETE MACHINERY

Attractive Prices

Catalogue "M. T." explains everything mailed free.

Power Drain Tile

Machines

Power and Hand

Mixers

Stone Crushers

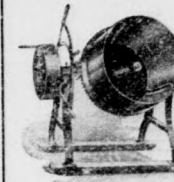
Block Machines

Erick Machines

Sill Molds

Architectural Molds

Cement Workers' Tools



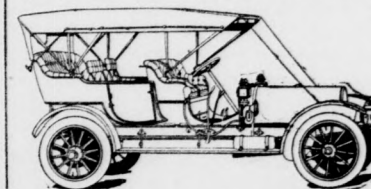
MODERN  
Hand Batch Mixer

Universal Concrete Machinery Co.  
100 West 4th St., Waterloo, Iowa

## THE 1910 FRANKLIN CARS

Are More Beautiful, Simple  
and Sensible than Ever Before

Air Cooled, Light Weight, Easy Riding



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

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important 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.

## Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You  
Good Dollars

### The Handy Press

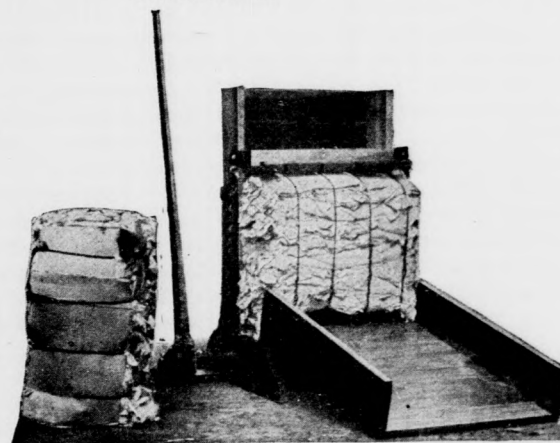
For bailing all  
kinds of waste

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.



gestion that is adopted and in addition we give prizes for the best of the adopted suggestions.

#### Big Rather Than Little Things.

The hardest thing the proprietor or manager of a store has to do is to differentiate between big and little things. Do not attend to a little thing when by doing so a big thing suffers. Do not try to drive tacks with a sledge hammer. By that I mean do not let yourself waste your valuable time attending to details that less valuable people can handle.

I have a plan by which I try to keep myself free for the important things. On my desk is a pad on which each morning I write the ten most important things I have to do that day. I put them down as they occur to me, and as I do them I mark them off. Every morning my stenographer puts a fresh sheet on my desk. Sometimes the very important things do not number ten. Sometimes there are more. Other important things I put on another page, but I try to keep before myself the ten most important and try to keep myself on the most important work.

The same plan is carried out all through our business. Each department head has on his desk a memorandum of the important things that he has to do. Suppose I ask each one of you now to tell me the most important things you have to do. Perhaps you would have to scratch your heads and think. Now if you do not know how can you be sure that you are always working on the most important things?

I was over in Scotland one time and I said to a Scotchman in Edinburgh, "I notice that young Scotchmen are getting the best jobs in the banks in England and on the Continent. They are in places of responsibility. Do you know why that is?" "Oh," he said, "that is easy. It is mental arithmetic." I said, "What do you mean by that?" And he said, "Mental arithmetic in a boy becomes judgment in a man." It is the ability to weigh in your mind two opposing factions or things and be able to come to an intelligent conclusion as to which you would better do.

To be successful you must be able to weigh in your mind the things that come before you and make your decision on the side that goes down. Here are five reasons why you ought to do this thing. See how many reasons there are on the other side why you ought not to do it. You will be more likely to come to an intelligent conclusion.

#### Make Decisions Quickly.

Another thing—learn to make decisions quickly. Some of us would not be able to get very far if we did not have to make decisions quickly. Learn to size up things and make decisions as quickly as you can. There are times when judgment is better to-morrow, but if you are in touch with the business you can make your decision as well now as later.

If you find you are on the wrong road, change your mind. There are only two classes that do not change their minds; only two—fools and dead men. None of us wants to be-

long to either class. Do not be afraid to change your mind when you are wrong, but do try to make your decisions quickly.

#### Handle the Hard Things First.

Again, we are prone to put off the hard things that are on our desks. "Here is a letter I ought to answer," we say. "I will put that off for a while. I have three or four other things I can do." You put it off. To-morrow you will say, "That thing is there yet." And that is the way it goes.

Now, I will tell you what I do. I am not preaching anything I do not practice; you can ask anybody working for me. I have made myself do this. I handle these hard things first. The easy things I can handle any time, so I handle the hard things first. It may take longer, but they will be handled.

#### Everyone Is an Advertiser.

I often hear merchants say that they do not believe in advertising. Now it doesn't make any difference whether a man believes in advertising or not. He is, nevertheless, an advertiser. Every man is an advertiser. The expression on your face is an advertisement. Your dress, your manner, is an advertisement. All these things have an influence on the minds of the people with whom you come in contact.

Your store building is an advertisement, your clothes. So are your goods and so is every salesman and clerk and every employe in your establishment. Everything you do is an advertisement. It is not a question of whether you will be an advertiser. You are an advertiser and you can not help it.

The only question you or I or any business man has to decide is whether he will do effective advertising or ineffective advertising; whether he will think out his advertising plans and do it with some definite purpose in mind, or whether he will carry it on haphazard.

All advertising is teaching. You teach the readers by conveying ideas from your mind to their mind, and if you teach them often enough and teach them right, you can bring them around to your way of thinking, which means that you have accomplished a sale and induced him to buy from you.

An advertisement is simply a talk to the people who read it. See to it that the same sincerity, simplicity and convincingness are put into the advertisement which you would put into a personal talk with one of your customers.

#### Fundamental Principles.

In the advertising of a store there are certain fundamental principles which must be adhered to. First of all I think a store must give the impression of absolute honesty. I believe that if any store in any city could earn and merit the reputation of being absolutely honest—the most honest store in that community—people would stand in line for the privilege of buying things in that store.

By this I do not mean to infer that most stores are anything but honest. I know that most of them are.

But a store must establish a reputation for sincerity, for courtesy, for giving the best possible values consistent with a fair profit. The merchant must find some way to convince the public that his store stands for all of these things.

As I said before, there are a thousand different ways by which the public is taught and convinced. Many different sorts of methods can be used which will bring success if they are rightly used and followed up, but there never can be any difference as to these fundamental things. You can examine every successful business institution you know, and you will find that their salesmanship and advertising qualities all run upon the cardinal principles of honesty, square dealing, courtesy and originality.

Hugh Chalmers.

#### Will Use Newspapers Only.

The merchants of Manhattan, Kan., have decided to turn down all fake advertising schemes, and will make all their announcements through the local papers.

The oily-tongued stranger who goes to Manhattan to issue a livery-stable directory will receive no encouragement. The man who offers to paint advertising on trees or barb wire fences at so much a letter will be thrown through the transom.

The merchants of Abilene have followed suit, and will hereafter spend no more money to have their names painted on the town cows or on toy balloons or on woodchucks.

The movement is spreading and the day is at hand when all Kansas merchants will adopt the safe and sane plan and do their advertising in the newspapers.

It is the only way to reach and interest the people who buy things. The people read their home newspapers, but they don't read telephone poles, or cows or barbed wire fences. You never yet saw a man seated by his fireside reading a board fence or the side of a barn to his children.—Fredonia Citizen.

#### Useless Griefs.

A hundred years ago and more men wrung their hands and walked the floor, and worried over this or that, and thought their cares would squash them flat. Where are those worried beings now? The bearded goat and festive cow eat grass above their fleshless bones and jaybirds call in strident tones. And where the ills they worried o'er? Forgotten all forevermore. Gone all the sorrow and the woe that lived a hundred years ago. The grief that makes you scream to-day, like other griefs, will pass away; and when you've cashed your little string and jaybirds o'er your bosom sing, the stranger, pausing there to view the marble works that cover you, will think upon the uselessness of human worry and distress. So let the worry business slide; live while you live, and when you've died the folks will say around your bier: "He made a hit while he was here!"

Human succor is heavenly service.

### 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

## Horse Collars

That fit the shoulder of the horse as a glove fits the hand, will be more apt to "take" with the farmers in your locality than the old, straight faced kind.

There is as much difference between the fit of a "SUN-BEAM" collar and an old straight-faced collar on the shoulder of a horse as chalk is different from cheese. It doesn't take long either to convince horsemen of this fact.

We found the secret of successful collar building only after years of experiment—you get the result when you buy from us.

Won't you give us an opportunity to put these goods into your business? Why not Today?



**Brown & Sehler Co.**

**Grand Rapids, Mich.**



### Getting Women Into the Hardware Store.

It is a delusion to think that women are not interested in elementary mechanics, just as it is an exploded idea that a woman can not drive a nail straight. She can and does—frequently it is she who does the little odd jobs around the house. The wife of a mechanic will, it is true, usually leave these duties to the man, but among the very large clerk class it will be found that the better half as often as not wields a hammer and saw with very good effect.

But, for reasons for which the dealer is very largely responsible, women as a general thing shrink from going into the hardware store. In a city she has no tremors about entering the large department store—that has an atmosphere which is not repellent to her—it is her department just as much as it is a man's.

But in the smaller places she avoids the hardware store almost as much as she does the saloon, although, it is to be assumed, for different reasons. What is the consequence? Just this—jewelers and grocers and druggists can stock and sell lines that properly belong to the hardwareman.

It is a remarkable fact that when other dealers add an outside line to their stock, in nine cases out of ten it is one of the hardwareman's lines that they take. You do not find the furniture store adding a drug line, nor the grocer taking something away from the jeweler—no indeed—but you do find all four taking goods away from the hardwareman, and you do not find that very important merchant adding anybody's else line to his own.

The more progressive among hardware merchants are very much alive to this unwholesome state of affairs and are doing what they can to get women's trade and so hold the sale of goods that other merchants are taking away from them.

How are they doing it?

In the first place by telling their clerks that when a woman does venture into the store they should not treat her as a strange animal who has wandered in from some menagerie—but that they must treat her as though she were a welcome and usual sight in a hardware store—to be polite to her—not to be openly amused if she asks for "one of those flat things" when she means a screwdriver—to listen attentively and patiently when she gives a long description of her needs. A woman remembers these things and tells her friends about them—and that means trade well worth having and increasing.

Politeness—not greasy effusiveness, but manly, straightforward courtesy—is a priceless quality behind the counter for women's trade and for men's, too, although the latter may pretend they do not care a continental for it.

In this matter of catering to women's trade some hardware dealers have even gone the length of employing female help. It is extremely doubtful whether, in the hardware store of average size, this is wise, either as to economy or efficiency.

It must be borne in mind, too, that

women prefer to be waited upon by men wherever possible, just as female clerks would very much rather sell to men than to members of their own sex. Therefore, it will probably be found best to keep only men who can go from selling a package of tacks or a dozen curtain rings to a woman to selling sheet metal to a man.

But even if the clerks are competent to handle women's trade, they may have none of that valuable custom to attend to. Women must be educated to coming into the hardware store—to feel that it is as much theirs as is the hardware section in a city department store or the grocery shop anywhere else.

This can only be done by advertising, backed up by the goods and the service.

Women like a complete description and prices. That is what the catalogue houses are giving them.

Mr. Hardware Dealer, do you know why these same distant mail order concerns are getting more or less of your trade? Because they enable women to have a voice in the purchase of the goods you try to sell only to men—and because in their catalogues they give these women full details, including the price.

Catalogue houses may be as evil as they are said to be, but nobody will deny that the best of them know how to get business—therefore the local dealer will not waste time if he adopts such of their methods as are suited to his own trade.—Brains.

### Sandstone From Portland and Ionia.

Written for the Tradesman.

Near Portland, Ionia county, there was discovered many years ago a large deposit of sandstone. It is attractive in color and with exposure to the weather hardens and becomes valuable for building purposes. Forty years ago an architect recommended this stone to the builders of Grand Rapids and it was used by the National City Bank, Thomas D. Gilbert and others with satisfactory results. The window and door caps and cases—in fact, all of the stone work above the foundation—was cut from Portland sandstone and the building erected by Thomas D. Gilbert, adjoining the Fourth National Bank, is trimmed with the same material. The facade of the four story building fronting on the east side of Canal street near the Garrick Theater, erected by Cappon, Bertsch & Co. in 1870, is composed of Ionia sandstone. It has served its purpose well and the question naturally arises, Why was the use of this stone abandoned?

The building occupied by the Giant Clothing Co. is faced on the Canal street front with gypsum rock, and the fine old residence of the late Amos Rathbone, on North Division street, erected nearly fifty years ago, is built in part of the same material. The value of gypsum rock for building purposes has been proven. Why was its use abandoned? Let the architects and builders reply.

Arthur S. White.

He who worries over his words to men soon loses his word for men.

## 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.

## More About Reynolds Asphalt Granite Shingles Which Are Sold on a Twenty Year Guarantee

Authentic fire statistics prove that by far the largest percentage of fires occur on wood shingle roofs from chimney fires, neighboring conflagrations, etc. In some communities where wood shingles predominate, the statistics show that this percentage is as high as 75%.

According to our reasoning, based upon practical experience and fire tests, if our ASPHALT GRANITE SHINGLES were in general use, this percentage would be reduced to 5% from similar causes.

It is a significant fact that the fire records of municipalities where wood shingle roofs predominate, are decidedly the most unfavorable.

The following table shows the percentage of wood shingle fires:

COVERING A CERTAIN TERM	Total Fires	Total Chimney and Roof Fires	Per Cent.
Atlanta, Ga. ....	579	238	41
Chattanooga, Tenn. ....	221	115	68
Jacksonville, Fla. ....	283	126	44½
Knoxville, Tenn. ....	195	56	29
Wilmington, N. C. ....	151	81	56

These figures are startling and are serious. The adoption of our ASPHALT GRANITE SHINGLES will eliminate much of the hazard. They are becoming popular and may be found on all classes of buildings, from the humble dwelling to pretentious structures in many parts of the Central West. They are being used extensively at Milwaukee, Indianapolis, Cincinnati and many other large cities besides the smaller trade, and our local consumption, which is very large.

Our proposition is one of merit. We challenge contradiction to the statements which we publish. Many more facts are going to be obtained and published from time to time. The SHINGLES are cut in slate form 8 x 13 inches, to be laid 4 inches to the weather, and are sold at \$4.25 a square, or 100 square feet, including galvanized shingle nails. We furnish competent mechanics to apply the shingles or to assist, if necessary, on a limited number of contracts. We are also prepared to furnish the material for valleys, galvanized iron ridge roll, and ornamental hip shingles, which constitute the crown or finish of our ASPHALT GRANITE SHINGLES. Don't be prejudiced but investigate. An automobile at your service to show you as many buildings of modern structure as you wish to see which are covered with these SHINGLES.

We invite attention of the dealers. Write for trade price.

The ASPHALT GRANITE SHINGLES are made in Grand Rapids by the

## H. M. Reynolds Roofing Co.

Established 1868





### The Talk of a Sales Manager To His Men.

I have just come in from the order department. It did me a lot of good to see the toppling stacks of orders which you boys are sending in.

Nothing gladdens the Old Man's heart like the sight of a pile of orders. They are not so pretty to look at as pictures of Italian sunsets nor such choice specimens of art as works by the old masters, but all the same there is a charm about them—a sort of hypnotic fascination, as it were—and they look good to me.

There isn't anything quite so interesting to a live business man as a signed order. I can tell fortunes with a packet of order blanks better than a paid performer can tell them with playing cards. You spread a bunch of orders out before me, and I can see pictures of new buildings going up—clouds of smoke from factory chimneys reaching up to salute the stars—crowds of prosperous employees hastening to work with the early whistle, or lining up for payroll checks on Saturday nights.

That's the firm's fortune as the orders reveal it to the clairvoyant discernment of the Old Man.

I can tell each salesman's fortune, too, if you hand me a pack of the orders that he has sent in. Spread them out before me and I can tell whether that salesman is bound on a long journey before he reaches the promotion he is looking forward to, or whether the promotion is coming to him on the run. I can tell you whether there is a tall, dark man, or a short, blonde man that he should beware of—himself. I can tell you whether he has an enemy in his own weakness or shiftlessness. I can predict whether he is going to receive a letter that will suddenly remove him from the pay-roll, or whether he is likely to get an invitation some time in the future to make himself permanently at home in a managerial chair and eventually have his name on the company's letterhead.

I can tell from shuffling over that pack of orders the extent and quality of the salesman's ambition.

It is easy to spot from a survey of the pack the unambitious salesman who thinks he is "doing well enough." His orders are all from old customers that could not be separated from the house by a charge of dynamite—customers who have been with us since the beginning of time, and with whom allegiance to this house is a matter of sacred and inviolable tradition, like the laws of Moses—customers who expect to do business with us year after year just as they

expect to vote or perform the other duties of citizenship.

No more real effort is required to collect the orders of this class of old-time customers than would be necessary to walk through a street car and receive the nickels of the passengers. The commissions mount up to a comfortable figure—but think of the commissions that might be realized if the salesman who has a foundation of this sort of absolutely certain trade to base his month's work on, were to put forth his best efforts to top it each month with a lot of new trade. Think of the extra dividends that he might realize from the investment of a little live ambition to make the most of his opportunities.

Bear in mind that I am not discounting the habit of looking carefully after old customers. I should say not. It is absolutely necessary to keep the sand of neglect from clogging up the perennial spring of their good will. But a salesman who does this and nothing more—who is content to live in the present entirely on good work that has been done in the past—who never tries to make new customers or open up new trade—who is satisfied to plod along in the same old groove—who never hears the piping of ambition—that martial music which makes strong men anxious to get out and wrestle down obstacles and set new marks of achievement—such a man has no claim to the honored name of salesman. He is merely an order taker. Ambition lies dead within him. His face is set against progress; he is anchored to inertia. If his type of man predominated in our country's population we should have to relegate "Hail Columbia" to the shelf and adopt as our National anthem, "What Was Good Enough for Grandfather Is Good Enough for Me."

There are too many men wearing the salesman's uniform who are merely marking time—imitating the step of progress without any actual forging ahead. There are too many salesmen who are content with well enough—who are satisfied with little when they might have much—who are content to live when they might acquire a competence. We have a few such men in our ranks; they make up one division of that great army—men without ambition.

Unambitious men are always weak-kneed. When you run over the orders of a salesman of this kind you are apt to find many of them interlined with memoranda of concessions which he has made to secure the orders. He will cut prices at the re-

quest of a customer as obligingly as a young lady at a lawn fete cuts cake when asked to do so. He is apt to sell our low price grade "B" as a matter of habit. He seldom ventures any assertions about our high price line for fear of startling an old customer out of his quiescent calm and meeting with the shock of an objection. Assured that a certain amount in commissions is coming to him at the end of the month, one of these salesmen will remain in a perpetual state of comfortable unconcern about the months and years that are scheduled to follow. If he ever thinks of eventualities at all he does so with the happy-go-lucky philosophy of the man who remembers that when all else fails he still has the scriptural raven to fall back upon in emergencies.

As a teller of fortunes I can predict that when a salesman of this kind is suddenly separated from his line of old customers solidly anchored to the house, evil days will come upon him. In a short time he will be wearing frayed cuffs and his wife will have a chronic crick in the back from waiting on boarders. So shortsighted that he can not see beyond the horizon rim of present conditions, lacking the ambition to make full use of the powers with which he has been endowed, he is steadily training to qualify for the great class of Final Failures.

But he is only one type of the salesman who lacks ambition. Other types who are running him a close race to the scrap-heap of failure are the Going-to-Be's and the Used-to-Be's.

Every chap in the Going-to-Be class is a victim of self-deception. He believes that he has more ambition to the square inch than any other man who was ever forced by the malice of circumstances to submit temporarily to confinement in a limited sphere. Ambitious! Why, he has a lien of achievements mapped out for himself that would fade the record of any ordinary millionaire captain of industry into blank obscurity. When once he gets things working according to the scheme he has evolved he means to do things that will make our entire organization sit up and take notice.

All his mind is on business—future business. Seated in a comfortable office chair with a scowl of intense intellectuality in full action upon his face, he spends hours every day planning it all out. One hates to approach him even on tip-toe, fearing to break in on a train of thought that may be expected to net the firm and the thinker himself some few hundreds of thousands in profits, when once those thought waves are translated into action.

The trouble with those thought waves is that they never do get translated into action. And the trouble with this salesman's ambition is that it is entirely and exclusively ambition to think and scheme and plan—not ambition to do. Subjected to analysis, it is not ambition at all, but mere delusion—a foggy mist that can come to nothing—an intangible

vision that can not be galvanized into reality.

Ambition! This man knows not the meaning of the word.

There's another type in the category of unambitious men only a shade less pitiable.

He belongs to the Used-to-Be class.

He was ambitious once upon a time and he loves to reminisce about it—nothing suits him better than to buttonhole you when you are in a hurry and use up your time and his in narrating anecdotes of what a ring-tailed lallycooler he used to be before he petered out. Why, there was a time in his career—how well he remembers it—my, what good old days those were—when he took more orders in one week than any other five men in the office. There was that famous order of Jones, Smith & Co., for instance, that he landed at the last moment when the company had thrown up its hands in despair of getting a crack at it in the face of the terrific competition. But that was in the good old days before luck turned against him—before Fate conspired at every turn of the affairs to accomplish his overthrow—before he lost ambition. You dodge away from him to escape the rest of the pitiable story.

You can always spot the man who has lost ambition. You can pick him out in a crowd—and the indications by which he is known are not always a seedy tie and frayed coat. There is an indefinable look about him which shows the fact that the summer of his blossoming is over. He is as conspicuous among his fellow men as a blown dandelion in a field of its robust yellow brethren. You feel that if you blew upon him there would be a little whirlwind of dead hopes in

Like the Little Red  
School House in the  
poem

### Hotel Livingston Grand Rapids

is "half way up the hill."  
No more convenient location.  
Just high enough  
to catch the freshest,  
purest air.

### 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.



the air and then an empty calyx and a withered stalk to mark the place where once a man had been.

Ambition is not like the measles or the croup—to be struggled with in tender years and outgrown later on. No man has any business to consider himself immune from the restless fever of aspiration so long as he has the breath and brains left to brace up and frame a brand new set of resolutions.

Thank heaven, the majority of men in our selling force have ambition. They are always scheming on to-morrow's business—and always making good on to-day's. They are forever trying to beat yesterday's record, and doing it; and to-morrow they will be trying to beat to-day's—and doing that, too. When one of these men sets out to beat his own record he is nerved up by the consciousness that he has to beat the record of a blamed good man—and that spurs him on as no other kind of competition could.

He is not content with merely arousing a mild degree of interest in a new customer—just enough to secure the order signature for a small bill of goods. He is determined to bind that customer to him and to the house with hoops of steel, to cinch his future business and make him a perambulating advertisement of the merits of our goods.

Your really ambitious salesman doesn't want the earth—but he wants all the business on it that is within reach of him.

When he hears a prospect remark, "Well, I guess I don't want anything to-day," does he put on his hat and return grateful acknowledgments for having been permitted to present his proposition?

Not on your sample case. With the determination of a pedigreed bulldog and the high and finished art of a master of his profession he takes on the job of leading that prospect up to the mourners' bench, there to repent in sackcloth and ashes that he ever contemplated the possibility of missing the opportunity to place an order with our house. When he gets through with such a prospect the prospect has the feeling of a religious devotee who has been newly converted to the Only Faith. The virus of that salesman's enthusiasm, which is the result of the salesman's active principle of ambition, has inoculated him, and the result will be that he will henceforth buy our goods and plug for our house as if he were paid a salary to do so.

This is the kind of salesman that ambition makes.

Your really ambitious salesman keeps moving up a peg every day. Like the pole vaulter who has the proper stuff in him, having astonished the spectators by clearing the bar at a good height, he indulges for only the space of a few pulse beats in the futile sentiment of self-appreciation. Right away he says to himself, "Shucks! I can beat that. Watch me!" Up jumps the bar another notch; back he trots for a fresh start. Half a dozen quick steps, a leap into the air and over the bar he goes

again—a notch or two higher than the time before. Ambition furnishes the spring that makes him able to clear the height.

Even the prize-fighter, whom we class among the unregenerate, has a certain mettle that redeems the brutality of his profession in some slight degree. He is not content with knocking out fellows who are evenly matched with him. He is always eager to challenge fighters of greater weight, or skill or experience. He wants to be forever moving up a notch.

When the college track team returns from its visit to the rival campus and punctures the atmosphere with thunderous yells to express its satisfaction with the work of the sinewy chap who ran the hundred in ten seconds flat and won the meet for his college, there is just one fellow in the crowd who is not entirely satisfied. That is the runner himself. He remembers that some former sprinter did the hundred in nine and four-fifths and he tells himself that he will postpone being really happy until that great final day in his career when he will be able to go the record holder one better.

It is this same game spirit of ambition that keeps men climbing a little higher and a little higher and a little higher yet in all lines of human activity. Alexander, after he had corraled as much of this terrestrial footstool as was known to geographers and transportation companies in his generation, clamored for more worlds to conquer; and although we may not entirely approve of everything Alexander did, we must admit that this one trait of always wanting to beat his own record was a praiseworthy human impulse.

Old laurel-crowned Caesar did not sit down and rest when he got two rungs from the top of the ladder of success. Neither did Napoleon remain content when from the position of a poor lieutenant, unable to pay his laundry bill, he rose to the rank and emoluments of general in the French army. The epaulettes of a general were tawdry ornaments in the eye of a man who dreamed of parceling out the kingdoms of Europe as his playthings—and lived to work his dreams out into reality. And there are a raft of other chaps whose names will be remembered, who, if some of them were not all that we might wish in the matter of morality, are at least examples of what a man can do if he keeps moving the bar up a peg every day and refuses to waste time receiving congratulations on how well he did in the past.

A man does not necessarily have to be in the king business, or wear the shoulder knots of a military man, or the silk hat of a modern statesman in order to exercise the same quality of ambition that distinguished Alexander, Napoleon, Disraeli and the rest of their immortal band.

It is not the conspicuousness of the goal at the top of a man's ambition that calls forth applause. What we tender our bouquets to is the steadfastness and dauntlessness of the

quality in a man, no matter in what field of activity he is working. We take off our hats to the man who is game, who wants to do his best, to live up to the utmost that is in him, to extract every last drop of realization out of the possibilities that have been given him.

Ambition in the individual is the active principle in the chemistry of this world that has brought about, through its workings in the atoms we call men, the finished product of our splendid civilization. Acting like yeast in the sodden lump of otherwise commonplace human natures, its resistless ferment has urged millions of individuals up out of nothingness through struggle after struggle to final heights of sublime achievement.

There is nothing ludicrous or inconsistent in the notion of a salesman's setting a mark for himself in his profession with as towering an ambition as that which animated the ancient strong man Hercules when he "allowed" he could perform those seven fabulous labors which got him so many press notices, and have kept his memory ever since in the public mind. There is no profession in the world which offers more tremendous possibilities than that of salesmanship. The biggest men in American business to-day are salesmen by temperament, aptitudes, tastes and training. Marshall Field's right hand employe and his former partners unite in the assertion that he was primarily a salesman, and that his stupendous success was built chiefly on his mastery of salesmanship in all its higher branches. There is no field of activity that offers more ample remuneration, more numerous chances for advancement or more satisfying occupation for a man of action.

The great work of the world to-day is not war but commerce. The brainiest men the race produces are turning their talents to giant achievements in business. And the biggest end of all business is the selling end. The most eagerly sought ability in the commercial world to-day is the ability to market a product. The ability to market a product consists in a broad and deep knowledge of the principles of salesmanship, and the capacity, training, experience and practice that make it possible to apply them. You are in a tremendous game, young man, when you chuck your hat into the selling ring and vault over the ropes after it to make good your challenge. You are mixing it up with the champions of business. If you are a game fighter—if you have the ambitious spirit that leads you to wish to excel—the grit and nerve that prompts you to plunge in where the fight is thickest—the persistence and staying power that will keep you striking out harder and harder blows as the battle proceeds—you have a great future before you. But you have no future before you unless you want that future. You can never be champion unless you have the champion's ambition.

W. C. Holman.

### Grand Rapids Traveling Men's Benevolent Association.

A large delegation of the members of Grand Rapids Council, No. 131, United Commercial Travelers, met Saturday afternoon, Sept. 10, at the Morton House and organized the above Association, with a list of fifty, and many more names will be added as soon as the different members can be reached and fully understand the nature of this Association. It is necessary to be a U. C. T. and a member of Grand Rapids Council to be eligible to membership in this Association, the object of which is to create and maintain a fund to be known as a death benefit or burial fund, available immediately on the death of a member. The object is certainly worthy of consideration and every U. C. T. in Grand Rapids should lose no time in sending in his name to Secretary Harry D. Hydorn. The membership fee is 50 cents and \$1 for the death benefit fund and assessments of \$1 each will be levied only on the death of a member. The Association and the objects of it serve to fill a long felt want among the U. C. T. boys in Grand Rapids and the membership will rapidly fill up, but to all and as many as want to come in on the charter the list will be held open for sixty days. The following officers were elected:

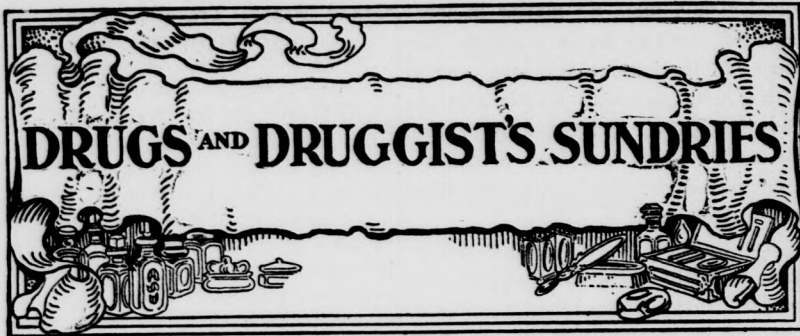
President—Walter S. Lawton.  
Vice-President—John W. Hatfield.  
Directors—John Horndorp, Chas. G. Walker, Homer R. Bradfield, Fred L. Raymond, John D. Martin.

### The Drug Market.

Opium—Is steadily declining.  
Morphine and Quinine—Are unchanged.  
Codeine—Has declined 20 cents an ounce.  
Carbolic Acid—Is very firm and tending higher.  
Cocoa Butter—Has advanced.  
Ergot—Is higher.  
Glycerin—Has advanced.  
Menthol—Is higher.  
Oil Spearmint—Has advanced.  
Oil Peppermint—Is higher.  
Oil Wormwood—Has advanced.  
Oil Tansy—Has declined.  
Oil Rose—Is higher.  
Oil Cubebs—Has declined.  
Roman Chamomile Flowers—Have advanced.  
Ipecac Root—Is higher.

Newberry—Ground has been broken for the erection of a modern retort plant to be operated in connection with the furnace and chemical plants here. W. H. Mathews, General Manager of the new company, and A. Van Iss, Treasurer, were here last week and orders have been issued to rush the work with all possible speed. The retort plant will occupy a building 72x300 feet and will necessitate the construction of from four to five miles of railway tracks in the yards. The company has adopted a different policy in handling its wood. All merchantable timber will be manufactured into lumber and for this purpose a new sawmill will be erected. The old mill will be torn down and rebuilt in the northern yard limits alongside the new sawmill. It is estimated that the improvement will cost \$225,000.





**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 Leisenring, Pontiac.  
 Next Meeting—Battle Creek.

#### Cultivating Doctor and Layman by Mail.\*

It is unnecessary to discuss the value of the mailing list as the business bringer in general. We have only to think of the countless great enterprises built up entirely by this means to understand that this form of advertising can be made to pay well.

A list of physicians can be used to good advantage, whether or not the practice is made of calling upon these gentlemen regularly in the interests of the store. I believe the plan of calling occasionally on the doctor is the best means of keeping him informed of the changes in stock, new goods added, new preparations of U. S. P., N. F. or your own formulas. Besides it affords the opportunity of becoming better acquainted personally with the doctor and tends to show him that you are really and truly a pharmacist interested in the progress of your profession.

As far as we are concerned there are two classes of physicians: one prescribes, the other dispenses. With at least one of these we can improve our business by going after it.

It is the prescribing physician who if properly approached is to give us the best business. It is a fact that most physicians keep themselves posted by subscribing to half a dozen or more medical journals, and keep abreast of the times. Most stores try to keep pace with the doctor by stocking preparations which he is liable to prescribe; but what good does it do you if your neighbor gets the prescription and makes the sale? Send a card once in a while with a list of new goods. Often he will be surprised to find in your store an ar-

ticle that he thought could not be obtained in the city. In times of epidemics of various diseases, such as diphtheria, smallpox and typhoid, it is well to mail each physician a card reminding him that you keep in stock the various antitoxins, serums, vaccines, and that they are always fresh and potent. Very likely the other stores keep the same goods, but I believe that this Association is composed of merchants who are in business for themselves.

The indirect benefit to the druggist from customers sent in by the physicians is greater than can be estimated. The patient feels the confidence of the physician, learns of the completeness of the stock, all of which will mean future business. Besides we must remember that a person induced to trade even once is a possible regular customer, all depending upon the way he is treated and the satisfaction he feels in his purchase.

#### Value of Rural Lists.

If the store is located in one of the smaller cities good use can be made of a list of the rural route patrons. In the spring the farmers are interested in corrosive sublimate, formaldehyde, Paris green, arsenate of lead and bug killers in general. Most of the stores in the smaller towns and cities carry a line of paints and oils. Altogether there is material for quite a booklet on supplies used by the farmer. We make a practice of sending to every patron of every rural route once or twice during the year a little eight-page paper. We send out an issue shortly before the holidays. It is devoted largely to Christmas goods, perfumes and kodaks. Generally a page or two is given to the Larkin idea. Don't you know that 75 per cent. at least of the farmers' wives belong to Larkin Clubs and really think they are getting goods cheaper than they can procure them at home? The only reason why the Larkin Co. has grown to such an enormous business is the lack of competition from the local retail stores. We publish on one page of our paper a list of the goods in our line sent out by these people, with comparative columns of the prices charged by them and by ourselves. This, together with a little talk on the quality of the goods, is generally enough to show them that they are paying for their premiums and more, too.

About the first of the year we mail to each of these persons a copy of our town and country almanac. It not only furnishes a good complete almanac, less the patent medicine advertising features and testimonials,

but puts into their hands a piece of advertising matter that will work a whole year for us. The main advertising feature is the development of our mail order business. We show the advantage of ordering by telephone or mail such goods as we send out by the rural carrier.

#### Carefully Followed Up Plan.

I come next to the mailing and advertising scheme which we have developed and which will no doubt prove of interest especially to the retailers in the smaller cities and towns. This is a list of the parents in the city and surrounding country. Although it may seem somewhat extensive and cumbersome, it has proven in our experience to be the best advertising scheme we have ever worked out.

We watch the newspapers closely for notices of births. Those not published we get from the health officer on the first of each month, as it is very important not to miss a single one of them. First, we send a little letter congratulating the parents upon their good fortune and expressing our best wishes to the mother and babe, and informing them that we are sending a small present with our compliments. On the same day we deliver personally a neatly wrapped package containing a rattle and a package of baby talcum powder. A week or so later, before the mother has become able to care for the child herself, we send a book on the "Care of Infants." The manufacturers of the different infant foods get out elaborate and expensive books on this subject. Here let me express a word of appreciation for the willingness with which these firms co-operate with us in the entire plan. With this book is a personal letter presenting the gift with the compliments of the manufacturers and the store. The mother is informed that should she wish to try the food at any time we shall gladly send her a sample package free.

We next send a souvenir card and ask whether the powder was not found to be a very good one, informing the mother of the price at which she can procure more of the product. Returns on this one card alone go a great way towards paying the expense of the entire scheme.

Then follow at regular intervals sample packages of our Tasteless Caster Oil and Hand's Colic Cure, both of which bring in good business.

Our next effort is in the form of a letter which goes out about three or four months after the birth. This letter is devoted to the infant foods and reaches the home at a time when many mothers are beginning to think of artificial feeding. In this we offer to send samples of any infant food the mother wishes to try. A stamped card is enclosed addressed ready for mailing, the mother simply signing her name and checking thereon the food she wishes to use. When one of these cards comes in we deliver at once two or three sample packages of the food, enough so that she can give it a good fair trial. We make it just as easy as possible for her to drop that card into

the letter-box, for good business is to come from it.

When baby's teeth begin to appear the parents receive a sample of Hand's teeth lotion which is sure to bring in sales for many months.

By this time baby has reached his first birthday and you may be sure that the parents are very agreeably surprised to receive on that morning a handsome birthday card, addressed of course to the child. We send a birthday card each year as long as we can keep track of the child. Of course there are some families to whom sorrow is bound to come, for there are some babies that do not survive the troubles incident to childhood. We are of necessity extremely careful not to wound the afflicted parents by sending more of the matter to them.

The most important outcome of the whole plan is that customers are induced to enter the store. They come to feel a great deal of confidence in us as pharmacists and really seem glad to bring their wants to us. We notice as the years go by that these new customers stay with us, and compared with the business we develop by it the expense of carrying on the plan is hardly worth consideration. It certainly pays.

#### Liquid Face Powder.

The following formula yields a beautiful preparation, according to Julian L. Waller. But care must be taken in making the preparation and the directions must be carefully followed or the product will spoil:

Bismuth subcarbonate .....6 ozs.  
 Hydrochloric acid, enough to dissolve

Then precipitate out by water until the reaction ceases. Be careful to use only clean glass vessels and white filtering paper, and do not be in a hurry to finish. Wash for at least ten days in order to remove all trace of the acid; then press with a spatula through silk bolting cloth. To this precipitate add 34 ounces of drop chalk. Rub this up thoroughly with one pint of alcohol after adding to it on drops of oil rose geranium or otto of rose. Then add enough rose or distilled water to make 2½ gallons of finished product. Fill up either three or four ounce bottles, using any style bottle to suit. Care should be taken when filling the containers that the precipitate in each bottle should be equal; in order to accomplish this the container should be well shaken each time it is filled.

War hath no fury like the non-combatant.

Nothing is easier to resurrect than a dead past.

### FOR SALE MERCHANTS, ATTENTION WHOLESALE ONLY

Photos of all Floats, Freaks, Bands, Etc., in Home Coming Parades. 8 x 10 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**

\*Paper read before the Michigan State Pharmaceutical Association by Arthur G. Lyon, of Coldwater.



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>		<b>Copaiba</b> ..... 1 75@1 85	<b>Scilla</b> ..... @ 50
Aceticum ..... 60@ 8		<b>Cubebae</b> ..... 4 80@5 00	<b>Scilla Co.</b> ..... @ 50
Benzoinum, Ger. .... 70@ 75		Erigeron ..... 2 35@2 50	<b>Tolutan</b> ..... @ 50
Boracic ..... 12@ 12		Evechthitos ..... 1 00@1 10	<b>Prunus virg</b> ..... @ 50
Carbolicum ..... 160@ 20		Gaultheria ..... 4 80@5 00	<b>Zingiber</b> ..... @ 50
Citricum ..... 45@ 50		Geranium ..... oz 75	
Hydrochlor ..... 3@ 5		Gossippi Sem gal ..... 70@ 75	<b>Tinctures</b>
Nitrosum ..... 8@ 10		Hedeoma ..... 2 50@2 75	<b>Aloes &amp; Myrrh.</b>
Oxalicum ..... 14@ 15		Junipera ..... 40@1 20	<b>Anconitum Nap's F</b>
Phosphoricum, dil. .... @ 15		Lavendula ..... 90@3 60	<b>Anconitum Nap's R</b>
Salicylicum ..... 44@ 47		Limons ..... 1 15@1 25	<b>Arnica</b> ..... @ 50
Sulphuricum ..... 13@ 15		Mentha Piper ..... 2 20@2 40	<b>Asafoetida</b> ..... @ 50
Tannicum ..... 75@ 85		Mentha Verid ..... 2 75@3 00	<b>Atrape Belladonna</b>
Tartaricum ..... 38@ 40		Morrhuae, gal. .... 2 00@2 75	<b>Aurant Cortex</b> ..... @ 50
		Myrica ..... 3 00@3 50	<b>Barosma</b> ..... @ 50
<b>Ammonia</b>		Olive ..... 1 00@3 00	<b>Benzoin</b> ..... @ 50
Aqua, 18 deg. .... 4@ 6		Picis Liquida ..... 10@ 12	<b>Benzoin Co.</b> ..... @ 50
Aqua, 20 deg. .... 6@ 8		Picis Liquida gal. .... @ 40	<b>Cantharides</b> ..... @ 50
Carbonas ..... 13@ 15		Ricina ..... 94@1 00	<b>Capsicum</b> ..... @ 50
Chloridum ..... 12@ 14		Rosae oz. .... 6 50@7 00	<b>Cardamon</b> ..... @ 50
		Rosmarini ..... @ 1 00	<b>Cardamon Co.</b> ..... @ 50
<b>Aniline</b>		Sabina ..... 90@1 00	<b>Cassia Acutifol</b>
Black ..... 2 00@2 25		Santal ..... @ 4 50	<b>Cassia Acutifol Co</b>
Brown ..... 80@1 00		Sassafras ..... 90@1 00	<b>Castor</b> ..... 1 00
Red ..... 45@ 50		Sinapis, ess. oz. .... @ 65	<b>Catechu</b> ..... @ 50
Yellow ..... 3 50@3 90		Succini ..... 40@ 45	<b>Cinchona</b> ..... @ 50
		Thyme ..... 40@ 50	<b>Cinchona Co.</b> ..... @ 50
<b>Baccae</b>		Thyme, opt. .... 15@ 20	<b>Columbia</b> ..... @ 50
Cubebae ..... 50@ 55		Theobromas ..... 90@1 00	<b>Cubebae</b> ..... @ 50
Junipers ..... 10@ 12			<b>Digitalis</b> ..... @ 50
Xanthoxylum ..... 1 00@1 10			<b>Ergot</b> ..... @ 50
			<b>Ferri Chloridum</b> ..... @ 50
<b>Balsamum</b>			<b>Gentian Co.</b> ..... @ 50
Copaiba ..... 60@ 65			<b>Gulaca</b> ..... @ 50
Peru ..... 2 00@2 30			<b>Gulaca ammon</b> ..... @ 50
Terabin, Canada ..... 78@ 80			<b>Hyoscyamus</b> ..... @ 50
Tolutan ..... 40@ 45			<b>Iodine</b> ..... @ 50
			<b>Iodine, colorless</b> ..... @ 50
<b>Cortex</b>			<b>Kino</b> ..... @ 50
Ablea, Canadian ..... 18			<b>Lobelia</b> ..... @ 50
Cassia ..... 20			<b>Myrrh</b> ..... @ 50
Cinchona Flava ..... 18			<b>Nux Vomica</b> ..... @ 50
Buonyum airo. .... 60			<b>Opil</b> ..... 1 25
Myrica Cerifera ..... 20			<b>Opil, camphorated</b> ..... 1 00
Prunus Virgin. .... 15			<b>Opil, deodorized</b> ..... 2 00
Quillaja, gr'd. .... 24			<b>Quassia</b> ..... @ 50
Sassafras, po 25. .... 30			<b>Rhatany</b> ..... @ 50
Ulmus ..... 30			<b>Rhei</b> ..... @ 50
			<b>Sanguinaria</b> ..... @ 50
<b>Extractum</b>			<b>Serpentaria</b> ..... @ 50
Glycyrrhiza, Gla. .... 24@ 30			<b>Stromonium</b> ..... @ 50
Glycyrrhiza, po. .... 28@ 30			<b>Tolutan</b> ..... @ 50
Haematox ..... 11@ 12			<b>Valerian</b> ..... @ 50
Haematox, 1s ..... 13@ 14			<b>Veratrum Veride</b> ..... @ 50
Haematox, 1/2s ..... 14@ 15			<b>Zingiber</b> ..... @ 60
Haematox, 1/4s ..... 16@ 17			
			<b>Miscellaneous</b>
<b>Flora</b>			Aether, Spts Nit 3f 30@ 35
Arnica ..... 20@ 25			Aether, Spts Nit 4f 34@ 38
Antemils ..... 50@ 60			Alumen, grd po 7 3@ 4
Matricaria ..... 30@ 35			Annatto ..... 40@ 50
			Antimonil, po ..... 4@ 5
<b>Folia</b>			Antimonil et po T ..... 40@ 50
Barosma ..... 1 80@1 90			Antifebrin ..... @ 25
Cassia Acutifol, ..... 15@ 20			Antipyrin ..... @ 25
Cassia, Acutifol ..... 25@ 30			Argent Nitras oz ..... @ 12
Salvia officinalis, ..... 18@ 20			Argentum ..... 60@ 65
1/2s and 1/4s ..... 8@ 10			Bismuth S N ..... 90@2 00
Uva Ursi ..... 8@ 10			Calcium Chlor, 1s ..... @ 9
			Calcium Chlor, 1/2s ..... @ 10
<b>Gummi</b>			Calcium Chlor, 1/4s ..... @ 12
Acacia, 1st pkd ..... @ 65			Cantharides, Rus. .... @ 20
Acacia, 2nd pkd ..... @ 45			Capsici Fruc's af ..... @ 22
Acacia, 3rd pkd ..... @ 35			Capsici Fruc's po ..... @ 15
Acacia, sifted sts. .... @ 18			Capri Fruc's B po ..... @ 4
Acacia, po ..... 45@ 65			Carmin, No. 40 ..... @ 22
Aloe, Barb ..... 22@ 25			Carphylus ..... @ 35
Aloe, Cape ..... @ 25			Cassia ructus ..... @ 35
Aloe, Socotri ..... @ 45			Cateacum ..... @ 10
Ammoniac ..... 55@ 60			Centraria ..... @ 55
Asafoetida ..... 1 60@1 85			Cera Alba ..... 40@ 42
Benzoinum ..... 50@ 55			Crocus ..... 45@ 50
Catechu, 1s ..... @ 13			Chloroform ..... 34@ 54
Catechu, 1/2s ..... @ 14			Chloral Hyd Crss 1 15@1 40
Catechu, 1/4s ..... @ 16			Chloro'm Squibbs ..... @ 90
Camphorae ..... 60@ 65			Chondrus ..... 20@ 25
Euphorbium ..... @ 40			Cinchonid'e Germ ..... 38@ 48
Galbanum ..... @ 1 00			Cinchonidine P-W ..... 38@ 48
Gamboge, po. 1 25@1 35			Cocaine ..... 2 80@3 00
Gaultheria, po 35 ..... @ 45			Corks list, less 75% ..... @ 45
Kino ..... po 45c ..... @ 75			Creosotum ..... @ 2
Mastic ..... po 50 ..... @ 45			Creta ..... bbl. 75 ..... @ 5
Myrrh ..... po 50 ..... @ 65			Creta, prep. .... @ 11
Opium ..... 45@ 55			Creta, precip. .... @ 8
Shellac ..... 60@ 65			Creta, Rubra ..... @ 24
Shellac, bleached ..... 70@1 00			Cudbear ..... @ 10
Tragacanth ..... 70@1 00			Cupri Sulph ..... 3@ 10
			Dextrine ..... 7@ 10
<b>Herba</b>			Emery, all Nos. .... @ 8
Absinthium ..... 4 50@7 00			Emery, po ..... @ 6
Eupatorium oz pk ..... 20			Ergota ..... po 65 ..... 60@ 65
Lobelia ..... oz pk ..... 20			Ether Sulph ..... 35@ 40
Majorum ..... oz pk ..... 28			Flake White ..... 12@ 15
Mentha Pip. oz pk ..... 23			Galla ..... 3@ 9
Mentha Ver. oz pk ..... 26			Gambler ..... @ 60
Rue ..... oz pk ..... 39			Gelatin, Cooper ..... @ 60
Tanacetum, V. .... 22			Gelatin, French ..... 35@ 60
Thymus V. oz pk ..... 22			Glassware, fit boo ..... 15@
			Less than box 70% ..... @ 13
<b>Magnesia</b>			Glue, brown ..... 11@ 13
Calcined, Pat. .... 55@ 60			Glue, white ..... 15@ 25
Carbonate, Pat. .... 18@ 20			Glycerina ..... 26@ 35
Carbonate, K-M. .... 18@ 20			Grana Paradisi ..... @ 25
Carbonate ..... 18@ 20			Humulus ..... 35@ 60
			Hydrarg Ammol ..... @ 10
<b>Oleum</b>			Hydrarg Ch. Mt. .... @ 85
Absinthium ..... 6 50@7 00			Hydrarg Ch Cor ..... @ 85
Amygdalae Dulc. .... 75@ 85			Hydrarg Ox Ru'm ..... 45@ 50
Amygdalae, Ama ..... 8 00@8 25			Hydrarg Ungue'm ..... @ 80
Anisi ..... 1 90@2 00			Hydrargyrum ..... @ 10
Aurant Cortex ..... 2 75@2 85			Ichthyobolia, Am. .... 90@1 00
Bergamli ..... 5 50@6 40			Indigo ..... 75@1 00
Calicuti ..... 85@ 90			Iodine, Resubi ..... 4 00@4 10
Caryophylli ..... 1 30@1 40			Iodoform ..... 3 90@4 00
Cedar ..... 85@ 90			Liquor Arsen et ..... @ 25
Chenopadi ..... 3 75@4 00			Hydrarg Iod. .... @ 12
Cinnamon ..... 1 75@1 85			Eq Potass Arsenit 10@ 12
Contum Mac ..... 80@ 90			
Cypripedium ..... 80@ 90			

Lupulin ..... @1 50	Rubia Tinctorum ..... 12@ 14	Vanilla ..... 9 00@10 00
Lycopodium ..... 60@ 70	Saccharum La's ..... 18@ 20	Zinci Sulph ..... 7@ 10
Macis ..... 65@ 70	Salacin ..... 4 50@4 75	
Magnesia, Sulph. .... 3@ 5	Sanguis Drac's ..... 40@ 50	<b>Oils</b>
Magnesia, Sulph. bbl @ 1 1/2	Sapo, G ..... @ 15	Lard, extra ..... bbl. gal. 35@ 90
Mannia S. F. .... 75@ 85	Sapo, M ..... 10@ 12	Lard, No. 1 ..... 60@ 65
Menthol ..... 2 25@2 50	Sapo, W ..... 13@ 16	Linseed, pure raw ..... 80@ 85
Morphia, SP&W ..... 3 35@3 65	Seidlitz Mixture ..... 20@ 22	Linseed, boiled ..... 81@ 86
Morphia, SNYQ ..... 3 35@3 65	Sinapis ..... @ 18	Neat's-foot, w str ..... 65@ 70
Morphia, Mal. .... 3 35@3 65	Sinapis, opt. .... @ 30	Turpentine, bbl. .... 66@ 71
Moschus Canton ..... @ 40	Snuff, Maccaboy, ..... @ 51	Turpentine, less ..... 67
Myristica, No. 1 ..... 25@ 40	De Voes ..... @ 51	Whale, winter ..... 70@ 76
Nux Vomica po 15 ..... 35@ 40	Snuff, S'h DeVos ..... @ 51	<b>Paints</b>
Os Sepia ..... 35@ 40	Soda, Boras ..... 5 1/2@ 10	Green, Paris ..... bbl. L. 21@ 26
Pepsin Saac, H & P D Co. .... @ 1 00	Soda, Boras, po ..... 5 1/2@ 10	Green, Peninsular ..... 13@ 16
Picis Liq N N 1/2 ..... @ 2 00	Soda et Pot's Tart ..... 25@ 28	Lead, white ..... 7 1/2@ 8
Picis Liq doz. .... @ 2 00	Soda, Carb ..... 1 1/2@ 2	Ochre, yel Ber 1 1/2 2 @ 4
Picis Liq qts ..... @ 1 00	Soda, Bl-Carb ..... 3@ 4	Ochre, yel Mars 1 1/2 2 @ 4
Picis Liq pints ..... @ 60	Soda, Sulphas ..... 3 1/2@ 4	Putty, comm'l 2 1/2 2 1/2 @ 3
Pil Hydrarg po 80 ..... @ 30	Spts, Cologne ..... @ 2 60	Red Venetian ..... 1 1/2 2 @ 3
Piper Alba po 35 ..... @ 30	Spts, Ether Co. .... 50@ 55	Shaker Prep'd 1 25@1 35
Piper Nigra po 22 ..... @ 18	Spts, Myrcia ..... @ 2 50	Vermillion, Eng. 75@ 80
Pix Burgum ..... @ 15	Spts, Vini Rect bbl ..... @ 2	Vermillion Prime ..... @ 15
Plumbi Acet ..... 12@ 15	Spts, Vini Rect 1/2 b ..... @ 2	American ..... 13@ 15
Pulvis Ip'cet Opil 1 30@1 50	Spts, Vini Rect 10 gl ..... @ 2	Whiting Gilders' ..... @ 95
Pyrethrum, bxs. H & P D Co. doz. .... @ 75	Spts, Vini Rect 5 gl ..... @ 2	Whiting Paris Am'r ..... @ 1 25
Pyrethrum, pv. .... 20@ 25	Strychnia, Crys'l 1 10@1 30	Whit'g Paris Eng. cliff ..... @ 1 40
Quassia ..... 8@ 10	Sulphur Subl ..... 2 1/2@ 3 1/2	Whiting, white S'n ..... @
Quina, N. Y. .... 17@ 20	Sulphur, Roll ..... 2 1/2@ 3 1/2	<b>Varnishes</b>
Quina, S. Ger. .... 17@ 20	Tamarinds ..... 8@ 10	Extra Turp ..... 1 60@1 70
Quina, S P & W ..... 17@ 20	Terebenth Venice 35@ 40	No. 1 Turp Coach 1 10@1 20
	Thebromae ..... 40@ 45	

# 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.

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Hazeltine & Perkins Drug Co.,

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Simplest, cleanest and most convenient device of its kind on the market.

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## GROCERY PRICE CURRENT

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## ADVANCED

## DECLINED

## Index to Markets

## By Columns

Col	A	B	C	D	F	G	H	J	L	M	N	O	P	R	T	V	W	Y
1	Ammonia	Baked Beans	Candles	Dried Fruits	Farinaceous Goods	Gelatine	Herbs	Jelly	Licorice	Matches	Nuts	Olives	Pipes	Rice	Tea	Vinegar	Wicking	Yeast Cake
2	Axle Grease	Bath Brick	Canned Goods	Farinaceous Goods	Fish and Oysters	Grain Bags	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Pickles	Salad Dressing	Tobacco	Vinegar	Wicking	Yeast Cake
3	Brooms	Brushes	Cheese	Farinaceous Goods	Fishing Tackle	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
4	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
5	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
6	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
7	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
8	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
9	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake
10	Butter Color	Brushes	Cheese	Farinaceous Goods	Flavoring Extracts	Grains	Hides and Pelts	Licorice	Matches	Meat Extracts	Nuts	Olives	Potash	Sal Soda	Twine	Vinegar	Wicking	Yeast Cake

1	2
ARCTIC AMMONIA 12 oz. ovals 2 doz. box. 75	Oysters Cove, 1lb. 80@ 85 Cove, 2lb. 1 55@ 1 75 Cove, 1lb., oval 1 20
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/4 lb. tin boxes, 2 doz. 4 25 10lb. palls, per doz. 6 00 15lb. palls, per doz. 7 20 25lb. palls, per doz. 12 00	Plums 1 00@ 2 50 Peas Marrowfat 95@ 1 25 Early June 95@ 1 25 Early June Sifted 1 15@ 1 80 Peaches Pie 90@ 1 25 No. 10 size can pie 3 00
BAKED BEANS 1lb. can, per doz. 90 2lb. can, per doz. 1 40 3lb. can, per doz. 1 80	Pineapple Grated 1 85@ 2 50 Sliced 95@ 2 40 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 50
BATH BRICK American 75 English 85	Raspberries Standard @ Salmon @
BLUING Sawyer's Pepper Box No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 Sawyer Crystal Bag Blue 4 00	Sardines Domestic, 1/2s 3 1/4@ 4 Domestic, 1/4s @ 5 Domestic, 1/2s Mus. 6 1/4@ 9 California, 1/2s 11@ 14 California, 1/4s 17@ 24 French, 1/2s 7@ 14 French, 1/4s 18@ 23
BROOMS No. 1 Carpet 4 sew 4 75 No. 2 Carpet 4 sew 4 25 No. 3 Carpet 3 sew 4 00 No. 4 Carpet 3 sew 3 75 Parlor Gem 4 75 Common Whisk 1 40 Fancy Whisk 1 50 Warehouse 5 00	Shrimps Standard 90@ 1 40 Succotash Fair 85 Good 1 00 Fancy 1 25@ 1 40
BRUSHES Solid Back, 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85	Strawberries Standard 90@ 1 40 Fancy 1 25@ 1 40
SHOE No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90	Tomatoes Good 95@ 1 10 Fair 85@ 90 Fancy 1 40 Gallons 2 50
BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00	CARBON OILS Perfection Barrels @ 10 1/2 Water White @ 10 D. S. Gasoline @ 13 1/2 Gas Machine @ 24 Deodor'd Nap'a @ 12 1/2 Cylinder 29 @ 34 1/2 Engine 16 @ 22 Black, winter 8 1/4@ 10
CANDLES Paraffine, 6s 8 Paraffine, 12s 8 1/2 Wicking 20	CEREALS Bear Food, Pettijohns 90 Cream of Wheat, 36 2lb 4 50 See 36 pkgs. 2 85 Post Toasties T No. 2 2 80 24 pkgs. 2 80 Post Toasties T No. 3 2 80 36 pkgs. 2 80 Apetiao Biscuit, 24 pk 3 00 18 pkgs. 1 95 Brape Nuts, 3 doz. 2 00 Maita Vita, 36 1lb. 2 70 Millsbury's Vitos, 3 dz. 4 25 Rulston Health Food 36 2lb 4 50 Saxon Wheat Food, 24 pkgs. 3 00 Shred Wheat Biscuit, 36 pkgs. 3 60 Kellogg's Toasted Corn Flakes, 36 pkgs. 2 75 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 2 80 Zest, 20 5lb. 4 10
CANNED GOODS Apples 3lb. Standards @ 1 00 Gallon 3 20@ 3 50	Roll'd Oats Rolled Avena, bbls. 5 00 Steel Cut, 100 lb. sks. 2 75 Monarch, bbl. 4 75 Monarch, 90 lb. sacks 2 25 Quaker, 18 Regular 1 45 Quaker, 20 Family 1 40
Blackberries 2lb. 1 25@ 1 75 Standards gallons @ 4 75	Cracked Wheat Bulk 3 1/4 24 2lb. packages 2 50
Beans Baked 85@ 1 30 Red Kidney 85@ 95 String 70@ 1 15 Wax 75@ 1 25	CATSUP Columbia, 25 pts. 4 15 Snider's pints 2 85 Snider's 1/2 pints 1 35
Blueberries Standard 1 35 Gallon 6 50	CHEESE Aeme @ 15 1/2 Bloomdale @ 15 1/2 Jersey @ 17 Warner @ 17 Riverside @ 19 Brick @ 19 Leiden @ 15
Brook Trout 2lb. cans, spiced 1 90	
Clams Little Neck, 1lb. 1 00@ 1 25 Little Neck, 2lb. @ 1 50	
Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50	
Cherries Red Standards @ 1 40 White @ 1 40	
Corn Fair 90@ 1 00 Good 1 00@ 1 10 Fancy 1 45	
French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyen 11	
Gooseberries Standard 1 00	
Hominy Standard 85	
Lobster 1/4 lb. 2 25 1lb. 4 25 Picnic Tails 2 75	
Mackerel Mustard, 1lb. 1 80 Mustard, 2lb. 2 80 Soused, 1 1/4 lb. 2 75 Soused, 2lb. 2 75 Tomato, 1lb. 1 50 Tomato, 2lb. 2 80	
Mushrooms Hotels @ 20 Butons @ 25	

2		
Oysters		
Cove, 1lb.	80@	85
Cove, 2lb.	55@	75
Cove, 1lb., oval	@	20
Plums		
Plums	1 00@	2 50
Peas		
Marrowfat	95@	1 25
Early June	95@	1 75
Early June Sifted	1 15@	1 80
Peaches		
Pie	90@	1 25
No. 10 size can pie	1 30@	0
Pineapple		
Grated	1 85@	2 50
Sliced	95@	2 40
Pumpkin		
Fair		80
Good		90
Fancy		1 00
Gallon		2 50
Raspberries		
Standard	@	
Salmon		
Col'a River, talls	2 00@	2 10
Col'a River, flats	2 25@	2 70
Red Alaska	1 60@	1 70
Pink Alaska	1 00@	1 10
Sardines		
Domestic, 1/4s	34@	4
Domestic, 1/2s	@	5
Domestic, 3/4s Mus.	6 1/2@	9
California, 1/4s	11	14
California, 1/2s	17	24
French, 1/4s	7	14
French, 1/2s	18	23
Shrimps		
Standard	90@	1 40
Succotash		
Fair		1 00
Good		1 10
Fancy	1 25@	1 40
Strawberries		
Standard		
Fancy		
Tomatoes		
Good	95@	1 10
Fair	85@	9
Fancy	@	11
Gallons	@	12
CARBON OILS		
Barrels		
Perfection	@	10
Water White	@	10
D S. Gasoline	@	13
Gas Machine	@	12
Deodor'd Nap'a	@	12
Cylinder	29	34
Engine	16	22
Black, winter	8 1/4@	10
CEREALS		
Breakfast Foods		
Bear Food, Pettijohns		
Cream of Wheat, 36 2lb	4	2
Eggs - See. 36 pkgs		
Post Toasties T No. 2		
24 pkgs.		
Post Toasties T No. 3		
36 pkgs.		
Apetia's Biscuit, 24 pk	3	
18 pkgs.		
Grape Nuts, 2 doz.		
Quaker Vita, 36 1lb.		
Maple-Flake, 24 1lb.		
Quaker's Vitos, 3 dz.	4	
Ralston Health Food		
36 2lb		
Saxon Wheat Food, 24		
pkgs.		
Shred Wheat Biscuit,		
36 pkgs.		
Kellogg's Toasted Corn		
Flakes, 36 pkgs in cs.	2	
Vigor, 36 pkgs.		
Voigt Cream Flakes		
20 5lb.		
Rolled Avals		
Rolled Avena, bbls.	5	
Steel Cut, 100 lb. sks.	2	
Monarch, bbl		
Monarch, 90 lb. sacks		
Quaker, 18 Regular		
Quaker, 20 Family		
Cracked Wheat		
Bulk		
24 2lb. packages		
CATSUP		
Columbia, 25 pts.		
Snider's pints		
Snider's 1/2 pints		
CHEESE		
Acme		
Bloomfield		
Jersey		
Warner		
Riverside		
Brick		
Leiden		



6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/4s cloth 6 10 White Star, 1/4s cloth 6 00 White Star, 1/4s cloth 5 90 Worden Grocer Co. American Eagle 1/4s cloth 6 10 Grand Rapids Gram & Milling Co. Brand Purity, Patent 5 60 Seal of Minnesota 6 40 Wizard Flour 5 20 Wizard Graham 5 20 Wizard Gran. Meal 3 90 Wizard Buckwheat 5 50 kye 4 00 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/4s 6 80 Ceresota, 1/4s 6 70 Ceresota, 1/4s 6 60 Lemon & Wheeler's Brand Wingold, 1/4s 6 75 Wingold, 1/4s 6 65 Wingold, 1/4s 6 55 Worden Grocer Co.'s Brand Laurel, 1/4s cloth 6 20 Laurel, 1/4s cloth 6 10 Laurel, 1/4s cloth 6 00 Laurel, 1/4s cloth 6 00 voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flouring 5 60 Voigt's Hygienic 5 60 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/4s cloth 6 50 Sleepy Eye, 1/4s cloth 6 40 Sleepy Eye, 1/4s cloth 6 30 Sleepy Eye, 1/4s paper 6 30 Sleepy Eye, 1/4s paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tiv Top Flour 5 20 Golden Sheaf Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meal Bolted 3 70 Golden Granulated 3 90 St. Car Feed screened 27 00 No. 1 Corn and Oats 27 00 Corn, cracked 28 00 Corn Meal, coarse 28 00 Winter Wheat Bran 25 00 Middlings 28 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 38 Less than carlots 40 Corn Carlots 65 Less than carlots 68 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Thyme 15 Laurel Leaves 15 Senna Leaves 20 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. 2 20 15lb. pails, per pair 50 30lb. pails, per pair 90 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10@1 20 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Manzanilla, 3 oz. 75 Queen, pints 50 Queen, 16 oz. 45 Queen, 28 oz. 70 Stued, 5 oz. 90 Stued, 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 7 50 Half bbls., 600 count 4 50 Small Half bbls., 1,200 count 5 00 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. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 682 Tour'n't whist 2 25	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork 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 tiers 14 1/2 Compound Lard 11 50 lb. tubs, advance 1/2 50 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/4 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, 1/4s 50 Potted ham, 1/4s 90 Deviled Ham, 1/4s 50 Deviled ham, 1/4s 90 Potted tongue, 1/4s 50 Potted tongue, 1/4s 90 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbian, 1/2 pint 2 25 Columbian, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3 00 SALT 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 35 28 10 lb. sacks 2 10 56 lb. sacks 3 10 28 lb. sacks 1 7 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 @ 5 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoop, bbls. 10 00 Y. M. wh. hoops 1/2 bbl. 5 25 Y. M. wh. hoops, kegs 65 Y. M. wh. hoop Milchers 75 kegs 90 Queen, bbls. 9 00 Queen, 1/2 bbls. 4 75 Queen, kegs 55 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 50 No. 1, 10 lbs. 90 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 Whitish 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 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 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 4 00 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 35 German Mottled 3 35 German Mottled, 5 bxs 3 20 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marcellis, 100 cakes 6 00 Marcellis, 100 cks 5c 4 00 Marcellis, 100 ck toilet 4 00 Marcellis, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100 5c 4 00 Kirkoline, 24 lbs. 3 80 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 20 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 13 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 16 Cloves, Zanzibar 14 Cassia, Canton 11 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochian 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 1/2 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 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 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 lb. packages 5 16 lb. packages 4 1/2 12 lb. packages 4 1/2 50 lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/4 dz. in cs. 1 75	10lb. cans, 1/4 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 70 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 35 @ 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 @ 35 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 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 56 Hiawatha, 5lb. pails 56 Telegram 31 Pay Car 32 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz 44 Nobby Twist 55 Jolly Tar 40 Old Honesty 40 Toddy 34 J. T. 34 Piper Hedsick 69 Root Jack 69 Honey Dip Twist 45 Black Standard 40 Cadillac 40 Forge 40 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Corn 34 Flat Car 32 Warpath 26 Bamboo, 16 oz 25 I X L, 5lb. 27 I X L, 16 oz pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chups 33 Kili Dried 21 Duke's Mixtures 40 Duke's Cameo 43 Myra Navy 44 Yum Yum, 5c per gro 5 85 Yum Yum, 10c per gro 11 50 Yum Yum, 1lb. pails 38 Corn Cake, 2 1/2 oz 26 Corn Cake, 1lb. 21 Flow Boy, 1 1/2 oz 39 Flow Boy, 3 1/2 oz 39 Peerless, 3 1/2 oz 39 Peerless, 1 1/2 oz 39 Air Brake 36 Cant Hook 30 Country Club 32 34 Forex-XXX 39 Good Indian 26 Self Binder, 16oz. 6oz. 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 65 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 2 25	Willow Clothes, me'm 7 25 Butter Plates Wire End or Ovals 1/4 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 30 4 1/2 inch, 5 gross 35 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 45 2-wire Cable 2 10 3-wire Cable 2 30 Cedar, all red, brass 1 25 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 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 4 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. 60 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 50 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finner Haddie 10 Roe Shad 10 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 12 Cured No. 2 12 Calfskin, green, No. 1 11 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Pelts Old Wool 50 Lambs 50 @ 75 Shearings 40 @ 65 Fallow No. 1 5 No. 2 4 Wool Unwashed, med. 35 Unwashed, fine 22 Standard Twist 8 Cases Jumbo, 32 lb. 1 1/2 Extra H H 10 Boston Cream 11 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 12 Ribbon 10 Broken 10 Cut Leaf 8 Leader 8 1/2 Kindergarten 8 French Cream 10 Star 9 Hand Made Cream 16 Premium Cream mixed 14 Paris Cream Bon Bons 14 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 12 Peanut Squares 12 Sugared Peanuts 12 Cedar, all red, brass 1 25 Starlight Kisses 12 San Blas Goodies 12 Lozenges, plain 12 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolate 12 Eureka Chocolate 12 Quintette Chocolate 12 Champion Gum Drops 12 Moss Drops 12 Lemon Sours 12 Imperials 12 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 12 Auto Bubbles 12 Fancy—in 5lb. Boxes Old fashioned Molas- es, 10lb. bx 1 21 Orange Jellies 30 Lemon Sours 60 Old fashioned Hore- pound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 1 15 H. M. Choc. Lt. and Dark No. 12 1 1 Bitter Sweets, as'd. 1 3 Brilliant Gums, Crya. 60 A. A. Licorice Drops 90 Lozenges, printed 60 Lozenges, plain 60 Imperials 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 60 String Rock 60 Wintergreen Berries 60 On Time Assorted 1 75 Buster Brown Good 1 50 Up-to-date Assort'd 1 75 Pen Strike No. 1 6 00 Pen Strike No. 2 6 00 Pen Strike, Summer as- sortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 1 35 Oh My 100s 1 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 16 Almonds, California sft. shell 12 @ 13 Brazils 12 @ 13 Filberts 12 @ 13 Cal. No. 1 10 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 14 Table nuts, fancy 15 @ 16 Pecans, Med. 12 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new 10 Cocoanuts 10 Chestnuts, New York State, per bu. 10 Shelled Spanish Peanuts 9 Pecan Halves 35 Walnut Halves 35 @ 50 Nut Meat 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbos 9	



## Special Price Current

### AXLE GREASE



Mica, tin boxes ..75 9 00  
Paragon ..55 6 00

### BAKING POWDER



Royal  
10c size 90  
6oz. cans 1 35  
1/2 lb. cans 1 90  
1/4 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



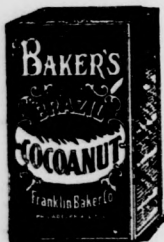
S. C. W., 1,000 lots .....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32

Worden Grocer Co. Brand  
Ben Hur

Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritana .....35  
Panatellas, Finas .....35  
Panatellas, Book .....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 .....@1

**Mutton**  
Carcass .....@10  
Lambs .....@12  
Spring Lambs .....@13

**Veal**  
Carcass .....6 @ 9

### CLOTHES LINES

**Sisal**  
60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..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; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

**FISHING TACKLE**  
1/4 to 1 in. ....6  
1 1/4 to 2 in. ....7  
1 1/2 to 2 in. ....9  
1 3/4 to 2 in. ....11  
2 in. ....15  
3 in. ....20

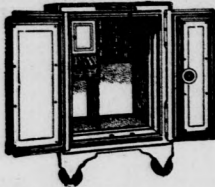
**Cotton Lines**  
No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

**Linen Lines**  
Small .....20  
Medium .....26  
Large .....34

**Poles**  
Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

**GELATINE**  
Cox's, 1 doz. Large ..1 80  
Cox's, 1 doz. Small ..1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's .....1 50  
Knox's Acidu'd. doz. ..1 25  
Oxford .....75  
Plymouth Rock .....1 25

### SAFES



Full line of fire and 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

## Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

## Butler Brothers

New York

Chicago St. Louis

Minneapolis

## 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.

## Use

## Tradesman

## Coupon

## Books

Made by

Tradesman Company  
Grand Rapids, Mich.

## What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

**Tradesman Company**  
**Grand Rapids**



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—Cash, a small stock of groceries and notions, centrally located. Lock Box 768, Kalamazoo, Mich. 890

For Sale—Drug store, \$3,500. Good stone building; good stock of drugs; five good living rooms. Mountain town; industries, mining and ranching. Fine for lung troubles. Good opening for druggist and dentist. Box 1, Pitkin, Colorado. 898

For Sale—Half interest in ladies' ready-to-wear store in Cedar Rapids, Iowa, to experienced party who can take management. A splendid money-maker. Owner has another store in Minneapolis and can not manage both. Buyer must have at least \$5,000 cash. Address Mrs. A. K. Clark, Cedar Rapids, Iowa. 897

## Do You Want—

To sell your Real Estate?  
To sell your House and Lot?  
To sell your Farm or Ranch?  
To sell any kind of Property?  
To sell your Business?  
To sell your Bank, Mine or Factory?  
To sell or exchange anything?  
To buy a Business?  
To buy a Farm, Home or Factory?  
To find an investment?  
To buy or exchange anything?

I bring buyers and sellers together. No matter where located if you want to buy, sell or exchange any kind of property or business anywhere at any price, write me today. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago.

For Sale—On consignment part or whole of \$3,000 general stock; would exchange. Box 596, Fenton, Mich. 896

For Sale—A dry goods stock of about \$15,000, of a long-established business in a thriving manufacturing city of Michigan. A sure money-maker for the right man. Write or call on D. Jacobson, care of John V. Farwell Company, Chicago. 895

Restaurant—Good trade, good location for bakery. Mining town, 1,500 inhabitants. Must retire. Price, \$550. Address John Tracy, Benton, Wis. 894

For Sale—Two-story brick block with \$1,000 stock of furniture. All new. Address No. 892, care Tradesman. 892

For Sale or Rent—Store building, 26x90, with basement. Also have general stock for sale of about \$7,000. Doing business of about \$28,000 per year. Will reduce stock to suit buyer. Address No. 893, care Tradesman. 893

For Sale—Established furniture and undertaking business, doing better than \$18,000 per year, located in growing town of 3,000. Have had forty-one adult funerals so far this year, thirteen of which were better than \$125 apiece. Business can easily be increased to \$25,000. Reason for selling, am going into manufacturing business. Address No. 891, care Michigan Tradesman. 891

## 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—A good live dry goods and shoe business in Eastern Michigan town of 1,800. Must sell on account of health. Address No. 906, care Tradesman. 906

For Sale—Stock of shoes and men's furnishings in one of the best towns of 1,800 population in Michigan. Surrounded by rich farming country. Store has steam heat and modern fixtures. Enjoys a good trade and is a money-maker. Reason for selling, poor health. Address No. 905, care Tradesman. 905

Mr. Progressive Merchant—Let us increase your business 15 to 50 per cent, and turn your old gray headed book accounts into cash at a cost of less than 2 per cent. A postal will do. B. P. & M. Co., 450 S. Ionia St., Grand Rapids, Mich. 904

For Sale—Best stock general merchandise in town of 500 in Boise Valley, Southern Idaho. Will invoice \$6,000, do \$30,000 business a year. Must quit store business on account of health. For particulars address Box 84, Middleton, Idaho. 902

For Sale—In one of the liveliest and most prosperous towns in Central Southern Michigan and in one of the best locations, a fresh, up-to-date drug stock, at a fair discount from inventory price, subject to sale prior to Oct. 1. Call Respers & Co., 501-503 Widdicombe Bldg., Citizens 1136. 901

Timber For Sale—2204 acres, 350 cleared and improved, 1850 in timber. Will have ten million feet half oak and ash, railroad over land. Price \$40,900. S. Sampson Carson, Ripley, Tenn. 900



## 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, Toledo, Ohio

For Sale—A clean stock of hardware located in a live manufacturing town. Store equipped with modern fixtures and attractive show windows. Good business, well established. Address Box 425, Kenosha, Wis. 899

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

For Sale—\$3,500 good clean stock general merchandise, situated in factory town, within thirty miles Grand Rapids. Bargain. Address 854, care Tradesman. 854

Shoe business for sale; excellent trade and location clean stock no incumbrances; reasonable rent; a select opportunity. Tell your shoe friend. Address Box 404, Manitowish, 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

## 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—A clothing and gents' furnishing goods store. Live town, fine location. Stock will inventory about \$8,500. C. A. Hough, Trustee, Nashville, Mich. 866

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

Comission 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

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

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

Hardware stock in Grand Rapids. Good chance for "live wire." Goods bought right. Hardware, care Tradesman. 863

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

Yerk, 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

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 \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

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

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

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—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

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

## HELP WANTED.

Wanted—Drug clerk with two years' experience in retail drug store. References required. Chas. Bostick, Manton, Mich. 903

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

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. 242

## 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 letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.



## LOOKING AHEAD.

"If we live to see the day when freight vessels from the ports of Boston and New York can pass through the Hudson River, the Great Lakes, the Mississippi River and along the shores of the Gulf and the Atlantic, through a chain of protected waterways, we shall see trade relations established and commercial activities opened and thriving, of which we never dreamed," said Gov. Pothier of Rhode Island in his speech at the closing session of the Atlantic Deeper Waterways Association which was largely attended at Providence. The occasion was a notable one, many states and cities being represented. There were splendid addresses, some bearing on the scientific side, setting forth what will have to be done from an engineer's point of view, others showing the financial benefit and advantage of an intracoastal route and many ship canals connecting the great rivers and lakes with the sea. The governors of states and the mayors of cities and leading business men were there to confer and talk over together these important projects.

The time was when it might have seemed that Governor Pothier's remark above quoted was a fanciful utterance, a sort of a vagary conjured up by a transportation enthusiast. In the light of later day developments there is nothing about it which does not seem perfectly feasible and possible, and not only that, thoroughly probable. The lakes and the gulf route has been talked about and written about and has the endorsement and support of some of the ablest and most prominent men in the country. American shipping needs the intracoastal route and, moreover, it needs a ship canal to connect the Hudson River with the Great Lakes. If the route taken by the barge canal had been utilized for that and had the proper government encouragement and financial support, it would have accomplished a great deal more than can now be expected of it. Business men are coming more and more to realize the importance and the value of water transportation and where there are no lakes and rivers they appreciate that it will be worth while to make canals. Thus railroad rates can be held in check and if transportation charges are lower, commodities will be cheaper to the consumer. This is a question in which everybody is interested and conferences like that at Providence are of inestimable value and benefit.

## News and Gossip About Indiana Travelers.

Indianapolis, Sept. 13—Many travelers are talking of having an official tent at the Fair Grounds, or having Travelers' Day, or in some way obtaining for the traveling men of the State recognition at the Fair. C. A. Albrecht, President of Post B, says that he approves of the plan. Heretofore nothing of the kind has been attempted and the travelers are feeling that as many organizations are

represented on the grounds, it is desirable for them also.

While the various travelers' organizations are, in a way, working independently as far as their social life is concerned, there is evidenced a spirit of brotherhood, which may show some marked results in the near future. Many travelers are members of three or four organizations and take an active part and interest in each.

At the meeting of the Board of Directors of the Indiana Travelers' Accident Association Saturday the Secretary, P. B. Trone, submitted the largest number of applications for membership on record. The membership at present numbers about 2,500, and Mr. Trone expects to have this doubled in less than two years' time.

Michael P. Lynch, one of the most enthusiastic base ball fans, has lost heart. He admits he is tired of seeing Indianapolis fight for the bottom position. He would not attend the double-header Saturday.

Wesley H. Shilling, 904 East Tenth street, who has been suffering with a broken leg for several weeks, is recovering rapidly. He will be confined to his home only a short time longer.

P. B. Trone, Secretary of the Indiana Travelers' Accident Association, will hold open house for all travelers in his office, 725 State Life building, the last Saturday in September.

## Officers of the Fennia Manufacturing Co.

Hancock, Sept. 13—The Fennia Manufacturing Co., which was organized recently with a capital of \$50,000 for the purpose of manufacturing the dial level, sewing machine attachment and other inventions of Joseph Ostman, has elected officers for the coming year, as follows:

President—Joseph Ostman.  
Vice-President—Axel Immo.  
Secretary—Arthur Abramson.  
Assistant Secretary—E. J. Wickstrom.

Treasurer—John Olson.  
Assistant Treasurer—Matt Kangas.  
Member of Board of Directors—Axel Sundstrom.

Word has been received from the Patent Office at Washington that the application of Mr. Ostman for a patent on his sewing machine attachment had been considered and a patent given him. His other inventions will be patented later, applications now being in. The company is now almost ready to start preparations for its factory.

## Propose To Discard Premiums.

Springfield, Ohio, Sept. 13—Resolutions were adopted by the Ohio Retail Shoe Dealers' Association in convention here, against any but regular advertising; opposing all contributions to bazaars, programs, etc.; favoring legislative action against shoe junk dealers and mail order houses. It was decided also to take steps to protect the merchant from dead beats and to curb the merchants who believe they are entitled to fail three times and have two fire sales, and to

oppose unnecessary expense in the conduct of business.

The Association has a membership of 146 since its organization last March. It was decided to hold the next meeting in Columbus, March 1, 1911.

Secretary Ed. I. Parker, of Mt. Vernon, A. E. Pitt and C. E. Wilcox were appointed to arrange a program for next year. Twenty new members were admitted. A banquet was held at the Arcade hotel, where Vice-President Denny presided as toastmaster. Responses were made by Everitt B. Terhune and Richard L. Prather, of Boston; David Gibson, of Cincinnati, and Robert C. Bancroft, President of the Merchants' Association of this city.

## The Boys Behind the Counter.

Allegan—Herbert Baker, the druggist, has secured the services of Clarence Messinger, and the latter will be found in the drug store hereafter. Mr. Messinger has been a registered pharmacist many years but has not been engaged in the work here since he sold his interest in the Garrod & Messinger drug store many years ago.

Sault Ste. Marie—Albert Crockett has resigned his position with B. M. Morris and accepted one in the W. F. Ferguson shoe store, succeeding Earl Howden, who left to take an interest in the feed store of his father, William Howden.

Petoskey—A. E. Remington has severed his connection with the Rem-

ington clothing store and gone to Grand Rapids and Chicago to investigate several good business openings. Wood Martin has taken charge of the store.

Jackson—Harry DuBois, who has been employed as a drug clerk in this city, is about to establish a drug business in Brooklyn. Mr. DuBois recently passed the State examination for pharmacists.

Kalamazoo—John Imans, of Grand Rapids, has accepted a position with the Edwards & Chamberlin Hardware Co., beginning his duties yesterday. Mr. Imans is a hardware man of much experience, having just completed nine years' service with his last employer.

## BUSINESS CHANCES.

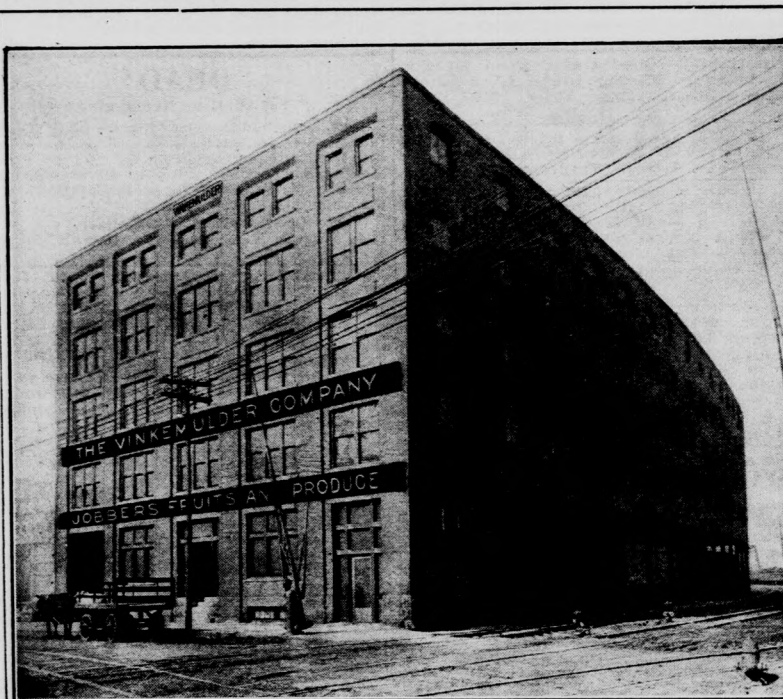
Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 907

Experienced shoe man wants position in department store about October 15, to take charge of shoe department. Can assist either as first-class clothing salesman or as Al ad. writer. Experienced and a hustler. At present employed. Salary \$18 week. Address "Live," care Michigan Tradesman. 909

For Sale—First-class laundry outfit. Will sell at a great sacrifice. Address Jerry Ryan, Bronson, Mich. 908

For Sale—Old-established plumbing, heating and tinmith business in good resort Michigan town. Plenty of work year around at city prices. No competition. Will sell stock, invoicing \$2,500, also tools, launch, horse and wagons, with a five year lease of brick building. Address Plumber, care Michigan Tradesman. 911

To Exchange—House and lot, located at Traverse City, value \$1,500, for stock of groceries or general merchandise. Can use stock that will inventory up to \$2,500 and pay cash difference. Address X, 1041 Walnut St., Traverse City, Mich. 910



## Buy Peaches For Canning Now

Get in line with us on peaches

All the best varieties are now coming in and prices are as low as they will be

**The Vinkemulder Company**  
Grand Rapids, Mich.

If you have Apples, Peaches, Onions, Cabbage or Potatoes to sell we are in market to buy



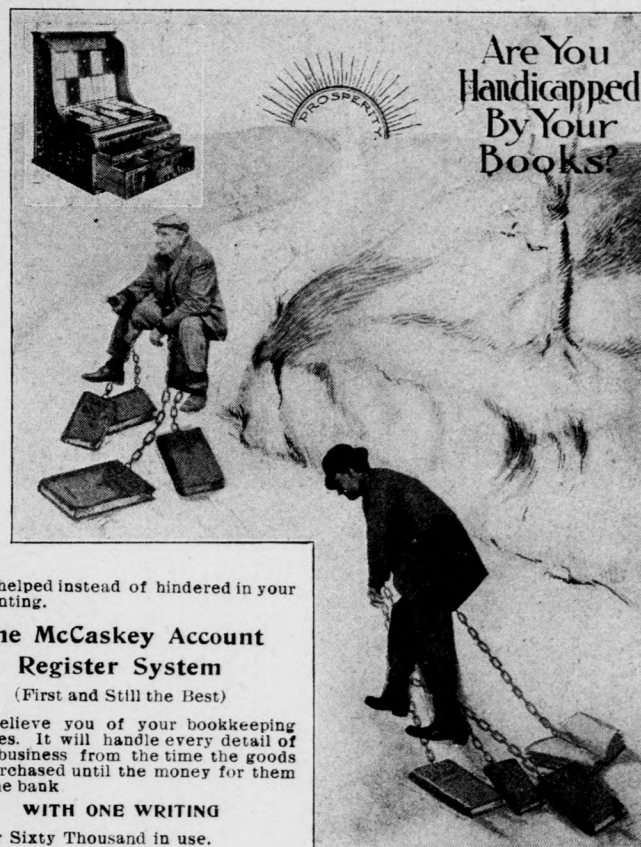
ALWAYS THE  
**SAME COFFEE**  
AND SAME QUALITY



It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character — thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are *really there*. The coffee will "back you up" every time.

**Symons Bros. & Co.**

Wholesale Distributors      Saginaw



Be helped instead of hindered in your accounting.

**The McCaskey Account Register System**

(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

**WITH ONE WRITING**

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.

**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.



# YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves. But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

## Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

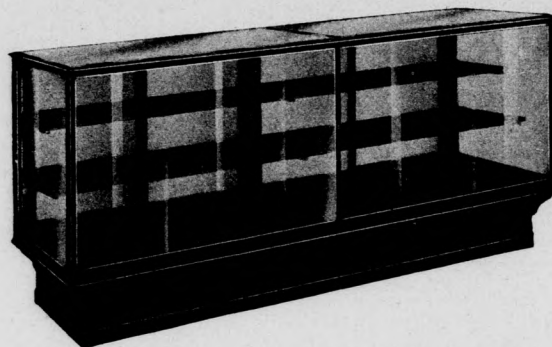
Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Shredded Wheat Company, Niagara Falls, N. Y.

## We Can Make Prompt Shipments



Of any of our stock cases in regular lengths  
We are carrying over 1,500 cases ready for immediate delivery

If you place your order for the

**Wilmarth**  
THE CASE WITH A CONSCIENCE

### Show Cases and Store Fixtures

You will get prompt service, high quality and moderate price

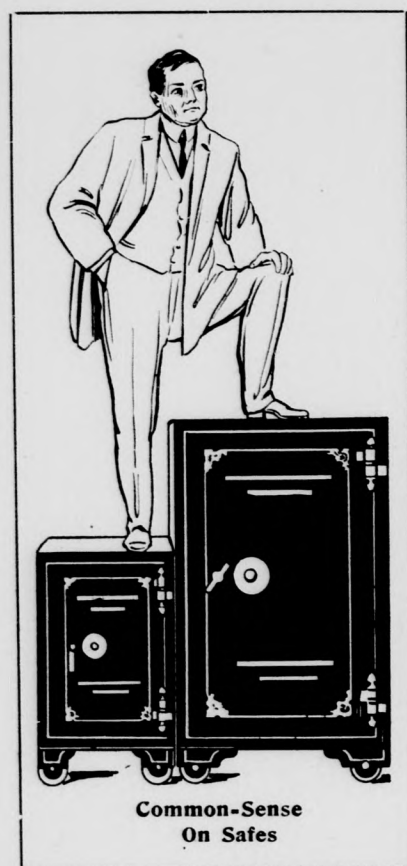
Complete catalog and prices on application

### Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Showroom in Grand Rapids at 58 South Ionia St.,  
40 Broadway, Detroit, Mich.



Common-Sense  
On Safes

## A Business That Isn't Worth Protecting Isn't Worth Having

The old, old story about the old-time merchant carrying his accounts in his head and never resorting to books is very much like the Jonah and the whale tale. Both of these things may have happened once upon a time, but the man who attempts either stunt with the present day whale's disposition and the present day way of doing business will surely get the worst of it.

### Accounts Must Be Kept in Books Books Should Be Kept in a Safe

Otherwise you are not protecting your business and a business that isn't worth protecting isn't worth the time you devote to it.

You Need a Safe—We Want to Supply You

Ask Us For Prices

**Grand Rapids Safe Co.**

Tradesman Building  
**Grand Rapids, Mich.**