

Ideal Work Clothes for Men and Boys



Quality Tells

The phenomenal business which we have had this year is proof positive that the exceptional values we have claimed for

Ideal Work Clothes

is all in the goods.

You can get more from us for your money and more from your customer for the garment. You gain your end by profiting at both ends. You clinch and "cinch" your leadership as the Master of Values in your community.

A postcard will put the proofs in your hands.



RENOWNED FOR
FIT AND WEAR

**The Ideal
Clothing Company**

Grand Rapids, Michigan



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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

A Reliable Name

And the Yeast

Is the Same

Fleischmann's

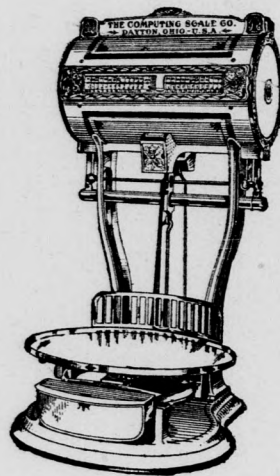
NOTICE

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

Letters Patent of the United States

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

No. 597,300, granted January 11, 1898



Warning

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

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

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

manufacturing, selling or using scales of this kind.

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

The Computing Scale Co.,

Dayton, Ohio

Moneyweight Scale Company, Chicago

Distributors

Snow Boy keeps moving out-Profits keep coming in



Start your Snow Boy sales a'moving

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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 21, 1910

Number 1409

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THE NEW AWAKENING.

The Tradesman is not a political organ and has never been given to very much political prognostication, but unless all signs fail, it looks to the Tradesman as though we would have a new political party in this country within a very short time. Theodore Roosevelt started the people thinking along new lines during the time he was President. He created new issues and originated and promulgated new ideas. He selected his own successor, naturally expecting that the successor would carry out his policies and enlarge on his ideas. Instead of doing this, Mr. Taft has sought to bring peace and harmony in the country, instead of agitation and unrest, by cultivating the friendship and co-operation of men in power who have, perhaps, grown corrupt by reason of their long tenure of office. Mr. Roosevelt returned to America, after a year's absence, to find that his policies were not being carried out as he would like to have them and that his ideas are not being put into execution as he naturally expected they would be. As an active man, impatient of restraint and delay, he immediately began a campaign to revive the agitation which started out so auspiciously under his direction during his administration. In order to perpetuate his plans he evidently has concluded that it is necessary to found a new political party and, in all probability, this party will be born within the next few months. Whether the party will draw more largely from Republican or Democrat sources remains to be seen. It will certainly attract a large proportion of the men who seek improved conditions and believe in the New Awakening which is coming over the moral sense of the American people. One good effect of the new birth will probably be the breaking up of the Solid South and the complete breaking down of party lines. No man has done more to break down party lines than Theo-

dore Roosevelt. He has shown the people that civic righteousness means more to a man than party affiliation and that the best citizen is the best party man—that blind obedience and subservience to the party lash necessarily make a man a bad citizen, whereas independent thought and action define the good citizen.

SHOULD WORK IN HARMONY.

In his regular bi-ennial address to the Legislature, nearly two years ago, Governor Warner recommended that the State food laws of Michigan be amended to conform to the National laws. Efforts were made to bring about this result, but Food Commissioner Bird blocked the game for reasons best known to himself. Mr. Bird has now passed into the Hereafter and on January 1 a new Food Commissioner will be appointed who will be in sympathy with the general policies of the incoming Governor. It goes without saying that business men generally would be very glad indeed to see Governor Warner's recommendation carried into effect, because it is not only in line with progress, but will simplify and systematize the trade of the manufacturer, jobber and retailer to that extent that there will be very much more satisfaction in handling manufactured foods. If Mr. Osborn is elected Governor, it is understood that George Dame, of Northport, will be appointed Food Commissioner and, as Mr. Dame has had a broad and varied experience in the interpretation and enforcement of food laws, and as he is a man of great sanity as well as broad views, the Tradesman believes he will become an active exponent of the prevailing sentiment all over the country that the state food laws should be made to conform to our National laws, which are very generally conceded to be just and fair and recognized as the highest standard attained by any civilized nation. His judgment in this matter will, in all likelihood, be accepted by the incoming Chief Executive of the State, in which case a favorable recommendation may be expected in the Governor's initial message to the Legislature. Very little progress was made in enacting constructive legislation during Mr. Bird's administration, and Mr. Osborn and Mr. Dame will naturally be anxious to give the people the best that is to be had along that line. They are both progressive gentlemen, as well as faithful officials, and their attitude in this branch of their work will be watched with interest by the business public.

Saintliness and sanity are both a happy balance between self and society.

DESTROYERS OF HOMES.

The higher courts have held repeatedly that merchants who enter into clandestine agreements with a married woman to furnish her goods on credit without the knowledge and consent of her husband have no recourse against the husband, in law or equity, because by so doing they violate the sacred obligations and mutual relations of husband and wife, thus disrupting homes and breaking up families. There is a right way and a wrong way to do things in this world, and the merchant who works along wrong lines invariably meets with loss and disaster. The financial loss he sustains, however, is insignificant compared with the responsibility he assumes when he deliberately sets about to disrupt family relations and bring discord and unhappiness to once happy homes.

As the head of the house and the responsible member of the household the husband has a right to be consulted on all purchases of importance intended for the home. Especially is this true where the wife is known to be weak in judgment and inclined to indulge in extravagant purchases which the husband might not approve. To induce a woman to sign a clandestine contract covering foolish and unnecessary purchases which are not in keeping with the husband's ideas or with his station in life is not only villainous but actually criminal. As between the merchant who pursues this practice and the man who lures the wife into being untrue to her husband, there is little difference. Any man who seeks to array wife against husband under any pretext whatever is a dangerous man in the community, and the sooner he is unmasked and his true character is exposed the better the public is protected against his cunning and treachery.

THE SCHOOL LUNCH.

This is frequently a puzzling problem and all sorts of makeshifts are adopted simply for lack of a few suggestions. Make a specialty of catering to this present need and the demand will readily be manifested.

Let the lunch box represent the hub of the wheel; or, be more specific and take the sandwich for the pivotal point. With a pleasing variation in sandwiches it is sure that a wholesome and appetizing lunch can be readily evolved. Connect with the rim of the wheel by ribbon spokes, and upon each of these fasten some standard filling for the sandwich. One will represent peanut butter; another, dried beef; a third, potted ham; a fourth, cheese. Keep the wheel in motion and it will speedily attract notice. If preferable pennants may be attached to each wheel, these naming the articles used for filling.

Fresh raisins displayed conspicuously may suggest raisin bread or the dried fruit used as a dessert. The convenience of a piece of celery or a crisp lettuce leaf as a relish will be readily seen. Furnish fresh bread, cakes and crackers and get them out in the window together, where they will serve as a reminder at this beginning of the school year. After the habit of coming to you is contracted they may pass to the rear, providing they are always ready to serve at a moment's notice.

Fresh fruits form a cheaper, more convenient and more wholesome dessert than pastry. An orange or banana, a peach or pear, is better than pie any day. Consider, too, how the meal is put up. Show paraffine paper for wrapping food to retain moisture, crepe paper napkins, paper plates and drinking cups, emphasizing the importance of every pupil owning his own cup as a protection against disease.

Furnish all the essentials to the nourishing and inviting repast and note the rapidity with which your service will be sought.

WHY NOT CUT IT OUT?

Why is it that the antics of intoxication are so often displayed on the stage? Scarcely a week but at one or more of the play houses will be seen performances in which figure more or less prominently the man who is drunk. It may be admitted in defense of the play people that what the drunkard says and does usually raises a laugh, and this to some extent measures success on the stage. But does it ever occur to those who laugh at intoxication in the play that in real life the befuddled condition is very often no laughing matter? Is it a laughing matter for the mother whose boy comes staggering "home," or for the wife whose husband has to be helped into the house, or for the children who must scurry to bed, or to the neighbors when their father is in his cups? The laugh at intoxication whether seen on the stage or in the street is a thoughtless laugh, a laugh that takes no heed of the mother, the wife or the children at home. Would it not be just as well and perhaps a little better if the playpeople would find some other way to make people smile? Back of intoxication is headache and heartache and the path leads to sorrow, degradation and often to ruin. The play shows only the gay, the funny side. In real life the consequences are found in the workhouses, the prisons and the asylums. Is it not likely to give the young false ideas of life to see drunkenness as it is depicted on the stage? Would it not be just as well to eliminate a lot of this kind of humor from the drama?

THE DEAD BEAT.

Some of His Most Distinguishing Characteristics.

I am told that if I were to get next to the books of the merchants, even in so clean a town as Topeka, I would be surprised at the number of people who fail to pay their store bills when they fall due, and also at the number who never do pay them. And the dead beats are not confined to the people who only earn a few dollars a week by any means. There are a great many people who never earn more than a few dollars a week who are counted as good pay while there are others who move in what are considered the higher circles who never pay if they can help it. Of course the honest people who do pay their bills have in the long run to put up for the dead beats. The merchant finally charges off his bad accounts and figures them in as part of the expenses of the business and adds that much to cost of goods. So the man who is honest has to stand for the man who is dishonest enough to try to beat his bills.

Of course it goes without saying that the dead beat is also a liar. He lies without let, hindrance or justification. Confront him with a bill and he will unblushingly agree to pay it on a certain day, although he really hasn't the remotest idea that he will meet the obligation at the time specified. The dead beat ought not to be able to work more than one store of the same kind in a town, but if he is a smooth article he generally manages to get in debt to all of them.

In a certain town lives a woman who is known as the dead beat bill collector. Her method is simple and generally effective. She takes the bill against the dead beat and tackles him at the first opportunity, and also at every other opportunity. If he is standing talking on the street she will walk up, break into the middle of the conversation and dun the dead beat. A man has to be pretty case-hardened if he can stand that sort of thing very long. If he gives some plausible excuse at the time, she may let him go for the time being; but if he doesn't "come across" she tackles him again, and in a crowd if the opportunity offers.

He may be mad enough to want to bite a ten-penny nail, but that doesn't help him any. He can not afford to get into a street quarrel with a woman. He has sense enough as a general thing to know that he would get the worst of it in a contest of that kind. He will lie to the woman and get rid of her temporarily but his troubles are only commenced. She is methodical and untiring. She pursues him day after day. He gets so that he does not dare to go out on the street for fear of meeting her. It is only a question of time till he gives it up and pays his bill, if there is any way in which he can raise the money.

A well known Kansas lawyer told me this story of his own experience. There was an old but briefless lawyer in the same town who was notorious for paying no bills. He wasn't alto-

gether to blame, however, because he had very little business and almost no money. He really wanted to pay but couldn't. One day an Irish wash-woman came to the lawyer who told me the story, and wanted him to bring a suit for her against the impecunious attorney. He finally dissuaded her from this by convincing her that all she would get out of the law suit would be a bill of costs that she would have to pay herself, as a judgment against the other attorney would amount to nothing. Then a happy thought struck the lawyer and he told the woman that the best thing she could do was to go to the impecunious attorney's office and just stay with him until he paid her bill. She objected that she had her work to do and couldn't af-

impecunious lawyer got desperate. He went to the prominent attorney, who was having the time of his life watching the proceedings across the street, and said: "Now, Bill, I owe that woman up in my office two dollars. I haven't the money to pay her and I am afraid to go to my office without it. There is some business there that I want to attend to. Won't you loan me the two dollars until day after to-morrow?"

And Bill loaned him the two dollars. With the coin in his pocket the impecunious attorney went over to his office and squared the bill. The Irish lady gloated over her victory. Bill, however, has never been able to collect that two dollars he loaned to the impecunious brother.—Merchants Journal.



Charles W. Wiener, who writes the advertising article under the cognomen of Hoosier Storekeeper

ford to waste the whole day sitting in the office of her delinquent debtor. Finally the prominent lawyer agreed to pay her as much as she could earn in a day if she would go to the other lawyer's office and just "sit it out." That suited her to a dot. She went to the office of her debtor and sat down. He was not in, but she was willing to wait. The impecunious attorney saw her go into his office and didn't need to have anybody inform him as to why she was there or what she had come for. He was afraid to go to his office and hung about the streets all day. Other people finally caught on and took an interest. Bets were made that the Irish lady would either get what was coming to her in cash or that she would make a door mat out of the form of the man who owed her the bill. Toward night the

squareness and roundness combined. The roundness gives the power of appeal, and the squareness gives the capacity to clinch the bargain.

The lines that show in the forehead of a good and bad salesman are, in the former, straight and perpendicular between the eyes; in the latter, or bad salesman, the lines are light and irregular.

The voice of a successful salesman is bright, cheery, optimistic. Its inflections are hopeful and airy, not heavy and dull. The salesman possesses a silvery toned voice which is so oiled to its subject that it knows exactly what to say and says it without hesitation.

The handwriting of a good salesman is neat, regular, connected, but shows firmness, force in the lines that cross the t's and ambition is manifested in the tails of the g's and in the height of the h's, l's, etc.

The eyes of the honest business man who is engaged as a salesman or a credit man are generally small, piercing and keen in expression.

The ears of a good salesman are broad, and give to the person vitality, strength, good digestive power and comradeship. Such a person generates life readily and is social, genial and a good conversationalist.—Phrenological Journal.

The Unfair Fight Against Oleo.

The butter interests of the country are not relaxing in their efforts to secure a continued monopoly for butter by excluding oleomargarine through the aid of discriminating legislation. They are printing and spreading broadcast articles in which they attempt to justify the stand they have taken. One phrase which has become a stock argument with the dairy men is that they fear oleomargarine if allowed to be colored under a small tax will be sold as butter and this would be defrauding the public. The solicitude shown for the people's welfare is most commendable, or would be if it were genuine and not inspired by motives of personal gain. The pretext is too plain and at least a better excuse should be sought by the butter interests for their attack upon oleo. One of the speeches delivered before the Committee of Agriculture by a butter advocate is being used as a campaign document to curry favor for butter protection. By sophistry and specious arguments they are attempting to bolster up their shattered forces. Even state publications, those printed under state control and supported by public funds, have been enlisted in the war upon oleo. The defenders of oleo must likewise keep up an unceasing fight if they are to gain just and equitable legislation for that product. The opposition of the dairy forces should be an incentive to harder efforts.—Butchers' Advocate.

Sure Thing.

Rusty—You grumble at hot weather.

Crusty—Yes.

Rusty—And you grumble at the cold weather.

Crusty—Yes.

Rusty—Well, what do you like?

Crusty—I like to grumble.

Physiognomy of the Salesman.

The nose of a traveling salesman generally bears the appearance of breadth just above the wings. This is the nose that indicates the ability to acquire property, make good sales, secure returns through bargains and fine talking and get large orders even when persons have indicated that they did not wish to buy or make a bargain. The thickness of the nose above the wings is the true facial sign of acquisitiveness, and a traveling salesman and a good business man have generally this characteristic strongly developed. We find it large in George Peabody, Andrew Carnegie and the Rothschilds, all of whom have made large fortunes.

The lips of a good salesman are regular and fit appropriately together.

The chin and jaw of a successful salesman are indicated by their

Home of Quaker Family



No order too large for our capacity or
too small for our careful attention.

WORDEN GROCER COMPANY

Cor. Island and Ottawa Sts.

Grand Rapids, Michigan

The Prompt Shippers



Movements of Merchants.

Mason—William Eckert has engaged in the meat business.

Cadillac—J. C. Pappin has engaged in the produce business.

Hastings—H. & M. Withey have opened a grocery store here.

Kalamazoo—E. S. Bazley has engaged in the meat business here.

Ovid—T. S. Schafer will engage in the hardware business about Oct. 1.

Cadillac—B. L. Curtis succeeds Rupers Bros. in the meat business.

Calumet—L. I. Oshinsky is about to engage in the clothing business.

Jonesville—A. Somers will open a confectionery store here about October 1.

Negaunee—Hugo Muck will re-engage in the meat business here about Oct. 15.

Coopersville—Talsma & Root succeed Albers & Young in the baking business.

Detroit—The S. & M. Shoe Co. has increased its capital stock from \$5,000 to \$10,000.

Croswell—Miss Verna Losie succeeds Miss Ada Edgar in the millinery business.

Fowler—Jay Pierce, recently of Laingsburg, will open a clothing store about Oct. 1.

Shepherd—W. G. Andrews succeeds M. E. Walker & Son in the coal and bean business.

Tustin—Nichols & Rainey, of Big Rapids, have opened a branch to their millinery store here.

Detroit—John A. German has opened a bakery and confectionery store on Woodward avenue.

Jackson—The E. S. Bazley Co., of Chicago, has opened a meat market at 182 West Main street.

Grand Ledge—Fargo Boyle is organizing a stock company to manufacture paving brick here.

Saginaw—C. A. Werner has sold his drug stock to M. L. Delard, who took immediate possession.

Levering—Grover Clark is closing out his stock of dry goods and shoes and will retire from business.

Oxford—The McLaughlin Morrow Co. is closing out its stock of shoes and will retire from business.

Shepherd—Charles F. Sanders, who conducts a general store here, has filed a petition in bankruptcy.

Detroit—J. A. Beebe has purchased the confectionery stock of F. Wolfstyn, 236 Oakland avenue.

Mendon—George W. Motter has opened a meat market here under the style of the City Meat Market.

Cedar Springs—The Grange Co-operative Store Co., Ltd., has sold its stock of general merchandise to E. W. Wheeler & Co., who will continue the business at the same location.

Marion—L. Blanchard & Co., who conduct a bazaar store at Harietta, are opening a branch store here.

Detroit—The J. A. Burns Co., dealer in dry goods, has increased its capital stock from \$70,000 to \$100,000.

Saranac—Wm. Gunn and A. W. Proctor have formed a copartnership to engage in the banking business here.

Eaton Rapids—An upholstering establishment has been opened in the McAllister building by F. W. Brown & Co.

Cadillac—F. C. Manning, recently of Kalamazoo, has opened a fish and fowl market at 36 North Mitchell street.

Cassopolis—G. L. Smith has added a line of women's clothing and furnishings to his stock of general merchandise.

Marshall—Homer Easterly has leased the Mrs. Carrie Ott grocery store at Tokio and will take possession Oct. 1.

Collins—L. M. Hickok is erecting a store building which he will occupy when completed with a stock of general merchandise.

Pottersville—Paul Densmore and H. L. Hartel, of Eaton Rapids, have formed a copartnership and opened a meat market here.

Detroit—Andrew Murdock has sold his confectionery stock to A. J. McDougall, who will continue the business at the same location.

Ludington—A. C. Jensen will open a men's and boys' shoe store at 118 West Ludington avenue under the style of We Are For Men.

Redford—Harry Weaver has sold his furniture stock to Ross Northrop, of Livonia, who will continue the business at the same location.

Eaton Rapids—Strong & Mix, dealers in grain and produce, have dissolved partnership. Mr. Strong will continue the business under his own name.

Vermontville—Jesse B. Lamb has sold his stock of shoes and groceries to his brother, Roy Lamb, who will continue the business under his own name.

Petoskey—Miss Jennie Fryman has leased the store formerly occupied by her father, A. S. Fryman, as a shoe store and will occupy it with a millinery stock.

Holland—John Barkema has sold a half interest in his shoe stock to Klaas Koolman and the business will be continued under the style of Barkema & Koolman.

Bellevue—J. A. Ritter has sold his bakery and confectionery stock to J. G. Beck and Ernest Phelps, who have formed a copartnership under the style of Beck & Phelps.

Albion—W. B. and F. W. Fischer have formed a copartnership under the style of Fischer Bros. and purchased the grocery stock of E. J. Emmons, who will retire from business.

Lansing—A. A. Morse has sold his drug stock to Dr. J. N. Eldred, of Chesaning, who will continue the business at the same location under the management of his son, B. C. Eldred.

Kaleva—The brick store building and stock of general merchandise owned by J. N. Hilliard & Son was destroyed by fire Sept. 17. The loss is estimated at \$14,000, with \$8,000 insurance.

Sparta—A. Pierson has sold a half interest in his merchant tailoring business to Emil Lundgren, recently of Grand Rapids, and the business will be continued under the style of Pierson & Lundgren.

Lambs—A new company has been organized under the style of the Lambs Farmers' Elevator Co., with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$2,400 paid in in cash.

Mulliken—E. L. Cole, who recently retired from the hardware business in Sunfield, has purchased the shoe stock of C. A. Triphagen and will continue the business at the same location under his own name.

Belding—Melvin A. Chapman and son, Charles, have purchased the grocery stock and fixtures of the late C. W. Connell and will continue the business at the same location under the style of M. A. Chapman & Son.

Belding—M. E. Ritter has sold his interest in the furniture and undertaking stock of Foster & Ritter to Thomas Welch, recently of Freeport, and the business will be continued under the style of the Foster-Welch Co.

Eaton Rapids—The Voluntary bankruptcy proceedings of Carleton & Slayter, grocers of this place, have been referred to H. C. Briggs, referee in bankruptcy. A first meeting of the creditors will be held in Charlotte Sept. 30.

Kalamazoo—A new company has been incorporated under the style of the E. S. Bazley Co., to buy, sell and deal in meat, fish, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—The business men of this city are preparing to organize an association to promote the industries and business of the city through a systematic campaign of publicity. A guarantee fund of \$200,000 has been provided to promote industries.

Owosso—Herman Baruch and Frank P. McDermott, receivers of the American Farm Product Co., have addressed a proposition to creditors of the concern offering them debenture income bonds for the amount of their indebtedness at a basis of 100 cents on the dollar. The receivers say the company is to be reorganized and the bonds will be the issue of the new company. Creditors who do not desire the bonds will be paid a 10 per cent. cash dividend on the amount due them. Further dividends are not mentioned.

Detroit—Plumes, velvets and millinery ornaments valued at \$400 were stolen from the wholesale store of the Kleinsmith Co., 183 Jefferson avenue, between Saturday night and Monday morning. The robbery was discovered when the store was opened Monday morning. Everything was in order, except for a small tip on the floor. When a clerk went to put this back in its box the receptacle was empty, as were many more that had contained the most expensive plumes and velvets. The thieves were evidently posted on millinery, as they selected only the best. Entrance was forced by prying open the front door. The police have been working on the case, but nothing was given out.

Manufacturing Matters.

Onondago—A fruit evaporating plant has been opened here by Acker & Lundergan.

Detroit—The Detroit Vancouver Timber Co. has increased its capital stock from \$125,000 to \$250,000.

Detroit—The capital stock of the National Wood Imprint Co. has been increased from \$24,000 to \$36,000.

Detroit—The capital stock of the Hudson Motor Car Co. has been increased from \$100,000 to \$1,000,000.

Twining—The Farmers' Co-operative Creamery Co. has been incorporated with an authorized capitalization of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Jackson—A new company has been organized under the style of the Jackson Chemical Co., with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

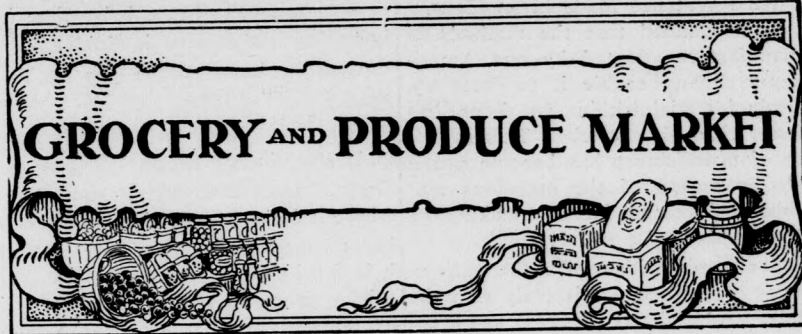
Zeeland—The Wolverine Furniture Co. has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, of which \$33,080 has been subscribed and \$15,000 paid in in cash.

Weidman—The Holmes Milling Co. will engage in the lumber business at this place, having bought the retail yard here of John S. Weidman, of Mt. Pleasant. A. Z. Campbell is President and Floyd Mitchell is Secretary and Manager.

Detroit—The Horton Autoette Manufacturing Co. has engaged in business to manufacture and sell mechanical devices, with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed and \$45,000 paid in in property.

Saginaw—The Wylie & Buell Lumber Co. will increase its logging force by two camps, and will run seven in all. During the summer several miles of track have been laid on the Haakwood and other branches of the Mackinaw division of the Michigan Central to reach timber.

Bay City—The estate of Mathew Lamont has been settled and the heirs are ready to go ahead with the erection of a large plant, for which a site was bought several months ago adjacent to the Merzhon-Bacon plant. The plant will include a box factory, planing mill and sash and door factory. Three dry kilns, power house, warehouse, etc., will be detached. The business has outgrown the small plant at Columbus avenue.



The Produce Market.

Apples — Maiden Blush, Wealthy and Alexander varieties command \$1.50 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—The market shows a decline of 1c per pound for the week, due to an increase in the make West, as the result of cooler weather and rains. The market is at present unsettled, and it remains to be seen whether the market can hold down. The decline has checked withdrawals from storage, it being unprofitable to bring butter out at the present market. The quality of the present receipts is good, the supply of medium grades being smaller and that of fine grades larger. Local handlers quote creamery at 30c for tubs and 30½c for prints; dairy ranges from 20@21c for packing stock to 23@25c for No. 1.

Cabbage—Home grown, 75c per doz.

Cantaloupe—Michigan osage, \$1.35 per bu.

Cauliflower—\$1.75 per doz.

Carrots—60c per bu.

Celery—20c for home grown.

Citron—85c per doz.

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 shows no material change for the week. The consumptive demand is excellent, but the quality of the receipts is running irregular. The weather has been very favorable to egg production, however, and the receipts should improve in quality from now on. Eggs are now being freely withdrawn from storage, and this fact, more than anything else, keeps the market for fresh eggs from advancing further. The eggs now being withdrawn are the lowest priced eggs in storage, and they are selling at the same price as fresh. Local dealers are paying 22c f. o. b. shipping point, case count, holding candled at 24@25c.

Grapes—24c for 8 lb. baskets of Wordens, Concord and Niagaras; 20c 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 quot-

ed as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 156s, \$4.75; 176s, 200s and 226s, \$5.

Peaches—Late Crawfords and Elbertas, \$2@2.25; Barnards, \$1@1.25; Kalamazoo, \$1.50@1.60; Chilis, \$1.50.

Pears—Anjous and Duchess, \$1.35 @1.50 per bu.; Sugar, \$1.25 per bu.

Pieplant—75c for 40 lb. box.

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

Potatoes—The market has advanced to 75@85c 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.

Quinces—\$2.25 per bu.

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.

Wax Beans—\$1 per bu.

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

The Grocery Market.

Sugar—The action of refiners in cutting granulated sugar to basis 5.05c on Monday awakened little interest among the trade and resulted in little new business so far as the local situation was concerned. Rumors of still further declines were circulated on the street and generally credited.

Tea—The market remains firm and the advance of 1@2c in Japans over last year seems to be permanent. Dealers have delayed buying, expecting a drop, which will not come. Nibs are very scarce and not enough produced to supply the American market and an advance of 2c or more is demanded. Gunpowders remain the same, with the exception of some high grades which rule slightly higher. Ceylons remain firm, with a tendency toward higher prices.

Coffee—The local spot coffee market is still quiet, reflecting the check last week to the rise in options, which apparently frightened the country. Although it is maintained that roasters will be compelled to come in sooner or later and pay the price, they continue to buy for actual current needs. Despite the disappointing demand holders of Brazils maintained prices at previous levels, the spot situation being under good control. Mild grades of coffee share in the general dullness, although no tendency toward material concession in

price is noted. Maracaibos are firm, the same being true of Bogotas and Mexicans. Javas are dull at previous quotations, although holders look for improvement in demand soon.

Canned Fruits—New pack gallon apples are in active demand, but as buyers are reluctant to meet the views of sellers very little business is accepted. Packers of established brands are asking up to \$3 f. o. b. factory for 1910 pack of New York State gallon apples and assert that the cost of the raw fruit warrants this price. A crop of apples approximating 2,000,000 barrels is reported in the northern counties of the State, but there is included in this comparatively little good keeping stock. Maine and New Hampshire are said to have small crops, and in the latter State Baldwins, in barrels, have sold recently at about \$2.25 on cars for No. 1, with a possible 10 per cent. of No. 2's in the deliveries, while in New York State recent sales of raw apples are reported to have been made as high as \$3 a barrel for Nos. 1 and 2. Spot stocks of gallon apples here are limited, but buyers are holding off. The market closed firm. California canned goods are having a steady sale on jobbing orders and under limited offerings the market is firm.

Canned Vegetables—Further sales of No. 3 standard Maryland tomatoes at 77½c f. o. b. Baltimore, which had been paid on Saturday, were confirmed Monday. The situation in corn is strong, based on the unfavorable crop reports from most sections.

Canned Fish—Offerings on domestic sardines continue extremely light, owing to the continued slack run of fish and prices are increasing. Salmon of all kinds is firm, but in consequence of the limited offerings business is restricted, although there is reported to be quite an active demand for red Alaska and pink.

Dried Fruits—Apricots are fairly steady now and the demand is light. Seedless raisins, such as Sultanias and Thompson seedless, have advanced another notch during the week, owing to crop damage. Currants are weaker abroad, but unchanged in this country. Prices here are pretty high and may recede a little later. Other dried fruits are dull. Prunes show no market change and are still firmly maintained on the formerly quoted high basis. An occasional packer, however, has offered goods possibly ¼c below the market during the week. The demand is very light. Peaches show no change, the demand being fair and the price steady.

Syrups and Molasses—Glucose has declined two scales and ½c per gallon on bulk. Compound syrup is dull, but will show a decided improvement if the cool spell continues. Sugar syrup is fairly active and shows no change in prices. Molasses is dull at ruling prices; new crop prospects are now fair.

Nuts—Spot stocks have advanced further and the best grades are rapidly becoming depleted and higher prices are inevitable. There are now more enquiries for forward shipments, and as soon as they material-

ize in actual business prices are bound to go higher. The first parcel of new crop Naples filberts, long and extra long, is now due. Shelled walnuts show a further advance, owing to the scarcity. Almonds are quiet although firm. Sicily filberts are unchanged on spot. Brazil are firmly held, with an upward tendency. A small shipment of new crop almonds has just arrived in New York and is due here in a few days.

Spices—The market is quiet, so far as invoices go, although a fair grinding demand is filled. Cables are firm, but at too high a basis, as a rule, to cause business in futures. Mace is well maintained at quotations on moderate stocks.

Rice—There is a better demand noted, both from local and out of town distributors. The buying is hand to mouth, but reaches a fair aggregate. Firmness in the South tends to create more interest, the shortage having resulted in New Orleans mills closing down because of lack of supplies.

Provisions—All cuts of smoked meats, picnic, regular and skin-back hams, bellies and bacon, are in reduced demand, due to approaching cold weather and unchanged prices. Lard, both pure and compound, is firm at ruling quotations. The fact that local butchers everywhere will begin to kill around October 1 will ease the lard market somewhat. Dried beef, barrel pork and canned meats are all unchanged and dull.

Cheese—No change in the market during the week. The demand is fair. Cheese is just about where it should be as to price—ruling at about half the price of butter. The market will probably show an advancing tendency from now on, for the factories will close down around November 1.

Fish—Cod, hake and haddock are unchanged and steady, demand not large as yet. Domestic sardines are very firm and no quarter oils can now be obtained under \$3 f. o. b. in a large way, and some holders are asking \$3.25. Short catch is the explanation. Salmon are maintained on the previously reported high basis and the demand is good. Imported sardines are quiet and unchanged. There has been considerable activity in Norway mackerel during the week, which, as recently reported, opened at moderate prices. Some Irish mackerel are offered at \$12.50 per barrel in a large way, which is relatively high as compared with the cost of Norways. The shore mackerel catch is still a failure.

The A. E. Darling Lumber Co., formerly in the Monadnock building, Chicago, has taken the offices vacated by the Wolf-Lockwood Lumber Co., in the Murray building. Mr. Darling for several years was sales manager of the Chicago Lumber & Coal Co. The concern will do a commission business and will handle chiefly Southern lumber, red cedar shingles, oak and maple flooring.

Sidney D. Thompson has engaged in the drug business at Shepherd. The Hazeltine & Perkins Drug Co. furnished the stock.

Adrenalin As An Antidote.

It has now been well recognized for a number of years that the use of adrenalin in conjunction with cocaine, or other local anesthetic, distinctly increases the local effect of the pain-relieving drug. At the same time it diminishes the danger of the absorption of the anesthetic into the general circulation, and so largely prevents any untoward effects which might otherwise develop. The explanation of this effect, of course, lies in the fact that the adrenalin so greatly diminishes circulation in the part to which it is applied that there is little chance for the cocaine to be absorbed.

It is not a far cry from this use of adrenalin to its employment in the stomach for the purpose of delaying the absorption of poisons. Early in 1909 this plan was resorted to by more than one physician. Amongst others, Jona reported in the Intercolonial Medical Journal of Australia of July 20, 1909, a series of investigations made by him to determine whether the administration of adrenalin by the mouth would be of value as an emergency remedy in poisoning by cyanide of potassium, strychnine, and other rapidly-acting drugs. The fact that other investigators had already shown that the intraperitoneal injection of adrenalin diminished the rapidity of absorption of strychnine, even when it was administered by the mouth, led Jona to the belief that excellent results might accrue. He found that if three drachms of the 1-to-1000 adrenalin solution commonly found on the market, diluted with a small quantity of water, was administered at once after the poison had been taken, and then if, after the stomach had been washed out a further dose of half this quantity was given, animals survived poisons which would otherwise have caused death if this treatment had not been instituted. Of course in the case of so rapidly acting a poison as cyanide of potassium it is essential that the antidote shall be given at once, and even if the quantity of the poison is small it can hardly be expected that adrenalin can prevent death from such an exceedingly lethal drug. At most it can only delay absorption until an antidote can be given. When the poison is strychnine, however, the symptoms of poisoning are greatly delayed in their development and valuable time is given for the use of the stomach pump and physiological antidotes. Jona extended his research to such other drugs as aconite, belladonna, and chloroform liniment with equally good results. In other words, the adrenalin in such cases acts by delaying the absorption of the poison and not by any distinct antagonistic influence.

Center of Population.

One of the points of interest regarding the last census is as to where this will be located. For some decades it has tarried in the Hoosier State, although the central point, geographically, is in Kansas. At the present rate of progress it will take several periods yet for it to get beyond the Indiana boundary.

Looking Eastward there is a surprise in the gain reported from New York City. This is an increase of more than a third—almost as many new citizens added during the past ten years as were in the city twenty years ago.

The West is growing; but the East is taking on the rounded form of maturity. People are no longer spreading out over Government land, excepting in restricted areas. They are learning to make better use of the land now occupied. The farmers are tilling the soil to better purpose. The gasoline tractor is now breaking up land by the square mile, where the weary team but recently measured the distance by acres. Cattle no longer roam wild over the plains, but the land is utilized in the raising of wheat—wheat which will, in part, come back to feed the millions within metropolitan circles.

While there is a significance in the figures to the agricultural world there is one of still greater import to the commercial world. As the multitudes must be fed, they must likewise be clothed and housed. They must also be supplied with work or a race of beggars will dominate. The industrial world must be growing at a rapid rate. The skyscraper is filled and the value of land has increased. As a nation we are becoming more compact and more substantial. Henceforth the growth will be more uniform in all departments. While the march of population is arrested, the march of progress develops along new channels.

Food Exposed To Dust.

Formerly gelatine, coffee, tapioca, starch, raisins, prunes and numerous other food articles were handled in bulk by grocerymen, and, of course, the longer they were exposed to the air in bulk the dirtier they became. Fly specks, too, covered such exposed articles—what disease germs might not be in fly excrement and upon the feet of these nasty insects?

A member of the Indiana Board of Health was passing a grocery one day and observed boxes of fresh blackberries exposed for sale. They were slightly gray with dust and swarms of flies were present. On the sidewalk, within six feet of the berries, some poor diseased mortal had spat, perhaps a consumptive. The sputum was circled with flies and a moment's observation discovered that they flew back and forth, not only between the berries and the sputum but also between the berries and the gutter filth and street manure.

But, most wonderful, people purchased those nasty berries and ate them raw. The druggist nearby was asked if any diarrhea existed in his neighborhood, and he immediately replied: "A good deal. I put up several diarrhea prescriptions to-day and sold several bottles of patent diarrhea mixtures." Some of the people in that locality will have typhoid fever in the fall and perhaps some will die.—The Healthy Home.

A poor man never looks so poor as when riding in a rich man's carriage.

Nine Watches Made in an Hour.

It is claimed that the methods of manufacture adopted by one American company enable it to set up, ready for trial within an hour, no fewer than nine watches. This rapidity of manufacture has become possible by reason of the ingenious machinery invented for the making of all the parts of a watch.

The speed with which the various parts are turned out is truly remarkable. Great sheets of brass and steel are cut and rolled into ribbons and punched out into wheels at the rate of ten thousand a day from each punching machine. Workers drill the thirty-one holes in the roof of the watch as fast as they can count, other operatives counter-sinking the holes almost as quickly.

Brass wire glides into a machine that measures off the length of a part, turns it, puts a screw thread on each end and actually screws it in at the rate of two thousand a day.

The screws are so small that it is said fifty gross of them can be put in a thimble, while of others there are one thousand gross to a pound.

Balances are cut from the solid steel, ground down, worked up and drilled with their twenty-five screw holes apiece at the rate of one hundred wheels a day from each machine.

Wheels have their teeth cut, a couple of dozen at a time, some with from sixty to eighty teeth, at the rate of twelve hundred wheels a day from each machine.

Beating His Own Record.

The ambitious man keeps moving up a peg every day. He is like a pole vaulter who wants to excel. 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. He pushes the bar up another notch or two and clears it again. Ambition furnishes the spring that makes him able. Men with ambition are always scheming to beat to-day's business with to-morrow's. A man of this stamp, when he sets out to beat his own record, is nerved up by the consciousness that he has to beat the record of a mighty good man. His ambition is infectious. When he gets through with a customer the latter usually has the feeling of having been newly converted to the Only Faith, and will plug to make a go of that salesman's goods just as if he were paid a salary to do so—not because he is afraid they will prove a dead loss if he does not hustle, but because he knows they will prove a live profit to him if he does.

Not Always the Same.

Can I use your telephone a minute?" asked a middle-aged woman of a West Bridge street grocer.

"But you used it yesterday afternoon, last night and two hours ago," he protested.

"Yes, but I forgot something."

"You were telephoning about your husband."

"Yes, and here is the situation. He is off on a spree. He always calls me up on the 'phone after a day or

two to tell me what a bully time he is having. My name is Sniggs."

"And he hasn't called you up this time?"

"No. Sometimes he gets it Sniggs, and sometimes Riggs, Briggs or Diggs. I want to strike him somewhere if I can and tell him to remember, no matter how tight he gets, that it is S-n-i-g-g-s."

The grocer's heart expanded, and he allowed her the use of the telephone free of cost.

A Grocer's Wife

In a Western Michigan town used all of the first stock of "Purity Patent" Flour her husband bought.

Now all his best customers use

"Purity Patent" Flour

They took the first sack on his own personal guarantee of quality and knowledge of results.

He bought the first few sacks in the regular way of trade from a salesman who told the usual accepted story of quality and net profits.

Today this grocer has a "Purity Patent" Flour trade that's well worth while.

Grand Rapids Grain & Milling Co.
194 Canal St.
Grand Rapids, Mich.

Rice as a Food.

In view of the fact that rice has become one of the staple crops of several of the Southern states, and its consumption as an article of food is very largely increasing, and in view also of the fact that in those Asiatic countries, where rice is, if not the sole, at least the chief article of food, it has been charged with being the cause of a disease known as "beriberi," which prevails there, information on the subject is of great importance, and United States consuls in those countries have been asked for reliable and scientific statements of discoveries in that particular.

Consul General Du Bois at Singapore, in the Malay states, gives some observations made by Dr. Fraser, director of the Institute for Medical Research, and his opinion is that white or overpolished rice is the cause of the disease.

According to Dr. Fraser, it has been proved that the proportion of cases is 1 to 39, where the rice is eaten in an overpolished condition, and 1 to 10,000 where it is eaten with its pericarp. In some cases the disease disappeared where unshelled rice was substituted for shelled rice. For a long time it has been the consensus of opinion that rice caused beriberi, but how the result was produced remained a mystery. Some believed that it was caused by diseased rice; others claimed that it came from a certain poison in the grain. Early this year Doctors Fraser and Stanton commenced experimenting on white rice fed to fowls. When fed on over-shelled or white rice they were stricken with a form of polyneuritis, something akin to beriberi. Twelve fowls fed on unshelled rice remained healthy, but of the 12 fed on white rice, 6 suffered from polyneuritis; of 12 fed on the polishings of white rice, all remained healthy, and of 12 fed on the paddy husked in the primitive Malay method by a native woman, all remained healthy. Parboiled rice did not produce the disease, but when extracted with alcohol and dried in the sun it produced polyneuritis.

By a careful analysis it was found that phosphorus pentoxide was greatly deficient in white rice. After a series of investigations Doctor Fraser announced that beriberi may be prevented by substituting for white, or overpolished rice, a rice that has been polished lightly or by using the polishings from white rice with the polished product. This discovery has created profound interest throughout Malaysia, and many experiments are being tried in all parts of the Far East where beriberi has grievously afflicted the natives for many years.

Doubtless this disease only appears where rice is almost the only article of food, but, nevertheless, it is necessary to know all the facts, and if unpolished rice is more wholesome than the polished, growers and handlers should abandon their efforts to make rice specially white. The demand for white flour gave rise to a system of bleaching that has been condemned by the pure food sanitarians, and if white rice is also un-

wholesome let us quit its use as food.

New Wheat Makes Good Bread.

Apropos of the recent statement by James A. Patten that the United States must find a substitute for wheat or the people will soon not have enough bread the recent tests by the Department of Agriculture of the bread making qualities of durum wheat are hope inspiring. Without agreeing with Mr. Patten's pessimistic prophecies, it may be stated that durum wheat is likely to prove a valuable addition to the agricultural products of this country.

Tests have proved durum wheats to be drought resistant and rust resistant; which means that they can be successfully grown on millions of acres of land where the ordinary variety of wheat can not be raised with an assurance of success. The durum wheat crop of the United States exceeds 50,000,000 bushels a year. Tests were made with the different varieties at the agricultural experiment stations in North Dakota, Nebraska and at the Canada experimental farms and at the Ontario Agricultural college. W. M. Jardine, of the Bureau of Plant Industry, predicts that durum wheats will in time become the leading spring type in dry land agriculture.

Durum stood up well in the milling and baking tests. The bread made from it is creamy, of fine texture and good form, with a rich brown crust that has a tendency to be thin and tough. This bread, the experts insist, can be objected to only because of prejudice. Durum wheat gave a larger percentage of flour than the ordinary wheat, the average weight per bushel for clean wheat was greater, but it required more power to grind it into flour. The bread made from it is sweeter and has a more nutty flavor than bread made with fife or blue-stem wheat flour, and it holds the moisture better. A chemical analysis of the durum flour showed little difference between it and the commercial flours. Durum wheat has been principally used for making macaroni. If it can also be utilized for bread Mr. Patten's substitute has already arrived.

The Reason For It.

It was more than a suburban trolley line. It was a line that ran past farmers' doors for miles and miles. At one farmhouse a farmer with a basket on his arm got on the car and took a seat beside me, and presently I asked him:

"Are you taking eggs to town to sell?"

"Yep—five dozen."

"How much a dozen?"

"Thirty-five cents."

"Why is it that eggs are so high right here in the country?"

He felt for his plug of tobacco, bit off a chew, returned the plug, and then answered:

"Wall, its because durned fule folks are willin to pay that price, though hens are willin to lay em for a cent apiece and put in seven days a week!"

Sincerity in Quality

Is one of the favorite attributes given to

Morning Joy Coffee

Its History is one of continual progress. It isn't strange that it should take a fine product some time to reach the pinnacle of success for the reason that it isn't given to all men to see the same thing at the same moment in the same way.

A product, however, that represents all that is best in Quality, gradually in the course of events, lifts itself far above the ordinary. It fulfills, as it were, a law of nature that things in general will find their natural level.

The success of *Morning Joy Coffee* has been due to its distinctive flavor and that flavor depends on the finer grades of Coffee and a rigid policy on our part to maintain its high standard. Sincerity in quality means that it is true in its make-up and dependable at all times---an intimate friend rather than a mere acquaintance.

Morning Joy Coffee was never created for a transient trader who will sell this and that and the other, but for those who believe in the building of a permanent success.

Give your customers an article of merit and you win a reputation which is a valuable asset.

Fine Coffee is one of the best trade getters and holders any dealer can have. Do you have it?

It has been our policy for many years to give the best drink for the least money.

We guarantee quality and price and back it up with our reputation gained through many years of fair business dealings.

Tell us your Coffee wants---and save money.

Order a moderate quantity and give it a fair trial.



WORDEN GROCER COMPANY

GRAND RAPIDS, MICH.

The Prompt Shippers



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OF BUSINESS MEN.

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E. A. STOWE, Editor.

September 21, 1910

SING AT YOUR WORK.

Maybe you have never seen a woman trying to cure the toothache by singing. Maybe she did not succeed in stopping the pain; but she certainly did succeed in lessening the annoyance. "We can sing away our cares," says Beecher, "easier than we can reason them away." The man who makes a practice of being as happy as he can, no matter what the troubles or discouragements, is in the end master of the greater part of life's troubles.

We all know the man who is always grunting and grumbling. He has a lame back when a load is to be lifted and his rheumatism is simply unbearable when a small cloud obscures the sun. He is father to the boy who is a victim of the 9 o'clock toothache, and generally manages to get the minimum amount of work done with the maximum amount of fuss and worry. He is always having a hard time and you realize it almost as keenly as he—that is, if you are forced to be much in his company. Unless forced into it you take the other side of the street—the side where the sunshine creeps in.

It is the boy who can sing or whistle at his work who shoves the work along. The man who is bound to be happy is, on the whole, a man who goes through life finding much of brightness and beauty. We get much that we look for and not so very much that we do not seek. Cullinan diamonds are not picked up every day. The pearl diver must put on his diving suit and go down into the depths for his treasures, but there are many treasures scattered broadcast about us if we only stop to gather them up. The habit of singing at work is as forcible in its figurative as in its literal signification. We may make any work more endurable by doing it in a happy spirit; if not exactly contented with it, at least be content to get the most out of it and use it as a preparation for something better.

ELIMINATE SEX IN BUSINESS.

Many of us glory in the freedom now allowed to woman. Where she had once a choice of two or three occupations, besides that of getting

married, and while in spinsterhood she was subjected to implied if not open reflections decidedly unpleasant—other than those reflected by the mirror—almost all the honorable methods of making a living are now freely opened to her.

While she appreciates these she is prone to forget that there are certain obligations going with them. When doing office work she must accept the customs of office life. While she might have once objected with the just reproof that no gentleman would smoke in the presence of a lady, it is wise for her to remember that now she has invaded the domains of the other sex and it is only good decorum for her to accept the conditions prevalent there. She can no longer expect every man in a crowded car to remain standing until every woman is seated. While age or personal affliction may gain a seat, or while courtesy often extends it as a right to the preferred place, woman has lost. She has gained equal standing in many places where she was once in the lower row. Is it not perfectly fair for her to accept the equal chances among the conveniences of life? No discourtesy is necessarily shown when she is accorded only the same rights and the same conveniences of her male associates.

When accepting a business position she should resolve to eliminate, so far as favors are exacted or expected, all recognition of sex. Her true womanhood, her ladylike manners, need not suffer, but she should resolve to stand on the dignity of business, conform to its rules, bear its reproofs if need be, instead of becoming indignant at criticism or because the courtly manners of a past generation have been forced out as she has worked her way in. Let her rejoice in her emancipation and adapt herself to the new surroundings which she has voluntarily entered.

HOW YOU CUT.

The experienced woodsman would be pained beyond measure at the manner in which the novice attempts tree-cutting. Aside from the danger of a real catastrophe, the haggling and laborious work are quite foreign to skilled workmanship.

The cutting of prices is not so very different in some respects from the cutting of trees. As there are good ways there are an equal number of bad ways, and in the adoption of some of them there is imminent danger that they will be the means of landing the trees upon our own heads.

In olden times the pioneer cut promiscuously; but the forester uses discretion in his selections. He may know that some trees must go. That being the case, he looks the field over carefully and removes with reason. If a branch is lopped off here and a tree cut there he has a good argument for this removal. And the tradesman who decides that he must have more room should take equal care in making the changes.

Fashion is to a certain extent dictator. When others are marking down lawns to less than half price you can not expect to maintain the old price and make sales. More, if

you attempt it the word will quickly go that yours is a dear establishment. Strive to keep up with the procession, even if you do have to run a little ahead to make sure.

Cut without personal protest. No one likes to be compelled to haggle over prices. Even if they do finally get you down to what they consider reasonable, the fact that you tried to charge more will be resented. Make your prices up-to-date and have one price for all. The man who is bound to get the last cent out of an article should take heed lest he be allowed to keep the article. Cut consistently, cheerfully, freely; your work will be neater, more profitable and more inviting.

WHAT YOU WRITE.

Every business man is fully cognizant of the fact that he may say things which it is not business to put upon paper; for with the twists and turns of circumstances they may come up against him some day in a most unexpected manner. Not one in ten realizes how great the danger of being misunderstood and a wrong impression gained. We may say a thing to a person and he will not think of taking offense, when if the same thoughts are put upon paper it is quite another matter. The joke becomes a serious matter and a trivial thing may be magnified into one of grave import.

There is so much in the tone of voice which reveals the nature of the intention. For this reason things may be said over the phone which are liable to be entirely misconstrued on paper. But even the telephone is a bit treacherous as the tone only is given and not the facial expression of the speaker. The two together speak more eloquently than words; and the playful jest is received as intended, while the cold words, bereft of kindly tone or personal interest, become absolutely distasteful.

Many a personal feud which clings through life originated in some written words which were misinterpreted. Many an error of serious importance may be traced to this source. If you wish to joke have all the merriment possible. It is good for the health, but do it in a way that you can keep close tab upon the other party and can read in his tones and facial expression as well as his words the extent to which he is enjoying the railery. There are limits which differ with the individual. These you know and recognize in your letter; but there are moods which you can not foresee; misunderstandings possible which you can not make allowance for. It is safe to be careful what you write, even although you are free to speak your mind in person.

MAKE CRITICISM COUNT.

Did you never feel a bit of resentment when a disparaging word was said about your place of business? Surely the average mortal will feel at least as greatly touched by this as by the personal criticism. But there is no use in getting angry; in fact, it is not policy. So the common method turns a deaf ear and passes by as though nothing had happened.

But the strictly business man turns

the sharp criticism to account. If it has within it a bit of justice and wisdom it is ten times more valuable to him, even although the thrust was at the time more cutting. He discovers that there are so many viewpoints that he can not hope to surmount them all; and even having gained the most important his glasses may be obscured by the rosy light of vanity, the green glare of envy, or the smoke of plodding. It is a positive advantage to have some one show him the different locations of vantage ground; to have the blinding influences removed.

The criticism prompted by envy and other baser motives is of less value than any other; but even this is bound to bring useful lessons. It may spring through the medium of ridicule; yet we see how absurd portions of our work may be construed. But from honest criticism come the most helpful lessons. Through these we are led to develop the best that is in us, to prune away the useless and to strive with firmer resolve toward better results. If at first thought we are tempted to take offense at this, the sober second thought changes matters and we in the end feel grateful to those who would show us ourselves as "itthers see us." Criticism is the mirror in which we can gaze without cultivating vanity.

The Kansas Legislature evidently proceeds on the theory that every wrong can be righted by law. After passing an act regulating the size of sheets in hotel bedrooms and making it a felony to put the largest strawberries on the top of the box, they come with a statute defining lemonade. Hereafter circus men will not be permitted to offer to a confiding public a decoction composed of tartaric acid and saccharine, colored with poke berries or aniline, and call it lemonade. Lemonade offered for consumption at the circus in Kansas must be made of lemons. If the venders prefer to deal in an imitation article, it must be made of citric acid, without dyestuffs, and when he cries his ware must be called "imitation lemonade," with no slurring over the word "imitation."

The officials of the National Treasury estimate that subsidiary silver coins, that is, coins of less than one dollar, to the amount of \$9,700,000, have disappeared from our circulation. They are now preparing to find out how many of the \$346,000,000 in silver certificates and greenbacks that have been in circulation thirty-two years are lost. Rough guesses place the amount at from 10 to 20 per cent. The reduction of silver is based on the fact that we have imported that much more in thirty years than we have exported. The Treasury people say that every American who goes abroad takes some silver over there and leaves it in exchange for foreign coins. Of course, the coins lost and melted for various purposes are figured into this sum as well.

If you can not sometimes forget to count yourself you will never be worth counting.

A LESSON OF EXPERIENCE.

Paris, the "City Beautiful," has been indulging in something much resembling a fit of hysterics. Here she and the rest of the world have been considering that city as a model to be followed and all at once to her utter dismay she finds herself described by one of her own newspapers as "indescribably filthy," which, with other habits long custom has tolerated, make Paris the least clean looking capital in the world.

Well, that is enough to make a town, thinking fairly well of itself, sit up and take notice. She finds her stainless streets littered from end to end with waste paper. She finds that her tradesfolk, looking anxiously after that stray son, have been entrusting the sale of their wares to the mercies of the dodger as a means of advertising and they are not especially pleased with the results, not the city at all events. "As every visitor knows, he can not walk along the boulevards without having advertisements thrust into his hand at almost every few paces," and a little home experience furnishes the rest. A few of these advertisements are distributed one by one, the rest in handfuls are thrown into the streets and the wind, ever ready for its part, does the rest. Hence the indescribable filth, the dodger-littered city and the hysterics.

Without losing scent of the son and equally determined to remain the model city, Paris puts an end to her littered streets by ordering all handbills to be taxed—a measure which other cities might consider with advantage—and it is safe to conclude that the City Beautiful will soon regain her old place in the world's estimate of municipal loveliness.

After all, the whole matter comes down to this: The only way to advertise is through the columns of the press. The billposter disfigures the town to little purpose. True, those who run may read; but it is submitted that under the circumstances the runner reads too carelessly and thoughtlessly and rarely becomes a purchaser, while the dodger as an advertiser has with us long been put down as a failure, a lesson which it has taken Paris a long time to learn, but one which will be no less valuable for that.

THAT RINGING BELL.

The round world has recorded no grander event than that which took place that morning when an army of millions of children, fully equipped, took up their march for the school house, at the stroke of the school bell. From ocean to ocean began the grandest march of the grandest army on earth, cheered alike by the forces of home and church, who had assembled to bid Godspeed to the veteran, if any were old enough to be so considered, and the recruits in their first awkward attempt to fall into step with the music of the union.

The Forward March of this youthful army is especially important now. The National life is throbbing with new impulses and purposes. A new nationalism is taking to itself form and force. The old idea of life and living with its old-time purity and simplicity and earnestness of purpose

has been restored and the glory of Old Glory as it floats over these defenders has never appeared so splendid as now with every bar and every star aglow with the hope of that civic righteousness which has become the battle song of the republic.

There is no need of asking who is to aid in realizing this grand ideal of this grand army whose march begins to-day, for the home and the school and the church are where they always have been on duty zealous and determined as they have not been in years for the grandest movement which the country and the century have so far undertaken. Three times a day and between times father and mother and home influence are going to teach these young warriors how to carry arms and the object of the march, daily the teachers tirelessly and without ceasing will forward the home movement and the church, wide awake to the importance of the task undertaken day after day, Sunday and week day alike, will aid and bless by its co-workers in this, the most righteous undertaking which, in the history of mankind, has so far presented itself.

The result of all this? Civic righteousness. That is all. The man, irrespective of the accidents of birth or condition, is to have a square deal. The honesty policy is again to prevail. Good old-fashioned decency is coming again to its own. The dollar is not to be the standard of moral measurement and home is to take its old-time place as the dearest spot and the most sacred spot on earth. Home training is to be no longer neglected and shirked, the boys and the girls are to be brought up in the way they should go and fathers and mothers are for the most part to be the trainers, and this by precept and by example—this is the all, the result of this day's tremendous marching and may home and school and society reap the countless benefits brought by this countless army when again it comes marching home.

THE SCHOOL AGE.

There are in every community boys and girls who drop out of school at the earliest possible moment. Some are induced through dire necessity; others through a desire to commence real life; a few just because it is too hard work.

As to the latter little need be said of them. When school work proves too laborious other work is generally of a similar nature. The boy or girl who shirks arithmetic and grammar will find few restful positions awaiting him that are really paying.

For those whom real poverty draws from the school to the workshop there may be a remedy. If you have a bright boy in your establishment, one who makes good in the lower positions but who will be handicapped when it comes to promotions just through lack of education, can you not suggest to him the possibilities of home study during spare moments? If there is a night school get him interested in it. If not let him realize what others have done for themselves. Lincoln had in boyhood not more than half a dozen books which were available. Yet he eagerly used

these to the limit; and fortunately they were good books. Carnegie commenced without school advantages, but he was a great reader, and Henry Clay had only the country school and self-teaching.

Leaving school as a money-making institution is an exceedingly poor investment. A good education, according to statistics, is about the best capital which a young man or woman can have. They may succeed without it. Many have. But it takes the pluck of a Burritt to do it, and one is constantly working at a disadvantage. Show the boy the dollars ahead he will be by first getting a liberal education. Carnegie had to wait for it until more than 30 years old, but as soon as he got the means he put himself under a teacher and took a systematic course. Reading had done much, but he recognized that the work of the school was yet needed to place him well up in the plane of competition.

THE MUSHROOM DANGER.

Autumn rains and warm days bring to perfection that delicacy much esteemed by many, the mushroom. With it comes usually at least one or two reports of fatal poisoning. While there are many edible fungi and only a few dangerous ones, this fact does not in the least mitigate the trouble when the deadly one happens to be encountered.

While there are many rules given for a popular identification, all have thus far proved their claim to the same rule by the exceptions. Those familiar only with the common mushroom will tell you to "avoid all which have white gills and a hollow stem." Others with a more extended range of knowledge on the subject will find many which are precluded by this rule. Others say "discard all that have a warty cap or a membranous sheath at bottom of stem." Again the professional singles out harmless varieties with these characteristics. This may confuse the novice into a fatal error. The fact is there are many harmless species, yet a few so closely connected that it requires an expert to detect them and sound the warning note.

Since there are so many wholesome foods about which no danger attaches, it seems very foolish for any one to risk their life for the sake of an indulgence in such transitory pleasure. Never partake of mushrooms at hotel or restaurant. Never eat them unless certain that the one who gathered them understands his business and is careful. If you collect them yourself restrict your specimens to the kinds you positively know are safe. Do not venture on the description of a friend to test some unfamiliar species. A single characteristic differing may make the difference to you between this world and the next. If a scientist, you can distinguish through the aid of technical works; but popular choice is safest under the guidance of personal help from one who absolutely knows them.

It is a sceptical fellow indeed who does not believe the fortune that a pretty girl reads in his palm.

THE PROUDEST MOMENT.

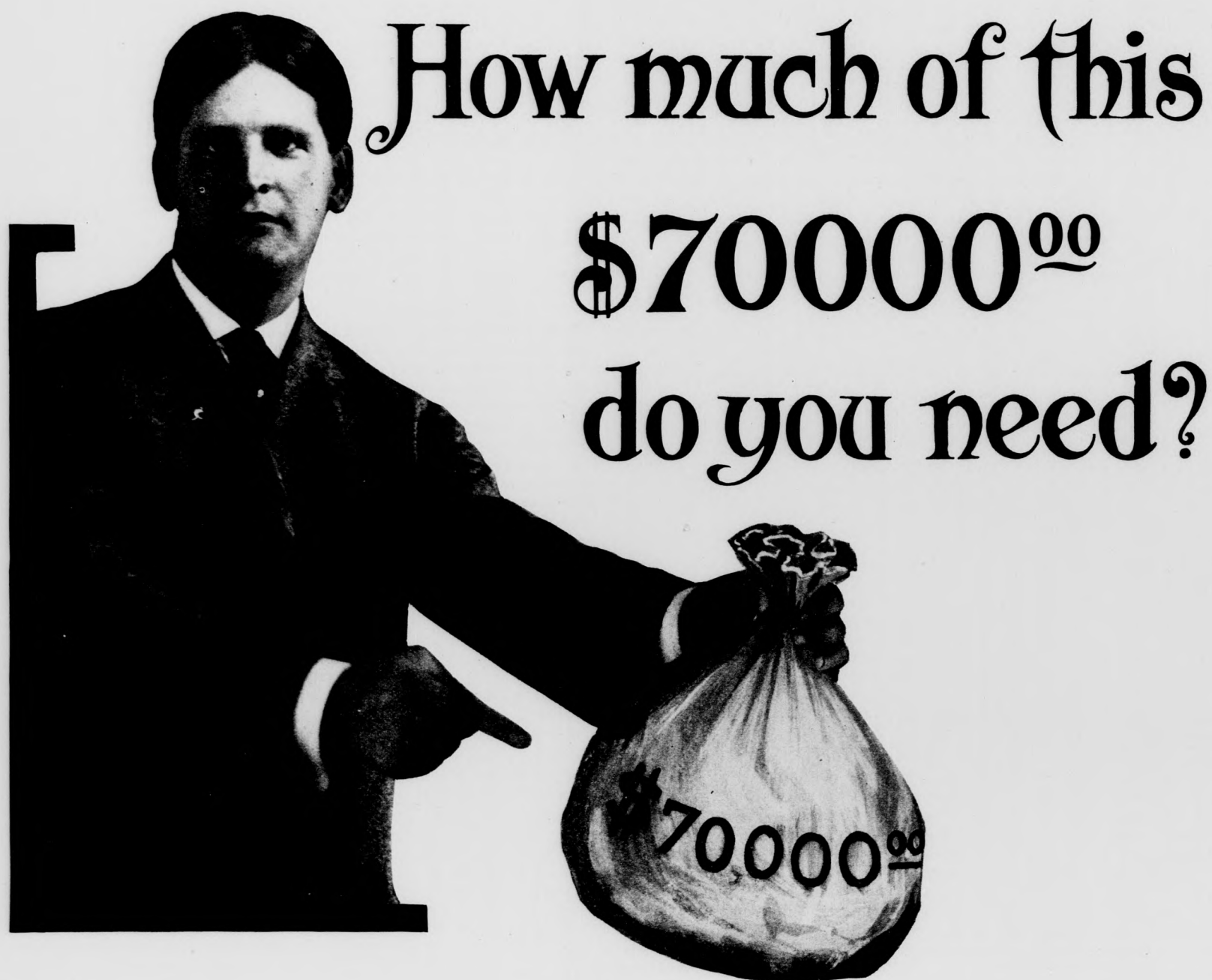
Most boys will point back to the time when the first trousers were donned as the exact chronological date; and the boy who has been burdened with curls and "sissy names" until of school age will give the first visit to the barber as his proudest moment. Lincoln told with great pride of how he earned his first dollar ferrying a couple of men and their baggage out to a little steamer on the Mississippi; Elihu Burritt says: "The proudest moment of my life was when I had first gained the full meaning of the first fifteen lines of Homer's Iliad." Edison's pride as "Wizard" lies not in the honor accorded to him by a nation, but in the fact that he can do the magic work.

The question should come to every one, "What should be taken as my proudest moment?" Is it the one which led to the building up of a profitable business? Have the dollars accumulated as a result been put to the best advantage, financially, socially, morally or from a religious point of view? There are motives entirely praiseworthy in the race for wealth. If we use it in providing for family, in paying honest debts, in giving to ourselves and those around us a broader view of the world, in the patronage of all which leads to culture and refinement, personally and as a community, we may well look back to the proud moment which induced us to resolve to make the most of ourselves. For when we do this we also make more of others.

Socrates declared that the highest reward he could enjoy was to see mankind benefited by his labors. This is an age in which men are measured by what they do, rather than by what they possess. What they are is of infinitely more value than what they seem to be. Is the moment of which you are proudest the one to which the world would point? Or have you somewhere a kindness to humanity which will count in the end more than the most prosperous commercial rating?

The glimpse Mr. White gives of David W. Kendall in his contribution on the subject of Mr. Kendall's European trip, published in this week's paper, naturally suggests the thought that Mr. Kendall is really the father of modern furniture making in Grand Rapids. While he had little to do with construction, he had much to do with designing. When he entered the field Grand Rapids furniture was very generally loaded down with ornamentation and carving. Mr. Kendall conceived the idea of making a perfectly plain piece of furniture and changing it to a work of art by a mere dash or line of ornamentation. When he did this he changed the entire character of the furniture made at this market and to him, more than to any other one man, is probably due the high character our furniture bears in the markets of the world.

If the company of those who hold down nail kegs and dry goods boxes at the village store is more to a man than the evenings with his family there is something sadly lacking in the man—or his family.



Read Following Page
Carefully

We Have Borrowed \$70,000 for Grocers

This summer we went to our Bankers and told them we wanted \$70,000 to use this fall.

When a firm has a capital and surplus of \$467,000 it would seem as if they had enough to take care of any ordinary business.

But ours is no ordinary business, and while we could squeeze along on \$467,000 we didn't want to do it because most of that money is invested in plants, machinery, wheat and flour and we wouldn't have enough left to take care of the 4,000 grocers who are selling our flour and would need a little credit.

So we borrowed the \$70,000 in order that we might take care of every responsible grocer who does us the honor of selling Lily White, "the flour the best cooks use."

We got the money at six per cent. interest.

That means \$4,200 a year or \$350 a month interest we are paying for this extra money in order that we may properly take care of our grocer friends.

Therefore, if you feel that you need all the money you now have to conduct your business, send your orders for flour to us and we will allot to you whatever amount, in flour, you can turn over in thirty days.

Thus, if you can sell 25 barrels a month, send your order for that amount and we will ship the flour to you on thirty days' time.

This will enable you to sell it and get your money back in time to remit with your next order for 25 barrels, so that you will have a perpetual additional capital of from \$125 to \$150 according to the variation in the price of flour.

This extra money is rapidly being taken up in this way by grocers all over the state because the market conditions are such that spring wheat flour is much higher than winter wheat flour and erstwhile spring

wheat consumers are making a rapid switch from spring wheat to the best winter wheat flour they know of, which seems to be LILY WHITE.

In fact, the demand for Lily White has been so great in Michigan that we have been unable to get enough to satisfy our Eastern customers who pay spot cash, and they have quite justly complained that we have favored the home trade.

But, while "a prophet is not without honor SAVE in his OWN country," it is quite different with Lily White, "the flour the best cooks use."

Lily White has been greatly honored at home, and this has come about through our determination to keep it up to a high standard of quality at all times, helped by our liberal advertising and the loyal support of the grocers.

And while other millers have complained bitterly of "substitution," our policy of making it pay the dealers to sell Lily White has enlisted their hearty approval and support.

You are invited to become one of our dealers. You do not need to be rich and influential. A good character and reputation for keeping your word and paying your bills is all we ask.

If you have never sold our flour, you do not have to "work up" a trade. Our co-operative advertising does that for you.

At the present time and until Sept. 26th orders for Lily White will be accepted at \$5.60 in small lots f. o. b. Grand Rapids. Write, phone or wire for prices on large quantities.

FRED N. ROWE,

Sales Manager.

Valley City Milling Company

Grand Rapids, Mich.

BETTER THAN EVER.

Wherein This Year's Fair Excelled Its Predecessors.

The West Michigan State Fair last week was a proud success as a great exposition of agricultural interests. Never before in Michigan has there been seen such a large and comprehensive display of the products of the farm. Never before has there been seen such a collection of implements and utensils used on the farm. The sheep, swine and cattle exhibits were up to high averages. The horse show fell somewhat short, but more poultry was shown than at any former fair. The carriage exhibit covered nearly an acre, filling the new building and occupying tent space outside. As an agricultural exposition the Fair this year made a new high mark. That the farmers appreciated it was shown by their large attendance. Of the 75,000 persons who passed the gate during the week fully two-thirds were from the country. Had the down town merchants and the city people been as loyal to the Fair as were the farmers the Fair would have scored a financial success that would have been monumental.

In the agricultural and horticultural department Grand Traverse, Leelanau, Ingham and Kent counties came in with large county exhibits, and Oceana county contributed a collection of fruit that covered fifteen tables. In addition to these large exhibits were more than the usual number of individual exhibits in plates and collections representing Kent, Ottawa, Muskegon, Emmet, Charlevoix and other counties. The display covered the entire range of Michigan fruits and vegetables and was a splendid exposition of the resources and possibilities of Western and Northern Michigan, and was easily the feature of the Fair. In connection with this exhibit there should have been some descriptive literature telling where the good lands lie, where settlers are wanted and other information that would be useful to land seekers. The Missouri Pacific Railroad had a model farm exhibit in the building and any quantity of profusely illustrated reading matter to give away. Western Michigan had the actual products of the soil, but no information to hand out.

One of the features of the fruit show was the daily demonstration of Western apple packing methods made daily by Geo. E. Rowe. The Michigan package for apples has always been the basket or the barrel. The Westerners use boxes, the same shape as the familiar box in which oranges come but of heavier material, and they are sized to hold just a bushel. In these boxes the apples are packed evenly in layers instead of being thrown in, and it is surprising what an improvement this makes in the appearance and how much more inviting the fruit looks. Mr. Rowe's demonstration attracted much attention from the fruit growers and it is likely that many of them will adopt this method, and the result is certain to be a large increase in the returns from the Michigan apple crop. The Chicago buyers habitually repack in Western boxes the

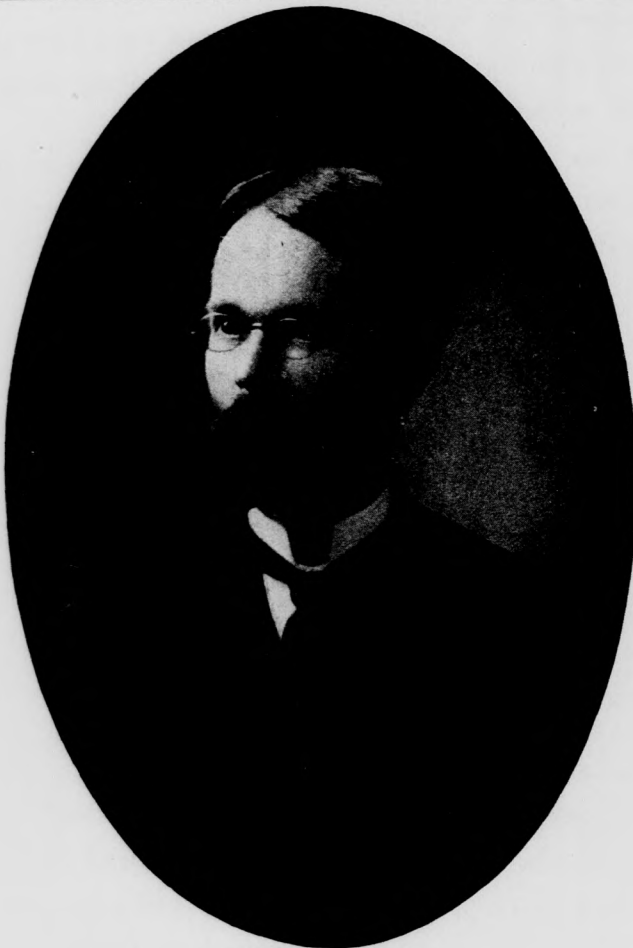
Michigan apples they receive in barrels and baskets and the better appearance makes it possible to get 25 to 50 per cent. more for the fruit. When the Michigan growers adopt the box package they will be able to get the higher price. Very choice stock can be wrapped in tissue paper.

Another interesting feature in the agricultural department was the new method adopted for testing potatoes. The potatoes were first passed upon for appearance by an expert potato dealer and then four potatoes were taken from each entry, two to be baked and two to be boiled with their jackets on, and a graduate of the Michigan Agricultural College determined which were the best for the table. The prizes were awarded on a basis of so many points for appear-

more machinery than ever before and with more room it was seen to better advantage. To those familiar with old time farming methods and equipment this machinery display was wonderfully interesting because of the changes indicated on the farm. The gasoline motor was probably the most striking exemplification of the new life. About 200 motors of all sizes and types were displayed, small motors to run the pump or the cream separator or the churn, heavier motors for the barn and still heavier for the thresher and other big machinery. The motor is new to the farm and it is apparent that its place is of increasing importance. Another new machine is the cream separator, which was shown in about twenty different styles. The separator was

prosperous farmer. The farmers are buying scales both for the house and barn and are weighing their own butter and hay instead of guessing at what they have until they reach town. Corn is harvested by machine instead of being cut by hand, potatoes are both planted and dug by machinery, and there are machines for planting cabbages and tomatoes. There are hay rakes and loaders and for the barn there are hay conveyors and manure carriers. Of plows, cultivators, harrows, seeders and similar equipment there is a great variety, some of the sulky type, some to be followed on foot and showing many improvements over the old machinery. There is still heavy and coarse work to do on the farm, work that is hard on tender hands, but an inspection of the implement field last week strongly suggested that the modern farmer works much more with his head than did the farmer of a generation ago.

Those who attended the Fair this year were pleased with the many evidences of progress and improvement in the arrangements. The new building covering nearly an acre for the carriages and the conversion of the old carriage hall, of the same dimensions as the new, into a place for the display of farm products, with a cement floor, are the most important of the improvements, but the new cement walk from the main entrance to manufacturers' building is scarcely less so. The most important improvement planned for next year, provided the funds will permit, is to provide better sanitary arrangements. The present arrangements are of the old type, just as originally installed. The park has an abundant water supply and it is proposed to install the best possible system, including some pay stations. If funds permit also, it is possible the old poultry shed and the old agricultural hall adjoining will be removed and in their place will be built a spacious poultry hall with a pool in the center for water fowls. There are other ways in which money could be expended to great advantage in making Comstock Park more attractive and better, but the wise and safe policy of the Anderson administration has been to do a little something each year but never to go farther than the money in hand or reasonably in sight would permit. The improvements have come one at a time, so gradually as scarcely to be noticeable. The aggregate covering a period of ten years, however, is great. And it is all paid for. The same policy continued another ten years will make Comstock Park a park in fact as well as in name and an actual part of this city's play and pleasure ground area. Instead of being used only one week in the year it will become an all the year round result, with the gates closed to the public and an admission price paid during Fair week only. The improvements that have been made in the grounds by the planting of trees and shrubbery and the manner in which the place is kept up have encouraged the larger use of the property by the people, and this will increase as the years pass and the improvements go on.



Lewis G. Stuart

ance and so many for cooking quality. There were fourteen entries in the early potato class and sixteen in late potatoes, and an interesting fact is that the contestants as heartily approved the new method of judging as the spectators.

It is probable next year the judging of bread, pies, cakes and other baked goods will be accompanied by demonstrations. When the judges declare one pie or cake is better than half a dozen of other pies or cakes in the same class most people and especially women would like to know wherein the superiority lies. The intention is next year to have these points explained, and it is certain this will add much to the interest in this department and give it an educational value it does not now possess.

The agricultural implements this year were displayed in a fifteen acre field instead of being crowded into about one-third the space. There was

brought out about twenty-five years ago, but not until about fifteen years ago did it come into anything like common use. Now no farm equipment is complete without its separator. Its advantage is that it extracts all the fat, which is an important consideration with butter at 30 cents. It gives warm skim milk for the calves and pigs, reduces the volume of the product to be marketed and finally it is a great time saver. The manure spreader is another important addition to the farm equipment. This distributes the manure evenly over the field instead of dumping it in piles, and this insures the best results. The spraying apparatus was scarcely known on the farm a decade ago, and now it is shown in many styles and no intelligent farmer will try to raise fruit without one. The electric lighting plant, driven by gasoline motor, is within reach of the



Rindge, Kalmbach, Logie & Co., Ltd.

Manufacturers and Jobbers of

Boots & Shoes

Established 1864

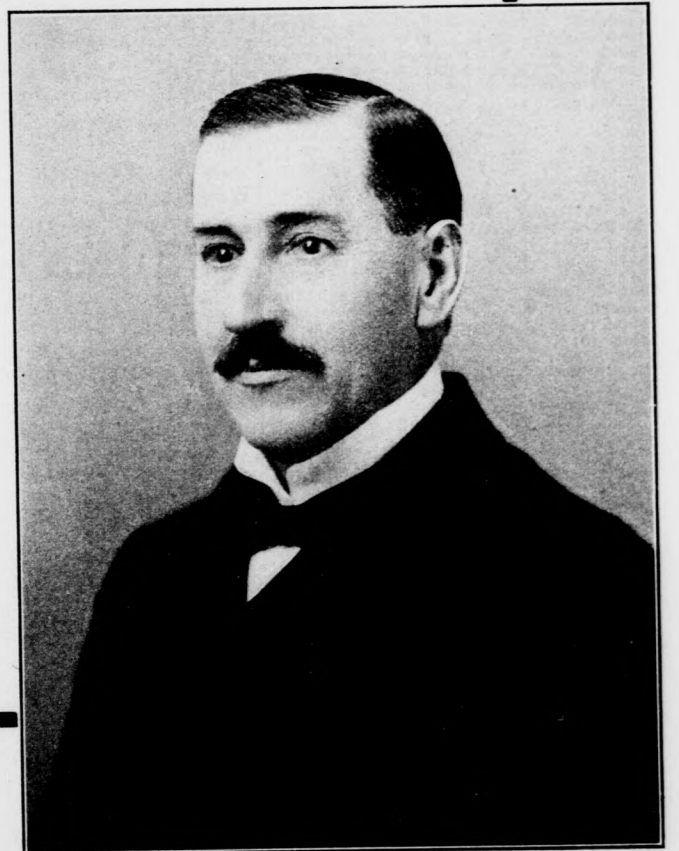
Daily Output 800 Pairs

We will be represented on the Trade Extension Excursion by our esteemed associate, William Logie, who covered some of the territory traversed by the train thirty-five years ago, when our business was much smaller than it is to-day. The same high standard of goods and the same courtesy to customers, which was a marked characteristic of our house a third of a century ago, distinguish it to-day.

Mr. Logie will be glad to meet you face to face.



The Trade Mark which stands for quality



THE TRADE EXCURSION.

List of Those Who Will Compose the Party.

The Grand Rapids wholesalers and jobbers will make their annual trade extension excursion next week, starting at 7 o'clock Tuesday morning in a special train of four compartment Pullmans, two diners, a day coach and a baggage car. The trip will take four days, which is one day longer than usual, and will be north over the Pere Marquette to Bay Shore and Charlevoix, with side trips to the lake cities of Manistee, Ludington and Frankfort. The itinerary calls for fifty-one stops of from fifteen minutes to two hours, the evenings to be spent Tuesday at Hart, Wednesday at Manistee and Friday at Traverse City. The return home will be made Friday night after the Traverse City evening, to arrive here Saturday morning. The itinerary is as follows:

TUESDAY, SEPTEMBER 22.		
Via—Pere Marquette.	Arrive.	Leave.
Grand Rapids	7:00 am	7:00 am
Sparta	7:40 am	8:15 am
Kent City	8:25 am	9:00 am
Casnovia	9:05 am	9:35 am
Bailey	9:41 am	10:06 am
Grant	10:13 am	10:43 am
Newaygo	10:55 am	11:35 am
Fremont	12:25 pm	1:25 pm
Holton	1:40 pm	1:55 pm
Whitehall	2:35 pm	3:05 pm
Montague	3:10 pm	3:30 pm
Rothbury	3:42 pm	3:52 pm
New Era	4:00 pm	4:15 pm
Shelby	4:25 pm	5:15 pm
Mears	5:25 pm	5:45 pm
Hart	6:00 pm

Spend evening at Hart; run to White Cloud during the night, leaving Hart at 3 a. m.

WEDNESDAY, SEPTEMBER 23.		
Via—Pere Marquette.	Arrive.	Leave.
White Cloud	8:45 am	9:05 am
Ramona	8:55 am	9:25 am
Otia	9:15 am	9:25 am
Riteley	9:35 am	9:45 am
Baldwin	10:05 am	10:35 am
Branch	10:50 am	11:05 am
Custer	11:20 am	11:30 am
Scottsville	11:35 am	11:50 am
Ludington	12:05 pm	2:00 pm
Fountain	2:40 pm	2:55 pm
Freeseil	3:05 pm	3:25 pm
Manistee	4:00 pm

Spend the evening at Manistee.

THURSDAY, SEPTEMBER 24.		
Via—M. & N. E.	Arrive.	Leave.
Manistee	7:30 am	7:45 am
Norwalk	7:52 am	8:07 am
Chief Lake	8:17 am	8:40 am
Kalava	9:00 am	9:30 am
Copemish, A. A.	9:40 am	10:15 am
Thompsonville	10:35 am	11:00 am
Beulah	11:20 am	12:45 pm
Frankfort	1:35 pm	1:45 pm
Copemish, M. & N. E.	2:15 pm	2:30 pm
Interlochen	3:10 pm	3:55 pm
Honor	4:37 pm	4:57 pm
Lake Ann	5:05 pm	5:20 pm
Cedar Run	5:28 pm	5:38 pm
Solon	6:00 pm
Traverse City	6:00 pm

Run to Bay Shore during the night.

FRIDAY, SEPTEMBER 25.		
Via—Pere Marquette.	Arrive.	Leave.
Bay Shore	7:30 am	7:30 am
Charlevoix	7:45 am	9:30 am
Ellsworth	9:55 am	10:10 am
Central Lake	10:25 am	10:55 am
Bellaire	11:10 am	11:40 am
Alden	12:05 pm	12:25 pm
Rapid City	12:35 pm	12:50 pm
Williamsburg	1:10 pm	1:25 pm
Elk Rapids	1:50 pm	2:30 pm
Traverse City	3:30 pm

It is expected between sixty and eighty of the Grand Rapids best known and most representative business man will be in the party. The list has not yet been completed, but among those in the party will be:

Barclay, Ayers, Bertsch Co.—C. A. Ayers.
Battjes Fuel & Building Co.—N. H. Battjes.
Bennett Fuel Co.—Arthur S. Ainsworth.
Brooks & Co.—M. D. Brooks.
Brown Seed Co.—
Brown & Sehler—
Brummeler & Sons—R. J. Brummeler.
W. P. Canaan Co.—W. P. Canaan.

Citizens Telephone Co.—Chas. E. Tarte.

Clark-Weaver Co.—
Commercial Savings Bank—
Corl, Knott & Co.—Heber A. Knott.

Foster, Stevens & Co.—C. F. Rood.
Fourth National Bank—Wm. H. Anderson.

Grand Rapids National Bank—Arthur T. Slaght.

Grand Rapids Safe Co.—F. E. Miner.

Grand Rapids Savings Bank—Frank S. Coleman.

Grand Rapids Supply Co.—R. B. Kellogg.

Grand Rapids Dry Goods Co.—Wm. B. Holden.

Hazeltine & Perkins — Lee M. Hutchins.

Herold, Bertsch Shoe Co.—G. J. Wissink.

Hill Bakery—
Hot Blast Feather Co.—Wm. J. Kennedy.

Hirth, Krause Co.—Samuel Krause.

Ideal Clothing Co.—
International Harvester—

Jennings Manufacturing Co.—W. H. Jennings.

Johnson Cigar Co.—John Dietrich and F. N. McIntyre.

Judson Grocer Co.—W. F. Blake.

A. B. Knowlson Co.—A. B. Knowlson.

Lemon & Wheeler Co.—R. J. Prendergast.

Leonard & Sons—Frank E. Leonard.

Litscher Electric Co.—C. J. Litscher.

Michigan State Telephone Co.—Chas. E. Wilde.

Michigan Trust Co.—Marsh H. Sorrick.

Musselman Grocer Co.—
Michigan Lithographing Co.—T. H. Matheson.

National Biscuit Co.—Walter K. Plumb.

Old National Bank—H. A. Woodruff.

Peoples Savings Bank—
Rapid Heater Co.—Chas. H. Alexander.

Rindge, Kalmbach, Logie & Co.—Wm. Logie.

Sherwood Hall Co.—
Standard Oil Co.—S. B. Drake.

Steketee & Sons—E. Kuyers and C. Broene.

Tradesman Company—E. A. Stowe.

Valley City Milling Co.—A. B. Merritt and Fred N. Rowe.

W. D. Vandecar Co.—W. D. Vandecar.

Vinkemulder Co.—H. J. Vinkemulder.

Voigt Milling Co.—
Worden Grocer Co.—Guy W. Rouse and Edward Winchester.

Wykes & Co.—Claude P. Wykes.

Woodhouse Co.—P. C. Payette.

Yuille, Miller Co.—W. P. Carroll.

Fox Typewriter Co.—Frank V. Hamilton.

Grand Rapids Cigar Box Co.—Emil Tisch.

Central Auto Co.—Oscar Eckberg.

Pantlind & Bulkley—Fred Z. Pantlind.

Maxwell, Moran Auto Co.—P. E. Moran.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 19—Spot coffees are firm and that goes without saying. Still, buyers are not even "mildly" excited. They take enough to keep assortments unbroken, but show very little inclination to gamble by taking supplies ahead of current requirements. No. 7, in an invoice way, is quoted at 10 $\frac{7}{8}$ @11c. In store and afloat there are 2,870,330 bags, against 3,663,219 bags at the same time last year. Jobbing demand is light on mild sorts, but the whole situation is firm. Good Cucuta, 12 $\frac{3}{4}$ c.

Teas are firm and orders have been coming in at a most satisfactory rate. Maybe that is coming it rather strong as a statement, but with coffee soaring as it does, there seems to be more attention given to teas and this thing is likely to continue. A batch of Formosas was shut out as it could not stand the inspection, and of course this adds to the strength of the general situation.

Sugar is quiet and general dullness is predicted for some time to come. Refiners are insisting that there is no money in the business, and owing to big supplies of raw material the future seems to loom up in favor of the buyer.

Rice mills in the South are said to be shutting down owing to non-arrival of supplies, and the general tone of the market is firm. Prime to choice domestic, 5 $\frac{1}{8}$ @5 $\frac{3}{8}$ c.

In spices pepper is attracting most attention, but there is little to be said as regards conditions generally. It is a little early to expect much business. Holders are firm in their views and quotations are steady.

No change is noted in molasses. Grocery grades seem to be meeting with fair jobbing demand. Good to prime, 26@30c for centrifugal.

There seems to be this week a bond of sympathy between tomatoes and coffee so far as the upward tendency is concerned. Packers of the love apple are taking a new lease of life owing to the improved condition and it looks as if they were really to have an inning. Bids of 72 $\frac{1}{2}$ c f. o. b. Baltimore for standard 3's are turned down and 75@77 $\frac{1}{2}$ c and even 80c are confidently looked for within a short time. Of course, there are doubters, and former years have not been such as to encourage much speculation in the article. The buyers here are not disposed at the moment to take large supplies. Peas, corn and, in fact, practically all canned goods are well sustained and by the end of the year it seems likely they will be selling at figures which will make the hearts of packers rejoice.

Butter is rather quiet. While the supply is not especially large, there seems to be plenty and dealers are making some effort to work off stocks. Creamery specials, 31@31 $\frac{1}{2}$ c; extras, 30c; process, 26@27 $\frac{1}{2}$ c; imitation creamery, 24@25c; June factory, 23 $\frac{1}{2}$ @24c; current make, 23c; packing, 22@23 $\frac{1}{2}$ c.

Cheese is firm and steady. Full cream, 15 $\frac{1}{2}$ @17c.

Eggs are firm for really desirable stock, with best Western quoted at

28c for selected white-extras; extra firsts, 23@24c; refrigerator stock, from 23@24@25@25 $\frac{1}{2}$ c.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Directors of the Commercial Club, of Kalamazoo, and representatives of the railroads entering that city will hold a conference soon with respect to the erection of a union station there.

Reed City's Tri-County Fair will be held Sept. 20 to 23. Among the features are a spelling contest, base ball tournament and horse races.

The proposition to start a turpentine works at Manistee is being considered by the Board of Trade of that city.

The completion of the Lansing-Owosso electric line, now in process of construction, will be attended by a celebration at Owosso.

Ground has been broken for the Vulcan Gear Works, at Pontiac, one of the four new industries secured by the Commercial Association of that city.

The Saginaw Board of Trade will hold its annual meeting Oct. 4. The Board is compiling data in connection with the long-discussed extension of the Grand Trunk Railway to Ashley, which is to be presented soon to officials of that road.

Bay City expects to develop an extensive trade in the "Thumb" district on the completion of the Detroit, Bay City & Western Railway between Bay City and Caro. This road will be finished by the first of the year.

The Falcon Manufacturing Co.'s plant, at Big Rapids, which was destroyed by fire about a month ago, may never be rebuilt. It was hoped to interest local capital in the industry to the amount of \$10,000, but less than one-half of this sum has been subscribed to date.

Saginaw's third annual industrial exposition is on this week, continuing until Saturday night.

Benton Harbor business men met last week and endorsed the plan to bond the city for \$100,000 to secure new factories and a public park, also for paving West Main street.

Almond Griffen.

The Weight of One Dollar Bills.

Most persons would be surprised to learn that one dollar bills are worth almost their weight in gold.

A twenty dollar gold piece weighs five hundred and forty grains. Twenty-seven crisp, new one dollar bills, fresh from the Bureau of Engraving and Printing, weigh the same as the gold piece.

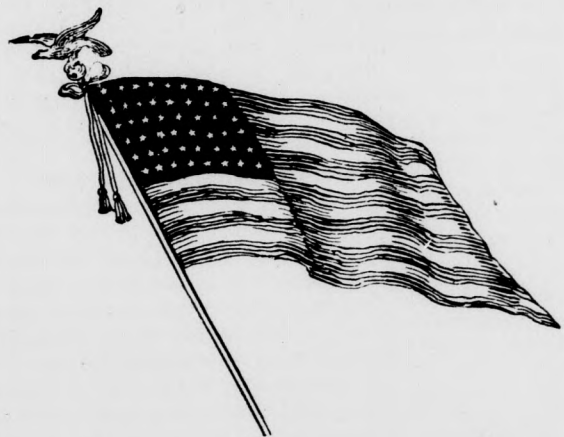
Bills that have been in use have been tested, and it has been found that it took but twenty-six of them to balance the gold piece. It follows, of course, that the used bills gather an accumulation of various matter, in passing from hand to hand, that causes them to take on additional weight equal to about that of one new bill.

The demand that God take us seriously takes a lot of faith to make.

No man is really old until he has lost his prejudices.

NEW CROP TEAS

PEERLESS



JAPAN TEA

*Our PEERLESS Brand
is PEERLESS in Quality*

Our EMBLEM Brand

*is specially fired for lovers of Good Tea and
packed in half pound leads making handsome
shelf packages for the store.*

*Both Brands are covered by Trade Marks, registered in the
United States Patent Office.*

AUTOGO

*First Crop of our new preserved type. Ab-
solutely uncolored.*

BLUE BELLS

*Choicest First Pickings of the celebrated
Yokohama Leaf.*

BLUE BELLS



JAPAN TEA

ROSALIND---SWEET CLOVER

*Choicest Kobe and Shidzuoka growths packed
at the firing rooms in Tin Canisters.*

**OUR LINES ARE COMPLETE AND OUR GRADES
THE CHOICEST OBTAINABLE**

Distributing Agents for Tetley's India and Ceylon Teas

WILLIAM F. BLAKE
Manager Tea Department

TELEPHONES
Citizens 4244
Bell Main 667

Judson Grocer Company
Direct Tea Importers

Grand Rapids, Mich.

INDIANA ITEMS.

Business New From the Hoosier State.

Ft. Wayne—Philip Graf, for thirty years a prominent grocer in this city, died Sunday afternoon, following an operation for a small rupture. Death came unexpectedly and was a great shock to his relatives and host of friends. Mr. Graf had been taken to St. Joseph's Hospital a week ago Sunday and had there submitted to an operation. He quickly rallied from this and was rapidly gaining strength. It was thought that after a few more days he would be able to walk to his home. At noon his family left him in good spirits and returned to their residence at 1930 South Lafayette street. They had scarcely reached their home when they were notified that he had suffered a relapse and was sinking rapidly. The members of the family hastened to the hospital, but death occurred before they arrived there. The deceased was born in Marion, Ohio, Sept. 8, 1854, and was 56 years of age. For the past thirty years he had been in the grocery business at 1913 Lafayette street and was one of the best known grocers in the city. He came to Ft. Wayne when a boy and in his many years of residence here had acquired a large circle of friends.

Indianapolis—Although many details have not been worked out the Indianapolis Trade Association has decided to set apart the week beginning Oct. 17 as "buyers' week" for the customers of Indianapolis manu-

facturers and jobbers. It is probable the entertainment proper will not begin until Tuesday, Oct. 18. A mammoth industrial parade on Tuesday, representing this city's firms, a smoker on Wednesday and a theater party on Thursday are some of the features planned for the week. A letter will go to members of the Trade Association asking their counsel on many tentative plans which the Committee has been unable to fix definitely. The question of a permanent display of Indianapolis products in Tomlinson Hall during the week will be submitted to members. Practically every jobber and manufacturer in this city has indorsed the industrial parade and nearly all have signified their intention of being represented. Members of the Association who were present at the meeting did not decide that an automobile sight-seeing excursion over the city would be a feature of the entertainment, but the question was discussed. Many downtown retail stores with commodious space for display will be asked to loan their windows to the wholesale merchants and manufacturers. All retailers whose windows are not loaned to manufacturers and jobbers will be urged to decorate for the occasion. The coming Illinois trade extension trip was discussed informally. Several members favored engaging compartment instead of standard sleepers for the trip, saying the additional comfort would amply compensate for the greater expense. The Illinois trip is to be one of the most important yet undertaken from the fact that an organization of Indianap-

olis merchants and manufacturers is for the first time entering territory that is contested by Louisville, St. Louis and Chicago. Fifty are required to take the trip and almost that many already have promised to accompany the party of Indianapolis boosters. The trip will require five days.

Muncie—The Miller Shoe Co., of Cincinnati, which has established a branch factory here, expects to begin the operation of its plant next week. One hundred and twenty-five girls will be employed. L. M. Stevens is manager. The cut leather will be shipped from Cincinnati and the uppers and soles of women's, misses' and children's shoes will be fitted together here.

Elkhart — Construction work has been begun on the \$3,000,000 car and locomotive shops to be built here for the Lake Shore & Michigan Southern Railroad. This will be the largest shop plant on the New York Central system, with the exception of Beech Grove, and it is said will employ approximately 3000 men. This city's activities have been greatly stimulated as the result of the big railroad improvement.

La Grange—Joseph L. Nowells succeeds John G. Rettenmund as salesman in the Reyher & Co. store.

Portland—C. W. Hardy has purchased the furniture stock and business of Williamson & Straley. It is the intention of Mr. Hardy to consolidate the two stocks and occupy the present quarters of Williamson & Straley. The latter will hereafter

devote their entire attention to undertaking and funeral directing.

Indianapolis—George W. Bowman, one of the oldest traveling men of the city, recently died at his home, 1238 Lexington avenue. He was 55 years old and had been on the road for the confectionery trade in Indiana and surrounding states nearly thirty-one years, becoming acquainted with thousands through his geniality and good business character. He married Margaret White, of this city, in 1884, who with one son Dr. George W. Bowman survive him. Mr. Bowman was the last member of his family, one of the oldest in the State, his great grandfather locating in Shelby county in 1820. He was a member of the Odd Fellows, Knights of Pythias, Traveler's Protective Association, Modern Woodmen and Brotherhood of St. Paul of Edwin Ray church.

A Terrible Punishment.

She was about 10 years old, and apparently very unhappy. A swollen face served to diagnose the case at a glance as an advanced stage of toothache. Over the door they entered was a sign which, being interpreted, read "Doctor of Dental Surgery."

The mother led her to the operating chair and smoothed back her tousled hair as she laid her head in the little rest. Looking her straight in her eye, with finger poised for emphasis, the mother said: "Now, Edith, if you cry I'll never take you to a dentist again."

It is better to borrow than to give trouble.

Reynolds Asphalt Granite Shingles

"The Shingles of Quality"

The significant fact that our Mr. Herbert M. Reynolds has given over forty years of his life to the scientific study of roofing and roofing materials should convince anyone that with him still at the head of our concern, and the benefits we have all received from Mr. Reynolds' knowledge of ASPHALTS as employed in roof construction, there can be no doubt of the QUANTITY of our ASPHALT GRANITE SHINGLES.

We use nothing but absolutely pure ASPHALT and the best long fibre wool felt sheets thoroughly saturated with the ASPHALT and then surfaced with the same ASPHALT into which is embedded the fine crushed GRANITE which is also of the very best grade secured from the immense red granite quarries in Wisconsin.

We then cut the shingles into sizes 8 x 13 inches, and they should be laid 4 inches to the weather. These shingles, remember, are not in any sense an experiment, as we have given them many years of severe exposure before offering them for sale. Our present capacity is equal to 100,000 shingles a day, and we are preparing to increase it.

Remember the strong 20 YEAR GUARANTEE, and this Guarantee is as good as a bond.

We invite the attention of the building supply trade and contractors to these shingles and are prepared to make a very interesting proposition, and one that will show a handsome profit. Ask us for prices, etc., also our New Shingle Book, which will be sent postage free.

Reynolds Asphalt Mastic

We want to call attention to our PURE ASPHALT MASTIC which we can supply the trade at a low price, as we are under contract with one of the largest miners of ASPHALT in the U. S. for a term of years. This ASPHALT is used for Cellar Bottoms, Brewery Floors, Street Paving, Driveways and Roofing.

We invite your correspondence.

H. M. REYNOLDS ROOFING CO.

::

Grand Rapids, Mich.

Established 1868

Cheaper Breadstuffs This Year.

This year's agricultural yields will be fully up to the normal; the shortage in wheat being minimized by the larger carry-over, which leaves the market in precisely the same position as it was a year ago, with more than domestic requirements.

Our exports last year in wheat were 84,000,000 bushels, and at the present rate we are running at about one-half of last year's trade. The world's crops are somewhat in doubt; the attention of those interested now being centered upon the Russian out-turn. Trade interests estimate that Russia will be short from 150,000,000 to 200,000,000 bushels compared with last year, although the statistical bureau of Russia has estimated an increase of 100,000,000 bushels, which thus far is being verified by the huge shipments from that country.

The shortage in France is still unknown, but it does not appear as if that country would require nearly as much wheat as was estimated a month ago. France has had shorter crops in the past than the minimum estimated for this year, and yet did not import wheat of any consequence at such times. The nation seems to be able to apply its thrift to a consumption proportioned to its agricultural production.

The whole of Europe is now in a comfortable situation, and it does not appear that any demand for our wheat will develop before next spring, and then only in the event of a shortage in the crops of Argentina and Australia.

At this time it looks as if breadstuffs would be cheaper than during the past two years, and that speculation for a rise in wheat will at no time be excited. The crop has come forward this year in greater volume than at any time since 1898. This has been largely due to the conservative action of the bankers throughout the western region, who undoubtedly have been loaning very heavily on farm mortgages and farm collateral. With the subsidence of speculation in land values the western banks have insisted upon the payment of obligations at maturity, and have thereby forced a free selling of the wheat from the farms. These banks have not given any countenance to local dealers who desired to accumulate wheat, and therefore there has been a very large flow of grain to the centers of capital. This flow of wheat has depressed prices in all the markets, and the transference of the burden from the agricultural region has put the financial situation of the farming communities in a far better position, and has thus avoided the fear of trouble which was so insistent earlier in the year.

Our oat crop is the largest we have ever raised. I believe the government final figures will increase the September 1st indication by 50,000,000 bushels. This grain has now dropped to the lowest price for some years, and has greatly lessened the cost of feeding, which will later on be reflected in cheaper provisions.

The corn outlook is excellent, al-

though the crop is the latest in fifteen years. Great fear of frost damage prevails, but we learned last year that soft corn has a good value and that age improves it, instead of causing a deterioration in its quality, so that in the event of a killing frost before October 1, there will be no no special damage done to the feeding value of the crop, though it may have the effect of lifting the prices by reducing the amount of dry corn available for contracts in the markets.

The grain situation as a whole indicates a reduction in the cost of living so far as breadstuffs are concerned, and assures a larger volume of actual business than it has experienced for three years.

P. S. Goodman.

Money for Crops, Not Speculation.

Current returns indicate that the banking situation, taking the country as a whole, was much better on June 30 than had been anticipated. The larger centers, particularly, are showing a condition of reserve which can only be pronounced satisfactory. True, the reports are not complete, but enough is known to say that whatever danger existed in the situation has been eliminated through the prompt work on the part of institutions which were in danger of over-extension or over-expansion. There is no question that funds for crop-moving purposes will be ample, if, indeed, an ill-timed speculative movement is not inaugurated in New York. Usually about this season efforts are made to revive the stock market, but there does not seem to be any sign of such a movement now. Certainly the banks encouraging anything of this character will be performing a most ill-advised service. The country needs all the money it has to harvest its crop this fall, and Wall street will have to wait until this work is finished. Security prices may be low enough to attract legitimate buyers, but the speculator will have to forego hope of an early autumn boom.—Financier.

Engine's Speed Used To Stop Trains.

A Texan has invented a new railroad brake which utilizes the speed of the engine for the purpose of stopping the train. Models made by J. F. Williams, of San Antonio, the inventor, work well with one difficulty yet to be overcome. A train equipped with his brake can not back up, but the inventor is confident he can overcome this defect. The principle is quite simple. By means of levers connected with the drawheads the brake is applied automatically as soon as the engine begins to slow down. As the engine loses speed the drawhead of the first car is pressed against that of the engine, causing that of the car to recoil against springs. The brake levers are connected with the beam of the drawhead and as the latter is pushed back the brake is set in proportion to the force of impact of the initial shock.

Nobody ever believes that a rich man can have the blues—unless it is the kind that you cash in at the end of the game.

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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

Established in 1873

Best Equipped
Firm in the State

**Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work**

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

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

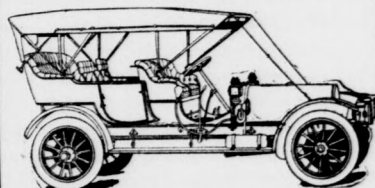
Acorn Brass Mfg. Co.
Chicago

Makes Gasoline Lighting Systems and Everything of Metal

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.

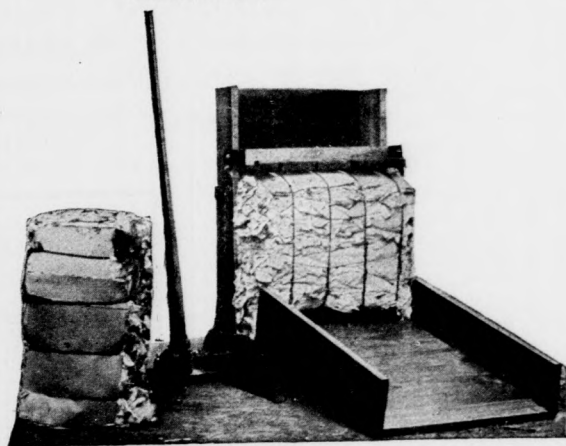
Your Waste In the Way

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

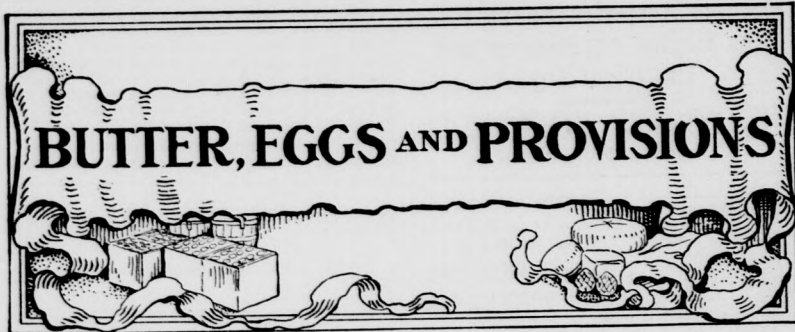
For bailing all kinds of waste

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.



Egg and Poultry News From New York.

The report of American Warehousemen's Association, covering the amount of eggs in storage at thirty ware houses reporting on September 1, shows 2,322,945 cases this year, against 2,045,761 cases at the same date last year.

These figures indicate an August reduction this year of 66055 cases in the houses reporting, which amounts to a little less than 3 per cent. of the quantity reported by the same houses on August 1. In the reports and estimates for Chicago, New York, Boston and Philadelphia as given last week, the August reduction amounted to a little over 5 per cent.

The evidences of August reduction in storage reserve do not indicate any unusual output. In fact, while the quantity used was doubtless relatively greater than in 1909, it appears to have been smaller than in either 1908 or 1907.

Naturally the storage eggs going into consumption up to this time have been chiefly drawn from the summer accumulations which were put away at considerably lower cost than the earlier goods. The high cost of the April and early May packings has kept most of these off the market up to this time, since the offerings of summer packings have been sufficient to supply all deficiency in fresh production on a basis of value a little below the present cost of most of the early goods of fine to fancy quality.

The fact that the later stored eggs have been moving fairly well at a fair profit has given some of the trade a better opinion of the storage situation as a whole, but as a rule the owners of the high cost early packings—of which the holdings are unprecedentedly large—are still generally on the anxious seat. It is considered probable that the September reduction of storage eggs will be considerably greater than last year, but there appear to be enough of the cheaper goods stored in late May, June and July to supply most of the needs up to quite late in the fall and there is still a serious question whether the later fall and winter period will bring sufficient shortage of fresh eggs to make a profitable place for the heavy supply of high cost early packings. This will depend partly upon the character of the fall and early winter weather. There are indications that the crop of poultry still in farmers' hands is large and there seems to be no good reason to expect any unusually light fall production.

The range of prices for storage

packed eggs in this market last April was 22@24c with an average very slightly below 23c. These goods, stored on season's rates, show a net cost of about 24@26c—perhaps a shade more in some instances—if removed before January 1. Perhaps the average is a shade less than 25c. To realize any fair profit on these we must have a market ranging at least 25@27c for April goods and fresh eggs will have to get pretty scarce before any such prices can be obtainable for the qualities represented.

The newly organized Omaha Produce Exchange is said to be taking up a campaign for the improvement of egg qualities by inducing a quicker and fresher marketing. To effect this reform it is only necessary to see that every egg seller, from producer on, is paid according to grade and not an average price for mixed qualities. When eggs are bought "as they are" at a uniform price per dozen for irregular qualities the difference in value of fresh and stale eggs is not appreciated. A farmer may hold August production until September and if he gets a higher average price in September he thinks he is making money by the holding. But in reality he gets less for his September production, marketed fresh, in order to get more for his August production marketed stale. If he got real value for quality on all the eggs marketed he would find that his August eggs would be worth more when fresh than when carried to a later market.

Of late years there is a big de-

mand for squab-pigeons and it is on the increase every year. The past year the prices were very good, giving a large margin to the producers.

Squab raising can be dovetailed so nicely with other operations on the farm and the work being light can be delegated to the women-folk or the boys. Even poultry farms are now making it an adjunct, as it gives such excellent returns without extra expenditure of labor.

Pigeons for profit must not be given their freedom. Instead, large, covered flies are built outside of wire netting in which the birds exercise and bathe—the feed and water is given them inside the loft. From twenty to fifty pair of breeders are placed in each loft (according to the size of the latter), and each week such squabs as have attained the age of about four weeks, or just before they are about to leave the nest, are killed and dressed for market.

Pigeon men are almost unanimous in the belief that for successful work there is no breed like the Homers. They are industrious, prolific, careful nurses and excellent feeders. Experiments have been made with Carneau, Runts, Maltese hens and Mondaines in their purity, and also in crosses, but all summed up the Homers prove to be the ideal business variety.

A novel claim for \$68.21 was filed against the State last week by Emily Ennis for damages to her drug store in Newburg on July 7, due to a stray

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Mich.

G. J. Johnson Cigar Co.

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

SEEDS—Clover, Alsike, Timothy

POULTRY FEED—For Hens, for Chicks
We Pay the Freight

When in the market for Seeds and Poultry Feed, ask for our Delivered Prices. It will pay you to handle our SEEDS.

O. Gandy & Company South Whitley, Ind.

For Dealers in HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd., Tanners

37 S. Market St., Grand Rapids, Mich.

Ship us your Hides to be made into Robes
Prices Satisfactory

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



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

A. T. PEARSON PRODUCE CO.

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

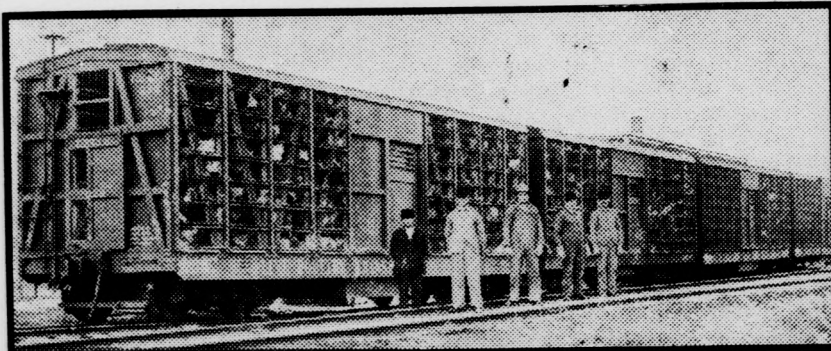
We are known from New York to San Francisco as one of the Largest Poultry Houses in the United States

We bought and shipped last year 135 carloads of live poultry.

Each car contained about 4,500 fowls, making a total of 607,500 fowls shipped.

The total amount paid to the farmers last year was about \$300,000.

We ship to New York, Boston, Chicago, Los Angeles, San Francisco or any place where the market is good.



LOADING DAY AT OUR FREMONT HOUSE

Thus we are able to pay the farmer or jobber the highest market price.

We make a specialty also of Butter, Veal and Hides.

We have on our books the names of thousands of the poultry raisers of Michigan and would like to hear from all the others.

Spot cash and a square deal is our method.

Send your poultry, butter, eggs, veal and hides to us.

A. T. Pearson Produce Co.
14-16 Ottawa Street
Grand Rapids, Michigan

deer, which had wandered from the mountains. She says in her papers that the deer entered the store by breaking a glass in the front door, and that afterward it smashed a French plate glass mirror and one of the showcases in the store, breaking various bottles of chemicals which were on a shelf.—N. Y. Produce Review.

Why Young Fellows Turn Out Failures.

Half of the young men who are not getting anywhere in the world are held back because they think they could run the business better than the boss. In the smoking room, while the stags are "smoking out" a few dances the stripling "who could run things if he had a chance" elevates his patent leathers to the stove and between inhalations on his cigarette tells how a successful business ought to be conducted. "The 'old man' is a queer duck," is the usual prefix to the explanation. "He does this and that when he ought to do so and so. It is none of my business, of course, but I'd just like to be in his shoes a while." "The man who knows more than the boss" is a discontented man. He has convinced himself he is not paid what his services are worth, and all because the boss knows so little about his own business that he does not know a good man when he sees one. He only half does the work assigned to him because he knows it ought to be done some other way—his way. "The man who knows more than the boss" is usually a kicker and a grumbler, and holds a \$12-a-week job as long as the spell is on him. Fortunately, young men have almost a monopoly on this undesirable state. When a man has bumped along the rough old path of business a few years it begins to percolate into his head that the boss is doing a pretty good job of landing on his feet every time, and he begins to take notice of how he does it. It begins to wear in on him that the boss has some brains after all, and that his "queer ways" get there in the long run. He begins to study the boss some instead of watching himself all the time, and the first thing he knows he gets the grand idea that the boss is an all-fired smart man, and he begins to boost for him and his methods and to amount to something.—Farm Machinery.

Ask Yourself a Few Questions.

Ask yourself honestly why you are not farther in life—what answer must you give yourself?

I can tell you—you are not effective enough.

Be frank with yourself—you have not done all that you said you would do—all you can do—all you have tried to do. You have not finished hard things—you have never attempted to grapple with others still harder.

Effectiveness is the most vital thing in life—it is life. The animal is effective—see how rarely he misses in calculating a jump.

You have had much "success" talk from every direction—been told to be thrifty and energetic and many other things—but the meat and the nut of it all is summed up in those two

words—be effective. Your life, your character, your business, your very soul comes to naught unless you are effective.

Just what do I mean by the word? This—that you get accomplished the best things that your mind conceives; that you think as hard and as deeply as you can and then turn those thought into acts.

This world is a very trying place. We are all set into the midst of conditions and things—rarely ever what we would like them to be—and nobody in the wide world can change them for us except ourselves.

Furthermore, we have only one single tool to do it with—the human will. There is nothing more wonderful in existence than that. Is yours avoiding—is it seeking the softest wood to carve, instead of the hardest, which gives a keener edge to the tool?

Will power is the electricity which gives the impulse to everything we do, the more it generates for further use.

Resolve, will, determine, accomplish, be effective!—Spare Moments.

Aggressiveness Lands Orders.

Many a salesman owes his failure in life to lack of aggressiveness. He is buffeted about by those stronger than he; the plaything of circumstances which he might have controlled had he thrown all his forces into the fray and battled manfully.

Sensitiveness is a useful quality only when it enables us to perceive when we are impressing others favorably or unfavorably. The kind of salesman who can go back after the man who has deliberately destroyed his card before his eyes and land him is the kind that is wanted.

The fact that a man turns you down abruptly does not prove that you should never try him again. There was a reason why he turned you down. Get your wits to work and find out how you can reach him; then go after him again.

It does not hurt the customer if his abruptness has wounded your sensitive nature. You are in the field to make money—not to save your feelings. His order is what you want. Get that and you have won your victory.

Brains are of no value to a salesman unless united to energy and grit—a determination to succeed in the face of all obstacles.

Schurz Was Sure of Him.

Carl Schurz was dining one night with a man who had written a book of poems, so-called, and who was pleased with himself.

The poet was discoursing on the timeworn topic of politics and of the men who take office.

"I consider politics and politicians beneath my notice," he said. "I do not care for office. I wouldn't be a senator or cabinet officer, and I doubt if I could be tempted by the offer of the presidency. For the matter of that, I would rather be known as a third-rate poet than as a first-rate statesman."

"Well, aren't you?" Schurz shouted at him.

Free advice is usually worth just what it costs.



Mail orders to W. F. McLAUGHLIN & CO., Chicago

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



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**DOUBLE
STRENGTH.**

Sold in
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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
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BRAND
Feeds
None Better
WYKES & CO.
GRAND RAPIDS

High Grade Sausage

Each year the output of our Sausage Department has increased. This is owing to our living up to our motto,

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only must be used by Cudahy Brothers Co.

Only the choicest of meats and the finest spices are used. Cleanliness in all departments is rigidly enforced, all being under U. S. government supervision. This is the secret of our success. If you are not one of our customers, write for quotations, which we shall be pleased to furnish by return mail.

Cudahy Brothers Co.
Milwaukee, Wis.

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

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TIMOTHY
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If in the market to buy or sell write us

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

W. C. Rea

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"Buffalo Means Business"

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

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

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

Grand Rapids, Mich.

TWO YEARS' WORK.

What the Municipal Affairs Committee Has Accomplished.

For most of us the world begins when we are born. Fortunately for me, I had the unusual experience of beginning to be conscious before the memorable date on which I became Secretary of the Municipal Affairs Committee. As a humble member of a special committee of a sub-committee of the Municipal Affairs Committee I had a chance to learn that there were men in the world before I was born. So, with the best will in the world, I have not been able to make myself forget that what has been accomplished during the past two years was not made out of chaos, but has been a logical result of work done long before.

Any one who has tried to start a new thing of any consequence knows that a lot of preliminary work is necessary before results begin to show. This certainly was the case with the Municipal Affairs Committee. When I first came to Grand Rapids, seven years ago, I was told by a man who thought he knew the town, that there was no such thing here as public spirit and that it was hopeless to try to put any proposition through on the ground that it would benefit the community. I have learned since that the man in question did not know the town as well as he thought he did. There were individuals here who were so full of civic spirit that they could not hold it all. They spilled their surplus into other men. Finally one of these men became chairman of the Municipal Affairs Committee. Naturally he gathered about him others who had been infected and then, with an organization through which they might express themselves, they began to be a power.

It was soon after this that I began to be conscious as a member of a special committee of a sub-committee. The work assigned to us was the study of the value of a city plan. That work grew until it is to-day, I believe, the most significant thing in Grand Rapids. It was greeted at first with ridicule. Some of our friends tried to call us off. When we went to the Common Council for funds with which to employ expert advisers we were laughed at.

Now it often happens that in trying to get one thing we get others of value as by-products. Some of the greatest discoveries have been made while the discoverers were bent on finding something else. Columbus was looking for Asia when he found America, and no one here will deny that he did better than he intended. The Municipal Affairs Committee set out to get a city plan which would make Grand Rapids more convenient, more sanitary and more beautiful. The first by-product of its efforts was to arouse a keen and intelligent interest in all the city's affairs. For in order to make the Common Council see a practical side to city planning—practical from its point of view—the Committee held the first civic revival. That revival, as you know, aroused general interest. It began on Monday evening. On the Friday before a member of the Committee visited

Mayor Ellis to get his support for the proposed appropriation. The Mayor was shocked at the idea. The Council, he said, had practical matters to consider, such as the placing of half a dozen street lights over which there was a division of opinion. The revival closed on Sunday evening, a little over a week after the interview with the Mayor. The next day, Monday, the appropriation was granted without a dissenting vote. Several of the aldermen took advantage of the occasion to express their

could make a large number of their fellow townsmen endorse what they were doing.

One incidental result of the first civic revival was the favorable advertising it brought Grand Rapids. Enquiries came from every part of the country and more than a dozen cities have since imitated us. Another incidental result was the rapid growth of the Municipal Affairs Committee's work. The following fall this work had become so burdensome that it was necessary to employ a Secretary



Opening of Fun-Field, Aug. 2, 1910

unalterable conviction that we should plan for the future of the city.

This is not a criticism of the aldermen and the Mayor. They are elected to do what the people wish. Up to that time there had been no evidence that the people wished them to take any thought for the future of the city, while there was a little evidence that certain people—with votes—wanted street lights in their neighborhood. The significant point is that a citizens' organization which had the interests of the city at heart

to take care of the detail. That was when my official life began.

With the preliminary work so well started, with an organization of men such as those who had done this preliminary work and with an aroused and progressive public, we now began to get results. You have had in our monthly reports detailed descriptions of the work of the past two years, so I will only mention a few of the more important things: Beside the annual Arbor Day distribution of trees and shrubs, and the annual milk

contests, which are designed to raise the standard of our milk supply, the Municipal Affairs Committee, through its eight sub-divisions, has taken a leading part in the following:

Securing a home rule law. Before the Legislature met a year ago last winter the old time leaders, like "Stoney" Monroe, went about the State declaring that it would be impossible to enact a general law for cities in accordance with the instructions of the new State constitution. They wished to classify cities and enact laws so definite in all particulars that the cities would be more than ever subservient to the will of the Legislature. This had been done in Pennsylvania, where experience showed that with classification no city could move a finger except with

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IF A CUSTOMER

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HAND SAPOLIO

and you can not supply it, will he
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HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

the gracious permission of the man behind the scenes who controls a majority of the legislators. Our Better Governed City sub-committee called conferences of local members of the constitutional convention, the Legislature and city officials and outlined a law which would give Grand Rapids the power to work out its own salvation. It corresponded with the members of the legislative committees appointed to draft the city law. It sent a delegation to Detroit, where the Detroit Board of Commerce had called a conference of representatives of the constitutional convention, the Legislature, the Michigan Bar Association and other organizations. There the recommendations of our Committee were adopted practically word for word, changes and additions being voted down. It sent a delegation to Lansing, where it held a long conference with the Legislature's committees. Finally a law, drafted by Corporation Counsel Hally, of Detroit, with whom we had corresponded, which embodied almost all that we had contended for, was passed. At the last moment Representative Stewart, at our solicitation, secured the addition of a section giving each city the power to determine the procedure by which its charter may be revised.

Last spring the Committee conducted a campaign for the revision of our present city charter. The people approved of this by the largest majority given at the spring election. Candidates for the charter commission have now been nominated.

Almost equally important was the adoption at a conference luncheon at the close of the second civic revival last fall of a municipal programme. In the opinion of many of us the reason why Grand Rapids has not done more in the way of large civic improvements is that there has always been division of opinion as to what should be done first. The men who favored grade separation have feared that if pure water were given the right of way it would defer their scheme until the distant future. Consequently, they have been lukewarm if not actively hostile when pure water was before the voters. These, of course, are but illustrative examples. The municipal programme provides a sort of primary at which the advocates of all plans for the city's betterment are called into conference and after discussion the question is put to vote, "What shall we concentrate on?" At last fall's conference the vote was practically unanimous for pure water. Consequently, all efforts were bent on securing a favorable vote on the pure water bonds. Nearly every civic and social organization in the city endorsed and worked for the project and, as you know, it carried by a large majority.

During the winter one other project was on the verge of being launched and we had to send delegations to two meetings when this was being discussed in order to dissuade its advocates.

Immediately after the election the Municipal Affairs Committee called a conference of representatives of a

number of other organizations to decide on the next project for civic betterment upon which we would unite. The vote was unanimous in favor of park and playground extension. When these representatives reported to their organizations this vote was endorsed without exception. The campaign has been waged all summer. As a result the Common Council has appropriated money for playground equipment and supervision, a group of business and professional men equipped a playground and provided for its supervision, a mothers' club in the South End raised money for supervision, two district organizations provided for temporary playgrounds in their neighborhoods and several well-to-do citizens have been led to consider giving land to the city.

At present it looks as if the park and playground bond proposition will carry in November, but it is never safe to stop work. The Playground Association, which our Committee was instrumental in reorganizing and revivifying—to which we have given the services of our most enthusiastic and honored member in order that it might help in the campaign—is hard at work. The Park Board and its able Superintendent are doing more than their share, but the final stage of the campaign is just about to begin and in that we can do yeoman service by holding our third civic revival just before the election.

I have already used more words than I intended, so I will simply tabulate the most important matters in which the Committee is now interested.

1. The enforcement of the lodging house ordinance, which we secured from the Common Council last winter.
2. Making effective the street tree ordinance, which we secured last winter. Unless this is done Grand Rapids ten years from now will be a far less attractive town than it is today.
3. Securing the erection of a comfort station.
4. Wiping out our slum and providing for the erection of good homes for all our working population.
5. Beautifying and making orderly the railroad approaches to the city.
6. Securing a new city cemetery.
7. Establishing a provident loan agency.
8. Improvement of the river front. As a part of this is the passing of the power franchise which will give us a riverside street between Pearl street and the new power house.
9. Securing an ordinance for the proper regulation of building lines and type of buildings in the residence districts.
10. A better system of street lighting in the business districts.
11. Limitation of the heights of buildings in the business districts.
12. Grade separation and the scientific routing of steam and electric railroads. The latter part of this will compel the proper distribution of factories and this, in its turn, will prevent Grand Rapids ever having a

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No Package Charge

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Pottery Co.

Roseville, - - - - Ohio

serious housing problem such as that with which Detroit is now wrestling.

13. Street naming and block numbering.

14. Study of municipal finance and other aid to the charter commission. A joint committee representing the Municipal Affairs Committee and the Credit Men's Association has been appointed to take up this work.

15. The elimination of the smoke nuisance.

16. The establishment of the great square system of street cleaning.

17. The redemption of our creek valleys.

18. The completion of the scarlet fever investigation.

19. A study of the sewage disposal problem. It will not be long before Michigan follows the lead of other states and forbids its cities to dump raw sewage into the rivers.

20. The organization of a sane and patriotic Fourth of July celebration.

21. And last, but far from least important, an extension of our co-operation with other civic organizations, especially the district associations to whose cordial support much of our success during the past year has been due.

Many of the things mentioned in this list are well under way. Others are little more than begun, but all require constant attention. It is an old story that all is not over when a law is written on the books. It is necessary then to see that it is enforced. And this is often the harder part for the militant enthusiasm aroused during a campaign is apt to die down when the victory is won.

But that is what such an organization as ours is for. It is not designed, like the innumerable organizations for which Boston is famous, simply to meet, talk, resolve and go home. It is designed to work—work hard and consistently and for the most part quietly. A certain amount of publicity and public advertising it must have in order that people may know its purposes and its methods and so be prepared to support its projects. In this part of its work the Municipal Affairs Committee owes a great debt to the local newspapers. Only a person who has been in a town where the newspapers are hostile or indifferent to the community welfare can realize the great asset Grand Rapids has in the public spirit of the men who control its leading papers.

In addition to the publicity part of its work the Municipal Affairs Committee is engaged in developing citizens. We hear a great deal about the inefficiency of our city governments and it is all justified. But behind this governmental inefficiency lies the inefficiency of our citizenship. If our charter commission makes for us the charter we dream of it will not do us very much good unless our citizens are intelligent enough and public spirited enough to take advantage of the opportunities the charter offers them. They are and must continue to be the employers of the public officials. No man can be a good employer unless he has at least general knowledge of what his employees should do. Simply to complain about

bad results never leads anywhere. And if we have good officials, capable men, we must know enough to back them up in their work. Nothing can be more discouraging than to work for an employer who is indifferent or ignorant. And the only way to overcome ignorance or indifference is by hard work.

The personnel of the Municipal Affairs Committee shows there is no excuse for ignorance or indifference on the part of our citizens. It contains some of the busiest men in Grand Rapids. And among these are our hardest workers. Through constructive effort they have learned enough about the problems with which city officials have to deal to be of real assistance, both by backing up progressive measures and by withholding undeserved condemnation.

It is because of my association with such men as these that I regret so keenly leaving my present work.

John Ihlder.

Much Lauded Remedy Needs Skilled Practitioner.

Written for the Tradesman.

We—first person, singular number—sat down to rest one day. Think of that! Sitting down to rest in the daytime! How many people there are who do not find that on the programme of a day's work. And why not? Has it no right to be there? Some think not; neither for themselves nor others; especially if there is a contract or agreement to labor a definite number of hours a day. The employe must be at his post when the whistle blows to start work and he has no right to stop a minute until the quitting bell or whistle at noon; and the same in the afternoon. And never any fun.

It is indeed a credit to the employe who never by word, look or suggestion needs be reminded of his or her obligation in this respect. And it is also a credit to the employer who sometimes calls a halt so that the employe may rest, or who suggests that under certain circumstances it is well for the worker to take a brief breathing spell. And not put a ban on a little fun.

"Girls or cripples may sit at work, but a boy or young man never needs to. The proper position to do best work is square on your feet, from the ankles up every muscle free."

But let employer and employe adjust their own difficulties. Let each party learn to be reasonable, consistent and at the same time strictly just. Five or ten minutes for every one to watch a parade and then back to work with a new zest to accomplish as much or more than as though every employe like a soldier on drill must not turn an eye or lift a hand without orders from "the boss." And never any fun.

Oh, yes; we sat down in the big rocking chair by the fire to rest on a winter's day. The boy home from high school convalescing from the grip began to read aloud some "funny-graphs."

"Is that one of your school books?"

"No, sir..."

"Library book?"

"No."

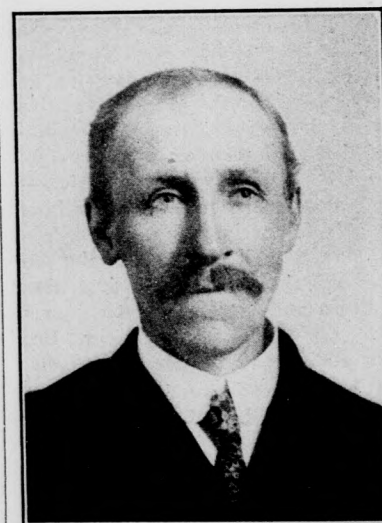
"Where did you get it?"

"One that Wilbur left at home."

We boys all read the same books and papers from the Youth's Companion to the Tradesman, and from Horatio Alger or Henty to Dickens. At least we look over the books which the boys buy or bring home if we do not read them all through.

After he had read awhile we said: "That is enough for now." Fun may be good medicine, but one should be careful not to take an overdose. It is a medicine which should be administered by one who knows just how much the patient needs and when he needs it.

Go along the street or be on the watch anywhere that business calls and one might pick out many a one who has had too much fun. They have taken it without reference to



their needs and are far worse off than many another who never was permitted a reasonable amount of fun.

When a favorable opportunity came we picked up the book. At first glance the title appeared to be: "he un octor." The position of the book to the light happened to be such that the initials, which were red, were not visible—therefore not read. If you want a sign, placard, advertisement, title or any other reading matter to be read do not have it printed in red, or, what is worse, part red.

"Every man to his own trade."

Neither the printer nor the advertising man is to blame for those botches of advertisements which are frequently seen. Some one who has not learned the first principle of advertising by the printed page, which is to draw the attention of the reader to the goods offered for sale in the plainest, most direct manner possible and convey an impression which he will carry with him. Anything odd, puzzling, funny, fancy or ornamental is of little value unless it aptly applies to the goods themselves. If there is no such suggestion or connection the advertisement simply amuses the beholder or pleases the eye and may possibly be remembered while the place or purpose of the advertisement is forgotten.

But what about "The Fun Doctor?" Well, the title was not at all appropriate. The book did not specify what ills or conditions required the remedy; did not enumerate symptoms

which indicated when the remedy was needed; gave no information as to the amount or frequency of the dose; contained no caution as to the ill-effects of an overdose; prescribed no antidote in case one was needed. In fact, it was not a doctor book at all; rather a reservoir or repository of fun—a collection of jokes, humorous sayings, ludicrous incidents, and the like, for anybody and everybody.

There are many drugs and medicines used for man's physical benefit which are injurious, even deadly, if not administered with exactness and care. So it may be with fun. Let the chief purpose be to have fun for the sake of fun, not for a needed diversion, and let this motive be unguarded, let it not be controlled by common sense, judgment, kindness or religion, and no one knows what evil may result. Sorrow, strife, hatred, violence and crimes are occasioned by the abuse of fun.

Far be it from us to say that fun is not a good medicine. Solomon says: "A merry heart doeth good like a medicine." He also says: "Even in laughter the heart is sorrowful; and the end of that mirth is heaviness."

Think it out for yourself. Ponder that which you know and see. Children in the home, pupils at school, young people in their social amusements need to be governed, restrained, held in check. Fun must be kept within proper bounds. Like many other servants of man it is dangerous to be turned loose. The foot must be on the brake, both hands on the steering wheel and the eye on the track or the machine may be ditched and passengers injured.

When one has older grown he must guard himself, he must exercise self-control, he must set a limit when he partakes of fun. When, where, how, with whom, under what circumstances is fun allowable or beneficial? These questions the mature person must decide for himself.

There all sorts of people whose business it is to furnish fun for the public, but it is done without regard to the effect except to secure money. It is not distributed to those most in need of the article, unless we admit that those who most indulge in fun finally reach a condition that needs frequent, liberal allowances to prevent them sinking into an utterly hopeless, dejected state.

The fun doctor has not yet made his appearance—that is, not as a distinct school of medical practice. Many physicians, however, recognize the merits of fun and make use of it in their practice when possible. When the treatment of human ills by the application or administration of fun has been reduced to an exact science and the funopath and his trained assistants take intelligent charge of this much lauded remedy it is to be hoped that all the sad, cheerless, discouraged ones, as well as those suffering physical ailments for the lack of fun, will have opportunities to secure and test its beneficial effects.

Here is hoping also that the ill effects of too much fun may be fully pointed out that all may partake of it wisely, safely and with certain benefit.

E. E. Whitney.



Macey

This Name Represents
the Highest Development in
the Art of Filing Cabinet Manufacture

In their efforts to solve the problem of an ideal system of filing cabinets, the various makers made many changes, but developed no important improvements until the sectional idea was brought out by Mr. Wernicke and which was almost universally adopted by all manufacturers.

Filing Cabinets made in sections have now come into such general use that, as with Macey Sectional Bookcases, the principle needs no argument. The modern business office demands expandable equipment that will always harmonize with the original purchase. The most modern and adaptable office filing devices ever produced are the Macey

Inter-Inter Filing Cabinets

The name describes the basic idea—Interchangeable Interiors. This Inter-Inter Idea allows you to select and arrange a cabinet to suit your exact requirements—with all others your requirements must be modified or changed to suit the cabinet. It's a prising every modern filing device and—a series receive the units. Each section combines the venience at a minimum cost. Saves time, money, The cabinets are fully up to the recognized Made of Quarter-Sawed Oak with Velvet Solid Cast Brass Trimmings. The beautiful wood, fine finish, superior trimmings and uniformity of appearance make the Inter-Inter the most attractive as well as the most practical office equipment ever devised. Whether you are a professional man, manufacturer or retail merchant—a Macey Inter-Inter Cabinet is the filing cabinet you need. New 120 page catalogue, No. 4210, sent on request.



O. H. L. WERNICKE, Pres.



The Macey Co.
 GRAND RAPIDS, MICHIGAN

UNIFORM FOOD LAWS.

Why Nation and State Should Be in Harmony.*

During the short time I have been Commissioner for the State of Idaho I have discovered that the lack of uniformity in many vital particulars between the National law and the laws of our sister states has been the cause of much annoyance as well as hardships in some particulars on the part of the manufacturers who ship their goods into our State. Whatever inconvenience may have resulted to dealers as a result of these conditions is not of my own choice but because of the duty imposed on me by law. The best way to find out the efficacy of all law is to honestly enforce it. If it is a bad law, then by its rigid enforcement it will become so obnoxious that the Legislature will repeal it. The more that good, wholesome laws are enforced the better people like it and the better condition of government as a result. The convention assembled here to-day has been called for the express purpose of arriving at some amicable and equitable adjustment of this situation and I trust that the Committee which shall be appointed to deal with this important subject will present such a report embodying such recommendations to our several legislative bodies as will bring us closer together, not only as State officials but more in harmony with the National laws.

Uniformity of law has perhaps been carried farther in the direction of pure food than in any other line. Prior to 1906 there was no National pure food law, and there were almost as many different laws as there were states. Chaos reigned in every direction and the manufacturer of foodstuffs was ever at a loss to know how to meet the requirements of the laws of the different states. So complicated was the situation that practically every state food commissioner urged the passage of a National pure food law which should meet all the required conditions and simplify the methods of manufacture and distribution, and when in 1906 the National pure food law was passed it was hailed all over the country as a tremendous step in the right direction. It should be noted that the National pure food law was passed because of the popular demand which was strong enough to direct legislation; and all future legislation in the interest of uniformity should be secured along the same lines. For four years the law has been in force. It is generally admitted to be as nearly a model law as is possible to make at the first attempt, but in some slight particulars changes could be made to advantage. Certain it is that the law provided for the interest of the consumer, the dealer and the manufacturer in the fairest terms and provides means for the punishment of all attempts at fraud of every description. In view of the experience of manufacturers and of State food authorities before the enacting of this law, there should not be even a

*Address of James H. Wallis, President Association of Western Food Control Officials at Boise, Idaho, April 10, 1910.

Resolutions Adopted at the Convention of the Western Food Control Officials.

The following resolutions were adopted in the course of the second day's proceedings which we are reproducing in this issue on account of their importance to the public and trade.

We, your Committee on Uniformity of Food Laws, believing that food officials can not give adequate protection to the consuming public by reason of the varying rules, regulations and laws of the different states, and that such differences are also vexatious and expensive to the manufacturer, beg leave to recommend that all food officials in this Association will do all in their power to have such varying rules, regulations and laws so changed and amended to conform to the national law of June 30th, 1906, and Federal rules and regulations.

Geo. E. Hyde,
E. W. Burke,
Willard Hansen,

Committee on Uniform Laws.

Your Committee on Resolutions begs leave to report as follows:

RESOLVED—That this convention express its hearty thanks to Hon. James Wilson, Secretary of Agriculture, for the address transmitted to its President, and the President is hereby directed to convey to the Secretary of Agriculture the Association's cordial approval of his suggestion for co-operation between the Federal and State authorities in the enforcement of the Pure Food and Drugs Act for the people, and regretting his inability to be with us on this occasion.

WHEREAS—The exceptional facilities among the distinguished scientific experts in the Department of Agriculture, and the unlimited funds at the command of the Department under the National Food and Drugs Act, and their power to protect the American public generally by the control of imports and interstate shipments, pre-eminently equip the Department for the determination of doubtful food questions and the establishment of authoritative precedents; and

WHEREAS—In order that the State Food Departments may secure that indispensable uniformity of food laws, regulations and constructions, and so carry on this great food control work in their several jurisdictions with the wisest and most successful results, it is absolutely necessary that some working basis of uniformity must prevail; and

WHEREAS—It is appropriate that this standard should not be the laws and regulations of any one of our many states, but the Federal statutes, chosen by the people of all the states through their National legislators,

THEREFORE—Be it resolved, that a determination upon mooted food problems ought first to be made by the United States Government. And be it further

RESOLVED—That members of the Western Food Control Association co-operate with the Food Commissioners and Departments of all states and with our National Department of Agriculture, toward the continued and perfected investigation, understanding and enforcement of food laws; and

RESOLVED—That it is the sense of this convention that, in the interest of consumers, manufacturers and food officials, and for the protection of legitimate internal and interstate commerce, state laws, constructions and regulations should be uniform with the provisions and administration of our National Food and Drugs Act.

thought of enacting laws which should differ from the National law so that whatever we do should be in harmony with it. So far as Idaho is concerned, her laws are in no ways as complete as the National law. This State needs its law strengthened in many of its most important provisions. Undoubtedly when it was enacted it was intended to follow the wording of the National law, but there are several places in it where the entire provisions of the Federal law have been omitted, weakening our statute as a result. We have felt the loss of this very much in the work we have been doing, and we desire and will ask that our next Legislature remedy this condition. I believe that the rules and regulations of the Department of Agriculture formulated for the purposes of carrying out the provisions of the National law, as well as a set of fair, well-defined food standards, should be agreed upon by the Committee on Legislation which shall be appointed at the close of this morning's session and submitted to this convention for our earnest attention and adoption.

Preferred That Way.

"No, I can't say that I have ever known of a canoe accident on this lake," replied the Adirondack guide when questioned.

"But there have been amateur canoeists here?"

"Oh, scores of them, but they have always been very careful, you see. I have told them just what to do."

"Still the canoe is a frail and treacherous thing."

"Well, I dunno. Now that I think of it something did happen up here four or five years ago, but you couldn't call it an accident. A fat man came from Boston with a canoe. I instructed him and then went off for the day. When I returned at night he and his canoe were missing. Three days later I found the canoe bottom-side up in the middle of the lake."

"By George, an accident!"

"Well, no. The fat man had tied himself in, and he was there under the canoe all right. I got him out and shipped him to his family."

"If that wasn't an accident and a tragedy to boot, I'd like to know what!"

"Oh, he simply preferred to do his canoeing that way. Some folks do, you know!"

The Sickly Ham.

Into a general store of a town in Arkansas there recently came a darky complaining that a ham which he had purchased there was not good. "The ham is all right, Zeph," insisted the storekeeper. "No, it ain't, boss," insisted the negro. "Dat ham's shore bad!" "How can that be," continued the storekeeper, "when it was cured only last week?" The darky scratched his head reflectively, and finally suggested: "Den maybe its had a relapse."

The arrows of affliction are barbed with the memory of past happiness.

It is a wise man who hedges when he bets on a sure thing.

Lemon & Wheeler Company

Wholesale Grocers

Grand Rapids
And Kalamazoo

ANOTHER year has been added to the procession of the centuries since we extended our last cordial greetings to the trade through the columns of the Michigan Tradesman.

The past year has been a season of wonderful progress. Statesmanship has developed with giant strides. The new spirit of progression has increased in tenfold ratio. The United States never stood for as much as it does today. The highest potentate in the universe is but a shadow compared with the official head of this great Nation. To be an American citizen is the richest heritage a man can receive and the proudest title which he can bear. The American citizen requires no family tree to give him respectability and standing. He is measured up for what he is—for what he has accomplished—for the aims he cherishes and the objects he has attained.

Great as has been our progress along National and civic lines, our progress as merchants has kept pace with the wonderful spirit of this most wonderful age. Wholesale merchants are doing more business and better business than ever before. The average retail merchant is keeping his stock more complete, selling his goods on closer margins, scrutinizing his expense account closer, holding his sales down nearer to a cash basis and paying his bills more promptly than ever before. These conditions speak stronger than words for the stability and integrity and permanent character of the retail trade—for its gradual growth and indefinite expansion along progressive lines.

We believe the coming year is marked with the rainbow of promise and that when we come to greet the trade a year hence it will be found that the twelve months now before us was even more fruitful of results than any previous year in the Nation's history.

In this growth and expansion—the gradual attainment of bigger and better things and a broader and more liberal view of life—we expect to do our full share and contribute our due measure to the public good.

Yours faithfully,

SAMUEL M. LEMON,
President Lemon & Wheeler Company

RULES OF THE GAME.

Conditions Under Which One Will Lose Out.

Written for the Tradesman

Life is a big game—take it all in all, about the biggest game we know anything about.

Also there are rules whereby the game of life must be played—provided, of course, you want to win out in the end—and it is presumed you do.

We all know the rules of this game of life—that is those of us who are normal. The rules thereof are inscribed, not upon perishable parchment nor precarious tablets, but upon the self-renewing cortex of our inner consciousness.

Therefore we can not run away from these well-known rules.

But it is interesting to observe how men ignore the rules of this highly complex life-game—interesting to see how they try to blind their eyes to the eternal laws which stand out like telephone poles in silhouette against an azure sky.

And as we observe the goings to and fro in the earth of these folks who ignore the rules of the game, we note also that they are evermore getting themselves into trouble. Verily that is a true saying about the way of the transgressor being hard—and the proposition is just as true in its commercial application as it is in the more restricted religious sense.

For instance, now, we know it is against the rule of the game of life for anybody to get something for nothing; i. e., something of real value. And then we know it hath been de-

creed from of old that whosoever holdeth down the big job shall first of all qualify. In other words, he must serve an apprenticeship. He must show himself fit. Letters of recommendation won't do; and the pull does not count; and it matters not a fig what college or university our applicant has been graduate or expelled from. The vital question is: Can he deliver the goods?

Now we know these two rules of the game—and everybody knows 'em. But it is droll how people seem to ignore them. Some people are continually trying to get something for nothing. And you know the sort of people I have in mind. They are everywhere. You have some of them in your town. Last week I was visiting a couple of customers of mine down in a little Southern town and I saw a pitiable example of your get-rich-quick failures. He is a man somewhat past 50 years of age, now rapidly turning gray, becoming stooped and otherwise taking on the well-known earmarks of spiritless old age. Two years ago he was a bank cashier—and by everybody esteemed as one of the safest, most substantial business men in that community.

This man—whose name is of no consequence in this sketch, suffice it to say he is a real personality for who I have more pity than censure—owned a beautiful residence in that peaceful little Southern town; had a large block of stock in his bank—a successful and prosperous institution; and had other profitable holdings. He was not a rich man according to our modern city standards;

but he was worth approximately fifty thousand dollars, and his salary and income amounted to something over five thousand dollars a year. In a small town where living expenses are slight—especially if one owns his own home, as in this man's case—one can live with comfort and elegance on five thousand a year and still put by a few hundred.

But the subject of this sketch was not satisfied. He longed to cut a wide swath in the financial world. He hankered after the larger realms of financial glory and prestige—and he began to branch out along highly speculative lines. He began to say softly to himself that the old rule whereby something can not be had for nothing is a back number; so he tried to duck it. He began to patronize the bucket shops of a nearby city. Well, I needn't fill in the details. You can do that for yourself and save me the trouble. His money—all that he had invested in bank stock and other securities; all that he had saved by years of patient effort—all this went first. Then he began on the bank's money. But fortunately the directors of the bank got wise before the damage had reached a critical stage; and he was called upon to give an account of his stewardship. It was an embarrassing moment for the old man. But he told the truth—told how and when the money went. Fortunately for him his wife and his wife's people had some money left—and so our defaulting banker did not have to go to the penitentiary. But that beautiful home went. Every dollar the old man

could rake and scrape together went; and our erstwhile bank cashier and esteemed fellow-citizen stepped down and out at the age of 56 years, a broken, ruined man. Position gone; the savings of years of patient effort gone; credit, honor, influence—everything—gone. In a few weeks his childless wife died of a broken heart. Now most any day on the streets of that little town you can see an old, gray-headed, spiritless man, walking aimlessly about—the ghost or shell of him who a few years back was one of the most prosperous and highly esteemed men in that community.

He didn't abide by the rules of the game.

In another little town to-night about 6 o'clock, or thereabout, a broken-hearted, deserted wife will sit down with her two small boys to a cheerless dinner. Her husband is gone—she knows not whither. This man left principally because he failed as a merchant—although they do say there is a woman in the case. He failed as merchant because he did not take time to learn how to sell goods at a profit. A few years back he was a prosperous farmer. Owned a large tract of valuable land and lived in a brand new modern country home. His home was elegantly furnished throughout; and he had money in the bank and was living in comfort. We were all proud of him, and pointed him out as a conspicuous example of the modern businesslike farmer.

But one day it occurred to him to sell the farm, move to town and start a furniture store. He knew little of merchandising and less of fur-



THE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK

niture as a line. Not content with a half interest in a store, owned in conjunction with an experienced furniture dealer; not content to own a store and have it managed by a practical furniture man, he pined to be the whole show. So he bought a store with floor space ample for the furniture requirements of a town of that size. But this did not satisfy him. There was a vacant lot hard by the store. This lot he bought and upon it he built a structure corresponding in height and style to his own brick, stone-trimmed store building. This gave him vast floor space upstairs and down for furniture. Therefore did our farmer-furniture dealer buy furniture wherewith to adorn his floors. Rugs also he bought galore, and curtains, draperies, linoleums and whatsoever else is required to fit out and adorn the home. But it is one thing to buy and another thing to pay for the same promptly and sell thereafter at a profit. And a few things like this our naive furniture merchant omitted to do. He could not cut the pigeon-wing for the simple reason that he did not know how. He got balled up in no time. He made an assignment. He got discouraged, disgruntled, cowed. Friends tried to brace him up; but like the inglorious Jeffries he could not come back. He is now a wanderer on the face of the earth.

How full this old earth is of self-inflicted tragedies! And most of them come about through people trying to cheat life out of an unexpected bonus. Believe me, my boy, you can not

do it. You may be clever and bright and quick-witted, ready of speech and quick of action; you may be endowed richly by Nature and polished by environment—but even so you will lose out, sure as fate, if you do not abide by the rules of the game.

Eli Elkins.

The Uses of Publicity.

A few days ago there appeared in certain New York papers a statement inserted by the Pennsylvania Railroad Company. That great system's employes had demanded higher wages—the company said it could not allow them. The men threatened to strike. Then it was that the railroad appealed to all the people, stating the men's side and its own.

A great telephone trust having more imagination or more sense than some other great trusts decides that when John Smith calls up John Brown and is discourteously answered, John Smith is going to become angry at the telephone company as well as at John Brown, who alone is responsible and to blame. So the telephone trust spends thousands of dollars—and spends them wisely in pointing out through scores of metropolitan newspapers that people who use telephones should be courteous and prompt and considerate of others.

Out in Arizona a sheriff is bothered by tramps. Hoboes infest the town, but it were inhumane to force them back into the desert. So the sheriff had a few thousand posters printed and put them up miles and

miles away, along all the railroads coming into his bailiwick. The posters simply said: "Hoboes, the taxpayers of Yuma will not feed you. If you enter the town you will have to go into the chain-gang. Sixty and ninety day sentences are the rule." And the tramps stayed away.

Over in France certain scoundrels concoct vile liquors that make people crazy and criminal. The people drink them because they do not know how vile they are. So the government simply prints posters saying that such-and-such brands made by So-and-So are not fit to drink, that certain poisons have been found in them. And the people steer clear of the brands.

The United States Government finds it difficult to get young men to man the warships. So the government has a little book written and illustrated, showing how sailors spend their time, what they can see in foreign ports, how much money they can earn and save. And the government buys space in magazines to tell about the booklet and to get young men to send for it. Thousands do—and the entrancing descriptions sent the young men to the recruiting office to enlist.

The common housefly is responsible for thousands of deaths and hundreds of thousands of sick people every summer in this country. A few earnest people resolve to do what they can to abate the ignorance of the people. So the bill-boards blossom forth with huge posters and the magazines carry page advertisements,

and boards of health put out placards warning all the people and telling them how to keep out flies and how to get rid of them. Thousands of lives are saved and millions of dollars.

So you see publicity is everywhere fighting for mankind. Publicity is warning and advising, pleading and urging, defending and attacking a thousand and one things and becoming the mightiest engine ever placed before mankind.—The Silent Partner.

Will We Get Electricity From the Sun?

A remarkable apparatus has been perfected by a Bostonian who claims that with its aid electricity in practical quantities may be generated from the rays of the sun. The generator consists of a light steel framework, in the interior of which are ranged a number of metal plugs, all connected by wires. One end of each plug is placed in contact with a sheet of thick glass, while the other is exposed to a strong current of air. The glass already mentioned is heated from the solar rays, and imparts a portion of it to the ends of the plugs in contact. The other ends, however, remain cool, owing to the air current, and the difference in temperature between the extremities, according to the inventor, generates an electrical current of a strength in proportion to the number of plugs and the area of glass. The apparatus is said to have given satisfactory results when tested.

Jealousy is due to ingrowing love.

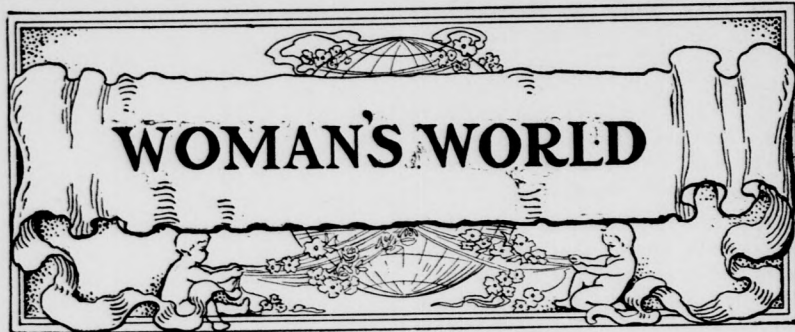


Make a Window Display of Beardsley's Shredded Codfish

That's how to get the benefit of our heavy advertising—to pull into your store the sales we are creating, we'll send you the sign if you'll write us. Your wholesale man has BEARDSLEY'S SHREDDED CODFISH. All your customers have an appetite for it now—the rest is easy.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York



Case of Sarah Bell and Her Subscription Book.

Written for the Tradesman.

Had this article been written forty years ago doubtless it would have been entitled *Melancholy Reflections Indulged in After Signing for a Subscription Book*. Now that simpler names are in vogue, I call it *Case of Sarah Bell and Her Subscription Book*; but I have agreed to take the volume and now am indulging in the reflections.

The day, which has been bright, sunshiny and in many respects ideal, has been disheartening in a financial way. The morning mail brought an invitation to a wedding, so far away that I shall not try to attend, but which I can not disregard entirely. The girl is not an intimate friend. She is wealthy herself and is to marry a rich man and does not need any present I can buy any more than an Esquimaux needs an ice cream freezer, but owing to circumstances it certainly will be wisest for me to send the gift. Later several called on me selling tickets and other thin disguises used in place of out-and-out solicitation for money. I am not especially interested in any of the causes represented, yet in two or three cases the callers were acquaintances from whom I could not well refuse to buy; so these added my mite to the funds they are collecting with praiseworthy zeal if not by praiseworthy methods. Finally Sarah Bell arrived with her book and frankly besought me to "help her out" by taking one.

She explained to me that she is wanting to be desperately economical, so that a large share of her husband's earnings may go toward the home recently purchased. Well and good. She is trying to make her own Christmas money, so that this year she will not have to draw on George for anything with which to make holiday presents. Now Sarah Bell is likely to be somewhat extravagant at Christmas time, so I consider this latest idea of hers highly commendable. To carry it out she is going about at this early date holding up her personal friends for from \$2 to \$4 apiece (according to the style of binding). This part of it, perhaps because it affects me adversely, I can not say that I sanction heartily.

Why didn't I show a little "sand" and refuse to take Sarah Bell's book? Dear reader, you are asking that question purely for rhetorical effect. You know as well as I what a situation it would have involved me in to have come out and told her flatly that I did not want the book and had no money to squander. Sarah Bell

would have been all broken up and mortally offended besides. A friendship that has existed between her family and mine for forty years would have been broken off like pie crust. The matter was not presented to me as a cool business proposition that I could take or let alone as I liked; the

seen more than half a dozen subscription books that I would care a rap for, and this of Sarah Bell's is not one of them. I can not give it away, for I am happy to say that there is no human being on earth toward whom I cherish feelings of resentment or malice strong enough that I should care to load off upon him or her such a thing as this book under the travesty of a gift.

I looked over the list of names of the subscribers she had obtained before she came to me. I know them all and know that not one of them wants the book any more than I do. Most of them are in circumstances similar to my own; that is, they will not have to go cold or hungry or barefooted in order to buy Sarah Bell's book, but each one will feel sensibly that she has just that much

wealthy uncle who had a pull with the School Board. But the pedagogy of Sarah Bell was too much even for that opportunist board; she had to be ousted, uncle or no uncle.

Next the old man set her up in the millinery business, and all of us old friends were drafted to buy what one young man facetiously called "the Sarah Bell hats." The uncle was far more chary of his money than he had been of his influence, so her stock was small and not very well selected, either. Words fail me when I try to speak of Sarah Bell's trimming. The atrocities of headgear that issued from that little shop I shall not attempt to describe. Sarah Bell and her aunt and other relatives urged us to buy there, not on the ground that she had what was desirable and becoming—that would have been too absurd—but because our patronage would help her. Like the faithful henchwomen that we were, we bought the hats and, what was more—and worse—we wore them.

How long this could have gone on I do not know, had not George appeared on the scene and married Sarah Bell. Some of the more sentimental of the girls were a little fearful that George was not quite Sarah Bell's equal—in some respects I never saw anyone who was the equal of Sarah Bell—but most of us thought of the hats and were heartily glad to give over Sarah Bell's case into his honest hands.

So after five years of complete respite it seems specially trying to have Sarah Bell come back at us even with so small a thing as a book.

Sarah Bell's husband is a mechanic and leaves home at 7 each morning, carrying his noonday lunch with him. They have no children. By 9 o'clock her work usually is done up spick and span and long hours of leisure are ahead of her. I see no reason why a woman so situated should go on a short allowance of spending money; only she should place her efforts to make money in line with sound industrial principles. Let her manufacture some needed article or take the sale of some line of goods for which there is a real demand or perform some service which somebody wants, instead of forcing a worthless book upon unwilling purchasers.

Sarah Bell is very handy with her needle. If she would do plain sewing, make children's dresses and ladies' shirtwaists and aprons, renew braids on skirts and do other needed repairing, any one of those who subscribed would give her work each year to several times the value of the book. I know at least a dozen busy mothers who would gladly employ her each week to sweep three or four or more rooms, for Sarah Bell is simply lovely with a broom and dusting cloth.

Suggest this to Sarah Bell? Not I. I would rather pay for the book than wound her feelings by proposing that she do anything she would consider as "lowering," as going out to do work in the homes of other women. She would prefer to go on holding up her helpless friends with her book.

Quillo.



Ella M. Rogers

personal element predominated from the start. I knew what was expected of me and I did it. I put down my name for the book. Reader, do not criticise my weakness too severely. There are other Sarah Bells and other books. It may be your turn next.

The book I am to take (half morocco) will come at \$2.50. Sarah Bell told me that this style costs her \$1.50 each, so she will clear \$1 on the volume she has dragooned me into buying, less a few cents freight. Had she come to me and told me she was short of ready money and felt her friends ought to chip in and make up a little fund for her I would have donated a dollar outright far more cheerfully than I subscribed for the book. But giving her the money would smack of downright charity and Sarah Bell's pride never would stand that.

Really I have no possible use for the book. In all my life I never have

less to spend for clothes and little luxuries and benevolences in which she is really interested. One of the subscribers, Kate Douglass, I know is pinching just now on the necessities of life. Even if I did not have, Kate ought to have had stamina enough to refuse to take Sarah Bell's book; but Kate is Sarah Bell's closest friend, so I suppose she felt she could not deny her.

For five years we have all been congratulating ourselves that Sarah Bell had been so nicely taken off our hands. This book affair is not that lady's first attempt to make money, by any means. She has a previous industrial history, so to speak, which I will narrate as briefly as possible.

To start with Sarah Bell tried to teach school. She obtained a good position, not because she had any capability as a teacher, but because she was Sarah Bell, the niece of a

A Good Place to Buy

Flour Sacks

Bean and Potato Bags

New and Second Hand Bags
of All Kinds

Oil Meal, Cotton Seed Meal

Mill Feeds, Cooking Oil

And a full line of

Supplies for the Bake Shop

Including

Ovens and Machinery

Roy Baker :: :: Grand Rapids, Mich.



The Greatest Aid in the Office

from the viewpoint of

Efficiency, Service, Economy

**The Underwood
Standard Typewriter**

"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER CO.

(INCORPORATED)

New York and Everywhere

Business Extension

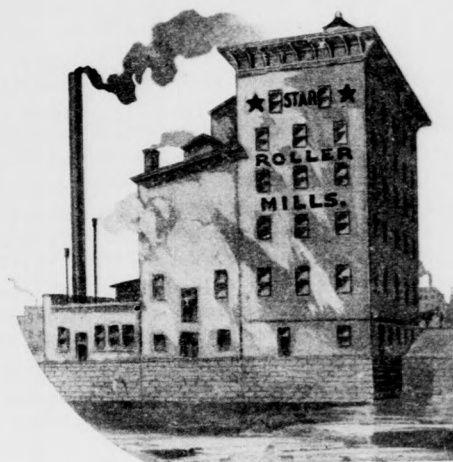
Beginning in 1868 with a capacity of 150 barrels of flour per day, our growth has been steady and sure.

Today our business demands these two high mills, modern in every respect, and having a combined capacity of 1,000 barrels of flour per day.



Crescent Flour owes this splendid record to the high quality that is maintained—a method of business-building that satisfies manufacturer, dealer and consumer.

We will be on the Board of Trade "special" and will be pleased to meet our old friends, and also make the acquaintance of those who have not yet learned from personal experience the satisfaction in selling Crescent Flour.



To those dealers in towns not included in this trip we will be pleased to send complete information concerning our products, quotations and advertising assistance.

A post card will bring what you want.

Voigt Milling Co.

Grand Rapids, Mich.

Manufacturers

CRESCENT FLOUR

NO TRICK ABOUT IT.

Composing a Letter That Will Bring Responses.

I know of one case in which a letter in an envelope carried by a two cent stamp brought six thousand eager responses out of a possible ten thousand prospects and over two thousand of those six thousand became active buyers within a month after the date of the letter.

Another letter, of which I have a rather intimate knowledge, netted \$18,000 in opening orders out of a mailing list of thirty thousand names before a salesman could call on any of them. Both of the letters referred to were sent out by manufacturers to dealers; they are mentioned only to show how productively the letter can be used. Neither is an unusual instance. I could enumerate dozens of other examples to prove the tremendous possibilities of the use of the letter.

But alas! I can only say "dozen" when I refer to the successful use of the letter. When I turn to the waste basket graveyard wherein the vast majority of letters have been buried, killed by abuse, I must perforce count them by the hundreds. Hundreds, did I say? Thousands!

Why Is This?

Will some alienist or psychologist explain why a normal man, who can talk business convincingly, pointedly and forcibly, is metamorphosed into a mouthpiece of senseless generalities, intricate sentences that lead to no conclusion and tottering weak statements, just as soon as he has a pen in his hand?

"Hello there, Smith!" is the verbal greeting of the manufacturer, as he meets a prospective customer on the street. "Say, I want you to come over to our sample rooms and see our new line of stuff. You will just go crazy over it! You will want to buy every style in the house. They are cokers, let me tell you! Come on; it won't take you a half hour."

"Dear Sir—" reads Mr. Smith, as he opens a letter from the same firm. "We desire to extend an invitation to you to visit our establishment and view our advance style creations as produced by our expert designer and which we are exhibiting in our spacious, convenient exposition rooms; for we know—" but Smith reads no farther; he has other things to do besides wading through listless, lifeless, letterless letters.

No Mystery About It.

There is no trick in composing a letter that will bring the exact responses that the writer purposes to get. Assuming an honest, sound, business proposition, all that is needed is a simple, definite, strong presentation of the business in question, backed by a common-sense analysis of how to present it.

I have often heard it contended that letter-salesmanship is handicapped; that it can not attain the results accomplished by personal solicitation. This is not true. If the letter is handicapped it is only by such retarding weight as the writer himself places on it. I am not belittling the salesman by this statement. I am simply giving the letter its proper

status. A properly gotten up letter has no moods nor mannerisms; its appearance is uniformly pleasing; it can be highly enthusiastic and convincing—or conservative and dignified, although none the less convincing; it can be persistent without being offensive; it will show no emotion if it meets a rebuff and is kicked out. Rather an ideal salesman, is it not?

Now, it is not my intention to make a preachment of generalities nor theorize how the letter, to be effective to the maximum, should be handled. At the risk of being called an egotist, I am going to tell how I have used the letter and why I have been successful in its use. I trust those who are abusing the letter and those who have never used it will get something tangible from this discussion that they can apply with the same effectiveness that I have. The fact that my follow-up systems are bringing on an average of about 60 per cent, favorable responses is sufficient justification for quoting my own methods.

A Salesman, Although Mute.

First, let me state, in my capacity as an advertising manager, I am and must be considered a salesman; a triple action, mute salesman, if you please, establishing prestige for the concern employing me—soliciting new accounts—and creating a consumer demand; mute, because all this is done by the written, not spoken, word. The advertising appropriation is my expense account. A much larger one than any other individual salesman requires, to be sure, but where the traveling salesman calls on one merchant, I call on one thousand and I visit them ten times to his once. But, let it be understood, I must produce proportionately larger returns.

The basic essential of an effective follow-up system is, of course, the mailing list. The greatest care and every precaution should be exercised to make a list of actual prospects; to safeguard against dead names. Of the various methods employed in making up these lists I favor using the commercial rating books. Here we can find name, town, state, population, business and financial rating in whatever territory is wanted. I always select two of the highest rated merchants in each town irrespective of population. This latter condition, "irrespective of population," is, by the way, of such importance that an entire article might well be devoted to a discussion of it.

It is wise to make the lists of prospects as large as possible. This reduces the expense in proportion to the results that will be produced. Beginning the Campaign.

Now, remember, I am a salesman and as such I must introduce myself and the house I am representing; figuratively shake hands with the prospective buyer and break the ice, preliminary to my selling talk. Hence, the first piece of literature I send out is a mailing card, somewhat larger than a post card but not so large that it will be broken or torn when handled with the regular mail. This card, which should be made as attractive as possible in coloring and

layout, is simply a "How d'ye do! I'm from Brown, Blank & Biff's. We've got a proposition that will mean more business and more profit. Be sure to read our letters carefully and please don't forget our name."

Any of the many clever card devices with detachable return post cards can be used effectively to cut out from the start the dead names on your list that do not handle your line of merchandise or who are not in business any more. Ask them to

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.

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

WALTER SHANKLAND & CO.

66 N. Ottawa St., Grand Rapids, Mich.

Mich. State Agents for

American Gas Machine Co.

103 Clark Street Albert Lea, Minn.

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.

Traverse City, Mich.

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



IF
one of
your
customers
should
ask you
some day
why

MINUTE GELATINE
(FLAVORED)

is the best, you will want to know. Then bear these points in mind:

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

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

sign and mail the return card, upon which is a pointed enquiry such as: "Do you sell more than two lines of clothing?" or "How many clerks do you employ in your shoe department?" or "Do you control all of the best corset patronage in your locality?" This will bring immediate replies from all of the merchants who do not sell clothing, shoes and corsets. Very few of the ones who do sell the line in question will answer; but you will have simmered your list down to the people to whom you want to talk to before the first letter is sent out.

This Is a Good Point.

I begin to address my list about three months before the active opening of the retailing season and continue to follow-up at periods of about every ten days or three weeks throughout the season. The intervals between the letters is wholly a matter of how quickly or slowly the responses come. I would like to send out my letters every week were it not for the fact that this would endanger the effect of the letters in those instances where the prospect receives a second communication when he has already answered the first. This makes him draw back in his shell and he will ignore all future correspondence.

Before entering upon the discussion of the composition of the letter, an analysis of its form is necessary. The letter, of course, is imitation typewritten. To accomplish its purpose it must be such an excellent imitation that it can not be distinguished from a personally dictated letter.

There is no quicker way to help fill up the yawning waste baskets than to send out missives that fairly yell out to the reader that they are only impersonating; only imitations. The sole object of an imitation typewritten letter is to place the writer and reader in as close personal contact as possible. If a dummy salesman were to be constructed with a wax face and a wooden body, with an internal mechanism that would propel it into a merchant's store and a long distance ventriloquist system that would make it talk, what kind of a reception do you think it would receive? How productive would it be? Well, a letter that purports to interest a business man because of its personality, but that bears every earmark of being an imitation, is a parallel to our dummy salesman.

Use the Best Materials.

Many concerns use splendid letterheads, envelopes and printing for their general business transactions and a cheap grade of stock and indifferent printing for their follow-up work. Rather paradoxical; catering to what they already have, their active customer; and slighting what their prospective accounts. Would they sanction their salesmen's dressing a la mode when calling on old customers and changing to a slovenly garb when soliciting new ones? By all means make your appeal in the best form possible; use only the best materials for your letters. To insure a favorable impression upon the reader eliminate all mannerisms,

all handicaps, so that no negative force must be overcome before the real essence of the letter is reached.

To caution "the man behind the letter" to have the filled-in name and address and appellation an exact match in coloring and spacing with the body of the letter ought to be a needless warning. The deadening effect of mismatching can only be appreciated by the one who mails such a letter and impatiently waits for replies from what he terms "stupid merchants." The moment the reader glances at an ill-matched letter he instinctively assumes an attitude of antagonism that discovery of deception always arouses. Your proposition must be mighty alluring and interesting to offset such a handicap and bring a response to your solicitation.

Make It Look Genuine.

To carry out the illusion of a personally dictated letter, intended only for the individual to whom it is sent, the body of the letter should have all the earmarks of a busy stenographer's work. The right-hand margin should be unevenly indented. Look at the average dictated letter and note how the lines vary. The printer in setting up a letter usually makes the right-hand margin as even as the left side by spacing. This is another letter mannerism that should be avoided. The reader unconsciously feels the same toward a perfectly margined and balanced letter as toward an over-dressed and painfully immaculate salesman. It is impossible to get "close" to them. The personality of each is concealed under a too formal and forbidding dress.

Essential Details.

Among the other things which will make the merchant grow intimate and friendly with a letter are these: misspelling one or two of the simpler words; leaving out the proper spacing between two words in some one place; and having one word blurred as if an erasure had been made. This all helps to carry out the personal idea.

The precautions and suggestions that I have detailed are vitally essential to the success of a letter. If it is perfect in its mechanical form—and by perfect I mean has every earmark of being a dictated letter—the reader will be in a favorable attitude from the very beginning to consider its contents seriously. There will be nothing to take the mind away from the purpose of the letter.

I can not emphasize the importance of thus laying a good foundation for the letter too strongly. The tremendous possibilities of the letter in is soliciting usage, contrasted with the ineffective results that so many indifferently constructed missives produce, makes the letter not unlike the little girl who, when she was good was very, very good, but when she was bad—!!

In a future article I will continue this subject, with reference to the composition of the letter. I will try to explain fully how and what to write in order to interest the merchant, hold his attention and force him to action.—Geo. L. Louis in Advertising and Selling.

FOOTE & JENKS' COLEMAN'S (BRAND)

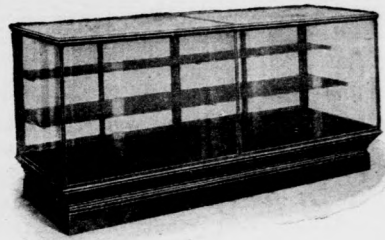
Terpeneless

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.



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.



Extreme Measures Sometimes Necessary To Make Buyers Buy.

This yarn-dope was originally brewed in the grill room of the Phoenix, that loafing place de luxe for the homesick, travel-weary fellows who have come in from adjacent territories to spend Sunday in a hotel which is like unto a rock in a weary land. And, by the way, it takes a desert-bred Oriental to appreciate the full force of that rock-in-a-weary-land idea. The rock is an overhanging ledge in a flat, monotonous ocean of wind-driven, sun-scorched sand, and the ledge marks the location of a gushing spring of clear, cold water. And there the soft-tufted grass and the luxuriant palms shoot up. There is the priceless boon of water and shade and refreshment for man and beast; and the sight of it from afar is heartening to a degree. Well, down in that section where first-class hotels are few and far between, the Phoenix is like a green spot in the desert. If you happen to be within a hundred miles or so of the Phoenix some Saturday afternoon, suppose you run in and verify the truth of my statement.

On a certain Saturday evening, not so very long ago, Bud Clifford and several other fellows, whose names and lines do not form an essential part of this story, were lounging in the grill room of the Phoenix in various attitudes of relaxation, enjoying their cigars and spinning yarns. And this leads me to make a couple of parenthetical remarks. In the first place, you can not spin a yarn very well unless you, or the other fellow, or both, are perfuming the atmosphere with the fragrance of good tobacco. Tobacco smoke of the right sort seems to create, in some occult way, the psychological background of a good story; and, personally, I am rather inclined to the belief that the grading-up of cigars will have, as a collateral result, the effect of improving our subsequent literary effusions. At the present time I am not quite able to enunciate my thesis, but I am gathering data on the subject. For another thing, your yarn-spinner can not spin to the best advantage unless his audience is thoroughly en rapport. But on the occasion to which I refer all these conditions were met.

And I have already said—or did I forget to say it?—that Bud was talking. Some people say Bud's always talking—but that is slander. As a personal friend and an intimate acquaintance I'm here to say that Bud can talk when he wants to and when he wants to he can turn off the fau-

cet of his loquacity. The truth is Bud talks because he is being everlastingly egged on; and the reason people are always egging him on is that they like to hear Bud talk. He always has something to say. He is not like that young Presbyterian preacher who asked an old German parishioner why he did not come to church, and got as a response this illuminating statement: "I don't come to de services, Mr. Andrews, shoost because you neither inderests me nor instruchts me." Bud is always interesting, and generally instructive. And furthermore, he isn't conceited nor assertive in any unpleasant way. And if you knew Bud you'd agree that he is quite the reverse of this.

"It's this way," says Bud, apropos of the secret of selling—the topic under discussion; "it isn't brilliancy so much as it is darn hangin'-on proclivities that gets the business. Now there's Barney & Billings, of Norfolk. You know I used to make that territory before the house transferred me out here—and, say! there are some crack-a-jack towns up that way! I hated to leave my customers up there, but as Kipling would say, that's another story.

"Barney & Billings used to give me a little business—just enough to sort o' tease me; and I couldn't, for the life of me, get them to put in a full line of my goods. And they did an awful bunch of business in the shoe line in Norfolk. Had one of those up-to-the-minute stores, located on the very best corner in the busiest section of the city. And if you have seen that store you know it is a peach; big, ample floor space; swell fixtures, and all done in Mission style, Early English finish; store front and windows built exclusively for a shoe store; departments separated; rich, heavy, two-tone rugs on the floor; illumination probelm worked out to a gnat's heel by one of your scientific illuminating hobbyist — Tungsten lamps with scientifically constructed reflectors, placed just at the right height, and adjusted so as to throw the light on the floor where the shoes are and not on the side walls and ceilings where the shoes are not—Oh! I tell you, that store is a corker! And they've got an advertising boy that's the real goods; and it is a mighty dull old time when Barney & Billings are not stirring things in that old burg.

"But, as I was saying, somehow I didn't seem to be able to pull the business. Naturally our house was prodigiously interested in these live-wire shoe people of Norfolk. And it was the height of my ambition to pull a big order out of them. The last

trip I made in that territory I carried my fall and winter samples. And you ought to have seen that bunch of samples. That's been three years back, but that line of samples would not look out of date right now. They ran pretty. And I tell you right now, when it comes to putting up boys' and girls' shoes—solidly built, all-leather shoes for school wear and hard usage—you can not beat my house. Nothing to it, they've got the goods.

"I did a dandy good business clean down to Norfolk—the best business, by all odds, I had ever done; and I tell you that's going some, for I know that territory and my trade there used to think that I was one of them, although I was born in Ohio. The nearer I got to Norfolk the shakier I got. You know how you feel when you get in the immediate vicinity of a great big customer, and feel as if you'd give about five years of your life if you could make the right sort of an impression and land him for a whaling order. Well, that's the way I felt. I was so eager I could hardly sleep. I used to see visions of Barney & Billings, and wake up in the middle of the night in cold perspiration.

"Well, I at length hit Norfolk and headed, first dash out of the box, for Barney and Billings. I found Barney in his office and got a fairly decent interview, also his promise to come over to the hotel and look at my samples at one-thirty. Billings was up on the James River fishing, but Barney did most of the buying anyhow, so that circumstance did not cut any ice. Promptly at one-thirty Barney came in. I had my samples in ship shape; and I felt like a fellow ought to feel before he enters a real fray—I felt good, and I was hopeful. From one-thirty until three I tussled with Barney, but to save my soul I could not get him to open up his heart and give me a really big, heart-salving order. The same measly bagatelle he'd been giving m for the last two years.

"But I couldn't find it in my heart to let him off; so extracted a promise to let me see him again after dinner. And he was true to his promise. And for two hours that evening we tussled. But Barney somehow could not see it—or, what is probably nearer the truth, I couldn't make him unable not to see it. So I had to go on with a sore heart.

"That was on Tuesday. Wednesday and Thursday I spent in a couple of towns farther on—the last of them two hundred miles from Norfolk. On Thursday night enough time had elapsed to allow me to review the whole thing in a calm vein; and after I had finished my correspondence I sat down in my room and thought it over. And I kept saying to myself, 'Bud, why in thunder didn't you land Barney? Barney knows shoes, and Barney knows that you've got world-beaters of their kind. The rub's with you, Bud, and not with Barney or the wares.' And d'you know what I did? I went down into the hotel lobby and wired Barney to meet me in the sample room of the Hotel at one-thirty Friday. Yes, I

did; and I doubled back two hundred miles just to have it out with Barney once and for all.

"Barney came in ten minutes ahead of time, wondering what the deuce I wanted with him anyhow. When he came in he saw samples everywhere, and I shall never forget the way he opened his eyes. He looked as if he couldn't believe the testimony of his optics.

"Then I went right up to Barney, took him by the lapel of the coat and said, 'D'you know what I have done, Barney? I've come back here, two hundred miles out of my way, to make you see daylight. Now I want to know what is the matter with my line. Either you are laboring under a delusion or I am leading around a mistaken idea. Which is it? I want to know—and I want to know quick. (Barney looked the picture of amazement; evidently he thought I had gone nutty.) Are these shoes what they purport to be, or are they built on sham lines? Now, I propose to find out.' And I drew out my pocket knife, opened it and, seizing a boy's box calf shoe, split the back part of it from the heel strap clean through the counter. Well, to make a long story short, I cut that shoe literally to pieces right before Barney; and I called attention to the bona fide material inside as well as outside. I pointed out the substantial workmanship. And I expatiated on the self-evident goodness of that shoe in a way that I have since marveled at. I guess I was intoxicated with overwhelming passion for business; and I actually felt that I could tear Barney limb from body, like a wild beast, if he didn't give me a sizeable order then and there.

"Selling points, arguments, facts figures and fancies came out of me in a perfect torrent. There was something hypnotic in the intensity of the mood which was upon me. I seemed to lose, for the time being, all sense of outward relations—time, space and the rest of the world with its tragedies and its joys. There was just Barney and me—and the shoes; and my supreme mission in life was to persuade Barney to have the shoes. There must have been something elemental and magnetic in my demeanor; for Barney never tried to evade me, or in any wise interrupt me. He listened with profound interest.

"I have forgotten many of the things I said. Strange to relate, the very white-hot character of the mood seemed to burn out and obliterate subsequent consciousness of it; but I seem to recall dimly that I told Barney he just had to buy. Nothing to it; he owed it to himself. My line was just what he needed. That he was the one man in all that section, ordained of the economies that be, to handel that line. And now, at the cost of time and money, I had come to make him see it. See it he must; and he shouldn't get out of that room alive until he did see it. If he couldn't see it, why? I wanted to know. By every consideration I seemed to be backed by the truth—the whole truth and nothing but the truth. My career as a salesman, my

"Those Good Old Times"

Of the oxteam and stage coach, picturesque and inviting as they appear when viewed in the perspective, one would scarce wish to turn back the hands of time and live the life of that period. Yet the sturdy type of manhood and womanhood which those days produced can hardly be duplicated in any of our modern communities.

The accompanying illustration pictures the float displayed by the Hirth-Krause Company in the Civic

In the factory devoted to the manufacture of ROUGE REX Shoes the most up-to-date equipment is used, thus eliminating waste of time and thereby insuring the highest grade of workmanship at a minimum of expense. In the manufacture of the leather for these shoes, which is carried on in their own tannery, located but a few feet from the factory, those processes are used which have thoroughly tried and proved to produce the highest degree of serviceability; and thus in



Hirth-Krause Co. were awarded first prize on this float for uniqueness

Pageant of Merchants' Week and Homecoming in Grand Rapids, showing an Indian warrior sitting in front of his tepee, which is situated over against the old log shoe shop of Tom Jones, while a live coon clings to the limb of a tree between the tepee and the cabin.

As from this primitive life was evolved the modern social community with its culture and refinement, so from the humble shoe shop of Tom Jones, shoemaker, who made by hand the boots and shoes for the entire neighborhood, has evolved the shoe factory of the present with its output of thousands of pairs daily.

the output of the Rouge Rex shoe factory you find combined the sterling worth of the good old time shoes made by Tom Jones, custom shoemaker, and the results of the thoroughly proven methods of the modern factory.

Your careful consideration of the new spring line is invited when the Rouge Rex man calls, which he will do in the very near future, and if you have not as yet placed this line in stock now is the time to secure the agency. Your mail orders for immediate needs will have attention the day they are received.

Hirth-Krause Co.

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

happiness an individual, my usefulness as a citizen—all this was at stake.

"Sometimes, as I recall the incident, it seems to me that I was, for the time being, not one man but a score of personalities. My nerves were wrought up to a terrible pitch—and you must remember that I hadn't had a really refreshing night's sleep for a week. If there had been just a trifle more of abandon in my attitude, or just a smidgen less of determined aggressiveness, this story would never have been told, for in that event Barney would have turned me down and stalked out in fine dudgeon. But as it chanced, the mixture of method and madness was fortunately proportioned, and Barn yielded. Together we went over the samples once more—and this time it was worth while, for Barney was in a mind to buy. At fifteen minutes past three—I have never forgotten the moment—we finished, and when I footed up the figures on the order book I found that I had a neat order—one of the sort that warms the cockles of your heart and makes you picture yourself the sole owner and operator of an automobile. I had booked an order amounting to \$1,657.50."—Charles L. Garrison in Boot and Shoe Recorder.

The Dissatisfied Clerk.

Young Alexander Jimpson Jopp was working in a hardware shop, and as he wrapped up iron rails, and anvils, bolts and kegs of nails, and knives and screws and pigs of lead, he often to his fellows said: "This labor makes me tired, by jinks! For I was built for higher things. I'm fitted to adorn the bench instead of selling monkey-wrench, and spade and hose and tailor's geese, and evil-smelling axle grease." He loathed the work he had to do, and cursed it till the air was blue. Young Richard Henry James Kerfloop was also working in that shop; he carried anvils all the day, and as he toiled he used to say: "There may be better jobs than this, imparting more of ease and bliss, but I will do my best and strive, to show the boss that I'm alive; I may be built for higher spheres, but I won't wet the shop with tears. If those blamed spheres are hunting me, they'll find me busy as a bee." Young Alexander Jimpson Jopp still sweats around that hardware shop, and carries anchors to and fro, and draws a paltry bunch of dough, while Richard Henry sits in state, wears hard-boiled shirts and pays the freight. Walt Mason.

The Right Way.

William Muldoon, the noted trainer, was talking, apropos of the Jeffries-Johnson fight, of training.

"In training," he said, "the strictest obedience is required. Whenever I think of the theory of training I think of Dash, who, after eighteen years of married life, is one of the best and happiest husbands in the world.

"Dash," I once said to him, "Dash, old man, how do you take married life?"

"According to directions," he replied.

Why Level Roads Lead To the Cemetery.

Since we can not escape these worries, let us confront them—let us dissect and classify them. The pin-pricks of business, like bodily pains, are significant messages, not to be ignored; we shall do well to seek out and examine their causes, so far as we may. Besides, a little introspection will do no harm; by understanding our worries we shall worry the less. Known things are seldom terrible; to the philosopher poison is but a chemical, the tiger is only a cat. Let us make a little science of our troubles, if only to allay them.

At the start we must erase "luck" and "accident" from the vocabulary. Events do not "happen;" they are foreordained—they are caused. An infinite intelligence, weighing the circumstances of yesterday, might have foreseen the phenomena of to-day, for natural law is immutable; the bonds of cause and effect never loosen. Prophecy, indeed, is a mathematical science, in no wise related to mysticism.

We should worry when things go wrong. True, history forever repeats itself, the cause of to-day's error finding similar expression to-morrow. The event itself, having retreated into the past, is beyond correction, but the potential events still embodied in the cause—they are within our reach. Regrets are vain, therefore; but wise anxiety is a hand upon the throttle of the future.

Worries—Productive and Non-Productive.

Why not sort our worries into productive and non-productive ones as we do with factory labor? To be sure, as no-work is truly non-productive, so no worry is without its effect either upon our environment or ourselves. Still, using these terms in their special sense, we may class as productive all worries which arise from fear of the future and result in precautions, in corrective action; while those which originate in present helplessness and indecision, and end in mere dejection or "confusion worse confounded"—these we may call non-productive.

The man of action finds it necessary to reflect. Conscious that the future hinges upon the present, he looks before he leaps, he thinks before he speaks. His worry is not only solicitude; it is a fume arising from his intense thought for the future: it is action still nebulous. To mere disquietude is added the pang of self-control, the ache of muscles restrained. Yet, as the mission of fear is to forestall future suffering by the infliction of lesser pains in the present; as the discomforts of self-restraint are more than offset by the joys of action—which, in being deferred, are enhanced; and as the temporary damming of his activities raises them to higher levels—we need not condole with the productive worrier.

Worrying in a Circle.

But the man whose worries traverse a circle, rather than a straight line ending in decision and deed—whose troubles are expressed only in reactions against his own vitality;



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

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.

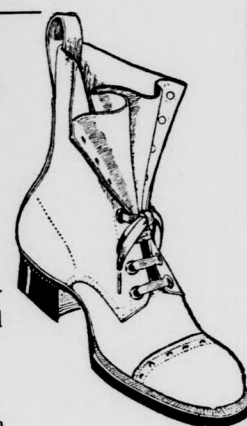
HEROLD-BERTSCH SHOE CO.

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

the man who finds the world a mirror for his own contortions of soul—who, being jaundiced, sees yellow in the landscape; and the man who worries in the sense that a dog "worries" a rat—visiting his own iniquities of temper upon office boy and stenographer—for all these non-productive worriers we have little praise and less pity.

Looking at causes rather than effects—and ignoring those phantom worries born of friction within the man, and not of conflict between the man and his commercial environment—we come to our real subject, which may well be introduced by an anecdote concerning the late Dr. Ruyter, of St. Bartholomew's, in London.

"How do you bear up under this weather?" he asked of Viscount Audsley.

"Never felt better in my life," was the response.

"Then there's something wrong with you," declared the famous surgeon.

Good Causes for Worry.

Many of our pains are signs of health; comfort may be due to coma. If no man resigns, we are over-paying the market; if no friction occurs, we are lax in discipline; if no defects are found, our inspecting is itself defective—for so long as we use the human machine, its flexibility will give birth to inaccuracy. If no accounts prove uncollectible, see whether the credit man has injured the trade good will by a standard too extreme and rigid; if no errors are

found in the ledgers, enquire whether the balances have been "forced."

Natural Friction.

The very nature of modern business organization is responsible for much friction—in this respect showing close harmony with the deepest processes of nature and life. Men and departments are placed in opposition—must be, since they specialize on conflicting functions. The sales manager—eager for volume of business—calls for high quality, wide variety and generous supplies of goods; the factory manager—anxious for low costs—favors large sale, but narrow variety, small stocks and merely average quality; the treasurer—who personifies the conservative element in business—is more eager for quality than quantity of sale, and more anxious for economy than expansion of product. Is it not obvious that, if each man sincerely pursues his ideal, the committee room will sparkle and snap with the friction of their contacts? Are not such conflicts direct expressions of vitality in the business? Indeed, should we not encourage this sort of true friction, that the sight and sound of it may carry to the president's office the information that adjustment is needed?

Aside from all this, we can not afford perfection. Ideal cost-keeping implies a clerk for each laborer; goods that "sell themselves" are being sold too low; if there are no shortages in the stock-rooms, too much is invested in material; a comfortable bank-balance argues a loss of interest or earnings.

If you have no trouble find out what the trouble is!

"Growing-Pains" of Business.

But I presume—I hope—that many of your troubles are but "growing-pains," the stretching of muscle or sinew, the hardening of bone, in the business. If these pangs are absent it must be that you are perfectly adapted to the present—and, therefore, unprepared for the future. There is a close relation between growth and structure; immaturity is plastic, flexible. An expanding business stands with one foot upon the present and one upon the future; it faces neither squarely—its attitude being a compromise. There is this price to pay for advancement—that midway between the old order and the new, you dwell in disorder. Nor is this wholly to be avoided by any care of yours.

For next year's sake reorganize now—introducing novel designs, new methods, new men; widen the factory channels, add to the warehouse. Fresh trade, like a sensitive guest, will not abide unless you are prepared to receive it graciously.

Yet submit with true philosophy to the increase in expense, the decrease in product and sale, the friction and heart-burning of the veterans of the business if these calamities shall visit you. For, to the degree that you placate the future, you tend to antagonize the present.

Endure these "growing-pains" with equanimity. Dream, if you will, of some geni who shall transfer your business to Utopia; but, in your wak-

ing moments, be thankful—if not for your worries—at least for the vitality of which so many of them are symptoms.

Progress is always up-hill; level roads lead to the cemetery.—C. H. Luther in Advertising and Selling.

Not Enough.

He had been camping for two weeks. He was a man who knew how things went, and as soon as he returned home he prepared for the inevitable. He wrote out and posted up the following:

"Yes, been camping.

"Yes, slept on spruce boughs.

"Yes, cured my catarrh.

"Did our old stove smoke? It did.

"Did our shanty leak? Yes, like blazes.

"Was everything mussed up? You bet.

"Catch any fish? Not a blamed one.

"Gain any weight? Not an ounce.

"Kill any game? Nothing but skeeters.

"Will I recommend camping out? I do."

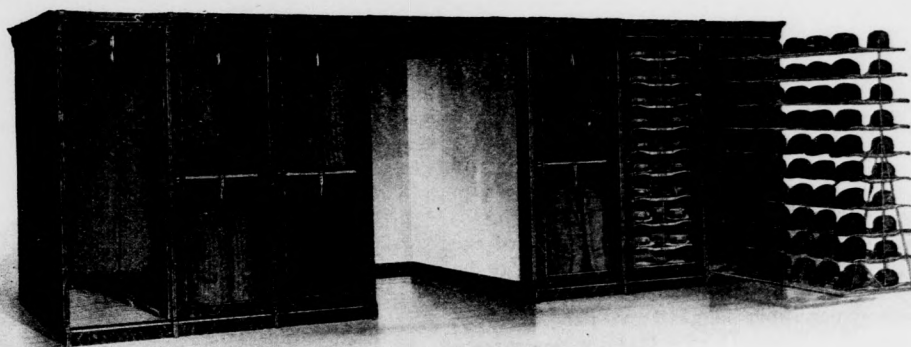
The returned camper thought the ground had been well covered, and he smiled and pointed to the notice as Jones came in. Jones stepped forward and read and then turned and said:

"Yes, I see; but I called this morning to ask you what you thought of Roosevelt entering politics after pledging himself to stand neutral? As for your old camping business, go to Texas with it!"

Customers

Patronize the attractive store. Fine Fixtures make a store attractive. Your Clothing or Ladies' Suit Department will be improved 100 per cent. through installing cabinets.

Consult with
our experts



All designing
service is free

Illustrates a Row of Clothing and Hat Cabinets

You can make your department compare favorably with the metropolitan stores at a reasonable cost and make it no object for your customers to go to the large cities to do their shopping.

The Ladies' Suit Department we recently installed in Circassian walnut for L. H. Field & Co., Jackson, Mich., is being talked about all over the country.

Ask for cabinet catalogue "T"—show case catalogue "M."

The Welch Manufacturing Co.

::

Main Office and Factories, Grand Rapids, Mich.

HE MADE GOOD.

Story of a Poor Boy Who Achieved Success.

Written for the Tradesman.

There never was a better time for the advancement of the young man than at the present day. I am led to say this from a remark let drop by a farmer's son who was bemoaning the lack of opportunities for advancement.

"Why, in my dad's time it was no trick at all for a fellow with any brains to get to the front. Fortunes were made in a hurry in those days. Dad made and lost two and died poor at last; all by mismanagement, of course."

"And yet the making of the two fortunes you speak of was not mismanagement. Why did he fail at the last, leaving you to fight your own battle in life?"

"Got easy in his old age, I suppose, and let the sharks beat him. I do not pretend to explain it. All I know is that he died poor and now I am only a mossback, drifting on the tide; no chance to corner anything; the trusts and railway sharks have everything in their own hands."

"In that case what do you propose to do?"

I looked over the magnificent proportions of the speaker, noted his breadth of shoulder, his fairly intellectual brow and, knowing he had lately been graduated with honors from a college for young men, wondered at his rank pessimism.

"Propose nothing," he growled impatiently. "It's as I tell you, an uphill job for a young fellow to make good these days of graft and big firms—trusts, they call them. Small fry are all eaten by the big fish."

"And do you believe that?"

"I don't have to believe it; I know it."

Oh, the wisdom of this man fresh from academic halls! He knew nothing of the truths of business history, nothing of the struggles and privations of the pioneer producers of the big fortunes which he talked about so flippantly. I had in mind a man, a gentleman of gentlemen, true nobleman of nature, now at the full tide of a magnificent prosperity, who came up from the depths, winning magnificently from a much harder world than the boy and man of today knows aught about.

Harvey Singleton came of a very ordinary percentage. His people were English immigrants, very poor, unambitious, humble subjects of a monarchy. They came to America to better their condition, having a large family, with no prospects in their native land.

The wild lands of Michigan appealed to them. Thither they came, located a quarter section of hardwood land and began clearing, building a log house in the woods.

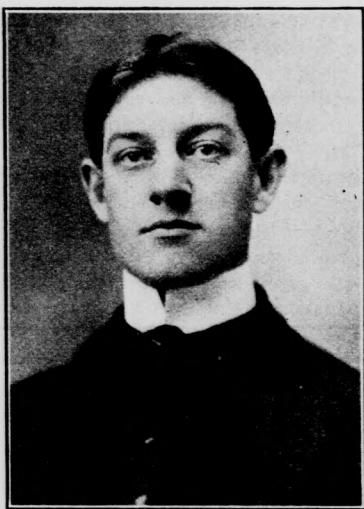
In this home Harvey was reared. No school or church lent their aid to his advancement. From childhood he was compelled to work. He chorled at neighboring logging shanties; learned only the rude slang of the woods and grew to manhood unschooled and untaught in any mental school.

There were latent fires burning in the soul of this young Englishman, however, that his untoward surroundings could not extinguish.

The tall forest pines became his study, the great woods his school and he learned his lesson well. He grew to manhood without ever seeing the inside of a schoolroom. Thus handicapped he went out into the world to wrest from the hardness of its soil and its souls a competence. Towering far above poor Harvey was his brother, Robert, who was a natural wit, every way superior to the younger Singleton in both intellect and personal appearance.

Harvey was awkward in his movements, bashful in the presence of girls, somewhat uncouth in his physical form, the last person on earth to be taken for a successful pusher on the chess-board of life.

Robert often geyed his brother on his awkwardness, made sport of his efforts at correct enunciation of the language and made Harvey's youthful days days of unrest and annoyance. While Robert was a natty chap



J. M. Merrill

among the women, a beau ideal at many a backwoods dance, Harvey was a veritable wallflower, who sat under the tall dips in awkward silence watching the dancers.

Despite his want of education and his gross awkwardness the youth pushed himself valiently into the social swim, made advances toward the buxom backwoods lassies only to be snubbed on every occasion and unmercifully laughed at. This did not discourage him. Harvey possessed a dogged perseverance that was destined to win for him in the end a lasting victory.

His brother, Robert, won from him the girl he loved, married her and took her away to his big lumber job in the Upper Peninsula.

This was a sore blow to the younger brother and it is doubtful if he ever quite forgave this breach of brotherly affection. At the time Robert was far the likelier man of the two. He had gained considerable eminence in the business world, was a jobber of note, with a promise of early advancement, while Harvey was yet delving as a paid hand in the woods.

Everybody had a good word for the elder. He would make his mark

all right; he would soon be known as one of Michigan's leading lumberman. This was certainly the opinion of nine out of ten of observing persons. The tenth man shook his head with a wise look, saying: "Don't you fool yourself. Rob is a downright good fellow; he is brilliant in some ways, but is unstable; he'll never make anything above a mere jobber. Harvey now—"

"Oh, Harvey!"

To mention Harvey was to provoke a laugh.

"Yes, Harvey," persisted the tenth man, who in parenthesis I will say became in after years one of the richest of the pine barons of the Northwest—"Harvey is the man with a head; he will make his mark. If Harvey Singleton lives he will one day make you fellows look sick."

"But, Lord! Harvey hasn't any education—can't even write his name; he doesn't even believe the world is round; he's worse than a common mossback!"

"All right; just wait and see."

The tenth man knew Harvey, had tramped the woods with him looking and estimating timber more than once. The man who praised Harvey knew him better than did all the superficial observers. Besides he was teaching the poor English boy to read and write. Although he was not quick to learn Harvey mastered after a time the rudiments and became a fair scholar.

From the shanty Harvey went into a backwoods store. The boy had two hobbies. His natural bent was toward a business career. He thought strongly of becoming a merchant. There was for him a certain fascination about the work that appealed to him. He clerked for a year, at the end of which time he had a disagreement with his employer and quit to again enter the woods.

Harvey was an awkward, not over strong youth, yet his courage was never doubted. His grit was put to the test on one occasion that proved his manhood in a manner to satisfy his most unfriendly critics. He was waiting on a young lady customer, very much embarrassed meantime, when a big hulking lumberjack rolled into the store, filled to the brim with fighting whisky.

Seeing the girl, knowing and despising awkward Harvey, the lumberjack made advances toward the customer, attempting to kiss her.

The girl screamed and ran. Harvey pushed her around the end of the counter, placing himself before the big woods bully.

"My, I thought little Harvey would be killed sure," said Miss Howard in telling the incident to her friends afterward. "But he wasn't hurt a bit. He went at that big hulk like a streak of lightning. How he did it I do not know, but he had the big, impudent creature down and was dragging him out through the door before I could scream twice—and the fellow never came back."

After that Harvey was not molested by the toughs.

At parties Harvey was often the butt of much good-natured fun. On one occasion he beamed a girl much

older than himself; in fact, she had been among the "has beens" for some time. During the evening she poked fun at her partner behind his back, much to the amusement of the rest of the company. She thought Harvey did not know this, but he was careful never to be seen again in her company at a party.

The young Englishman's judgment where standing pine was concerned became known and he was soon in demand as an estimator. He followed the occupation of a cruiser for several years. During the time he found his opportunity. While receiving but a nominal sum for this work Harvey managed to save enough from his earnings to purchase now and then small stumpages of pine. These he afterward turned into cash, enlarging his purchases from time to time until he found himself quite an extensive landholder.

It is not necessary to follow out awkward English boy through all the ins and outs of his business career. Suffice it to say that he is now one of the solid citizens of the Pacific coast, married, with an interesting family of boys and girls, in the full enjoyment of a well earned competence. He is rated among the millionaires of the Great Northwest, has a fine city home and is a liberal, conscientious, refined gentleman. His early awkwardness has been brushed entirely off by long contact with the business world.

This true story of one poor boy who made good I told to my complaining young friend. What impression it made I do not know. The young man went away whistling as if to drown whatever good thought may have come into his mind.

Old Timer.

No Charge.

"Oh, yes; every man in a ball team has his admirers," replied a catcher, "and, of course, I have mine. Sometimes the trouble is that they admire too much. For instance, in a certain Western city, last season, I was approached by a middle-aged man who looked like a farmer and who had a serious look on his face as he said:

"Sir, I want you to do me a great service, and I am willing to pay for it."

"What is it?" I asked, as I tried to size him up.

"I've got a neighbor who has just been elected to the Legislature."

"Yes, but I can't elect you."

"I don't want you to; I want something better."

"Well?"

"After the game and before the crowd gets away I want you to shake hands with me in sight of all."

"For why?"

"To do me the greatest honor that can come to a living man, and to make that neighbor of mine hunt a small knothole and creep into it."

"I saw that he was very much in earnest," said the catcher, "and I gave him the shake he asked for, and I didn't take the \$10 bill he tried to press into my hand. That's my way, you see—if I can make anybody great without too much trouble or delaying the game I'm right on hand to do it."



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.

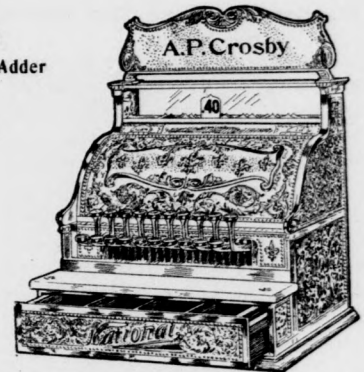
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

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

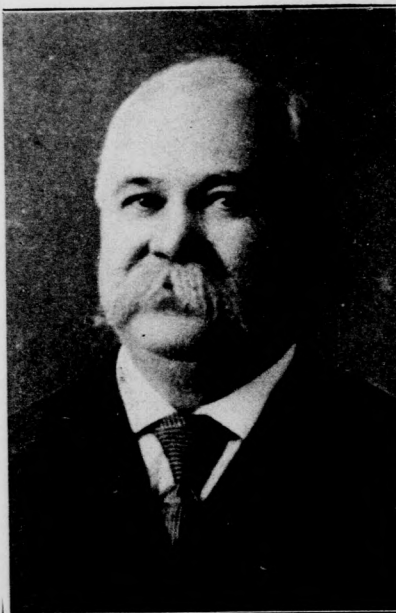
FRUITFUL OF RESULTS.

D. W. Kendall's First Trip Across the Water.

Written for the Tradesman.

An exposition was given in Paris during the early eighties in the last century. It was open to the world and all the nations of the earth contributed their products in some measure to the enterprise. The great Eiffel Tower was among the architectural attractions of the exposition. A newspaper publisher of Detroit determined to send one hundred representatives of the industries of the United States to the exposition, assuming the entire expense of the trip. A tour of England, Holland, Belgium and a part of France was included in the itinerary. The men chosen for the expedition were skilled in their occupations and were selected by representatives of the publisher stationed in various parts of the United States. "Tom" Hunt was stationed in Grand Rapids at that period and D. W. Kendall, having acquired but a small part of the handsome fortune he left at his death, came to the writer and asked his aid in getting a place in the delegation as a representative of the furniture trade. Mr. Kendall was introduced to Mr. Hunt and the latter was so pleased with him that he promptly recommended him to the publisher. A letter from the latter informed Messrs. Hunt and Kendall that a cabinetmaker named Radcliffe, who resided in a little town in Ohio, had been selected to represent the furniture trade when it was decided that

Mr. Kendall should make an application for a place in the delegation as a designer. Mr. Kendall visited the publisher in Detroit and secured an appointment for himself and also for Capt. Wilder, at that period em-



Arthur S. White

ployed by the Phoenix Furniture Co. as photographer, for the exposition. In making his selection the publisher insisted upon one very important requirement—the ability of the men appointed to write a letter giving their observations and experiences on the tour and in Paris, es-

pecially in regard to the industry with which they were connected.

The delegation sailed from New York in midsummer and Mr. Kendall, not having had previous experience at sea, presumed that the weather would be warm on the ocean, so did not provide himself with an overcoat and the steamer rug generally used by travelers across the seas. He suffered a great deal of discomfort on account of the coldness of the weather.

Mr. Kendall always carried a small sketch book and a number of pencils on his person, and from the moment of his departure his hand and brain were busily employed over its pages. He sketched industriously on the journey through England, Holland and Belgium and when he arrived in France he had filled many pages. One day while attending the exposition and busily working his pencils upon the pages of his little book he was arrested by a gendarme and marched to a place of detention. He was informed that he had violated a law of France, which prohibited sketching. The American Consul General was summoned. When the character of the offender and the purpose of his sojourn in the republic had been explained he was released, but the greatly prized sketch book is still preserved in the criminal museum of Paris. Mr. Kendall's excellent memory retained many of the scenes he had sketched and when he returned he designed and brought out for the Phoenix Furniture Co. an original and sensational line of fancy furni-

ture that caused the trade to sit down and marvel over the achievement. Panels were ornamented with Dutch windmills, quaint sailing vessels and views on canals and marshes so skillfully applied as to proclaim the designer a genius. Mr. Kendall's letter to the public was one of the best of the series.

Arthur S. White.

An Inventor for Humanity.

A. D. McWhorter, master mechanic of Memphis, Tenn., the inventor of the McWhorter automatic trolley car fender, which has come through an exhaustive test with flying colors, refuses to take out a patent, declaring that the work belongs to humanity and not to himself. The city of Memphis has decided to have the fender patented, however, in order to prevent unscrupulous persons from grabbing off the invention, patenting it, and then making humanity pay big royalties. The city, however, will not sell the patent, nor any right to manufacture the fenders under it, except for the use of the person or corporation making them. The McWhorter fender has been put on 400 cars in New York and elsewhere and proved satisfactory. Anybody that is eight inches above the rails and that weighs five pounds will trip an automatic rod under the platform, lowering an inclined platform to within an inch of the street that gently picks up the loose object. Animals as small as cats, dogs, and sometimes even fowls, have been rescued. The apparatus is almost invisible when not in use.

We Invite Dry Goods and General Store Merchants

To look over our stock for Fall trade and compare values

We believe it will be of mutual benefit

Never Before Have We Shown

As Complete an Assortment of

Dress Goods, Outing Flannels, Prints, Gingham, Blankets, Comfortables, Towels, Underwear, Sweater Coats, Suspenders, Neckwear, Gloves, Mittens, Trousers, Overalls, Covert, Kersey and Sheeplined Coats, Lumbermen's Socks, Hosiery, Laces, Embroideries, Ribbons, Corsets, Ladies' Neckwear, Lace Curtains, Portiers, Couch Covers, Knitting Yarns and Staple Notions.

If unable to pay us a personal visit we will be pleased to have one of our salesmen call with sample lines upon receipt of a request to do so.

We Are Exclusively
Wholesale

Grand Rapids Dry Goods Company

Why the Salesman Must Increase His Sales.

In building a good house they usually start with a good strong, substantial foundation. The top is reached at last. From the cellar up the building goes on, one brick and stone at a time carefully laid and securely fastened to stay.

So with your success in selling, look your foundation over. Your health, appearance, character of self and firm, your selling talk, credits, delivery, etc. Your foundation O. K., look around for material to build with.

Customers that stick to you.

New customers, new accounts.

So many salesmen travel in a rut. They never go out among prospects. They pass them by. They plod along among the old accounts. The old accounts are valuable, of course, but successful selling means spreading out, taking on new business, opening new accounts, adding new goods to the line.

You have simply got to call on every person or firm in your territory who buys competitor's goods of the same character as those you carry. The material you need is there. New accounts; spread out; line up the prospects and canvass them thoroughly.

Make up your mind to keep on the go from the time you leave the office until you return or quit for the day.

Have no time to spend.

Plugging is tiresome work and keeping everlastingly at it is tedious until you see what it brings you.

When you see what it brings you in selling success, however, it will be impossible to hold you down.

Get into condition every morning.

Be watchful of your personal appearance and the character of self and firm you represent. Be frank and truthful. Know your line. Interest those who give you an audience. Do not stuff nor write "phony" orders. Be aggressive and show confidence in your line and what you say. Study your argument and see that the customer agrees. Hustle for new business.

Use style suggestions in your selling argument, whether expressed in words, by the confident look of intelligence or the knowledge displayed in the selection of the merchandise you offer the buyer. When you have the facts at your command a cataract of words is not needed to convince a man that he is wrong. It is the strong man dominating the weak.

Meet the objections of the buyer with the exact information that will turn them to your account, and when he sees that you are an authority he will quickly come over to your way of thinking. It is a well known fact that the great majority of prospective buyers have but a hazy idea of what they really want and it requires but a strong-minded salesman, who has studied his subject thoroughly, to sell them.

To do this means successful sales for you. Henry Baxton.

No parent is doing his duty by his children who leaves a child without duties.

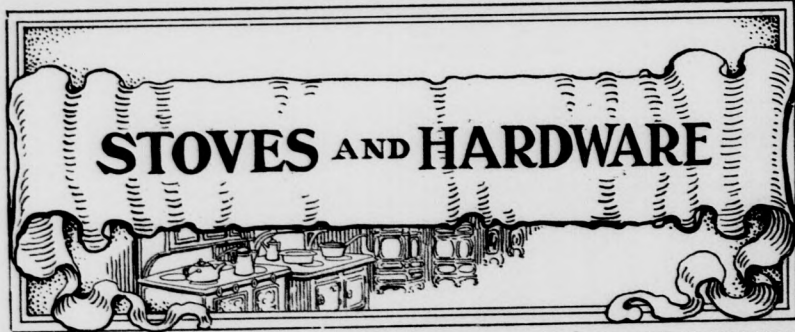


THE above represents a cut of our new building now in the process of construction, located at the corner of Commerce and Island streets. This building will be 100 x 135, seven stories and basement high, of reinforced concrete and steel construction and when finished will be one of the finest millinery buildings in the country.

We have been in our present location, 20-26 No. Division street, for 20 years. Our rapidly increasing business has driven us to larger quarters. The loyal patronage of our many customers has made this possible.

Corl, Knott & Co., Ltd.

No. Division St. :: Grand Rapids, Mich.



Little Things Which Hurt in Trade.

Nothing will be gained by trying to hide our heads, ostrich-like, under a mass of small criticisms and minor corrections. It matters not on which scale business is transacted, there must be a corresponding amount of brains to evenly balance any deal. It is useless to deal with business platitudes, for they have a way of creeping in as regularly and frequently as the doxology at church.

Some men make many failures, yet for some unaccountable reason they are wholly unable to realize the cause, and never seem to comprehend that, after all, it is the small things in business which are of paramount importance. Perhaps if a few men knew how they had made enemies in trade with their patrons they would be truly astonished.

Man Likes Courtesy and he demands it; he will take so much abuse, no more, and there are business men who raise the dust of

abuse whenever an opportunity presents itself.

"I hate that old grouch," exclaimed a man of 30 years; "he made me mad when I was a boy and nothing would ever induce me to go there again, and," reflecting, "that has been a great many years ago, you see. It was this way: I went into his store and he was busy at his desk. Instead of giving me the proper attention I had to await his convenience. Boylike, I wandered from one article to another, wiping my fingers over the counters and dusty boxes. Presently he turned and remarked to me, 'See that you steal nothing while I am busy!' I was furious and from that day to this I never purchased a cent's worth of anything from him."

Children as patrons may amount to very little in childhood, but those children grow to manhood and womanhood, and we who have passed our youth can readily appreciate, or at least we should, the impressionable mind of children. Those children will be real patrons some day.

Business Ladder Is Erratic in Its Construction,

but it need not be, for even a young business man has every opportunity these days to ascend from the lowest to the uppermost rung by proper consecutive stages and not wholly by technical ways, either.

"Hustle while you wait" is an easy-going theory, but it is not everything. There is something deeper, truer and surer in business—the man behind his own business throne. It matters not what business a man has, he must be the hub to the business wheel and his spokes, or clerks, must be the best.

The man of affable manners can draw more trade than the taciturn fellow who greets every patron with a bulldog visage. How gladly we all return to the store where there is something genial, welcome and uplifting in the business atmosphere; how we dread to even buy a bolt from a sour-faced clerk:

True, business is hard to get, my friend. As each of you will say, But stick to the right, Work with your might, And you'll get it somehow, someday.

We feel sorry for the man who keeps in his mind a set of theories embracing business as "chance," "luck," "good fortune," etc. He specializes on isolated ideas to his eternal destruction.

Clerk Is Power for Good or Bad.

Next to the fountain head of the business, the owner or owners, comes the co-workers, and the small dealer too often overlooks the importance of his clerk. It matters not who the

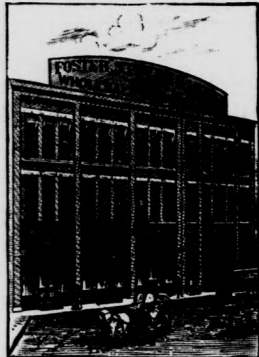
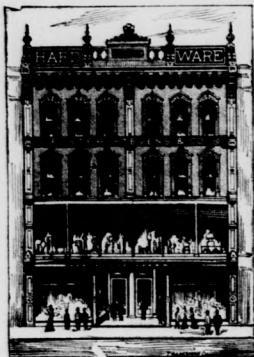
clerk is, he is a power for good or bad in a store. The lackadaisical fellow who has not his interests at stake will make a poor clerk, and a really good clerk, one truly proficient, will fail without a certain amount of encouragement from his manager.

Deserved praise is too often withheld, yet it is a wonderful incentive to a young man in the working world. A man's finer feelings become stagnant in the unwholesome atmosphere of total indifference to his best efforts. We are all very much like children when it comes down to our best work. We know the value of our services, but often a few kind words would mean far more.

The writer never met with but one rebuff in a store. I was calling on a trade in St. Louis in the interest of a large publishing house. Our firm created a business for this firm which amounted to many thousand of dollars. I was sent out to see one of the head men about the business and received such a chilly reception at the hands of a woman clerk that I immediately reported her and she was dismissed right in my presence. I have never been able to forgive myself for it, but I dare say it taught her to be courteous to future trade.

Courteous Treatment.

So necessary is this that every firm of any importance sees to it that kind attention comes first. If so, why should not the smaller stores adopt the same plan? Much we hear of the store which is almost godlike in its cleanliness and, true, it does ap-



We will be represented on the

Trade Extension Excursion

And shall look forward with pleasure to meeting you
in your own place of business

FOSTER-STEVENS
& CO. MONROE
ST.

peal to the aesthetic taste of man or woman, but a store as spotless as the renowned "Spotless Town" can not exist on its orderly shelves, neat showcases and clean floors if business transactions are not gilt-edged.

I have observed business men rush up to a wealthy patron and exchange cordial greetings and sell that person a small article, while a poor woman or farmer, there to make a large purchase, waited and waited almost in vain for attention.

Recently a busy man sent his little daughter to a hardware store for a small piece of chicken wire. The dealer said, "Why did you not come in the daytime for this? I can not get at it at night to cut it." The little girl backed out of the store and ran home. She was afraid of the man, because his remark was ugly and cross.

A few days after this the man saw her and said: "Why did you not stay for that wire?" Those who heard him laughed at the child's answer, for she tossed back her long braid of hair and exclaimed: "You go to thunder. You are too cross to sell anything."

Older persons have the tact not to say such things, but they have the inward conviction that such expressions voice their own sentiments.

Do Unto Others, Etc

It is not always possible to have the Sunny Jim smile on one's countenance, but there is something called veneered enthusiasm which must be in every store. It is not deceit, trickery or cunning, but that good old carrying out of "Do unto others as you would be done by."

There is a man who, a few years ago, had a thriving business. To-day he has no business to speak of. His store is one of the best equipped in his territory, but so far as men are concerned it may as well be a dragon's nest. He has a way of talking about his customers. Seemingly he is ignorant of this self-destruction in his business, yet it is the monster that has eaten right into the heart of his trades, and, also, it has hurt him tremendously as a man.

That business will die just as surely as it began and he has only himself to blame. Such violation as that against persons in a small community can not exist long without a tremendous reaction. A still tongue at times is a wise thing in the business realm. —W. H. Bye in Iron Age-Hardware.

How To Make a Paint Department Pay.

To me the business card of a hardware store never seems complete unless it has following that word, "hardware," the old familiar names, paints, oils, etc. Perhaps I spent five years as a clerk in a hardware store where they handled paints and where they made a success of their paint department. There surely is no particular line of business in which a paint department fits so well. For the paint department to be a real success it is necessary for the proprietor or manager of the store to consider it more than simply an unimportant side line, which can be banished into some dark corner in an out-of-the-way place and only given casual attention. If you

are going to have a paint department have a real department and see that some one individual is responsible for it and has the opportunity to give it attention, study its needs and develop it as it can be developed.

The Very Best Quality.

If you have not a paint department in your store now, or if you have an unsuccessful or indifferent paint department, it is high time for you to think the situation over pretty seriously. The first consideration for a success in this particular line is to see that the quality of the goods that you handle is right. Do not make price the first consideration, but decide above all to have the very best quality that you can buy, and this decision will help you start your department on the right basis. You will find that the largest and strongest manufacturers in the country are the concerns that are manufacturing the best paints, and while they may charge you a little bit more for their products, the fact that they have grown and developed to the size that they are, proves their theory of putting forward quality first is the right one to work on. When you sell a good product to a customer it means that it is going to give him satisfaction and he will come back to you again and again for further purchases of the same goods.

The Merchant Responsible.

In asking your customers for a good fair market price, perhaps higher than that which they would have to pay for cheaper goods, you may at first run up against more or less objection, but after the purchase has been made and the goods have given satisfaction, they will soon forget about the price. On the other hand, if you sell them a cheaper grade at a lower price and the goods do not turn out well, you will probably never hear the end of it, and, in fact, you may lose a good customer for many other lines of goods simply through his disappointment on his paint purchase. You must remember that the customer usually holds the dealer, from whom he buys, more largely responsible for the satisfaction or dissatisfaction the goods give him than he does the manufacturer. He usually knows you personally, and he looks to you for protection. He expects you to use your good judgment and experience in buying your stock, so that he will be properly taken care of.

Fair Margin for Good Products.

If you are already handling a line of paint and varnish products that are not up to the highest standard, make plans at once to clear out the line and replace it as soon as you can with the best that you can find on the market. If your stock is the best be sure that you fix your retail price so as to allow yourself a fair margin. There is absolutely no reason for selling good prepared paint at too close a price. You are entitled to a fair profit on this line as well as on any other. In retailing a good paint at practically cost, you simply bring it in to unfair competition with lower grades, as the customers infer because it is about the same price it is about the same quality. Ask a



Clark-Weaver Company

The Only Exclusive

Wholesale Hardware

House in Western Michigan

32-46 S. Ionia Street

Grand Rapids, Mich.

price to allow you the fair margin of profit to which you are entitled and then go out after business vigorously and you will have no reason to regret your policy.

Investigate for Yourself.

In selecting your stock, besides assuring yourself that the quality is right, also investigate to see if the line is well known. See that it is well advertised, as you might just as well have a product that is easy to sell as one that is difficult to sell on account of its lack of reputation. Do not take the salesman's word for this, but get in touch with other merchants in other towns who are handling the line that you are interested in and get a frank expression from them as to its quality value and as to its salability.

Study Advertisers' Ideas.

There is undoubtedly a great advantage in handling a nationally advertised line, particularly when you are able to obtain the local agency. By carrying on aggressive advertising yourself you are able to tie your store up to the national advertising of the manufacturer, and in that way to reap a large benefit in the way of easy sales. Never, however, get the idea into your head that in handling the nationally advertised brand of paint it is going to be an easy matter for you to get business without going after it. Any big success can only be made by the active co-operation of yourself and the manufacturer, and you will usually find that the manufacturer is willing and able to give you the greatest assistance. Study his plans for developing business and you will find that he will have a great many good ideas to offer you, and if you will work with him you can surely get the lion's share of the paint and varnish sales in your town.

Worth a Good Place.

Once you have decided to have a paint department, be sure and give it proper prominence in your store. Do not shove it away into a corner, but clear a space in your shelving well up to the front and allow sufficient room to take in the stock that you are carrying. The high grade prepared paints and the various shelf lines of paint and varnish specialties that go with them as put up by the leading manufacturers to-day present a very attractive stock, and there is no need to have them hidden away in the back of your store. Of course, you can carry on successfully a paint department and not have your paint stock very much in evidence, but you can be more successful if you give it a fair show and get it up to the front where people can see it and where it will attract their attention.

Make a Big Show.

I know a good many hardware stores where they handle paints, or are supposed to handle them, but you could not discover it without the aid of a detective. These hardwaremen ought to either make up their minds to get into the paint business seriously, or else cut it out altogether. Put up the show cards, panel racks and various display cards that are furnished you by the manufacturer

in places where they are easily accessible to the possible customer, and during the painting season in the early fall and in the spring trim an attractive paint window every two or three weeks.

Practical Knowledge.

Then be sure to have some one responsible for the paint department. This does not mean that your paint man necessarily has to devote all his time to it, and that nobody else should give it any attention, but have some one individual responsible for the keeping of the stock, and put it up to him to become your paint expert. Let him study the whole business of painting and decorating, so that he will be in a position to give reliable information to your customers, and to advise them and help them in their painting and varnishing problems.

Personal Solicitation.

When you have your stock all lined up properly get out after business. If you do newspaper advertising give a fair share of your space to your paint stock at the right season. Get your paint man to make a little trip around town when the business is a little slack and make up a list of the houses that need painting. A few personal interviews with the owners will bring in a great deal of business. You can not stand behind the counter and get all the paint business that you should get, and your paint man can book some very nice paint orders if he will only get out and hustle a little bit in the spring and fall.

The Wife's Trade.

Then make your store an attractive paint shop where the housewife can come and buy her varnish stain, her family paint, her floor paint, her aluminum paint, stovepipe enamel or a dozen and one other little paint specialties that are very profitable to the dealer, and in the total go to make up a very nice year's business. A little of your newspaper advertising devoted to the fact that you make a specialty in taking care of the housewife's paint and varnish needs will help along and the right kind of a reception when she comes will clinch the business.

Remember Three Things.

Watch your paint stock closely. See that your stock is kept up well, so that when your customers want paint they can have paint and all the paint that they want, and the kind of paint they want. To make a paint department a success you usually have to keep in mind three principles:

Quality in the product you handle. Aggressive advertising to let the people know that you are in the paint business.

Good service when they come to buy.

The amount of painting done in any community depends a good deal on the aggressiveness of the merchants who handle paint, and you will find that if you live up to the three principles suggested the paint department within a year or so will certainly not be the least profitable part of your business.—L. R. G. in Iron Age-Hardware.

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

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

The Best Work Shoes Bear

The Mayer Trade Mark

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

"YOU CAN GET IT ALL HERE AND AT THE RIGHT PRICE"

COMPLETE
LINE

HOLIDAY GOODS

EVERYTHING
FROM A TO Z

AFTER months of preparation we are pleased to announce that our New Line of Holiday Novelties is ready for inspection.



Our DAYLIGHT SAMPLE ROOM (3,000 Square Feet) is filled completely with New and Saleable Articles—gathered from all parts of the globe.

The Most Unique and Varied Assortment We Have Ever Shown

Our Assortment comprises everything desirable in HOLIDAY MERCHANDISE adapted to the Drug, Stationery and Bazaar Trade

Nothing like it to be seen anywhere else in Michigan. Not merely a collection of samples but samples of goods actually in stock.

Our travelers are still out with a representative line, but all who can should visit our Sample Room and see the complete line. A liberal Expense Allowance will be credited on your Holiday Purchases when you visit our Sales Room.

LOW PRICES :: PROMPT SHIPMENT :: LIBERAL TERMS

Fred Brundage Drug Company

32 and 34 Western Ave.
MUSKEGON :: MICH

LOCAL CHURCH BUILDERS.

Some of the Monuments They Left Behind.

Written for the Tradesman.

It has been said that the record of the lives of men in this world live after them. Such records are, in many instances, preserved by monuments viewed by thousands every day. The Division Street Methodist church building is recognized as a monument, perpetuating the memory of a devoted, energetic and courageous pastor, Rev. A. J. Eldred, who served this church faithfully and ably forty-five years ago. St. Mark's church expresses the architectural skill of P. R. L. Peirce and the business ability of its young rector, Francis H. Cummings. It has served the purposes of the parishioners sixty years. In the residence districts may be seen many fine old houses that serve to exemplify the architectural taste and liberality of the builders. On Washington street, in the rear of the Public Museum, the old home of Timothy W. White, furnished an illustration. Another that serves the same purpose is the former home of the late M. V. Aldrich, on College avenue, at Cherry street. The list might be continued at great length, but that is not the desire of the writer. Churches, especially those erected by Roman Catholics or Episcopalians, are rarely sold for use for secular purposes, and it is probable that St. Mark's and St. Andrew's will remain on the grounds they now cover for many years to come.

William Hovey, the Chairman of the Building Committee of the Fountain Street Baptist church, in the years when the stately edifice occupied by that society was under construction, was more than well qualified to fill the position for which he had been chosen. An architect by profession, a builder of long experience, an excellent judge of materials and an enthusiast in carrying on the work in his hands, he devoted every moment that could be and many that should not have been, to his duty to the church. He was always the first to arrive on the ground in the morning and the last to leave it at night when work on the edifice was in progress. He designed the seats and the church furniture and John Mowatt built it. He personally inspected every part of the wide expanse of roof and the perilous heights of the tower, and no detail in the erection of the structure escaped his scrutiny. When money was slow in coming to the treasury he drew on his private bank account and kept the workmen busy, and when the structure was completed and ready for dedication to the service of the Almighty he looked with pardonable pride upon a splendid edifice that expressed the thought of his mind and the skill of his hand as fully as if he owned it. When the furniture, made of black walnut, had been installed in the church, Mr. Hovey was not satisfied with its finish. The wood looked dark and dull and Mr. Hovey desired to enliven it. He experimented with a number of wood finishing compositions and finally developed a polish that suited

his purpose. He applied this with his own hands and took great pleasure in the effect produced. William Hovey Gay, a grandson of William Hovey, is the only immediate survivor of this good and useful man residing in Grand Rapids, but the Fountain Street Baptist church building will long remain a monument to proclaim his virtues and his loyalty to duty.

Arthur S. White.

Late Business News From Evansville.

Evansville, Ind., Sept. 20—Opening week, which will be held the week of Sept. 28, was the principal subject discussed at the last regular meeting of the Retail Merchants' Association. President Oslage urged all of the members to help make this week one of the most successful ever held. During this week the Modern Woodmen will hold their big celebration. German day will also be one of the features.

Evansville River boosters are looking forward with interest to the meeting of the Ohio River Improvement Association, which is to be held in Cincinnati on Sept. 22. The meeting is to be held for the purpose of emphasizing to the legislative branches of the Federal Government the necessity of improving the stream for navigation purposes.

The convention promises to be one of the most interesting ever held and a big attendance is expected.

Lumbermen and sawmill owners of this city and along the Illinois Central Railroad in Northern Kentucky have formed a permanent organization to resist before the Interstate Commerce Commission the railroad's threatened advance in rates on logs and rough lumber to become effective Nov. 1 and to force the collection of \$35,000 alleged to be due for freight overcharge. Up to this time the railroad has refused to refund any part of the money, the lumbermen declare. G. O. Worland, of this city, is Secretary of the organization.

Shoplifters have enough finery to start a store. There was enough finery on display in city court this morning to turn the head of any woman. Everything from a 10 cent hat pin to \$40 fur hats were in the pile of plunder recovered Saturday night from the home of Mrs. Florence Lamping and her sister-in-law, Mrs. Amelia Hallenbeck, after the two women had been arrested when caught in the act of shoplifting at the Boston store. It is estimated that the goods recovered by the police from the homes of the two women are worth between \$400 and \$500. This is the second time that Mrs. Lamping has been arrested on a shoplifting charge.

Didn't Want 'Em.

Real Estate Agent—The rent of the apartment is \$40 a month.

Prospective Tenant—Very satisfactory. I'll make this room the music-room. We're quite a musical family.

Real Estate Agent—In that case the rent will be \$80 a month.

Some folk are like whales—as soon as they begin to spout, the fellow with the harpoon gets busy

The Manistee & North-Eastern Railroad

Is now operating its

New Line Between Manistee and Grayling

Affording the Most Direct Route Between

Eastern and Western Michigan

Two Trains Per Day Each Way

Making close connections with the

Michigan Central R. R. at Grayling

Grand Rapids & Indiana Ry. at Walton

Pere Marquette R. R. at Kaleva

Steamer Lines at Manistee

See Time Cards

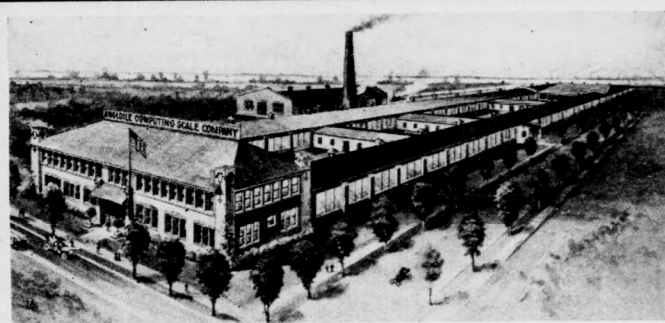
D. RIELY, Gen'l Pass. Agent.

The 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.

The New Home of
The Scale that buys itself

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

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

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

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

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



Angldile Computing Scale Company

110 Franklin St. Elkhart, Ind.



Salesman Who Keeps Up Under Adverse Circumstances.

In striking contrast to that course which most men would follow under the same conditions is the case of Mr. Charles DaShield, of Chicago, who has been for several years, and still is, a hat salesman, although for the past eleven years he has been afflicted with locomotor ataxia, during which time he has been at the office and salesroom of the firm by whom he is at present employed less than a dozen times, and then only to talk over matters and to greet some trade, although he could not wait on them personally.

The interesting point is that the subject of our story is just as enthusiastic over his business to-day as at any time during the twenty-four years since he started out. In this lies the secret of his success in getting and retaining trade, although many of his customers who have not seen him for many years are still as loyal to him as in the days of yore.

He made many friends, as do all successful salesmen, whether on the road or in the store. To make friends is important—friends who are loyal.

Mr. ———, at one time the proprietor of a clothing and furnishing store, sold out that he might enter the real estate business. For years he had been among the many whom Mr. DaShield had looked upon as his regular customers. So far as either knew, their business relations had come to a close, but the salesman did not feel inclined so to believe, or to give up a friend because he had gone out of business and would have no further occasion to deal with him. About once in six months the salesman, who employed a stenographer, would write a letter to the former merchant, saying in the first one, "We have been friends for a long time and I thought you might be as interested to know how I am as would I be occasionally to learn how you are." The letter always brought a reply, and the correspondence continued with about that frequency for years.

One day there was a ring on the telephone and on answering it Mr. DaShield was surprised to learn that it was the retired merchant at the other end of the 'phone. He said he had brought to the city a friend who was about to open a new store and needed some hats. "I will take him down to the store to-morrow to buy his stock," said the man, "and will see that you are credited with the commission to which you are entitled."

But even old friends can not be expected to buy blindly from one line without some demonstration that the line is as good as others. They, too, like the personal touch, or in its absence, some reminder from time to time that the line is really a live one. In the case under contemplation the

personal contact of the salesman with his customer being lacking—for it consisted only of an occasional handshake when the salesman happened to be at the store, which was not often, the only alternative was to write personal letters. This he did frequently, enquiring about immediate needs, and from time to time, at his own expense, getting out circulars and advertising matter describing something special, or reminding the customer in advance of some lines which would be needed later, offering his personal attention or that of a member of the firm to the matter of fulfilling requirements.

In justice to the subject and to avoid the charge that it might have been on the plea of charity that he acquired his business, it should be said that the subject of his illness was absolutely ignored by the salesman, who minimized it as much as possible, and to all enquiries about his health sent a reply that was so direct, short and optimistic as to inspire admiration rather than pity.

In earlier years Mr. DaShield, who is now 60, was an enthusiastic advertiser. Early in his experience as a salesman he designed and gave to his customers electros for their use in the local newspapers, a plan that was adopted by his former employers. He also has the distinction of having written and edited, eighteen years ago, the first hat catalogue put out by a wholesale hat house. It was without doubt his faith in the power of advertising which impelled him to continue along these lines when the odds were against him.

The customer, a heavy-set, short-built mechanic, asked for a pair of 25 cent suspenders; his careful selection and critical examination indicated that he spent his money judiciously. Middle-aged and not at all pretentious, he wanted values rather than style.

The salesman noted these points, having in mind a certain "stub" suit of excellent material, but not nobby nor stylishly cut, for which he had been looking for a customer for some time. He innocently asked the man his size; not that he did not know, but only to lead the conversation to a point where he could mention the suit.

After drawing attention in a general way to the special values being offered in men's suits, he mentioned one in particular which was the right size and length, and as it was a "single suit" the price was very low. Still talking about this special bargain, he stepped over to the counter where this suit lay and without giving the customer an opportunity to say anything or even examine the material he asked him to "try it on," knowing that the favorable selling point of this particular suit to this customer was the fit and length.

When once the coat was tried on, and he was shown how good was the fit, and that it was the proper length for a man of his stature, attention was drawn to the material—an all-wool Scotch cheviot, one of the best clothing fabrics for service and wear. The dark, neutral color made it pe-

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

Made in Chicago by
BECKER, MAYER & CO.

Costs Little—Saves You Much

Protect your business against worthless accounts by using
COMMERCIAL CREDIT CO., LTD., Reports
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF

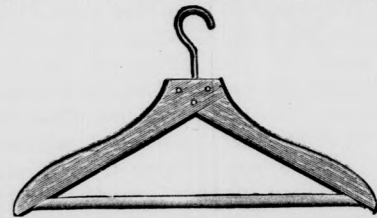
THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

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



BOYS' CLOTHES

HANG UP YOUR CLOTHING



33B Combination Suit Hanger \$6.50 per 100

Double, Polished Steel Tube
CLOTHING RACKS

Send for our Catalogue No. 16 How to Hang up Clothing

The Taylor Mfg. Co., Princeton, Ind.

BLANKETS



AND COMFORTERS

We have the reputation of showing a very complete stock in this department of cotton and wool blankets

and comforters at all prices.

We carry an immense stock of Men's, Ladies' and Children's underwear in cotton and wool fleeced and all wool. It will pay every merchant to inspect these lines.



Mail orders promptly and carefully filled

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

culiarly desirable to the mechanic, so that in the time it takes to read this story the sale was made, and, as it was merchandise of merit, a customer was made for future business.

The customer wanted but a pair of suspenders, but as the salesman knew his stock and the man, he handled the purchaser most skillfully.

The up-to-the-minute salesman keeps in touch with his trade. Not only does this apply to those who sell on the road but those who sell in the store. More and more the practice is growing among traveling salesmen to write their trade apprising them of anything new that may be in stock, or reminding them of their needs in advance of the time of actual requirement, and in this manner being of service to those who extend to them their patronage. The same plan may be just as effectually applied to the retail business—either salesman or proprietor may keep patrons constantly reminded of their next requirements.

The neckwear industry seems to have taken on a complete change within the last few months. For some reason or other pessimism has entirely disappeared and been replaced by a spirit of optimism. Scarcely a manufacturer is found who will offer a complaint with respect to the business which has been booked for early delivery, and most are commencing to look forward toward an active holiday trade. Much holiday merchandise has been sold, but the special holiday trips for which sales-

men are now preparing are looked to for a large amount of business. All through this industry, from the manufacturer to the retailer, business has had a tone of activity that few other industries have enjoyed.

There are contradictory reports on some phases of the situation, leaving the true condition rather problematical; for instance, a manufacturer says that he looks for a highly satisfactory business on knit neckwear this fall and winter and is preparing for it. Another says that this line is practically dead. Possibly in both cases "the wish is father to the thought," and taking the average sales, together with the opinion that is expressed by the manufacturers of this kind of neckwear, it would seem that the cheaper forms of the knit tie have not given a degree of satisfaction that justifies their retention in the lines; therefore they are being dropped. On the other hand, the better grades are expected to sell well this fall. This is essentially not a summer tie in a season when flowing-end neckwear is chiefly worn, so that when with the summer weather the demand for these ties fell off, the cry went out immediately that they were dead. "But wait," says one factor in the industry, "until fall and see the demand! While it will never be as great as it was shortly after its inception, yet it will be steadily called for."

An interesting advance showing of fall ties is called Roman stripes. It consists of cross stripes in various colorings and can be had in many

combination. Another factor in the trade is the demand for Persians. These ties were innovations of the early spring which seem to have struck a responsive chord.

Browns, it is thought, will be a large factor, and the plain and fancy red continue to sell. Flowing-end ties are said to be gaining in favor. It was also ascertained that the smaller dealers are using more cravats to sell at a dollar than ever before. Many buyers have been in the markets within the past fortnight and are picking up novelties.—Apparel Gazette.

Information Wanted.

If a member of a base ball team, while playing a game, is called a "yellow dog" by a fan in a box—

Should he be deaf for the time being?

Should he accept it as kidding?

Should he hire the man to shut up?

Should he keep his mind on the ten commandments?

Should he appeal to the umpire?

Should he ask for police protection?

Should he wait and hope to catch the fellow in Chicago?

Should he drop ball-playing and advance on the box?

And jump into it?

And knock the kiddier into the middle of next week?

And get fined?

And suspended?

And sued for \$5,000 damages?

An early reply will much oblige.

How To Be Successful.

That it is possible for every person to succeed who is willing to put forth the proper and necessary effort is an established fact.

Men are born to succeed and failure is always a result of weakness in one's self, and the measure of success in each individual is in the ratio of his or her determination, or will power, to overcome weakness and develop strength of character, gems of personality and positive qualities of mind.

The man who believes in himself believes in his fellow man, and believes in the boundless opportunities for success, and is willing to work to fit himself for success, and will persistently seek knowledge of importance to him in wooing success, will surely climb the ladder of success to that point where he can look back over his experiences and calmly survey the conquered field with the pleasant assurance of having surpassed his own highest ambition in seeking success.

The ways to be successful in the different walks of life are not so many, nor so varied as most people imagine and to find the way is not as difficult as many believe.

The way to succeed is open to every right-minded man and woman, and the first important step toward the realization of success is to realize the necessity of preparation for success.

John K. Goin.

Many think they strengthen their hope of heaven by their despair for earth.

Michigan's Newest and Most Modern Mill

Makes

NEW PERFECTION

"The Faultless Flour"

It's pure and rich and wholesome

If you're not selling it in your town it's a good time to start in

It's a trade winner and a trade holder

Let it work for you

Watson & Frost Co., Manufacturers

::

Grand Rapids, Mich.

FAKES AT THE FAIR.

Tin-Horn Gamblers Flocking to Rural Districts..
Written for the Tradesman.

One would have to search a long time through the Middle West to find a cleaner exposition than that presented by the West Michigan State Fair Association. It has been a long time since intoxicating liquors were sold on the grounds, and the cheap tin-horn gambler was shut out years ago. In fact, the cheap tin-horn has been fired out of the large cities and the large expositions, and is now in evidence only at county fairs.

It is difficult to understand the mental process in the heads of managers which admits these disreputable rowdies to county fair grounds. They pay very little money for the right to rob visitors, and often carry large sums out of the county, to be spent in city slums as long as the cheap skates can keep out of sight of policemen. One county fair, this season, held in the southern part of the State, seemed to be operated for the sole benefit of these brigands.

One's first impression on reaching the grounds was that he had paid an admission fee to a very bum Coney Island exposition and not to an agricultural exposition. There were barkers everywhere. From the gate to the race track, where betting pools were sold, there was a double row of cheap grafters yelling at the visitors for their money. Here are some of them:

The "Gipsy" fortune teller.

The "wild man."

Wheel of fortune.

The wonderful "snake woman."

The "bearded" lady.

Tin watch man.

The "paddle" gambling den.

The ring game (throwing rings for money exposed to the sight.)

Ball throwers (trying to hit a "negro" on a trapez.)

Snide jewelry bazar.

Striking machine.

Weighing machines.

There were plenty of others, but the list is long enough. There were more than a dozen gambling schemes, besides the pool-selling at the grand stand. The gamblers' barkers made the most noise. Of all the cheap, rowdy scum that ever drifted out of the slums, these barkers are the worst. The sign "Keep off the grass" is written large on their repulsive faces. How a person can do business with them after taking one good look at their brutal degenerate features is beyond imagination.

The entire aim of these cattle, the object of their get-up, bullying manners, and slum talk, is to give out the impression that they are "tough." When an investigator passes along without "investing" any money, they are openly insulting. They leer at the girls and make mock of their escorts. They ought not to be permitted on the grounds, even if they bought tickets.

The tin-watch man was loud in his talk of ten-dollar bills when he was waiting to give away if the watches he sold didn't keep time and endure

just as he "guaranteed" them. His stand was surrounded by a crowd of young men who had worked hard for their money, and who were worse than throwing it away in doing business with him. He ought to have been taken by the back of the neck and pitched over the fence, but even the fair policeman stopped to chat with him and give him the endorsement of their acquaintance as he robbed those who were paying their salaries. Perhaps they received presents for their good-nature, but if they did they probably knew more than to accept a watch as a thing of value.

The money "ring" game was not so dangerous because the investments were not so large, but it took a good many nickels off the grounds, mostly filched from children. The game is well known. Money, from a nickel to a dollar, is scattered over the table, and the "sucker" tries to get it by throwing rings over pegs. It is a lead-pipe cinch for the gambler, for not one in a thousand can get back the price paid for the privilege of exhibiting his foolishness to the multitude.

The "Gipsy" fortune-tellers probably do more harm than the gamblers, for the tin-horns get only money, while the alleged fortune tellers may, and probably do, influence the future lives of many young girls. It is all so cheap that it does not seem possible that any one should take it seriously, yet a great many do. The snaky eyes, the weak imitation of Gipsy talk, even the unwholesome odor of the "tent of fate" seem to fascinate young girls.

The lingo is always the same, yet it is believed in five cases out of six. Like the cheap mediums who have an Indian "control" because alleged Indian talk is easy to repeat, and covers up ignorance of grammar, all these fortune-tellers have the same things to say.

There is always "a dark young man" or young lady, as the case may be, who is going to make trouble, and there is usually a great opening for prosperity just ahead. However, if the "sucker" is a young girl, the "Gipsy" confine herself to affairs of the heart. The lover who is coming soon is going to be rich and liberal, so the girl can scorn the girls who have always been her friends and flash her silks and diamonds before their envious eyes!

These who pay their money to these frauds do not stop to consider that if they, the fortune-tellers, could read the future and point the way to pots of buried coin, and bring about happy marriages, if they could do all they claim to be able to do, they would not find it necessary to sit in stuffy tents on country fair grounds in order to win a very uncertain living.

Everybody knows what a fake the "wild man" is, and probably the managers of the fair knew when they granted the concession. The "snake-woman" is just as bad a fake, and the "bearded lady" is as big a sham as the rest.

Now, no merchant can afford to take money from his customers in

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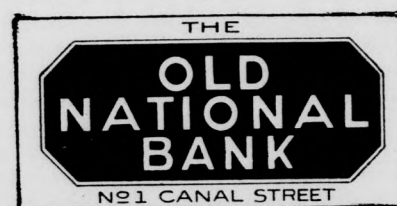
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deals which are known to be cheap frauds and open-faced swindles. There are dealers who believe that Barnum was right in saying that people love to be humbugged, but you don't see many of this sort building new business buildings. As a rule they keep on trying to humbug the people, and also keep moving from town to town.

There is no merchant who can afford to rent a corner of his store to a man whose purpose it is to get money without giving a fair return for it. If he did this, he would soon be classed with his cheating tenant. If he tried to increase his income by receiving such a tenant, he would soon have no store to lease, for a good many people do not like to be brought into such company when visiting what is supposed to be an honest business enterprise.

There is no newspaper or magazine in the country that can afford to accept advertisements which are based on fraudulent schemes. Of late years the business managers of daily newspapers are obliged to reject thousands of dollars worth of advertising every year. Some publishers even guarantee their patrons against loss sustained in doing business with their advertisers.

Now, if established business houses and publishers can not afford to hold their customers while tin-horn gamblers rob them, how is it that a country fair society can do so? The answer is that the fair association can't afford to do so. The fair officers may think they gain to the exact sum of the concessions, but this is not true. The tin-horn does not pay large sums of money for the right to steal. He is what is known among sportsmen as a "cheap guy." If he can't get the money of his patron in a game, he will pick his pocket. If he doesn't get a chance to do this, he will wait for him in a corner of the grounds and knock him over with a piece of lead pipe. He plays no favorites.

It seems to me to be a strange thing that a man who is at the head of perfectly honorable business establishment, who is a leading member of a church society, whose word is as good as a government bond, will negotiate with such tin-horns for their dirty money when he is at the head of a fair association. It is remarkable that a man who would prosecute to the end of the law a person who visited his store and picked pockets will knowingly admit these cheap fakirs to the grounds of an association which opens its gates to virtually the same people every year, and so submit their customers to the insults and robberies of these cheap skates who have been fired out of New York, Chicago, and all the large cities.

But the case does not end here. Why should the officials of the county permit such crimes to go on? There are laws against gambling in this State, and there is a law which declares that any person who pretends to tell fortunes, to tell where lost or stolen money may be found, a law which declares such persons disorderly within the meaning of the

statute. If fair association officers get too greedy and take the stolen money of these creatures, why doesn't the sheriff arrest them for standing in with crooks? They would make a hit with voters if they did.

And why don't the newspapers, which are not permitted to do business with such frauds (in the advertising department, at least) tell the people what kind of "amusements" the association officers have provided for them? Some of them do get moral, but it is usually after the fair is over and the harm has been done.

Fair associations can't afford to do business with these fakirs, any more than a merchant or a newspaper can, and sheriffs can't afford to ignore their crimes. This is a form of graft which will have to go along with the keno table and the faro layout.

Alfred B. Tozer.

Great Paint Industry of United States.

The United States spends \$200,000,000 a year for paints and varnishes. Of this vast sum the three items, white lead, zinc and linseed oil, reach a total of \$40,000,000. And of the paint consumption of the country the railroads take over \$20,000,000, or 10 per cent. of the total consumption of the whole country.

That vast production of the commodity "paint," means that some mineral pigment is mixed with linseed (flaxseed) oil, stirred to paint consistency, probably made smoother spreading by a small proportion of turpentine and applied by brush for the preservation and decoration of wooden buildings, metal sheetings, cars, vehicles of all kinds, even to wire fencing.

Of all the vegetable oils, only the oil of the flaxseed has the property of drying to weatherproof, clinging hardness, the mixing in of the mineral serving as a filler and as a protection for the preserving oil coatings which carry it. In respect to the natural mineral paint production of the United States it is interesting that in 1909 the production was 61,137 short tons, valued at \$613,133, while in 1908 we produced only 49,853 tons valued at \$536,544.

This "natural" paint is classified as ocher, umber, sienna, metallic paints, mortar colors, ground slate and ground shale. In these last four classes the increased production lies. Of the manufactured lead and zinc paints the 1909 production was 87,525 tons, valued at almost \$8,000,000. The chemically manufactured pigments reached 211,687 tons, worth almost \$25,000,000.

The Business of Men.

Man's proper business in this world falls mainly into three divisions:

1. To know themselves and the existing state of things they have to do with.
2. To be happy in themselves and in the existing state of things.
3. To mend themselves and the existing state of things as far as either are marred and mendable.

John Ruskin.

Alas, that even the artificial rose should have its thorns!

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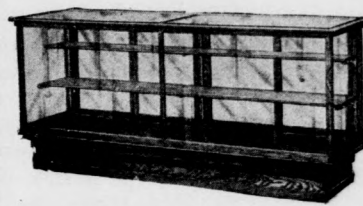
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- As the sturdy oak grows—slow and sure—with its roots deep seated, prepared for storm or drought—so the house of BROWN & SEHLER Co. has grown.
- Every year a little bigger than the one before—every month a little larger than the corresponding month of the preceding year (nothing phenomenal)—just the old customers retained and new ones added.
- For more than twenty-five years we have forged steadily ahead and we feel our success in large measure is due to two main facts:
- First: That we are fair to our business. Second: That we give to our customers a service that money cannot buy—a service based on these years of uninterrupted study of our particular line of work.
- If you are not one of our several thousand customers whom we annually sell and want to get in among the prosperous, just ask our representative about it when he comes to your town on the Trade Extension Excursion. He'll make it interesting for you.

Brown & Sehlér Co.

Grand Rapids, Mich.

PLAYED INDIAN.

Attitude of Retail Merchants Toward Our Fair.

The West Michigan State Fair last week was a moderate success financially, but very little of the credit for this was due to the retail merchants of Grand Rapids. When the bills are paid the Fair will have a balance to its credit, but the retail merchants contributed scarcely enough to be worth mentioning to this result.

The West Michigan State Fair, while State wide in its scope, is essentially a Grand Rapids institution, and an institution in which the entire city should take pride. It is an institution which every year brings thousands of visitors to Grand Rapids, puts much money into circulation and gives a good start to the fall trade. And yet the Grand Rapids retail merchants last week withheld their support from the Fair to a degree that caused everybody to comment and none more so than the visitors from out of town. Of all the down town merchants only three took any part in trying to make the Fair interesting to those who attended and a success financially. Herpolsheimer, Siegel and Young & Chaffee occupied their usual spaces and are entitled to credit for doing their share to make the Fair a success, but Spring & Company, the Boston Store, Friedman, Steketee and the Ira M. Smith Co., among the dry goods and department stores, Heyman, Winegar, Wegner, Bishop and Klingman, among the furniture men, Houseman & Jones the Giant, the Star, Greulich and Brink, among the clothiers, Foster & Stevens, hardware and the music dealers—none of these were represented at the Fair. Not only did they not make exhibits, but few of them gave their moral support to the institution by attending or arranging that their employees might go. More than this, when the thousands of visitors poured into town by railroad, interurban and wagons scarcely an indication could be seen anywhere in the form of flags or banners that Grand Rapids was glad to see them and gave them welcome.

Until last year the retail merchants by the payment of a nominal entrance fee of \$1 were given all the space they wanted in manufacturers' hall, within reasonable limits, for the display of their wares and to advertise their business, and under this condition they usually filled the building to overflow. Last year a charge of \$1 a foot frontage (about \$10 a section) was made for space, and claiming that this was exorbitant many of the exhibitors dropped out, and this year the three down town retail houses named, Herpolsheimer, Siegel and Young & Chaffee were all who remained. The money received from this source last year was used in building the cement walk to the main entrance. Had the business men been loyal to the Fair this year there would have been money for other important improvements to buildings and grounds.

The retail merchants of Grand Rapids should be heartily ashamed of themselves of the exhibition they

made to the entire State of disloyalty to their own town and to an institution that is pre-eminently their own. If they objected to the charges for space in manufacturers' hall they should have expressed themselves at the annual meeting in January when policies and management were open to free discussion and not have waited to vent their spite against the Fair itself. The Fair is not owned or controlled by a civic corporation. It is a public enterprise and any citizen who pays the membership fee of \$1 is entitled to a vote in the election of officers and directors. Had the business men shown any desire for a change, had they brought forward candidates of their own for officers and directors, there would have been no contest in the election, for the present management would have stepped aside promptly and cheerfully to make way for their successors. To have made no sign of discontent in January and in September to have knifed the management was unadulterated treachery, and the treachery was not so much to persons as to the Fair itself.

President Wm. H. Anderson and some of the other officers wanted to retire last winter, and it would not be surprising if at the next annual meeting they insisted upon somebody else taking up the hard work and responsibilities which they have carried for ten years past. When they took charge of the Fair it was close to bankruptcy, the buildings were going to ruin, the board walks were decayed and broken, the Fair streets were mud holes after every rain. The business men in those days had to sign guarantees that the premiums would be paid and often the hat had to be passed to make up the deficit. The Fair now has money in the bank and no debts. During the ten years of the Anderson administration two new buildings, the carriage and agricultural halls have been built and the old buildings put into repair, cement walks have taken the place of the old board walks, macadam pavements have succeeded the mud roads, thirty acres have been added to the area, an ample supply of pure water has been secured and piped to all parts of the Fair grounds, trees and shrubs have been planted and other improvements have been made—and everything is paid for. President Anderson and those associated with him in the management have given the Fair the same close, careful and skillful management they would have given to a private enterprise, and by their united effort they have made the Fair a success. Not once in the ten years have the business men been asked to guarantee or subscribe a dollar. All that has been asked of them has been to give the Fair a decent support. This they refused to do last year and even to a greater degree this year. The farmers and fruit growers, the implement dealers, the stock breeders and the poultry raisers were loyal, but the business men, who are the greatest beneficiaries, have played Indian. They should be ashamed of themselves, and if they are not the city ought to be ashamed for them.

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Get in line with us on peaches

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The Vinkemulder Company
Grand Rapids, Mich.

If you have Apples, Peaches, Onions, Cabbage or Potatoes to sell
we are in market to buy

POWER AND PLEASURE.

They Are the Cheapest Things Mankind Can Own.

Written for the Tradesman.

Just a word to my fellow merchant who may seem to be going down the ladder instead of up the ladder of success. Do you wish to renounce the power of steam, fire and electricity. You know what great power there is in these things and you know just what to do to get these things to work successfully. Now, why can't you get the power of thought to act wisely through your mind? I say you can. You know how to use it better than I can tell you, but I am afraid that you have run out of coal (nerve). Coal up your engine, repair your track, blow your whistle, halloo All Aboard and get out of the night-mare you are in.

It is easy for me to tell you this, I know, and hard for you to do, but don't give up. All of the elements of success are within your own mind and you alone must get them out. Don't let lying thoughts make you believe that there is no hope for you winning a new success.

In our various business careers we are either rudely or softly educated. Some of us go through life as though we were a beautiful necessity and that the rest of humanity could not live without us.

Let us get such thoughts out of our minds. We are neither personal or impersonal. We are just so much clay, clothed in what we call style. If we are treated rudely in our business education, it is on account of the intellect that controls us. Why should we be afraid of that soft, silent intelligence that teaches all wise men? Let us get into that flow of influence that dissolves persons and makes systems that stand the test of all things in nature. When the indwelling necessity works through us our business will be a blessing to humanity as well as to ourselves.

As retail merchants our social life and personal appearance are virtues that count a great deal in our business life, but who is there among us who can relieve himself of the idea of squandering all of his profits just in order to keep up appearance? Let us find our class and when we do, let us stand up at the head of it and not try to get into a class that is not ours. Personally, I do not like the idea of classes, but we have them and the retailer who travels in one class and expects to get his trade from another is traveling on dangerous ground. Economy, rightly read and understood, is especial strength for the retailer. There is a native guide of determination that will labor with us day and night if we do not allow our minds to be filled with the thought of social pride and personal appearance. Beneath you are the laws that will lift you out of the state of bankruptcy if you can govern the power that speaks appearance to you.

Power and pleasure are the cheapest things mankind can own. To get them freely we must be self-regulated. We work too hard for power and

pleasure. We have been taught that money is needed in order to gain power and pleasure, but let us think a few moments on this subject. Power comes from thinking. Thoughts are free and thinking the right thoughts at the right time brings pleasure. Simple? Yes, but all great inventions are simple when fully understood. Let us try to understand the power that made all inventions and get power to make more of them and if we can do this we will be happy. Simply say, "I can and I will get power and pleasure free."

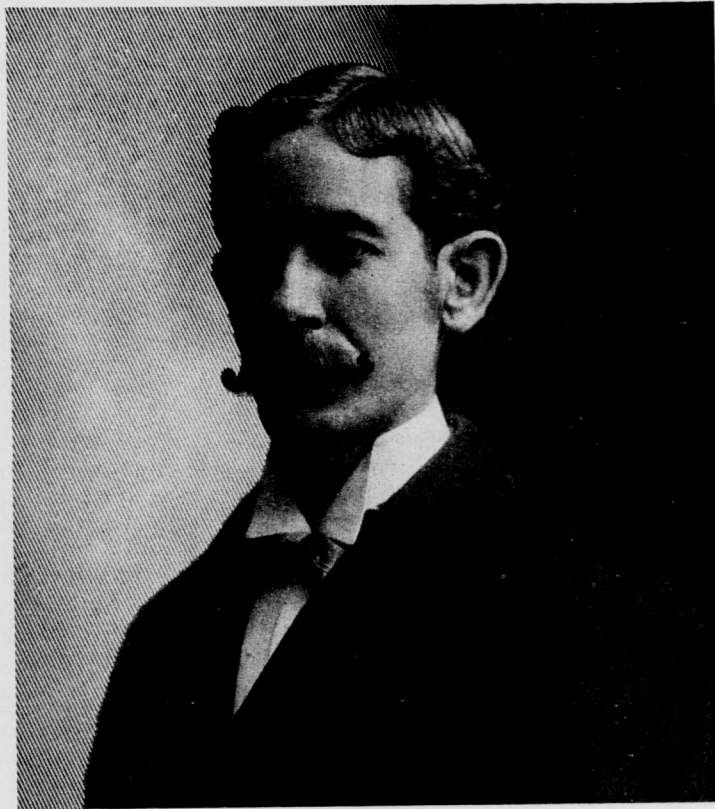
The greatest trouble with some of us merchants is, we are not good mechanics. Thoughts come to us in many different styles, in the rough,

fail to come. Let us try to be good mechanics and learn our trade by building our business one brick at a time. Some bricks are heavy and hard, but these belong in the foundation, and if we get them placed right we can feel safe in the future and sleep well every night, for we will not be bothered with thoughts calling our attention to the mistakes we made in failing to do our work right. Let us try to educate ourselves so we can "put up" any of the goods (thoughts) we receive.

The reason why some retail merchants are a natural success is, they are at one with the system. When we do not forget our origin and learn that we are made of the qual-

multiply our activity and energy in such a way that one head and two hands can do the work of a thousand that sit in idleness. Come on, boys, and let's get to work.

The reason so many of us retail merchants are all broken up and are in a state of worry, fear and doubt is because we are disunited with ourselves. We draw too many blanks out of this prize box, which is a problem to ninety out of one hundred. Let us unite with ourselves and celebrate that love and devotion we had in the beginning of our business



Edward Miller, Jr.

like the potter gets his clay. Some come "Knocked down," like furniture is shipped. Others come all dressed up like a fashion plate and those that are the most valuable come in small packages, as it were, and we are to unwrap them carefully as they come and put each one in its place, for if we do not put each one in the right place as soon as we receive it others

ity that makes other men's career a success, we stay within the law that put the first rock in the foundation of our own business. When we sit around and fail to use the thoughts concerning our business as they come to us, the time arrives when we wish we had a thousand hands and a thousand minds. Good sound reasoning each moment of the day will

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career and naturalize our thoughts and get deep down into the cause of the trouble that is in and around us. There is a cause for every worry, fear and doubt and you and I can find where the starting point is if we will but unite with ourselves and get busy. Let us freeze on to our good thoughts—those that have given us a natural understanding of our business and stick to them to the end. What we learn to listen to our own spontaneous thoughts the achievement of our efforts appear like miracles to our friends and neighbors. There is such a thing as self-healing, that is, when the mind is sick. If your mind has been sick from the cause of worry, fear and doubt, unite with yourself and get well.

The foundation of our business is not a matter of dollars and cents, nor is it a matter of credit. It all depends upon the power of thought that is behind it. True we must have dollars and a good credit, but how are we going to gain these most interesting things if we fail to know just how all solid foundations are made? It takes long series of events to build anything that is good and strong and it behooves us to know just how to attract the power needed. If we disown our relation with this influence we can not help but drift along in the current that makes all of us alike. Let us be different and float in that current that allows big vessels to float.

The reason we fail in business is because we have been dreaming instead of working. There is a force coiled up in our brains and it will not uncoil if we are going to simply keep on dreaming. Many times each day we are made to feel that we ought to do this or that, but we sit down and close our eyes in dreaming about what a great business we are going to have in the future. Let us originate and execute all of the great feats we have been dreaming about all these years and make ourselves utilize the time at hand and, if we can not wake up, let us drag ourselves to our duty and win the victories by uncoiling the force with our own hands and take a little glue and water and apply it so we will stick to each round of the ladder as we climb by the strength of that pure intellect which helps every man who has found the top round. The pictures we have seen in our dreams are all real if we only know how to frame them and hang them on the wall.

The sweet juices you and I are trying to get out of nature are flowing plentifully, but, my friends, the triumphs of peace, joy and happiness seem to be compressed and under a tension which we do not fully understand. Many of us who are dealing in commerce have not as yet gotten hold of the right article. We seem to be looking for "Mill ends," "Seconds," and other things to make "a run on," instead of that class of goods right from the manufacturer. To enjoy the sweet juices we must get "into the band wagon" and begin

to blow our own horns with our own wind. Physical force has no value if it does not come from within. Let us destroy that compression and tension by using our own minds each and every second of the day.

The trouble with too many of us weaker fellows is, we are fed with thoughts that are jealous of those who seems to be stronger than we are. We should not attack the personality of any man who appears to be controlling more property than we do. What we ought to do is to try as hard as we can to get into the same family of thoughts that men of power are in. When we state our valuable time in attacking the personality of men who are getting ahead of us, we are simply allowing ourselves to be lead by thoughts that are holding thousands of people down to the ground. Let us fly high and dry and drop even our own personality and let those good thoughts control us that do not care for the personality of any man. We are a lot of monkeys when we begin to think that it is us who are so important. We are just like so many machines in a great factory and our actions all depend on the engine behind us. What kind of an engine is driving us is the question for each one to decide for himself. We have nothing to do with the engine in the factory across the street.

The capital facts are hidden from us. They are in the egg-shell of experience. Time and nature will teach us how to penetrate the law of our shifting moods if we will only listen and obey that thought which wants us to work and affirm. We are very foolish when we think we have secrets. When we learn the fact that when one man thinks there are thousands of others think the same thing, we have learned a very valuable lesson. Don't think too hard or I may catch it. If good thoughts come to you, telling you what a great benefit it will be if you act on them, don't be deceived. The same thoughts are in other minds and those who act get the benefit. It behooves us to get busy when we think.

The bees make their own honey comb and, after they have completed it, the comb confines the bees. Just so with many retail merchants. They make their own business and, after it has been a success for a few years, the merchant allows the business to get a hold of him and he becomes its slave. The bees are wise enough to get out of their houses or live upon the store they made, but us poor ignorant fellows don't even know how to wake up after we have enjoyed our little nap. We allow other bees to get up early and nip the buds and even come over and take what we are not able to protect on account of our inability to hold it. I guess we will have to escape from our ancestors and begin over and start a new hive.

We as little human beings sometimes think that this or that is not

just the right thing, that it ought to be so and so, but we would get along better if we could only realize that all good things last and all bad things sink. If our business is really a good thing for the community, it will last as long as we keep it good, but let it turn out to be a real bad thing and it will sink. Every time you hear of a failure, try to discover the reason. There is no use to worry. The only way to get the gold is to dig for it. We spend too much time in talking about the gold some one else worked for when we should have used that time in thinking about how we ought to manage our own business. Maybe I could make more money if I would apply my time to that purpose instead of writing these observations. But this is pleasure for me and one ought to have as much pleasure as one can get after he has done his duty towards his business.

Edward Miller, Jr.

He Was a Winner.

"I don't reckon the President plays golf for money," said the old farmer, "but I don't blame him a mite for being interested. I never played but few games, but I tell you it was exciting while it lasted. I came out \$40 ahead."

"Where was it?" asked the grocer. "On the cars between Chicago and St. Louis."

"Why, I never heard of golf on a railroad train."

"No? Well, you haven't traveled much. I guess. I was on the train and a stranger came to me and asked me to take a hand at golf. I said I would. There were five of us in it. The ante was a quarter and the limit a dollar."

"I never heard of ante and limit in connection with golf," protested the grocer.

"No. Well, you have stuck right here by your grocery, you see. I didn't get even a pair of deuces for the first seven hands out."

"Deuces?"

"Yes, but then they began to come to me, and oh, Lawdy, what hands I held! I opened the pot every time."

"Pot?"

"And won 'em, too. Threes, straights, flushes, full houses and fours just came right to me. Won \$40 in an hour, and then they threw me off the train. Said I was a professional gambler. Want to have a little game of golf with me some day?"

"Not by a durned sight!" exclaimed the grocer, as he gave the farmer his money for the cabbages and hustled him off.

American tourists now on the way home from Europe are the wise ones who engaged their return passage when they went out. A London dispatch says it is now impossible to secure transportation to any American port in any class except steerage on any ship for three weeks in advance. Those who were unwise enough not to make their arrangements in advance are stranded on the other side awaiting their chance to get across.

Men are never safe so long as they think only of saving themselves.

Soon Tired of Being His Own Boss.

"No," said the painter, "I ain't my own boss any more."

"Why not?" asked his friend. "I remember seeing you a couple of weeks ago and you were wild with enthusiasm over getting away from wage slavery and beginning to work for yourself. You seemed to be doing fine. What was wrong?"

"Well, I was enthusiastic about it two weeks ago. You see I was not wise then. I'd been working for other fellows all my life and had been kicking myself because I was another man's man. Another man had the right to tell me where I got on at eight hours every day and that's what stung. I wanted to be for myself, wanted to be free."

"I began to save money. I saved until I had \$50. 'Ah,' says I to myself, 'me for my own business.' I quit and began looking for a job to do on my own hook. I found it, painting a sign over one side of a big brewery. Three hundred bucks, and it was a cinch to pull it off in one week with two men. I went down town, bought some brushes and paint and a scaffold and rope, and went out and hired two of the lads who had been working with me. I'm a contractor now, see?—my own man. Nobody can tell me what to do or how to do it or when to start or quit work. Fine, Oh, fine!"

"The second day my two men did not show up. Instead a kid comes down and tells me they had gone fishing for a couple of days. I chase myself around to headquarters and get two new men, men I didn't know. They worked all right all day, and at night they wanted their pay—got to have it. Me not having ten beans in my clothes, I try to draw on the brewery. 'Oh, nay,' say they. 'When the job is complete we pay you, not until.' I go and tell the boys how it is. 'We got to have the dough,' they say. 'You're a h— of a boss if you can't pay your men. We'll have to let 'em know 'bout you down at headquarters.' Finally I soak my watch to get 'em their money."

"They don't show up in the morning, either, so I have to do the man hunt over again. I get two more and we start all right, and then the superintendent of the brewery comes out and says: 'Here, those letters are only twenty feet and the job calls for twenty-five.' 'No, it don't,' I say. 'Twenty is what it says on the contract.' 'Five dollars it's twenty-five,' he says. I take his bet. Then we get out the paper and see. It was twenty-five all right. We had to start the job over again. My mistake."

"The fifth day on the job my two men, who're drawing full pay every night, come to me and say they've got to have something in advance. 'Well, here it is,' I said, and I drives one of 'em in the jaw."

"I got a nice friendly contractor to take the job off my hands, and he only charged me \$50 for the work that I'd already got done for him. Oh, it's all right to be your own boss, but when you're the boss of other guys, too, nix for me. If I ever see a chance to get in business for myself again I'll run like a deer."

Irwin Ellis.

A YEAR OF WONDERFUL GROWTH AND PROGRESS



ONCE A YEAR we undertake to keep the readers of the Tradesman posted regarding the wonderful growth which has attended our Company since the inception of its organization. We have gained during the past year 1771 telephones, 831 of which were added to the Grand Rapids local exchange. This does not represent the total number of new phones installed, because experience demonstrates that for every three new phones put in, one phone is taken out. The figures we have given, therefore, represent the net increase over and above all removals and discontinuances.

With a stock issue in excess of three and a half million and a smaller indebtedness than any other large public service corporation in the State, in proportion to its capitalization, and with our ratio of earnings fully maintained, indeed, slightly increasing, we feel that our stock is the best investment to be obtained anywhere on a par basis. While it is true that there are occasional offerings of small holdings at a little less than par, yet practically all of the regular transactions are on a par basis and there is no reason why the stock should not be maintained at par, because the earnings are established, the dividend rate is unvarying, the loyal support of the stockholders is maintained in unmeasured degree and the satisfied patrons of its service are increasing yearly. There never was a time when the Company was so strong in the estimation of the public and in the appreciation of its stockholders and in the satisfaction of its customers as at the present time; and it goes without saying that this condition will increase as time goes on and that the stock which we are now offering at par will command a high premium whenever the time comes that we will be able to discontinue the sale of stock in order to meet the requirements of new construction and added equipment. All replacements made by this Company are invariably charged to expense, so that the capital stock of our corporation does not represent the present physical value of our properties, by any means.

We bespeak the continued co-operation and good will of the merchants and business men of Western Michigan, whom we have served so long and so faithfully and whom we hope to continue to serve as long as the necessity for telephone service exists.

CITIZENS TELEPHONE CO.

FAIR ADVERTISING.

Its Efficiency Is Always a Guess With Dealers.
Written for the Tradesman.

The Michigan State Fair is on this week, and there are dozens of smaller fairs on in Michigan, Wisconsin, Indiana and Ohio. There are mercantile exhibits at all these fairs, and advertising managers of scores of newspapers are busy getting the exhibitors in the "write-up" mood. When a retail merchant makes a display at a fair it is proper that he should be "written up" in the local newspapers.

That is, if the merchant knows how to have the writing up done. It is not enough that he orders in a double-half column display announcing that he has a fine line of goods on exhibition at the fair. That is a chestnut, and a waste of money also. If he advertises his display at all he should select some special feature that is new, novel, curious, unusual or something of the sort. He should tell about that in "pure reading matter," and add that it may be seen at the fair.

The merchant who goes to the expenses of lugging goods out to the fair and paying a fee for space should not stop there. If he does his investment will probably be wasted.

Again, too many retailers send "fresh" clerks out to show the exhibit. The good Lord only knows why it is, but it is a fact that the average man or woman who deals with people in crowds grows insolent and insulting. The men at windows where tickets are exchanged for money, railway and street car conductors, every living human being who deals with humanity in large lots, takes it upon himself, or herself, to attempt a show of contempt for the masses, of superiority.

When the merchant finds this spirit in his store, or in his stall at the fair, he should not wait until the end of the week. He should seize the vain person by the back and propel him, or her, out into the alley. Especially should this be done at the fair. Country people who attend fairs are sensitive, and many an exhibitor has lost the trade of a family because a fresh clerk tried to get gay with a pretty country girl or a boy wearing a blue shirt and a red tie. It is the man at the top the people want to see, and no pressure of down-town business ought to be strong enough to keep a retailer away from the fair where he has an exhibit.

The advertising agent at the fair is sometimes a nuisance, but he usually talks sense. He is as anxious for the merchant to make money out of the advertising as is the merchant himself.

There was Griscom. He was business manager of a little daily in a county seat town before he drifted to a big job in other lines. It was a part of his duty to go around town and ask merchants about fair exhibits. When he found one who was going to send out an exhibit he solicited a "write-up." Usually he got it, for most dealers know that a fair exhibit ought to receive special attention, but now and then he got into a nest of scoffers.

The first jolt he got was from the big manufacturer of the town. Discomb made a serviceable brand of milk safes. He employed a hundred men, and walked the main streets of the town with his head in the air, like a peacock. He liked to have men stop him, humbly, on the streets and ask him for a job. He liked to preside at meetings of the Tax-Payers' League, and kindred associations.

When Griscom went to Discomb for a write-up, the manufacturer stuck out his chest and observed that the newspapers would soon want the business men of the town to pay for printing the foreign news.

"It is much more important that I have a line of milk safes at the fair than that Howard Jenkins, of Sorrel-

lect to get an order for the \$25 write-up he had asked for, but he thought of the fun he would have in saying the things to the men of the Milk Safe Company he had thought up to say.

He found the four owners in the office, looking wise, and evidently expecting his coming. It looked to him as if Discomb had already stacked the cards on him, and that he would only waste his wind in making his plea for business.

"What about it?" he asked of the big man.

"We have been talking the advertising feature of the fair over to-night," said the big man, throwing up his chin, as if the newspapers of the town fell or survived by his word, "and we have concluded not to under-

She doted on having the newspapers refer to her receptions as "the most elaborate ever given here," and she bought as many as two copies of every paper which referred to her as a "leading society belle."

Well, the Secretary butted into the conversation in the interest of his daughter, who would ask questions if the newspaper man should become angry and leave an order with the city editor to cut out all notice of Sarah, "the leading society belle," unless she eloped, or something of that sort. He wanted to calm the business manager and at the same time save money for the firm.

"If we could give you a \$25 write-up," he said, "and have it end there, we would be glad to do so, but it would not end there. There are four other dailies in town, and I don't know how many weeklies, and the advertising would have to go in every one of them, as we couldn't play favorites with the papers. Personally, I think you have the best newspaper, by far the best, in town, but, really, we can't go to all this expense just to give you a reading notice, much as we would like to do business with you."

"Sure," said the big man. "We would like to give you a good advertisement, if it would only stop there."

"It would cost the firm \$500 before we got through with it," said the Secretary, "so you must see, my dear Mr. Griscom, that it would never do."

"That would be too bad!" said Griscom.

"Of course it would!" said the Secretary, "and I don't think you ought to expect it of us."

"We really can't afford it," observed another member of the firm.

"It would be too bad," continued Griscom, "if you had to spend a little money once a year on the newspapers. We get a whack at you only once a year, anyway, for you advertise your milk safes only in farm papers. So far as the newspapers of this town are concerned, your firm does not exist. And yet you receive more attention in the newspapers than any other firm here. If you ship goods away, there is a notice of the shipment in all the papers. If you get out a new safe, same thing. If you get a patent, it must be wired to the big papers. If you get a big contract, the state papers copy it from the local ones. If there is a man killed or injured at your plant, you come to the newspaper offices to have your version of the affair printed. If there is a strike, you want us to cuss the unions for you. If wages are too high, you want us to print articles saying that good mechanics are in demand here, and so get a lot of outsiders to compete with our own workmen. Now, when you've got a chance to —"

"Oh, I don't mind," said the big man, "put it in!"

"Of course," said the Secretary. "Put it in!"

And every paper in the county got the big write-up, and the firm more than doubled its sales in that county.

Alfred B. Tozer.



Alfred B. Tozer

ville, Alabama, was gored by a bull yesterday," said the big man. "Everybody about here knows me, and not a soul knows that this Jenkins man ever existed. Cut out some of those foolish telegraph items and print things about the people who are supporting your newspaper."

"If we should follow your advice," said Griscom, "we wouldn't have any newspaper by this time next year. It is the news we print that gives us circulation, and it is circulation that brings money back to advertisers."

"Well," said Discomb, "I don't own the whole of the Milk Safe Company. There are others. Although I own control, I always listen to them in making investments. Come around to the office this evening. We'll talk it over with you."

Griscom had an idea that it would be a wasted evening in a busy time, but he went. He did not really ex-

take any advertising campaign at all."

Griscom went over his old arguments again.

"When people go to the fair," he said, "they are in a sort of daze, and you've got to get what you want them to know fixed in their minds before they get there. You've got to interest them so they will ask where your exhibit is, and then you get double benefit."

"You say it well," said the big man, "and we all agree that you are a bright young man, but we can't look at this matter from your standpoint."

Then the Secretary of the company, who was the next largest owner, broke into the conversation in the interest of his daughter Sarah. Sarah, the daughter of the Secretary, was a climber. She wanted to get up to the top and cast glances of scorn down upon the toiling masses below.

Musselman Grocer Co.

Branch of the National Grocer Co.

Grand Rapids

Largest and Most Complete Wholesale Grocery House in Western Michigan

We are always glad to see our friends and we hope to have the pleasure of meeting all of our customers face to face, in their respective stores, on the occasion of the Trade Extension Excursion next week.



We have a complete force of traveling salesmen and house employes, all of whom are well drilled in their respective positions.

M. D. ELGIN, Manager

EDWARD KRUISENGA, Buyer

F. D. VOS, Credit Man

TRAVELING SALESMEN

Chas. L. Corey
Richard M. Dively
Elliott D. Wright

Harry C. McCall
Fred A. Sunderland
Jay D. Lawton

Will E. Martin
Will O. Ephlin
Geo. E. Church

Peter H. Fox
Edward A. Souffrou
Ernest B. Ghysels

We bespeak a continuance of your esteemed patronage, which we assure you we greatly appreciate and which we hope to merit a continuance of so long as we can make it an object for you to do business with us.

Musselman Grocer Co.

WHY MEN FAIL.

Indiscriminate Credit and Extravagant Living Frequent Factors.*

The subject of spot cash is one that lies close to my heart and ought to yours. It is a subject that if properly considered would overcome many of the obstacles that are in the way of many of the successful merchants. We all know that to look at a thing and properly appreciate it at sight a little distance off is better than to be in the swirl. An orator has said distance lends enchantment to the view. I have been sufficiently removed from the actual turmoil of business, although I have served my apprenticeship in the dry goods and general trade business for about forty years. I am not now an active business man; I am not behind the counter, but I am in touch with every branch of business in our exchange and through neighboring towns.

You as distributors of the products of the soil and the factory, do you want to be hewers of wood and carriers of water the best years in your life in order that you may be a collector for some manufacturing concern? Statisticians tell us only about 5 per cent. of the men who engage in various business enterprises are successful. By successful they mean a man who amasses more money than it is necessary for the living. I want to be a little more elaborate with you, and I will say there is at least 10 per cent. of successful business men, although it is denied by Bradstreet's and Dun's. They put it at about 5. Let us for argument say 10 per cent. Where do the other 90 come in? I take it for granted that we all who are in active business belong to the 10 per cent.; but somebody somewhere in this great State of Pennsylvania belongs to the 90 per cent. who fail. I would say that 20 per cent. out of the 90 per cent. remaining make a failure because they become extravagant. As soon as they see the money roll in the till and have a little bank account ahead of their actual needs the first thing they do, even if it is necessary to get a mortgage on their residence, is to get an automobile, and as soon as business men go automobiling their business goes glimmering. Extravagant living, building fine mansions, over-reaching themselves in building their mansions and various other ways—the daughters getting the idea that their father is going to be a merchant prince, and that she must have diamond rings, even at the expense of her better education—that is one way where about 20 per cent. of the merchants fail. You certainly do not belong to that class, because I take it that the personnel of the convention is such that it would preclude the conclusion that you belong to that class. There is another 20 per cent. Many a man saves a little money and wants to go into business who ought to be a farmer, the same as we see a great many boys are educated to be preachers, because they are too weak-minded to be anything else. I believe in

robust ministers and I believe in the right man in the right place. We have 50 per cent. that are outside the class of successful business men.

Have we any here to-day? I am afraid we have. I should not wonder that the majority of business men before me at this hour, I judge, if they fail, will fail on what I am going to say now, Mr. President. This rock upon which the remaining 50 per cent. shatter is the rock of indiscriminate credit. Am I right? Do

I tell the truth? Lay it upon your consciences whether or not you are guilty. Why should a person have credit that is not worthy of it? Are you a charitable institution to harbor and feed those deadbeats, as they have been designated, that move from store to store in your community? First, commencing with the grocery men, because they have to live, and then they strike the clothing and dry goods people because they have to be clothed and they do up everyone in the town, and then when the town has so far advanced as to know them and utterly refuse to give it to them they move to another town.

I have to give approved security before I get money. Have you any better moral right to part with your goods to the customer you do not know and that has no reputation just because he asks you? Or even when he has, have you any better moral reason to give than the bank has to ask for approved credit? The sooner we come down to the basis of cash transactions or approved credit, what I call cash, the better. Why, do you know you spoil the people with whom you trade in this way? You carry them along for six, eight months or a year, and if you ask for your own, what do they say? They turn you down; they get mad at you and they go to your competitor across the street. Mr. Smith says, "I thought you were dealing with Mr. Jones?" "Yes, but Mr. Jones and I can not agree." And Mr. Jones has been more than kind to him and the other fellow rubs it in by getting money that belongs to Jones. He gives it to Smith, and Mr. Smith rubs his hands and thinks he has it on Jones. That is not the way to treat a fellow merchant. Let us get together; let us stand together and when we know of a bad character in that respect, apprise your neighbors, even if he is a competitor. There is a thing that has been accomplished in the State of Pennsylvania through the organizations of business men, through the various exchanges and associations, and that is that no man, no matter where he is located, has a margin upon the business done where he lives, that Mr. Smith, coming in from another town, has the same moral right to sell goods as Jones has, who has lived there all his life. Remember that business men—I thank God for it—have it in their power to make the world better. You are the moulders of public opinion. You can lift up these people that have no conscience, who have no heart and teach them to be economical and teach them that they must live within their incomes. Why should you teach them bad habits?

*Address given at convention of the Retail Merchants' Association of Pennsylvania, at Butler, by P. S. Weber, of Easton.



Our Doctrine

We believe the grocery business is one of the most staple lines of trade.

We believe the successful grocer requires a high degree of industry and ability.

We believe it is the duty of every customer to pay the retailer promptly.

We believe every consumer ought to buy his goods from the local merchant and help build up the community in which he lives.

We believe every retailer ought to buy his goods in his home markets and help increase the prosperity of OUR State.

We believe the mail order houses are a detriment to the best interests of all people engaged in business, and wish to remind the reader that they do not pay taxes nor contribute to the prosperity of the community in which he lives.

We believe the trade today demand, and are entitled to, good, pure and wholesome foodstuffs.

We believe the most successful businesses of today are built up by handling good goods for which one can charge a fair price.

We believe it is for the best interests of the consumer, retailer, jobber and manufacturer to work in harmony, to the end that all may enjoy good value for their money spent and a fair return for the money invested and the brains employed.

We believe in these principals and endeavor to use our influence to promote them. We conduct our business on these broad lines and solicit the patronage of the successful merchants of Michigan.

WORDEN GROCER COMPANY

GRAND RAPIDS, MICH.

The Prompt Shippers

Teach them to become lazy drones? It is morally wrong to your family and you wrong them, because you teach them bad habits. Teach them to be honest, upright and square. It is up to you, my friends, to make good.

Qualities That Business Men Want.

I rejoice that the day seems to be dawning when specialization in education is to be the rule—when the man who is to manufacture soap is to have a different training from the man who is to make sermons, and the one who is to follow finance is no longer to be required to pass an examination in philology.

Commercial life is different from professional life, and, therefore, commercial education should differ from professional education.

Neither professor nor pupil, however, must imagine that a college course can make a business man. Only experience—hard, trying and disappointing experience—can make a business man. But just as the university can put the student through a course of study which, with experience added, will produce an able lawyer or skillful physician, so I believe it can supply the foundations upon which a successful business career may be built. Such a career will involve industry, faithfulness to duty, the welcoming instead of shirking responsibility; it will require self-reliance, judgment of men, the capacity of seeing things as they are, and not as they are represented; it will call for courage, faith and far-sightedness; above all, it will demand truth, square dealing and integrity of character. All that will tend to implant such principles and foster such attributes of character may safely be included in a commercial education.

There is one thing business men want young men to know, which is more important than all else, namely, that integrity of character is, after all, the greatest power in the business world.

In these days of graft and exaggerated reports of graft it sometimes seems as if all business were crooked and all men dishonest. Such a conclusion, however, would be hasty and unwarranted. The revelations of moral obliquity on the part of men in high positions do not prove that the great solid middle classes are dishonest. They only prove that no matter how rich or influential a thief may be, his sin will surely find him out.

The moral sense of the great majority still revolts at dishonesty, and the great mass of business is still transacted on a perfectly straight basis—the basis of simple honesty. Think for a moment of the place and potency of credit in the modern business world. The life blood of modern business is not gold—it is credit. Over 90 per cent. of all business transactions involve credit. Without credit modern business would simply collapse. Credit starts enterprises, builds railroads, manufactures goods, moves merchandise, wages wars, sustains nations, makes civilization.

Now, if all this be true, if the

whole system of modern business is built upon credit, then credit itself must rest upon a firm foundation, or the entire structure would crumble to ruin. That foundation is character. Credit, derived from "credo," implies faith. Every transaction accomplished by credit is based upon confidence in the integrity of someone. Thus character is the very foundation of modern business, and ultimate success on any other basis is almost an impossibility.

A course in commercial education should, therefore, include moral teaching. The best business men in the community stand for much more than the mere accumulation of wealth. Although devoted mainly to making money, a business man's life need not be sordid. He, too, may have his ideals, his friendships, his philanthropies, his yearnings after the higher and more excellent things of life.

David R. Forgan.

The Bull Is Ailing.

"Do you know what's good for a sick bull?" asked the farmer who was selling turnips and cabbages to a West Side grocer.

"What is he sick with?" was queried in reply.

"Can't name it, but I guess it has something to do with the heart. He was all right up to four days ago. That bull used to be a hummer. I kept him in a ten-acre field, and not even a rabbit dared cross it. My, but he could hike it! He'd chase lightning and catch it."

"But what about four days ago?"

"I was standin' in the road when I heard whoopin' and hollerin', and I looked to see about a dozen cross-country runners, a-comin' lickety-split. I saw they were goin' to cross the bull pasture, and I yelled at them, but they kept right on and jumped the fence."

"And landed on the horns of the bull, of course?"

"Not any. They got about five feet the start of him. Down went his head and up went his tail, and with an awful beller he was after 'em."

"And how many did he cripple for life?" anxiously asked the grocer.

"Not a durned one! Say, they left that bull behind as if he was tied to a stump! He jest tore up the soil as he raced along, but he was left rods behind. Since that he has lost his cud, the tears stand in his eyes most all day, and at night he sorter sighs and groans and takes to a fence corner. What d'ye think it is?"

"His heart is busted with chagrin."

"Any cure for it?"

"Hire a tramp to trot slowly across the lot and be overtaken."

"Durned if I don't, and if that don't bring old Nero back to his friskiness I'll trade him off for hogs! Don't want nuthin' around me that hain't a good loser in the game!"

Hemlock Bark Peel.

The peel of hemlock bark in the Lower Peninsula this season, according to C. U. Clark, Manager of the Hemlock Bark Company, is about 25 per cent. less than last year. As to the crop above the Straits nothing

definite can be said until next spring, as shipments will be coming in all through the winter. Considerable Upper Peninsula bark has been received, however, during the last month, due probably to the fire scare.

BUY IT ONCE!!!



No Freezing---No Sawdust

It's a Repeater---Boost it Along

Valley City Biscuit Co.

Grand Rapids :: Mich.

The Only Independent Cracker Bakers in Western Michigan



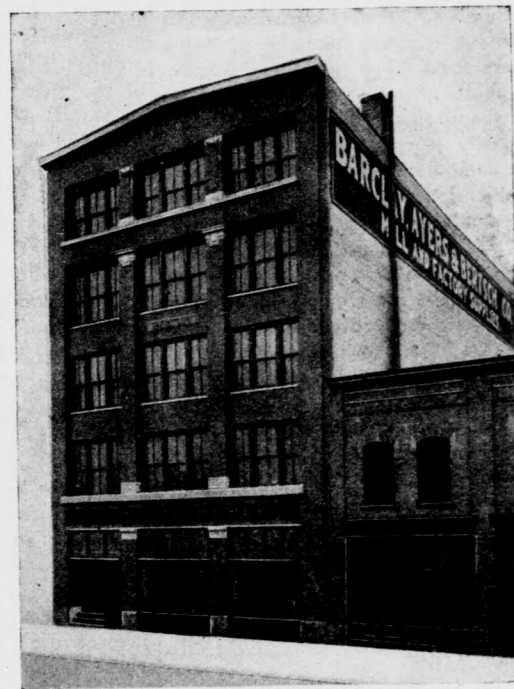
Sole Manufacturers of Hekman's Dutch Cookies

Write for Prices

ATTENTION HARDWARE AND IMPLEMENT DEALERS

An opportunity to quote you our prices on any of the following will convince that we are in a position to save you money and handle your orders with care and promptness.

Black and Galvanized Pipe
Black and Galvanized Pipe Fittings
White Enamelled Sinks
Well and Pitcher Pumps
Well Points
Brass and Iron Cylinders
Rod Couplings, Check Valves and Plungers
Steam Valves, Lubricators, Injectors
Thresher Belts, Leather, Rubber and Cotton Belting
Water, Steam and Suction Hose
Oil and Grease Cups
Babbitt Metals
Sheet Packings
Pipe Covering
Asbestos Cement
Ready Roofing
Roofing Paint
Wire Cable and Clips



Get our Prices on Garden Hose for 1911

Ask for Our New and Complete Catalog No. 8 with Prices

BARCLAY, AYERS & BERTSCH CO.

Grand Rapids, Michigan



Optimism Most Contagious Thing in the World.

It is possible for the salesman to go out with answers to every objection he will meet firmly fixed in his mind. So fortified, he not only anticipates every objection that a prospect can possibly raise, but has ready numerous answers to these objections. These talking points he can adapt, remould or modify to suit the occasion.

There are two general methods of securing talking points for a proposition:

The first and common method is practicable only where a force of men is actually in the field and where they can be assembled for instruction and interchange of ideas. This method calls for a list of objections met in actual work, the actual answers made to these objections, with notes on their efficacy and suggestions for their use.

The second method is practicable under any and all conditions. It calls for a comprehensive outline embracing every possible objection which may be brought against a product.

In the preparation of talking points for use in the field, by the first method, the salesman should keep a careful list of all objections brought against his product. He will find that certain answers to these objections are the most effective. By constant use he determines which is the most effective manner of using his answers. For instance, a talking point may be put in the form of an appeal to the reason, in the form of a story, or even brought out in a half-joking way, laughing aside an objection, instead of taking the field and answering it by argument.

In this manner the salesman determines by actual use what talking points are the most effective and how they should be presented. Constant repetition fixes these in the salesman's mind. These talking points should be reduced to writing, preferably by a shorthand writer taking them from an exposition of an actual demonstration. This will be necessary to get the exact words used by the man in the field. If he attempts to write them down himself there is a strong probability that they will lose effectiveness in the writing, as any salesman is a far better talker than writer.

Owing to the fact that there are bound to be minor imperfections in the work of one man, these talking points should then be thoroughly scrutinized and studied with a view to improvement, by some one who has not only a thorough technical knowledge of the line but a different

viewpoint than the salesman. In most cases this revision falls to the sales manager. He knows the product, knows the salesman and is in closest touch with the entire selling plans and organization. To his revision he gives the same careful attention to arrangement, efficacy and minor details that a lawyer would give to a legal document or specification. This work rightly done will make the talking points logical, conform to the house policy and, most of all, free them from any traps or hidden meaning—in other words, make them "fool-proof."

The method just outlined is one which collects merely the objections that have been made against the product, after they have been brought up, later codifying the answers. The second—and better method—arranges the objections that will be made and compiles from every available source the largest possible number of answers to each one.

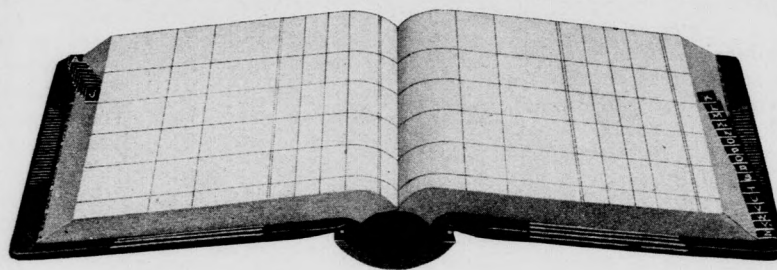
There are forty standard objections which can be brought against a line. No objection can be made to any product unless it be one of these objections or a modification of it.

There are two great groups of objections: First, those which spring from the buyer are the result of characteristics latent in him; and, second, those which are brought against the seller or the goods which he sells—his output. These great groups divide into lesser groups until the final divisions furnish the forty standard objections referred to. The first sub-group is made up of the seven characteristics of the buyer which lead him to make an objection to buying a product. These characteristics, with the objections to which they logically lead, are as follows:

1. Discourtesy: Objection, "I will not see you."
2. Procrastination. Objection, "I will wait a while."
3. Conservatism: Objection, "I do not want to buy a new line."
4. Ignorance: Objection, "I do not know your line."
5. Misinformation: Objection, "I have been advised against you."
6. Prejudice: Objection, "I never buy from agents."
7. Inconsistency: Objection, "You have favored me, but I must buy where I can get the best price."

The refusal of a prospect to see the salesman may call for the exercise of a scientific approach, or it may be best met by an apt talking point. Approach is employed in getting to the prospect—actually getting in his presence. A talking point would answer the refusal "I will not see you,"

The PROUDFIT



Only Spring Back Loose Leaf Binder Made

Absolutely Flat Opening

Unlimited Expansion
Binders for all Purposes

Write for Catalogue

The Proudfit Loose Leaf Co.

Factory and Main Office
8 and 10 Lyon Street Grand Rapids, Mich.

The U. S. Courts Have Decreed

that the AMERICAN ACCOUNT REGISTER AND SYSTEM is fully protected by patents which amply cover every essential point in the manufacture of account registers, and in addition give AMERICAN users the benefit of exclusive features not found in any other register or system.

These decisions have been most sweeping in their effect. They effectually establish our claim to the most complete and most up-to-date system and balk all attempts of competitors to intimidate merchants who prefer our system because of its exclusive, money-making features. Every attack against us has failed utterly. The complaints of frightened competitors have been found to have no basis in law.

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

Every American Account Register and System is sold under an absolute guarantee against attack from disgruntled, disappointed makers of registers who have failed utterly to establish the faintest basis of a claim against our letters patent. Here are the words of the United States

court in a case recently decided in the Western district of Pennsylvania:
"There is no infringement. The Bill should be dismissed. Let a decree be drawn."

This decision was in a case under this competitor's main patent. Other cases brought have been dismissed at this competitor's cost or with drawn before they came to trial.

THE WHOLE TRUTH IN THE CASE

is that the American Account and Register System not only is amply protected by patents decreed by the United States Courts to be ample but is giving the merchant who uses the American, so many points of superiority that its sale is increasing by leaps and bounds. The American stands the test not only of the Courts but of the Dealers. It Leads the World. You should examine these points of superiority and exclusive features before you buy any account system. You cannot afford to overlook this important development in the method of Putting Credit Business on a Cash Basis. Write for full particulars and descriptive matter to our nearest office.

THE AMERICAN CASE & REGISTER CO.

Chicago Office, 17 Wabash Avenue, E. C. Tremayne, G. A.
Detroit Office, 147 Jefferson Avenue, J. A. Plank, G. A.
Des Moines Office, 421 Locust Street, Weir Bros., G. A.

SALEM, OHIO

after the salesman had actually made his approach and gained the attention of his men.

The forty standard objections are capable of almost infinite variation. They meet the salesman in different guises—differently worded, but always as variants of the original number.

In the preparation of talking points to anticipate objections the standard objections are taken as a basis from which to work. Answers are worked out for each objection; suggestions are made for the answer of others, and full provision is made for a full list of talking points on the weak points of the proposition.

For instance, a subscription book house putting out an edition de luxe of Shakespeare could be sure to a moral certainty that there would be two main objections to their product: First, "I can not afford it;" second, "I already have a set of Shakespeare." While all other possible objections should be prepared for, yet in this instance a great deal of work should be placed upon the answers to these two objections.

F. H. Hamilton.

Tribute To the Tireless Travelers.

Fifty years ago there were no traveling salesmen; to-day there are hundreds of thousands of them, constantly on the wing creating business. When they began about forty years ago they were a class of free and easy, jolly, drinking and smoking set of "good fellows," as the term goes, not overly punctilious about morals or the finer points of human life. To-day they are sober, earnest, educated, intelligent, faithful and loyal, necessities to every successful business, with one or two exceptions. The name of their friends is "legion."

Nothing gives me so much pleasure as to take hold of some young man who has not yet learned how to sell goods, but who is a good bit of material, who is honest with himself, and with the house, and really wants to succeed and is willing to work. How I do like to help him! To put forth my hand and have him rest on it, and steady himself and regain the confidence in himself that perhaps he has lost; to give him the glad hand of a cordial welcome when he comes in and to thank him for his hard and successful work, if the facts permit me; to teach him that the way to success is as plain as the way to market, viz., that uprightness, truth, fair dealing, hard work and a knowledge of the business is all the "tools" he needs to work with. In brief to take hold of a poor salesman or a mediocre one and make of him a good one—a crackerjack, a star. I say I love that work—it is my favorite pastime and pleasure. But, if he is not a worker, I have no use for him, because I literally despise a lazy man, or a salesman who will take the late train instead of the early one.

Selling goods is the big end of the hardware business—that is why I attach so much importance to it. Selling creates business—if you do not create you have no business to care for. Many young salesmen start out with the idea that they must be

"smart," and are always trying to fool somebody. That is a big mistake—a salesman should never fool anybody, never try to, never take a short cut on a customer, never overcharge him or mislead him, but always try to help him to prosper.

E. C. Simmons.

The Boys Behind the Counter.

Traverse City—Frank A. Gardner, for several years local manager of the Postal Telegraph Company, has resigned and accepted a position as salesman with the clothing department of the Hannah & Lay Mercantile Co. Mr. Gardner is succeeded by Miss Anna M. Fleming, of Charlevoix, who will have charge of the Postal offices. The reason for the change is occasioned by Mr. Gardner's desire to enter the mercantile business, with which he was connected for many years.

Cadillac—Date Lagoe has been engaged as a salesman at the Henry Aldrich clothing store and has bidden farewell to base ball forever.

Benton Harbor—Hiram Allerton has resigned his position at the Battlement drug store to accept one with Ross M. Baker in the grocery store.

Greenville—Don Backus has resigned his situation in Jacobson's men's furnishing goods department to accept one with the Gibson Clothing Co.

Manton—Enoch Hedquist, for the past year salesman at the Baum & Callin store, now J. F. Rathbun & Co., has accepted a position in the hardware store of A. E. Kromer & Co.

Imlay City—Olla Wilson, who has been in the employ of E. F. Parker for the past two years, moved his family to Brown City last week, where he has purchased a hardware stock.

Thompsonville—A. I. Wightman, who has been with the Imerman store for several years, has accepted a position in the L. H. Wood general store at Shelby.

Vermontville—Mr. and Mrs. Glen Raycraft have removed to Shepherd, where he will have the management of a new drug store, which is being opened there.

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

Buffalo, Sept. 21—Creamery, fresh, 27@31c; dairy, fresh, 23@28c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 26@28c; at mark, 23@25c.

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

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

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

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

When sin prates of liberty it means freedom to make slaves of some.

It may be better to lift up a man's heart than to take up his load.

First Telegraph Operator In Grand Rapids.

Written for the Tradesman.

Charles B. Benedict, of Seattle, Washington, is spending a week with his mother and sister, who reside on Bostwick street. He is a native of Grand Rapids, but went to the Pacific coast fifteen years ago and is satisfied with life in that region. Mr. Benedict is the son of Edward M. Benedict, the operator and manager of the first telegraph office opened in Grand Rapids. It was located in a small one-story frame structure, containing a single room, located on a part of the ground covered by the Weston building, adjoining the Hotel Pantlind, on Canal street. Mr. Benedict used an automatic recording instrument in receiving messages. Long narrow strips of paper were run over a cylinder forming part of the instrument, upon which were imprinted the dots and dashes conveying the messages received through the office in Detroit and from local points on the Detroit & Milwaukee Railroad. Running the paper ribbons through his fingers, Mr. Benedict would read the messages and write them down preparatory to delivering the same in person. At intervals during the day he would lock his door and go into the streets for this purpose. Mr. Benedict managed the office many years, witnessing the introduction of the duplex and the quad, and the development of the business from insignificance to great importance. Charles B. Benedict was associated with his father in the office of the Western Union Telegraph Co. for a number of years after reaching manhood.

Arthur S. White.

Third Annual Industrial Exposition at Saginaw.

Saginaw, Sept. 19—The biggest procession since military day during the centennial three years ago, headed by the Saginaw band, and consisting of the Saginaw and Bay City militia, fire and police departments, preceded the formal opening of the third annual industrial exposition, given by the merchants and manufacturers of this city, in the Auditorium last Friday night.

The showing is all the more striking and creditable in that it appears to be solely and entirely a Saginaw exposition, made up of wares from the various houses of the city, from the morning cup of coffee and accompanying biscuit, all along the line, including the stoves upon which these necessities are cooked, the clothing worn by different members of the household, the floral decorations of the home, the medicine chest, the handy implements of housekeeping, accompaniments and luxuries of the daily bill of fare, millinery and handsome costumes, and even the linotype machine from the office of the Saginaw Daily News, upon which is set the type for the evening paper that is just as much a necessity in the home as are any of the articles shown.

In addition to the general exhibits, including those in machinery hall, a special feature which attracts attention is the school garden exhibit

made on the stage of the banqueting hall. It is admirably arranged and is a genuine harvest picture, au naturel. Flowers, vegetables, sugar beets and all the variety possible to the garden are shown in profusion and shown in a high degree of cultivation, telling their own tales of youthful effort and juvenile enthusiasm in the work.

A fine collection of asters is in the exhibit, which also includes twenty-one other varieties, with a wealth of foliage, all grown and fostered into exhibition condition by the children of the city schools. The vegetable showing is rich in corn, tomatoes, beans, beets, celery, cucumbers, potatoes, etc., and the general appearance of the exhibit is such as would lead to the impression that some first-class market garden, under professional culture, had been stripped of its best, were the facts not known that all is due to the work of the children of the schools themselves, under the tuition of their teachers.

The whole forms a striking illustration of the value of this branch of school work.

Among the features is the exhibit of paintings which includes a collection of about thirty works of art. There are pictures of all descriptions and the art connoisseur will find there many subjects to attract and hold the attention. Individual tastes are well catered to, the subjects being so varied and extensive that all may find in the collection material for an enjoyable hour in reviewing this feature of the exposition.

Over and above the exposition and its innumerable features of interest, there is provided for the entertainment of visitors a superb musical programme, rendered by the famous Createore band.

A false pleasure makes a true pain.

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.

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.

DRUGS AND DRUGGIST'S SUNDRIES

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.

GONE BEYOND.

Jacob B. Timmer, Chemist Hazeltine & Perkins Drug Co.

A good man has gone. The community in which he lived has been deprived of an honored citizen. His friends who knew him in the every day warfare of life have been called upon to part with a good counselor and advisor and one who was ever true to them under all circumstances. His family in this bereavement have suffered a loss which can not be restored, in being called upon to forever part with a wise father and a true husband.

Those of us who were associated with him in business every day and have known for many years the value of daily contact with him have lost a worker and a friend that it will be almost impossible to replace. Such is not only an estimate, but in a sense a measure of Jacob Timmer, for as a man among men and a friend among his friends he had very few equals and no superiors.

Jacob Timmer was a true pharmaceutical chemist in the highest sense of the term. He knew his art and his science because he loved them and there was no man more devoted to the successful termination of the work he undertook than Jacob Timmer.

He came into the employ of the Hazeltine & Perkins Drug Co. about twenty years ago, practically as an errand boy. He had been noted in his school life as a close and true thinker and a logical reasoner. This, coupled with the sturdiness of his Holland nature and with his love for hard work, soon demonstrated to the company in whose employ he was that he was destined for higher things in the commercial world. Step by step and leap by leap, week in

and week out, the year round and the year round, he made advancement until at the time of his death he not only stood first in the employ of his company in his particular line, but first in the rank of such men in all this part of the country. His work was not only eminently satisfactory in the laboratory where he made his home but the results of his study and his research often found expression in articles written by him for trade journals, and which in many instances were recognized by the instructors of state institutions. He was in love



Jacob B. Timmer

with his art and science, he was a worker and a winner and never allowed anything of his manufacture to pass beyond his hands and his inspection without having been carefully and thoroughly tested as to accuracy.

He was so thoroughly imbued with the desire to succeed and never to make a mistake that he was found to be over-anxious and, as might be said, over-careful in his work, which we all know has a tendency to make work laborious.

The life of Jacob Timmer was too short, but when he died every piece of work that he had undertaken, whether in the laboratory or in his home, had been finished. Being perfectly familiar with the evidences surrounding his death and after three or four days of careful consideration of all that can be gathered from those who were working with him and the work upon which he was engaged, I am constrained to say that I believe his death was purely accidental. Reference has been made in the daily papers to the work that he was doing upon that fatal day.

A few days ago the company received an order for a barrel of what

is known in the pharmaceutical trade throughout this country as White Pine Expectorant or, more explicitly, an article that is used in coughs and colds the country over. This article is made according to a stated formula and contains the same percentage of chloroform as do almost all cough and cold preparations.

It was necessary for Mr. Timmer to make this quantity in lots of ten gallons each. One of these lots he finished during the middle of the afternoon upon which he died, after having cooked, strained and added the chloroform to it. At the time of doing this he raised the question with his first assistant as to whether the chloroform was perceptible in this particular lot. The sense of smell and taste so much used and depended upon by every pharmacist was brought into play and use by him, but he contended that he could not detect the chloroform. The assistant could detect it readily, however, and the conclusion was that Mr. Timmer's taste and smell had become so adjusted to the odor through the manufacture of it that he could not readily and plainly detect it. This is often the case in the work of pharmacists and it is also quite a general rule that the sense of taste and smell are universally used by them to guard against danger and errors and it was not at all strange or out of the way to discover Mr. Timmer or any other pharmacist using these senses almost every day and every hour of the day in their laboratory work.

Mr. Timmer was what might be called overly-careful and very anxious and cautious. Later in the day he arranged another ten gallon lot of this syrup and put it upon the stove for the cooking process. At the time that his assistants were at liberty to leave the laboratory this piece of work was not finished and when they offered to remain with him he simply replied that he would cook it a little longer, strain it, add the chloroform and then go home.

The fact that he remained in the laboratory did not attract any attention, and rightfully so, because he was quite apt to remain after his helpers had gone to finish anything that he might have and to be sure that the day's work was well done.

We find that he removed this syrup from the stove and put it through the strainer and into the cooler and was simply waiting for the temperature to be right in order to add the chloroform. He had been in the fumes and the atmosphere of this mixture for some little time and circumstances go to show that he drew the chloroform from the stock bottle and placed it near him upon the table, simply waiting to add it to the mixture. The day was finished, the work was practically done and he was tired and at that particular time would be very susceptible to such a drug. It is quite evident that unconsciously he was more under the influence of the drug than he had any idea of at the time. The final action of chloroform is quick and at the end of the day he was more susceptible to its influence than he supposed. At this particular time

he fell the victim to its influence. We find that there was nothing in his work unfinished, there were no memorandums left and every record and every detail was exactly as he would leave them any night when leaving the laboratory for his home.

He was capable, efficient, industrious and he was never criticised nor blamed. A finished product, from his laboratory was regarded by all as final. He was a prince of the realm in which he worked and in his business life there was no reason for any premeditated action on his part. Those who knew him well are fully aware that in business, and in his home, and among his friends he had everything that the average man could wish for. He enjoyed a fair compensation for his labors, had been frugal and thrifty and his home and his family are positive proof of the happiness that reigned there.

The drawing of hasty conclusions is a weakness of human nature, and it is with regret that I have noticed several comments upon this occurrence that have been made without the true knowledge of all the circumstances. Those of us who were with him every hour of every day and who have had an opportunity to look over the circumstances and to take everything connected therewith into consideration, join with me in giving testimony to what we believe to be a fact, that Jacob Timmer, in his anxiety for the accuracy of his work, became an unconscious and unexpected sacrifice upon the altar of service.

We shall all miss him and his family, relatives, friends and business associates have suffered a severe loss.

We regret his death, but the world is better that he lived.

Lee M. Hutchins.

Soda Jottings.

It pays to be different.

Have clean straws.

Neat accessories attract the eye.

Make the fountain look cool.

Do not display fly-specked eggs.

Dusty, faded placards create no thirst.

Don't chop the lemons with a rusty knife.

Remember that soda water shows a wide margin of profit and sells for cash.

Go after the soda business. It is well worth while.

Do Not Look Alike.

Bananas and potatoes are almost identical in chemical composition.

It is easier to see small defects of character than to see that they are small.

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.

42 and 44 So. Ionia Street, Grand Rapids

BERT RICKER, Manager

WHOLESALE DRUG PRICE CURRENT

Acidum		Flora		Calicut		Velvet extra sheeps'		Serpentaria	
Aceticum	60	Arnica	200	Calicut	85	wool carriage	@2 00	Stromonium	50
Benzolcum, Ger.	70	Anthemis	50	Carvophylli	1 80	Yellow Reef, for	@1 40	Tolutan	60
Boracie	12	Matricaria	30	Cedar	85	slate use	@1 40	Valerian	50
Carbolicum	16			Cinopadi	75			Veratrum Verde	50
Citricum	45			Cinnamoni	1 75			Zingiber	60
Hydrochlor	3			Conium Mac	80				
Nitrosum	8								
Oxalicum	14								
Phosphorium, dil.	15								
Salicylicum	44								
Sulphuricum	15								
Tannicum	75								
Tartaricum	38								
Ammonia		Folia		Copaiba		Acacia		Miscellaneous	
Aqua, 18 deg.	4	Barosma	1 80	Cubebae	4 80	Aurant Cortex	@ 50	Aether, Spts Nit 3f	35
Aqua, 20 deg.	6	Cassia Acutifol.	15	Erigeron	2 35	Ferri Iod	@ 50	Aether, Spts Nit 4f	38
Carbonas	13	Cassia, Acutifol.	25	Evechthitos	1 00	Ipecac	@ 50	Alumen, grd po 7	4
Chloridum	12	Salvia officinalis	18	Gaultheria	4 80	Scilla	@ 50	Annatto	40
Aniline		Jva Ursi	8	Geranium	75	Scilla Co.	@ 50	Antimoni, po	4
Black	2 00			Gossypil Sem gal	70	Tolutan	@ 50	Antimoni et po T	40
Brown	80			Hedeoma	2 50	Prunus virg	@ 50	Antifebrin	20
Red	45			Junipera	40	Zingiber	@ 50	Antipyrin	25
Yellow	2 50			Lavendula	90			Argenti Nitras oz	62
Baccae				Limons	1 15			Arsenicum	10
Cubebae	70			Mentha Piper	2 20			Balm Gilead buds	60
Junipers	10			Mentha Verid	3 00			Bismuth S N	20
Xanthoxylum	1 00			Morruhae, gal.	2 00			Calcium Chlor, 1s	9
Balsamum				Myrica	3 00			Calcium Chlor, 1/2s	10
Copaiba	60			Olive	1 00			Cantharides, Rus.	90
Peru	2 00			Picis Liquida	10			Capsici Fruc's af	20
Terabin, Canada	78			Picis Liquida gal.	40			Capsici Fruc's po	22
Tolutan	40			Rosae oz.	6 50			Cap'i Fruc's B po	4
Cortex				Rosmarini	1 00			Carmine, No. 40	25
Abies, Canadian	18			Sabina	90			Carphyllus	20
Cassia	20			Santal	4 50			Cassia ructus	35
Cinchona Flava	18			Sassafras	90			Cataceum	10
Buonymus atro.	60			Sinapis, ess. oz.	65			Centaria	50
Myrica Cerifera	20			Succini	40			Cera Alba	50
Prunus Virgin.	15			Thyme	40			Cera Flava	40
Quillaja, gr'd.	15			Thyme, opt.	1 60			Crocus	45
Sassafras, po 25	24			Theobromas	15			Chloroform	34
Ulmus	20			Tigil	90			Chloral Hyd Crss 1	25
Extractum				Potassium				Chloro'm Squibbs	90
Glycyrrhiza, Gla.	24			Bi-Carb	15			Chondrus	20
Glycyrrhiza, po.	28			Bichromate	13			Cinchonid'e Germ	38
Haematox.	11			Bromide	30			Cinchonidine P-W	38
Haematox, 1s	13			Carb	12			Cocaine	2 80
Haematox, 1/2s	14			Chlorate	12			Corks list, less 70%	45
Haematox, 1/4s	16			Cyanide	30			Creosotum	45
Ferru				Iodide	2 25			Creta	75
Carbonate Precip.	15			Potassa, Bitart pr	30			Creta, prep.	5
Citrate and Quina	2 00			Potass Nitras opt	7			Creta, precip.	9
Citrate Soluble.	55			Potass Nitras	6			Creta, Rubra	8
Ferrocyanidum S	40			Prussiate	23			Cudbear	24
Solut. Chloride	15			Sulphate po	15			Cupri Sulph	3
Sulphate, com'l	2			Radix				Dextrine	7
Sulphate, com'l, by	70			Aconitum	20			Emery, all Nos.	8
bbl. per cwt.	70			Althae	30			Emery, po	6
Sulphate pure	7			Anchusa	10			Ergota	60
				Arum po	25			Ergota, po 65	60

Hazeltime & Perkins Drug Co.

Importers and Jobbers of

Drugs, Chemicals, Patent Medicines
Druggist Sundries, Books, Stationery
School Supplies and Sporting Goods

Our Holiday Samples Are on Exhibition as Usual

Larger and Better Selected than Ever

The earlier we can have your order the better we can serve you

Corner Louis and Ottawa Sts. :: Grand Rapids

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

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C	Candles	Candles
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Feed	Feed
G	Gelatine	Gelatine
H	Herbs	Herbs
I	Hides and Pelts	Hides and Pelts
J	Jelly	Jelly
K	Licorice	Licorice
L	Matches	Matches
M	Meat Extracts	Meat Extracts
N	Mince Meat	Mince Meat
O	Molasses	Molasses
P	Mustard	Mustard
Q	Nuts	Nuts
R	Olives	Olives
S	Pipes	Pipes
T	Pickles	Pickles
U	Playing Cards	Playing Cards
V	Potash	Potash
W	Provisions	Provisions
X	Rice	Rice
Y	Salad Dressing	Salad Dressing
Z	Saleratus	Saleratus
1	Sal Soda	Sal Soda
2	Salt	Salt
3	Salt Fish	Salt Fish
4	Seeds	Seeds
5	Shoe Blacking	Shoe Blacking
6	Snuff	Snuff
7	Soap	Soap
8	Soda	Soda
9	Spices	Spices
10	Starch	Starch
11	Syrups	Syrups
12	Tea	Tea
13	Tobacco	Tobacco
14	Twine	Twine
15	Vinegar	Vinegar
16	Wicking	Wicking
17	Woodenware	Woodenware
18	Wrapping Paper	Wrapping Paper
19	Yeast Cake	Yeast Cake

Col	1	2
1	ARCTIC AMMONIA	Oysters
2	AXLE GREASE	Plums
3	Baked Beans	Peas
4	BATH BRICK	Pineapple
5	BLUING	Pumpkin
6	BROOMS	Raspberries
7	BUTTER COLOR	Salmon
8	CANDLES	Sardines
9	CANNED GOODS	Shrimps
10	Blackberries	Succotash
11	Blueberries	Strawberries
12	Brook Trout	Tomatoes
13	Clams	W. R. & Co.'s 25c size
14	Clam Bouillon	W. R. & Co.'s 50c size
15	Corn	Perfection
16	French Peas	Water White
17	Gooseberries	D. S. Gasoline
18	Hominy	Gas Machine
19	Lobster	Deodor'd Nap'a
20	Mackerel	Cylinder
21	Mustard	Engine
22	Mustard	Black, winter
23	Soused, 2lb.	CEREALS
24	Tomato	Breakfast Foods
25	Tomato	Bear Food, Pettijohns
26	Mushrooms	Wheat, 2 doz.
27	Buttons	Malta Vita, 36 lbs.
28		Maple-Flake, 24 lbs.
29		Phillips' Vitos, 3 dz.
30		Ralston Health Food
31		Saxon Wheat Food, 24
32		Shred Wheat Biscuit, 36
33		Kellogg's Toasted Corn
34		Flakes, 36 pkgs in cs.
35		Vigor, 36 pkgs.
36		Voigt Cream Flakes, 2
37		Zest, 20 5lb.
38		Rolled Oats
39		Steel Cut, 100 lb. sks.
40		Monarch, bbl.
41		Monarch, 90 lb. sacks
42		Quaker, 18 Regular
43		Quaker, 20 Family
44		Cracked Wheat
45		24 2lb. packages
46		CATSUP
47		Columbia, 25 pts.
48		Snider's pints
49		Snider's 1/2 pints
50		CHEESE
51		Acme
52		Bloomington
53		Jersey
54		Warner
55		Riverside
56		Brick
57		Leiden

3

Limburger	@17
Pineapple	40 @60
Sap Sago	@20
Swiss, domestic	@13

CHEWING GUM

American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	55
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Yucatan	55
Spearmint	55

CHICORY

Bulk	5
Red	7
Eagle	5
Frank's	7
Schener's	6

CHOCOLATE

Walter Baker & Co.'s	22
German's Sweet	31
Premium	31
Caracas	31
Walter M. Lowney Co.	30
Premium, 1/4s	30
Premium, 1/2s	30

CIDER, SWEET

Regular barrel 50 gals	7 50
Trade barrel, 28 gals	4 50
1/2 Trade barrel, 14 gals	2 75
Boiled, per gal	50
Hard, per gal	20

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Epps	42
Huxley	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	72
Webb	33
Wilbur, 1/4s	33
Wilbur, 1/2s	32

COCOANUT

Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	13

COFFEE

Common	10 @13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20

Santos

Common	12 @13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19

Maracabo

Fair	16
Choice	19
Fancy	19

Guatemala

Choice	15
Fancy	15

Java

African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha

Arabian	21
Package	21
New York Basts	16 75
Lion	16 25

McLaughlin's XXXX

McLaughlin's XXXX sold	to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
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Extract

Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS

National Biscuit Company	
Brand	
Butter	
N. B. C. Square	6 1/2
Seymour, Round	6 1/2

Soda

N. B. C.	6 1/2
Select	9
Saratoga Flakes	13
Zephyrette	13

Oyster

N. B. C. Round	6 1/2
Gem	6 1/2
Faust	8 1/2

Sweet Goods

Animals	10
Atlantics	12
Atlantic Assorted	12
Arrowroot Biscuit	16
Avena Fruit Cake	12
Brittle	11
Bumble Bee	10
Cadets	9
Cartwheels Assorted	9
Circle Honey Cookies	12
Current Fruit Biscuits	12
Cracknels	16
Coffee Cake	10
Coffee Cake, Iced	11

4

Cocoanut Brittle Cake	12
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Drops	12
Cocoanut Macaroons	11
Cocoanut Honey Cake	12
Cocoanut Hon Fingers	12
Cocoanut Hon Jumbles	12
Crumpets	10
Dinner Biscuit	25
Dixie Sugar Cookie	9
Family Cookie	9
Fig Cake Assorted	12
Fig Newtons	12
Florabel Cake	12 1/2
Fluted Cocoanut Bar	10
Frosted Creams	8
Frosted Ginger Cookie	8
Frosted Honey Cake	12
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7 1/2
Ginger Snaps N. B. C.	

Square	8
Hippodrome Bar	10
Honey Block Cake	14
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	9
Imperial	9
Jersey Lunch	9
Jubilee Mixed	10
Kream Klips	25
Ladle	9
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	17
Lemona	9
Mary Ann	17
Marshmallow Walnuts	17
Molasses Cakes	8
Molasses Cakes, Iced	9
Molasses Fruit Cookies	11
Mottled Square	10
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	9
Penny Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzettes, Hand Md.	9
Pretzettes, Mac. Md.	8
Raisin Cookies	10
Revere, Assorted	14
Rittinhouse Fruit	10
Biscuit	10
Rube	9
Scalloped Gems	10
Scotch Cookies	10
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	13
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	9
Sugar Squares, large or small	9
Sunnyside Jumbles	10
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	9
Vanilla Wafers	17
Waverly	10

In-er Seal Goods	per doz.
Albert Biscuit	1 00
Animals	1 00
Arrowroot Biscuit	1 00
Athena Lemon Cake	50
Baronet Biscuit	1 00
Bremner's Butter	1 00
Wafers	1 00
Cameo Biscuit	1 00
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers, Red	1 00
Label	1 00
Lemon Snaps	50
Marshmallow Dainties	1 00
Oatmeal Crackers	1 00
Old Time Sugar Cook	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Pretzettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda Cracks, N. B. C.	1 00
Soda Cracks, Select	1 00
S S Butter Crackers	1 50
Sultana Fruit Biscuit	1 50
Uneda Biscuit	1 00
Uneda Jinger Wafer	1 00
Uneda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

In Special Tin Packages	Per doz.
Festino	2 50
Nabisco, 25c	2 50
Nabisco, 10c	1 00

5

Champagne Wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR

Barrels or drums	33
Boxes	34
Square cans	36
Fancy caddies	41

DRIED FRUITS

Sundried Apples	@
Evaporated	@

Apricots

California	12 @15
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Citron

Corsican	@15
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Currants

Imp'd 1 lb. pkg.	@ 9
Imported bulk	@ 8 1/2
Peel	
Lemon American	13
Orange American	13

Raisins

Cluster, 5 crown	1 75
Loose Muscatels 3 cr.	5 1/2
Loose Muscatels 3 cr.	5 1/2
Loose Muscatels, 4 cr.	6 1/2
L. M. Seeded 1 lb.	6 1/2 @ 7 1/2

California Prunes

100-125 25lb. boxes	@ 5
90-100 25lb. boxes	@ 6 1/2
80-90 25lb. boxes	@ 6 1/2
70-80 25lb. boxes	@ 7
60-70 25lb. boxes	@ 7 1/2
50-60 25lb. boxes	@ 8
40-50 25lb. boxes	@ 8 1/2
30-40 25lb. boxes	@ 9
1/4 less in 50lb. cases	

FARINACEOUS GOODS

Dried Lima Beans	6
Med. Hand Pkd	3 00
Brown Holland	3 00
Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	3 50

Hominy

Flake, 50 lb. sack	1 00
Pearl, 100 lb. sack	2 45
Pearl, 200 lb. sack	4 80

Maccaroni and Vermicelli

Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

Pearl Barley

Common	3 00
Chester	3 00
Empire	3 65

Peas

Green, Wisconsin, bu.	2 50
Green, Scotch, bu.	2 50
Split, lb.	04

Sage

East India	5
German, sacks	5
German, broken pkg.	

Tapioca

Tapioca	
Flake, 10 0lb. sacks..	6
Pearl, 130 lb. sacks ..	4
Pearl, 24 lb. pkgs.	7

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/8 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/2 cloth 5 90 Worden Grocer Co. American Eagle 1/4 clh 6 10 Grand Rapids Grain & Milling Co. Brands Purity, Patent 5 60 Seal of Minnesota 5 20 Wizard Flour 5 20 Wizard Graham 5 20 Wizard Gran. Meal 5 30 Wizard Buckwheat 5 50 Rye 4 80 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/8 6 50 Ceresota, 1/4 6 70 Ceresota, 1/2 6 60 Lemon & Wheeler's Brand Wingold, 1/8 6 75 Wingold, 1/4 6 65 Wingold, 1/2 6 55 Worden Grocer Co.'s Brand Laurel, 1/8 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/2 cloth 6 00 Laurel, 1/8 paper 6 00 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic 5 00 Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/8 cloth 6 50 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 1/8 paper 6 30 Sleepy Eye, 1/4 paper 6 30 Sleepy Eye, 1/2 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 26 00 Corn Meal, coarse 26 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 35 Corn Carlots 65 Less than carlots 68 Hay Carlots 17 Less than carlots 18 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 32 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/4 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 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs. per doz. 2 25 Hardwood 2 00 Ideal 85 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. 632 Tour'n't whist 2 25	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Bisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Drv Salt Meats S P Bellies 16 Lard Pure in tierces 14 1/4 Compound Lard 11 80 lb. tubs, advance 1/4 50 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 20 lb. pails, advance 1/4 10 lb. pails, advance 1/4 5 lb. pails, advance 1/4 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/4 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/4 50 Potted ham, 1/2 50 Deviled Ham, 1/4 50 Deviled Ham, 1/2 50 Potted tongue, 1/4 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 3 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2 3 00 SALT SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 80 Lump, bbls. 80 Lump, 145 lb. kegs 9 00 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common 90 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 Thunks 16 Holland Herring Y. M. wh. hoop, bbls. 10 00 Y. M. wh. hoops 1/4 bbl. 5 25 Y. M. wh. hoops, kegs 65 Y. M. wh. hoop Milchers 75 Queen, bbls. 9 00 Queen, 1/2 bbls. 4 75 Queen, kegs 55 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 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 Whitensh No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 30 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 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 2 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marzeilles, 100 cakes 6 00 Marzeilles, 100 cks 5c 4 00 Marzeilles, 100 ck toil 4 00 Marzeilles, 1/2 bx toilet 2 10 A. B. Wrisley 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 lb. 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 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochin 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 22 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 1/4 Muzzy, 20 1lb. pkgs. 5 1/4 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford 7 1/4 Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 8 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 37 Half barrels 29 20lb. cans 1/4 dz. in cs. 1 75	10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75 2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 32 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 32 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 13 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 @ 33 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 @ 60 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 1 oz. 56 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 76 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 76 Sweet Burley, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs. 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 31 Boot Jack 86 Bullion, 16 oz. 46 Climax Golden Twins 48 Days Work 37 Derby 28 5 Bros. 58 Gilt Edge 68 Gold Rope, 7 to 1b. 58 Gold Rope, 14 to 1b. 58 G. O. P. 32 Granger Twist 46 G. T. W. 36 Horse Shoe 43 Honey Dip Twist 45 Jolly Tar 40 J. T., 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 40 Picnic Twist 45 Piper Heidsieck 69 Redicut, 1 1/2 oz. 38 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Square Deal 28 Star 43 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00	Splint, small 2 75 Willow, Clothes, large 3 20 Willow, Clothes, small 2 20 Butter Plates Wire End or Ovals 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 1 lb., 250 in crate 30 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined 8 in. 70 Cork lined 9 in. 80 Cork lined 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 3-wire Cable 2 20 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 60 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 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 55 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 Pickrel 12 Pike 8 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad 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 13 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Pelts Old Wool 0 80 Lambs 50 @ 75 Shearings 40 @ 65 Tallow No. 1 6 1/2 No. 2 6 1/4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist 8 Case Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 17 Big stick, 30 lb. case 6 Mixed Candy Grocers 6 1/4 Competition 1 Special 8 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 13 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 13 San Blas Goodies 13 Lozenges, plain 13 Lozenges, printed 13 Champion Chocolate 13 Eclipse Chocolates 13 Bureka Chocolates 13 Quintette Chocolates 13 Champion Gum Drops 13 Moss Drops 13 Lemon Sours 13 Imperial 13 Ital. Cream Opera 13 Ital. Cream Bon Bons 13 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy-in 5lb. Boxes Old Fashioned Molasses, 10lb. bx 1 25 Orange Jellies, 10lb. bx 1 25 Lemon Sours 1 25 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, 10lb. 1 10 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 60 Lozenges, printed 60 Lozenges, plain 60 Imperial 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 10 @ 60 Cream Wafers 60 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tmt 3 75 Pen Strike No. 1 6 50 Pen Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 2 25 Giggles, 5c pkg. cs 8 50 Pop Corn Balls 20 @ 1 25 Azulikit 100s 3 25 On My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California aft. shell Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 11 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 14 Table nuts, fancy 13 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 0 85 Pecan Halves 36 @ 38 Walnut Halves 36 @ 38 Filbert Meats 0 71 Allicante Almonds 0 41 Jordan Almonds 0 47 Peanuts Fancy H P Suns 0 7 1/2 Roasted 0 7 1/4 Choice, H. P. Jumbo 0 8	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler 85
6 oz. glass tumbler 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand

Ben Hur 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates 7 @ 5
Livers 6 1/2 @ 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, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top, Blend, 1 lb.
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

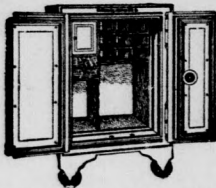
Poles

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Holiday Goods In Twelve Cities

There is satisfaction in buying holiday goods from samples: PROVIDED one can see the entire line. There is satisfaction, too, in knowing that the samples you see represent practically the world's all in these goods, which you do or could sell.

In each of the twelve cities named below ALL our holiday goods are on display.

To get an idea of the magnitude of this sample showing, it will be only necessary to say that it could not be crowded into less than three hundred sample trunks.

These goods, compactly grouped in well lighted sample rooms and plainly ticketed with guaranteed net prices, make buying about as easy and pleasant as would be possible.

Every item sampled is shown in our catalogue with accurate cut and description at this SAME NET PRICE.

Buying through this book re-orders can be sent in as needed, with every assurance of being filled up to the eleventh hour.

Call and see us when in any of the twelve cities. If you cannot do that, send for the October catalogue, No. F. F. 830, and study our holiday line.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Omaha, San Francisco, Seattle

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—Good paying drug store in Central Wisconsin, town of 1,000, with good surrounding farming country. Reason for selling, poor health and other business. Higgins & MacQueen, Nanawa, Wis. 927

For Sale—An old established business in a small town. All clean goods, no stickers. Stock reduced to \$3,500. Store building, 26x88 feet, with living rooms on second floor. Rent \$25. A splendid opportunity for a wide-awake young man. Reason for selling, wish to go to a larger place. Apply S. Saulson, Grand Marais, Mich. 926

For Sale—Twenty-five years established hide, wool and fur business, as the owner retires. The place of business and residence with all the conveniences, \$200,000 is about the amount of business done a year and more could be done. It will be sold for a great deal less than its cost. Address No. 922, care Michigan Tradesman. 922

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.

Why Look Here! H. Winship, of St. Charles Iowa, general merchandise and real estate auctioneer, will sell your goods for you and make you money. 920

For Rent—New corner store, 110x50 feet, busiest street in city. Modern in every respect. Vasaly Realty Co., Little Falls, Minn. 919

For Sale—Stock of merchandise, consisting of millinery and ladies' furnishings, bazaar goods, wall paper, jewelry, etc. Splendid location in town of 700, surrounded by excellent farming country. Will invoice about \$2,000. Address C. R. Burleson, McBain, Mich. 918

Wanted—A good business stock of groceries or general merchandise. Address W. W. Watson, Middleville, Mich. 917

Newspaper For Sale—The Kalkaskian at Kalkaska. Oldest paper in county. Largest circulation. Only two papers in county. Owner selling on account of poor health. Rare opportunity. Part cash, rest on easy payments. Address Will N. DePuy, Kalkaska, Mich. 916

For Sale—Or trade, hustling clothing, shoe and furnishing business in busy town of 4,000 population; splendid opportunity to enjoy good live business, price \$8,000. Further particulars address M. M., Box 42, St. Louis, Mich. 915

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. Holman, Harvey, Ill. 914

For Sale—At a bargain, a nice stock of china and bric-a-brac and glassware. Address C. C. Sweet, Benton Harbor, Mich. 925

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 a 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.

Aurora, Mo., altitude, 1,400 feet, population 6,000, wants and will make money for wholesale houses, more retail stores, a packing house and other factories. We badly need an overall, glove, shirt waist, knit goods, glass and fertilizing factory at once; glass sand in abundance near by; transportation facilities with five outlets fine factory sites on tracks; will give satisfactory inducements; day and night electric current; lowest death rate in United States; no labor troubles. Write N. V. H. Walker, Secretary, Board of Trade. 924

Special Sales—The oldest sale conductor in the business, bar no one. Why engage a novice when you can get the services of one who knows the business from A to Z. Best of references as to my character and ability from wholesalers and retailers. Personally conduct all of my own sales. W. N. Harper, Bell Phone 1240, Port Huron, Mich. 849

To Represent You In Pittsburgh—Special facilities for handling any business proposition; thoroughly reliable; bond furnished for any amount. Lydick, 530 Sheridan Ave., Pittsburgh, Pa. 921



Read This, Mr. Merchant

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.

B. H. Comstock,

907 Ohio Building Toledo Ohio

For Sale—Grocery and meat market, will invoice about \$3,000. One of the best towns on the G. R. & I. Railroad, best store in town. Annual business \$25,000. Reasons for selling, to close an estate. For particulars write W. S. Cooke, c-o National Grocer Company, Cadillac, Mich. 923

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. R. W. Johnson, Minneapolis, Minn. 913

Bakery—Only shop in town of 1,200 inhabitants. Doing good business; good oven and tools, almost new. Will pay anyone to investigate. Best of reasons for selling. Address Frank O. Post, La Belle, Mo. 912

For Sale—Manufacturing plant, location Central Ohio, in first-class condition, valuable grounds, private siding. New dry kilns. Established thirty years. Will earn \$40,000 annually. No risks. Clean and safe. Good reason for selling. No debts. Price \$100,000. Would accept approved timber land for half. Address Owner, 1005 U. B. Bldg., Dayton, Ohio. 839

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.

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

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 tinsmith 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

For Sale—Cash, a small stock of groceries and notions, centrally located. Lock Box 768, Kalamazoo, Mich. 890

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 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—Two-story brick block with \$1,000 stock of furniture. All new. Address No. 892, care Tradesman. 892

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

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

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 Respass & Co., 591-593 Widdicomb 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

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—\$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 incumbences; reasonable rent; a select opportunity. Tell your shoe friend. Address Box 404, Manitowoc, Wis. 872

For Sale—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

For Sale—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

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

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

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—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—Cash only first-class grocery and market; average daily business \$250; best trade in city. F. W. Comeford, Gary, Ind. 876

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

Fine opening for general stock at Mantion, 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, Mantion, Mich. 842

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—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. 824

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, Mantion, 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—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 247

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.



Fine Half-tone Plates of Furniture. Catalogs Complete

Tradesman Company Engravers and Printers Grand Rapids, Mich.

MEETING HALF WAY.

We have all known those who stand back and must be pushed or pulled along or else left behind. They find all sorts of slights and snubs, largely because they stop and look for them. People are not friendly—just because they do not themselves show an inclination to be friendly. Then there is quite another class who always have a good time and always seem to be among friends. Even although the acquaintance is slight, there is a glad-to-see-you look on the face of one of this class which speedily receives a reciprocating smile. It is human nature to care for those who seem to care for us. If we meet them with a cold glance they are speedily repelled.

The cause of seeming indifference may be self-consciousness which verges upon bashfulness. This is a drawback to social advantages, a direct damage to business circles. It is something which no business man can afford to indulge in; if there are traces, shake them off. Make up your mind that you are as good as any one; and then strive your utmost to make good the assumption. If you slink back you may be assured that in most instances there will be plenty of others ready to crowd to the front, giving you a push to the rear. The only way to get along is to keep both feet braced and resolve that you will meet every one at least half way. If they do not receive kindly any advances, of course no self-respecting person will strive to crowd upon another; but be sure that the slight is not a fancied one. If real, try to find out what is the reason; and if you are in error rectify the mistake.

As in social so in business matters, always meet others at least half way. Be cordial—as cordial as you wish them to be; take an interest in their interests if you would have them take any in yours. Prove yourself worthy of kindly treatment and it will usually be given to you.

SPARE HUMILIATION.

A group of school girls were gathered together one morning, all but one wondering how they could best acquaint their vain mate of the fact that the powder on her face was painfully apparent and yet not offend, when another school girl joined them with the brisk salutation, "Say, Jennie, how perfectly lovely your hair ribbon is tied;" at the same time, handkerchief in hand, she reached out and gave the ribbon a loving little pat, then bringing the handkerchief down carelessly on the girl's face, she was gone and so was the disfiguring powder. Possibly the girl felt the rub, but the compliment regarding the hair took away any asperity; besides, she knew that the act was done in kindness and was thankful that "no one else saw." Meantime, her companions were more than pleased that tact had so neatly solved their problem.

It is always a safe rule to avoid anything which will cause humiliation on the part of a customer. A mistake may be made; it is not your official duty to see it. The nature of certain goods may be so misinter-

preted as to be really ludicrous to you; but pass this by. If you can correct an error without wounding the feelings of another do not hesitate to do it. This may save him a second trouble with another less considerate.

Even were there no higher motive, when in this state of mind the victim is not a good customer. All thought is for the time concentrated upon the blunder; and when it passes from this the chances are that it will rest for a brief time upon the witness. Then comes resentment or the desire to quit forever the site of the unpleasantness. But the fact that every such aid given to another raises us higher in the scale of true manhood and of usefulness should be our greatest recompense.

Edward Fitzgerald, who has acted as Vice-President of the Citizens Telephone Co. for the past fourteen years, has become active in the management of the business and will hereafter occupy a desk at the office of the corporation. Mr. Fitzgerald is a man of exceptional executive capacity and remarkable business judgment. He has made good in every business enterprise which he took up of his own accord. He has been successful as railroad man, as lumberman and as iron master, as well as several other lines he has given attention, and it goes without saying that his new connection with the Citizens Telephone Co. will result to the advantage of every stockholder of that corporation.

The Drug Market.

Opium—Is steady.
Morphine—Is unchanged.
Burgundy Pitch—Has advanced.
Russian Cantharides—Are higher.
Lycopodium—Has advanced.
Menthol—Is higher.
Venice Turpentine—Has advanced.
Oil Spearmint—Has advanced.
Otto of Rose—Is higher.

The report is now being circulated that there is danger of a car shortage in the course of the next few months. The American Railway Association is requesting shippers to clear up their shipments as much as possible this month lest they be overwhelmed in a traffic congestion when the movement of this season's crops comes. If there must be a shortage in anything the general public is as willing to see it in cars as anything, for it is always taken as an indication of bumper crops.

Manley Jones, who covered Western Michigan territory for several years for the Telfer Coffee Co., and went to Milwaukee about six months ago to take charge of the branch house of the same corporation there, has returned to Grand Rapids and resumed his regular visits to his old trade. Manley will be greatly welcomed by his old customers, who will rejoice with him over his and their good fortune in his returning to his former field of activity.

Britton — William Curry, Jr., has sold his stock of groceries to Harry Gill, who took immediate possession.

Manufacturing Matters.

Holly—The Patterson & Brown Bros. Mfg. Co. is succeeded by the Patterson Mfg. Co.

Munising — The Forster Lumber Co.'s large mill here is thought to have been fired by a man who was chased through the yards by the night watchman. The loss amounted to \$20,000, with partial insurance. The mill will not be rebuilt as this was the company's final cut at this point.

Vanderbilt—Yuill Bros., who operate in timber near this place, in connection with W. D. Young & Co., of Bay City, cut and ship to the plant at Bay City about 25,000,000 feet a year. The usual amount of stock will be cut this fall and winter. Yuill Bros. also operate a sawmill at Logan, near here, which cuts about 10,000,000 feet of hemlock and hardwood during the year.

Bay City—Box manufacturers report an improvement in their line of trade. During July and the greater part of August business with them was extremely dull, although the various plants had enough business to keep their plants going. Handy Bros. have business to keep their three plants running and are getting in lumber every week from the Lake Superior region and from Canada. The E. J. Vance Box Co. Bay City Box & Lumber Co. and the Mershon-Bacon Co. report having had a fair business.

Lewiston—The affairs of the Michelson-Hanson Lumber Co., which went out of commission last spring, are being wound up. The company had 10,000,000 feet or more lumber on hand when the mill shut down and it is being sold and shipped under the direction of D. M. Kneeland, who managed the plant many years. The sawmill machinery was sold to Louis Jensen, who had proposed to remove it to Ontonagon county, where he has 100,000,000 feet of timber holdings, but he changed his mind and sold the machinery to Samuel Meister, of Bay City.

Newaygo — The Newaygo Engineering Co. has been organized with \$25,000 capital, \$20,000 being paid in cash. The directors of the company are W. J. Bell, W. A. Anson, J. O. Bell, Louis F. Eckard and E. Neil Hanlon, and the officers are W. J. Bell, President and General Manager; J. O. Bell, Vice-President; W. A. Anson, Treasurer, and Louis F. Eckard, Secretary. As early in the spring as possible new fireproof factories will be built on the south side of the river and they will be made large enough to accommodate the Henry Rowe Co., an institution which has already demonstrated its value to the town and is growing rapidly. The management expects to employ one hundred men very soon after the factories are completed.

Battle Creek—According to a decree issued by Judge North, of the Calhoun Circuit Court, Monday no decision will be made in the suit of Kellogg vs. Kellogg until the court has heard all the evidence on the merits of the case. Pending such hearing the court has declined to grant the temporary injunction prayed for. The court practically holds

that to grant such injunction will put the defendant out of business and that the matter is too serious to be decided on mere affidavits. It will be remembered by the grocery trade that this is the suit of the Kellogg Toasted Corn Flake Co. against Dr. J. H. Kellogg, of the Battle Creek Sanitarium, and two of his subsidiary food concerns, to restrain Dr. Kellogg and his associates from making such use of the name "Kellogg" and of the words "Toasted Flakes" in connection with cereal foods as to confuse the trade and cause annoyance and damage to the petitioning company. The hearing held was on affidavits as to the facts, but it appears that the counter affidavits of the defendant set up very material disagreement as to the actual occurrences, also pleading for a cross-injunction against the petitioning company. The court holds that "the situation has been greatly complicated by the allegations contained in this sworn answer and cross bill" and therefore declines to issue so important an instrument as an injunction until full evidence as to the facts has been taken.

Paint Market Duller.

The local wholesale paint market opened the week under less favorable conditions than have prevailed for a couple of weeks. There was a falling off in the volume of business and buying generally was in smaller lots, with practically no call for advanced deliveries. The situation is directly attributed to the high prices of paint due to the cost of linseed oil. Retailers are holding off in expectation of a decline. No attempt was made to alter quotations yesterday and no changes are expected this week.

At one of the large jobbing houses it was stated that, should linseed prices continue in force, there will undoubtedly be another advance in mixed paints at the first of next year.

The wholesale markets reflect conditions to be found on primary markets. According to reports there is practically no business passing in pig lead. In dry colors the various pigments remain generally quiet.

Biggest Cheese Ever Made.

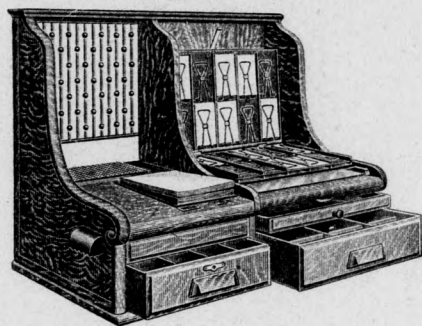
Appleton, Wis., Sept. 20—The largest single cheese ever made in the world will be constructed on a flat car at the John L. Jacquot cold storage plant in this city this week for exhibition at the National Dairy Show at the Coliseum in Chicago Oct. 20 to 29.

The cheese will weigh 4,000 pounds. It will take from 40,000 to 50,000 pounds of milk to produce the curd. That will mean all the milk for one day from 2,100 of the best dairy cows in Outagamie county, and it will take the entire output from fifty dairies in the county for that day.

The Condon Mop Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,000 being paid in cash and \$3,000 in property.

Iron River—Daniel Cunnig has opened a meat market here.

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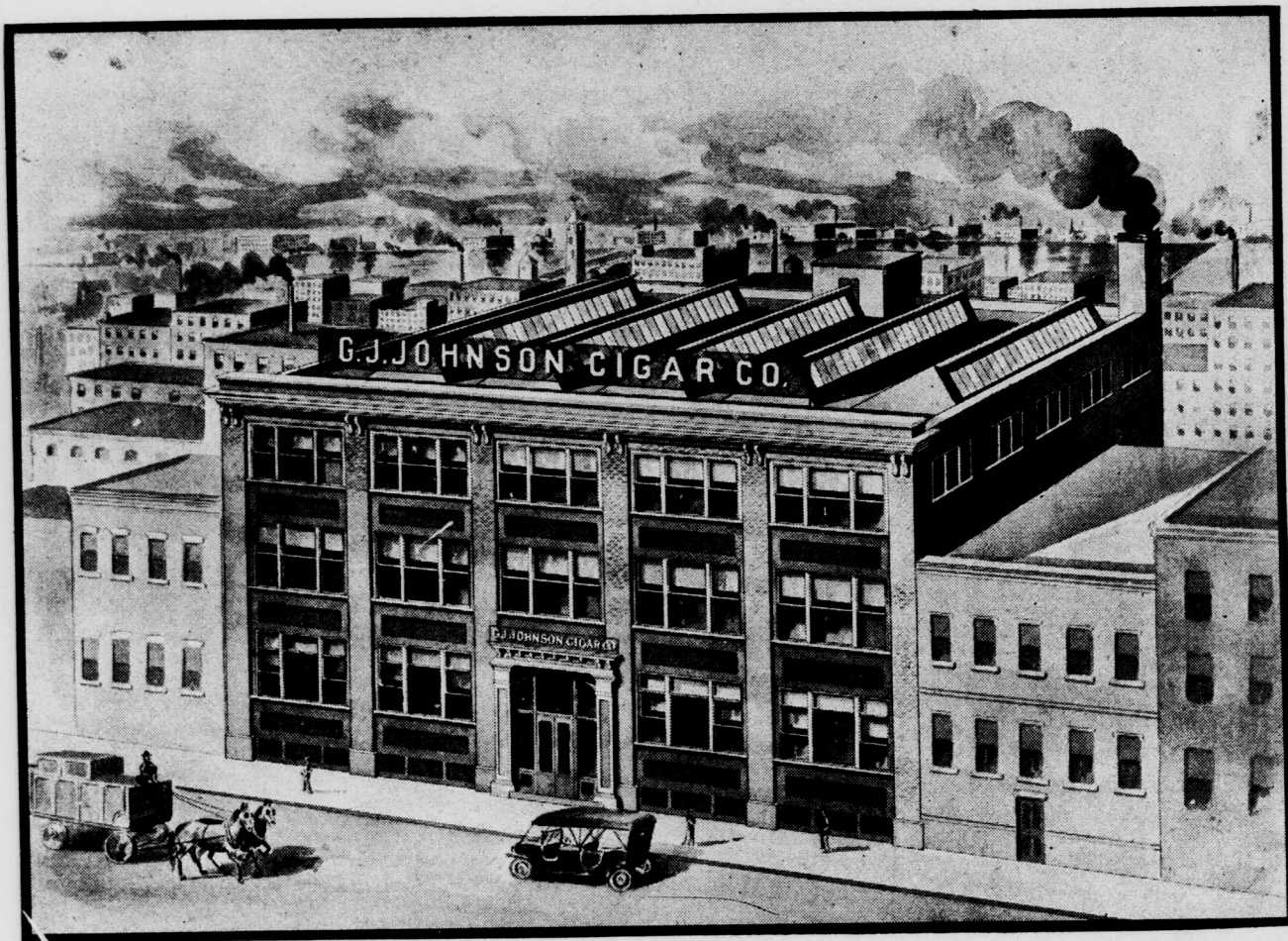


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made them,
advertised them,
gave them their reputation,
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