

Better Things

Better the love of a gentle heart than beauty's favor proud;
Better the rose's living seed than roses in a crowd.

Better to love in loneliness than bask in love all day;
Better the fountain in the heart than the fountain by the way.

Better be fed by a mother's hand than eat alone at will;
Better to trust in God than say: "My goods my storehouse fill."

Better to be a little wise than in knowledge to abound;
Better to teach a child than fail to fill perfection's round.

Better to sit at the Master's feet than thrill a listening State;
Better suspect that thou art proud than be sure that thou art great.

Better a death when work is done than earth's most favored birth;
Better a child in God's great house than the king of all the earth.



Asleep

He knelt beside her pillow, in the dead watch of the night,
And he heard her gentle breathing, but her face was still and white,
And on her poor, wan cheek a tear told how the heart can weep,
And he said, "My love was weary—God bless her! She's asleep."

He knelt beside her gravestone in the shuddering autumn night,
And he heard the dry grass rustle, and his face was thin and white,
And through his heart the tremor ran of grief that cannot weep,
And he said, "My love was weary—God bless her! She's asleep."

William Winter.

The Poor Man's Tools

The poor man's pick and shovel lead progression on her way;
Make enterprise move faster and bring commerce here to stay.

They route man's field of labor, mark his boundaries of toil
And produce the wealth of nations from the bed-rock and the soil.

The poor man's pick and shovel loose emancipation's chain
And carry education o'er the prairie and the plain.

They found the mighty city and the mansions of the rich,
Prepare the tombs of millionaires and dig the pauper's ditch.

The poor man's drill and hammer rend the caverns of the earth;
Bring forth the golden nugget and the ores of priceless worth.

They pierce old nature's secrets, and reveal, as ages roll,
The knowledge that is needed to light science to her goal.

Lurana W. Sheldon.



Will Never Regret

For living a pure life.
For doing our level best.
For being kind to the poor.
For looking before leaping.
For hearing before judging.
For thinking before speaking.
For harboring clean thoughts.
For standing by our principles.
For stopping our ears to gossip.
For being as courteous as a duke.
For asking pardon when in error.
For bridling a garrulous tongue.
For being generous to an enemy.
For being square in business dealings.



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.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

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

Pure Cider Vinegar

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

The Williams Bros. Co.

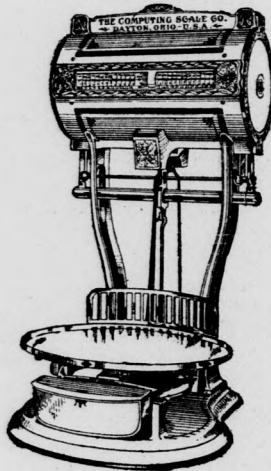
Manufacturers

Picklers and Preservers Detroit, Mich.

NOTICE

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

Letters Patent of the United States
Reissue No. 11,536, granted April 28, 1896
No. 597,300, granted January 11, 1898



Warning

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

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

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

manufacturing, selling or using scales of this kind.

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

The Computing Scale Co.,

Dayton, Ohio

Moneyweight Scale Company, Chicago
Distributors

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 28, 1910

Number 1410

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MR. BRYAN'S BOLT.

It is perfectly natural that Bryan's bolt should excite comment all over the country. In a statement sent out from Lincoln the great Nebraskan says that he will not support Dahlgren, the regular Democratic nominee for Governor. It will be remembered that during the preliminary canvass Mr. Bryan was very earnest and energetic in favor of county option and the 8 o'clock closing law and wanted that made a plank in the Democratic platform. This the delegates at the State convention refused to do. They disobeyed him for the first time in many years. It so happens that the Republicans took the other side of this question and put into their platform just the planks which Mr. Bryan had been advocating. So the issues are very clearly defined. If the people of Nebraska want county option they will have to vote for the Republican nominee, and if they do not want it they will elect Dahlgren. Mr. Bryan's attitude after the convention is consistent with his previous attitude.

From an independent point of view Mr. Bryan is clearly right in bolting the Dahlgren nomination and by doing so he proves that tens of thousands of other people scattered all over this country were clearly right in voting against him on the free silver issue. When he was a candidate for the Presidency he was a great stickler for regularity and when honest money Democrats in flocks went over to the other side the "peerless one" poured out the vials of his wrath upon their heads and called them everything but decent. Then he declared that Democrats should stand by the Democracy, its platforms and its nominees. The people had just as much right to bolt in previous years as they have in this and it was just as defensible to stand up for honest money against 50 cent dollars as it is to stand up for county option and an 8 o'clock closing law. Mr. Bryan did not set the independent

example, but by following it he has given it distinguished endorsement. He is simply falling in line with the tendency of the times. He is declaring his intention to vote according to his convictions and for what he believes to be right. That is not only his privilege but his duty and the same is true of every other voter. There is no just cause for complaint if everybody does not vote for every nominee on the ticket of the party to which he belongs.

PERSISTENT AVIATION.

Despite numerous fatal and other accidents the devotees of the art of aviation persist in essaying new and more dangerous feats. It can not be admitted that the development of the aeroplane has reached much beyond the experimental stage. The machine can be made to fly successfully, but the chances of accident are yet so numerous and the risk of landing is so great that it can be truthfully said that the chances of the aviator getting back to earth safely are about even. As for having developed any practical uses to which the aeroplane can be put, nothing has yet been definitely accomplished.

Nevertheless, the possibilities of both the heavier-than-air and the dirigible airships as war machines are considered worth further experimentation. No system of scouting in time of war has yet been invented that can be depended upon to unfold the enemy's position and his military secrets with anything like accuracy. If the aeroplane, or even the less manageable dirigible balloon, can provide a more accurate and more extensive review of the enemy's position and plans, a long step forward will have been taken. Such possibilities justify the money and risks that are being ventured on aviation.

The latest sensational exploit of an aviator in the heavier-than-air machine has been the successful crossing of the Alps by a Peruvian aviator named Chavez. This daring spirit crossed over the Simplon Pass and had to rise to an altitude of 7,000 feet before he could negotiate the highest point of the route selected. He followed the old Napoleonic route and made a successful crossing, but came to grief finally on landing in Italy and has since died at a hospital.

The crossing of the Alps by aeroplane serves no useful purpose, but it proves that it is possible to rise high enough in the air to negotiate ordinarily mountainous country, since the most difficult as well as the most historic of obstacles have been successfully overcome. Whether the success achieved warranted the great risk involved is a debatable question. Men will always be found to attempt any enterprise, however hazardous, if there be profit or honor enough in

it to attract them. While a proper regard for human life might seem to justify the prohibition of such enterprises by the authorities, it is doubtful if there will be any interference, as it is realized that most of the greatest inventions, those that have benefited humanity the most, have been developed only after a number of sacrifices of life and limb by the early pioneers in the movement. As long as daring aviators are willing to risk their lives in order to develop their art, it is a question whether any one has a right to say them nay. The risk is theirs alone and such success as may be achieved will benefit the public generally. Why, then, interfere with the sport?

THE WIZARD TO THE FRONT.

Those of us who are not able to go to the theaters are soon to have the theaters brought to our homes. That is the promise of Edison and when we recall what he has already done the promise seems not incredible. Just how nearly the moving picture and phonograph can be brought into unison remains to be seen, but the possibilities are good for a conjunction of the two.

The extent to which the phonograph has been perfected is still not fully realized. To those who are familiar with the cheaper grades—the cruder processes which must inevitably be the forerunners of any perfected type—the machine music is regarded as something of a joke; but the rich tones of the high priced machine are difficult to detect from the original; and a good phonograph is infinitely better in developing a taste for the sort of music which is real art than most of the talent that can be reached outside of the large cities. The machine must not only be first-class but it must be well cared for. These two features provided and the trained voice will have no cause for shame as its notes are perpetuated through the phonograph.

If Edison perfects his present plans it will revolutionize the entire field of the drama. Not only will the common people have access to the best which the stage can offer, but the playwright will find his mission limited, his arena contracted. The real play with actors may be a thing of the past. The features which render stage life objectionable to the most fastidious may be cut out.

Yet this is only surmising. There will always be a place for actors so long as there are play lovers. And if the works of the wizard eliminate a portion of their labors, they will only have a chance to focus their efforts upon the technique in other forms, preparatory to reproduction. Scenes may be shifted, but they will not be lost.

DON'T BE A LEANER.

A certain National bank in Los Angeles requiring the assistance of 150 clerks is naturally very anxious to furnish employment to the sons of the stockholders and directors of the bank. As a matter of fact the larger number of these young men are so useless to the bank that the fathers pay the little wages they draw without their knowing it. Experience leads the officers of this bank to believe that the young men from the country and smaller towns are better workers than the city bred youth. The city is filled with young men who are looking more for easy jobs than they are for a chance to distinguish themselves in the banking business.

The young man from the country who goes into the city and secures employment without any pull or without the assistance of relatives or friends is more likely to forge to the front than a boy who is more favorably situated.

Merit counts always, has always counted and always will count in this world and there are desirable opportunities in every city and every town and every business establishment for the man who scorns the assistance of others and builds himself up without relying on the relationship of the father or the relative or the friend, but forges his way to the front by his own efforts.

AN ATTRACTIVE VOCATION.

The business of driving automobiles is making the vocation of chauffeur an attractive one offering a large field for employment. An intelligent, honest young man who wants to make fair wages can pretty generally succeed if he can run an automobile safely and know something of its insides. John Hays Hammond is quoted as advocating the training of chauffeurs in the public schools. He thinks the business is so important that the rising generation ought to be educated to it. There really seems no need for the public schools to take it up any more than they would teach young men to be tinsmiths or plumbers. The ordinary manual training in the public schools teaches any boy certain mechanical rules and regulations as well as digital dexterity. The start which manual training taught in the schools would give a boy anxious to be a chauffeur is quite a little, but the balance of the trade it is fair to ask him to learn either in a garage or a special training school. The public school system can not undertake to fill the demand for chauffeurs any more than that for dentists.

The woman that wants to be famous always gets angry when she is "talked about."

STORE MANAGEMENT.

Holding Trade More an Object Than Securing It.

The policy of the store is what makes people like or dislike to trade there. And according as people like to trade in a store or not, that store will be a success or a failure.

You are running a business that is paying you well and you get fair prices for all your goods. A new store opens that cuts the prices on your line of stock, or some of them, to make leaders and get the people to come in. You say, "I'm not going to pay any attention to that fellow." You tell your customers who ask it you are going to meet his prices. "No, we won't sell goods below cost for anybody. If that fellow wants to do business for fun let him. We are going to have a profit on our goods or we will keep them."

What will be the result of that policy? It plays right into the new man's hands. It is the best that he could hope for. It is just what he wants. It helps him to get people into his store and it keeps them coming there because they can save money by it. They go there to save money on a few items and they end by buying other goods and in some cases at least will become his customers.

That is a mistaken policy. As far as the public is concerned and as far as they know about it, your policy should seem to be: "We will not be undersold." It may be that you do not want to meet those cut prices, and you need not necessarily do it to any great extent, but the public must be made to think that you are game.

Do not make the mistake, unless exceptional circumstances warrant it, of counter-cutting, going below the other fellow, for he will simply go on down. He has come to town to get business. He has adopted the cut price as his chief weapon. He at least can not afford to be undersold. One of the best ways to meet this newcomer with his axe is to send direct-by-mail advertising to your mailing list, offering the goods he has cut on at the same prices as his and doing your best to make it appear that you yourself are the originator of the bargain rates.

At all events, sell what goods you must of the cut-price articles at the prices he has made, for the public must not be allowed to gain the impression that your store stands for high prices.

Aside from the store's policy in the matter of prices, there are almost countless other matters where a definite plan should be adopted and followed. Adapting the policy to suit the people calls usually or sacrifices in the way of better prices, more expensive methods or greater effort to be polite and courteous. All these things are worth the trial and the expense because they all produce results. They get trade.

Just the little matter of the way in which customers are greeted when they enter your store is important. And the policy in this line is not what one employe does, for one swal-

low does not make a summer, but is what all do, what the impression of the force as a whole may be. As a matter of fact, the employes of a store are pretty apt to average a good deal alike in matters of routine work. One who stands very far above the rest will soon seek a better field for his talents if the average is low in his present place.

There are stores where no one is really greeted in the true sense of the word—customers being spoken to only when they speak to a clerk. That sort of treatment, or lack of treatment, does not warm one's heart very much toward the store. What we like ourselves when we go buying is to have some one greet us cordially when we enter the store and act as if our coming were appreciated and as if we were really welcomed. And we like it when we are called by name. The store where they speak only when they are spoken to is doomed to disappointment in the matter of annual receipts.

Politeness or courtesy is a cardinal policy. In fact, it might be said to be the basis of all good store policy. Courtesy is merely the practical application of the Golden Rule, and as a ground-work for a good store policy no one has yet found anything better.

It is the new visitor to the store who should be given the limit in the matter of polite attention. The stranger may be merely a transient with no chance of becoming a regular customer, but also the stranger may be a new inhabitant of the town whose trade might become the best of any one family's trade. You never know, and it is not worth while to take chances just because you think a visitor is a transient. Anyway, the veriest transient will buy more while he is in the store if he is treated well and when opportunity offers he will go out and give the store a better name.

It has always been said that "Honesty is the best policy," and I believe it is not denied. Of course, the general term honesty covers a multitude of virtues, and the kernel of many of the policies that we discuss from time to time is nothing more than good, old-fashioned honesty. Whatever policies you adopt see that they are based upon honesty, or at least that there is in them nothing that violates that cardinal principle.

One of the matters of policy that has been discussed pro and con for a long time is that regarding the money-back-if-you-want-it proposition. There are a good many merchants who will not do business on this plan. They say they can not afford to, or it does not apply to their line of trade, or they do not have to sell goods that way, or they make some other excuse for their attitude in the matter.

As to your attitude in the matter, I believe that I am safe in saying that whatever other merchants may think about it or whatever they may be able or unable to do, you can give people back their money when they think they ought to have it and you can make money by doing so.

The customer who has bought

something from you that has proved unsatisfactory will either be a friend or an enemy of your store, according as you make the purchase good or refuse to do so. That customer may say nothing to you about the matter, but stop trading at your store and go elsewhere, complaining about the quality of the goods that turned out badly. In that case there is nothing that you can do. It is too late. By establishing a reputation for not being willing to make wrong right you have kept that customer from coming back to give you a chance to make good.

People know what your policy is about refunding money without coming to ask you. The news of one time when you refuse to give back a purchase price will spread faster than the knowledge of ten times when you did make good.

The best policy to pursue is that of making the store's attitude plain at the time of the purchase. If the goods sold are of a kind that you do not want to guarantee do not leave that fact to the customer's imagination. State with the purchase that the goods are not warranted in any way. A printed statement to this effect on the goods or their wrapper is not sufficient. Let the salesman tell the customer in so many words. The plain statement of this condition in connection with certain grades of goods will often lead to the sale of something better that is guaranteed.

The policy of every store should unqualifiedly be that of refunding money on goods that have proved unsatisfactory. Let the exceptions be amply covered when the sale is made in the way above mentioned.

As a matter of fact, the customer is entitled to money back on a purchase that has proved to be worth less than the sum paid. And also, as matter of fact might few are the customers who come back and ask for their money unless they are really entitled to it or believe that they are.

The money back does not always take the form of an actual payment of cash. An exchange may be made, allowing something for the returned goods. Or the goods may be returnable to the manufacturer in the case of defect. Many circumstances may influence the results. But I believe that there is not one instance in a hundred, perhaps not one in five hundred, where it is wise to refuse to refund money if it is asked by the customer.

In my personal experience the following happened, which will show the extent to which I believe a dealer ought to go in refunding money to a customer.

A customer brought in a defective hot-water bottle that she said a member of the family had bought from me some months before. She said the bottle was sold on a five years guarantee and that it had not worn that long.

I believed in the honesty of the customer, but I knew that the water bottle was of a brand I had never had in the store. I explained this to the customer, but she said that she was positive that the goods had

come from my store, so I gave her a new bottle for the old one and she went away happy. A few months after she came back and apologized. The hot-water bottle that had actually come from my store had turned up and the other was found to have been a cheap one bought elsewhere. The customer made good the amount and naturally that family will not go back on the store that made good when they did not have to do so. If the customer had never discovered the error, as you suggest might have happened, I would still have lost nothing for I would have retained the trade of the family; whereas, if I had refused to make the purchase good, I would have lost them at least until the mistake was discovered.

Such a case is extreme, and if the article had been one which involved a good deal of money the purchase could have been traced back in such a way that I could have satisfied the customer that she was wrong. Such a mistake would not occur except in the case of low-priced goods.

The matter of a policy regarding the return of goods requires much the same consideration that the "money back" policy receives. Certain goods can not be returned under any circumstances. Very well. Have that understood when they are sold.

Other goods are sold frankly "on approval." Let that be understood in advance, too. You want to get all the benefit you can from selling in that way. The way to get it is to advertise it.

Goods brought back because of defect or dissatisfaction ought to be given treatment that will suit the complainant. Do not let a kicker go away feeling "sore."

Another important policy matter is that of the pushing of what the general advertiser and manufacturer calls "substitutes;" in other words, goods that are similar to his own and sold on a demand for something different in name.

There is no doubt that the retailer has a right, both moral and legal, to sell something different from the article called for if he has the salesmanship to do it. No retailer is going to stand with his mouth open and see a prospective buyer go out without effort to stop him just because a certain brand of generally advertised article is not in stock. "Have you Muggin's Mush?" No Muggin's Mush in stock. There is a chance to sell Muggin's Mush instead. Will you let the chance slip by? Not if you are "on to your job."

If you don't have what the customer wants try to sell him what you do have, but in the name of all that is tactful be careful how you go about it!

The wise merchant nowadays tries to carry a pretty fair line of most of the goods the manufacturers are advertising everywhere, and he does his best to utilize the willing co-operation of the manufacturer in making these goods sell. He may have his own special lines, but he stands ready to give the people what they want and he encourages his clerks in trying to sell his brands in the place of

others only when there is no danger of offending the customer by doing so.

The public knows what stores customarily try to sell them something "just as good" and never have the goods called for, and people who find a store short of the standard lines of goods soon get into the habit of going elsewhere. It is good policy to have special lines, individual lines and to push them properly, but it is mighty poor policy to push them in such a way as to get the reputation of never having what people want and always offering a substitute.

The object of a policy is more to hold trade than to get it. People are likely sooner or later to try a store which has a known bad policy, but they are not likely to come back to try that store a second time.

It should be a matter of the store's policy to try hard to please the people who are hardest to please and never to rub them the wrong way. The cranky and finicky customers when they are suited are the best kind of customers a store can have in the matter of the advertising they will do for the business.

Some stores make it a rule never to cash checks for their customers. Most stores do cash them where they are acquainted with the parties, and find that it pays to be thus accommodating.

It is probably wise to rule that no checks be cashed except under the supervision of the manager of the store. This makes it possible for clerks to avoid taking up paper without knowledge of the parties con-

cerned, and it relieves them of personal responsibility in the matter. There are many times when there is no advantage in a store cashing a check. This is true in the instance of strangers in town who need money when the bank is closed. The only thing one gets in cashing their checks is a chance of losing. It pays to cash checks for customers, but it does not pay to cash them for people who are not in a position to produce any revenue for the store.

Another matter of policy in the handling of cash refers to changing money as an accommodation and to carrying enough change to do business with. Of course, big stores have plenty of currency on hand for purposes, but many a small dealer keeps his cash so low that he can not change the ten-dollar bill offered by a customer without going out after change, and he is never in a position to make change as a mere matter of accommodation.

It is aggravating to be bothered time and again with requests to "bust a five," but I believe that it pays the smaller dealer to make it a point in his policy to have enough change on hand to accommodate people who want the accommodation as well as to make change when making sales.

One important thing in this connection is the matter of politeness, and the store that can not change a bill as a matter of accommodation and do it in a way that will make a friend for the store, or increase the friendship of a customer, might as well not make the effort, for to do a

kindness grudgingly is to do no kindness at all.

No store but needs friends. Friends are what make a store succeed and friends are mainly gained by the little extra courtesies rather than by the mere dollar for dollar value.

In connection with the store telephone there is a matter of policy that is rather important. This policy embraces all features of the 'phone's use, from the receiving of orders to that of lending it for a few minutes to a visitor.

In some stores you are not allowed to use the telephone at all, and that is better than to allow its use with a grudging assent and a scowl.

In some stores they do not seem to want any telephone order, if one is to judge by the treatment one gets over the wire.

"Hello, is this Brown's?"

"Yes, what d'y' want?"

No courtesy in the words and none in the intonation. A verbal snap-off of the enquirer's head.

If possible the telephone should be answered by some one who has a reasonably pleasant speaking voice and a civil manner. There should be just a little more courtesy over the telephone than there is right over the counter, just as one must use more care transacting business by letter.

Telephone orders may be made an important part of one's business if tried for and treated right. Or that part of the business may be carried to failure, weighed down by carelessness.

In some stores the disposal of what might be called in any line "rem-

nants" is attended with uncertain methods. It is also attended sometimes with results that are anything but satisfactory to the customer.

In a store the writer knows of nothing was ever sold for less than the regular price, no matter how little was left in stock or whether the line was to be discontinued or not. There was no such thing as a "remnant." Everything was good stock until it brought the marked figure. If a customer went in and wanted a certain amount of some kind of stock, and only a third of that amount was on hand, he would be urged to take that amount and pay the full price for it. He might do it, but he would regard the store and management as mighty close and he would be about right. In matters like this there must be a latitude of judgment allowed the salesman that will obviate the possibility of getting the store a reputation for stinginess.

No stingy store ever became popular, and it is perhaps scarcely too much to say that no stingy store ever became a large success. Stinginess is a quality with which people have no patience, whether they meet it in business or elsewhere.—Clothier and Furnisher.

When a man seals up his head he is apt to think he is holding the fort.

Every church preaches louder by its square dealing than by its high shouting.

Temptations to wander never assail a hitching post.

ROYAL



BAKING POWDER

Absolutely Pure
The only baking powder
made from Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should
 carry a Full Stock of
 Royal Baking Powder.

It always gives the
 greatest satisfaction to
 customers, and in the
 end yields the larger
 profit to the grocer.



Movements of Merchants.

Charlotte—Mrs. W. R. Mathews has opened a millinery store here.

Sylvester—Robert Zimmerman has purchased the general stock of F. C. Hafey.

Thompsonville—Tanner & Lindy succeed E. DeLaney in the grocery business.

Bay City—John Gillman, recently of Billings, has opened a grocery store here.

Benton Harbor—L. L. Kintz succeeds Mrs. Clara Wüthey in the baking business.

Manton—The Jeffries-Judd Co. is building a new ware house for the storing of potatoes.

Cheboygan—James Cain has purchased an interest in the stock of the Cheboygan Drug Co.

Albion—Bliss Bros., of Jackson, have acquired a substantial interest in the Albion Harness Co.

Ionia—Christ Spir will open a confectionery and fruit store Oct. 15 under the style of the Sugar Bowl.

Turner—F. A. Dunham & Co., dealers in elevators, have changed their name to the Turner Elevator Co.

Charlevoix—A. B. Fleischer has sold his drug stock to P. N. Metcalf, who will continue the business at the same location.

Ithaca—Wilbur Owen, recently of Midland, has leased the Morse building and will occupy it with a stock of bazaar goods.

Shelby—J. E. G. Roadhouse has purchased the McKinnon north store building and will occupy it with a stock of bazaar goods.

North Branch—H. C. and J. B. Butler have formed a copartnership and opened a hardware store under the style of Butler Bros.

Monterey—Joseph Smalla lost his store building and general merchandise stock by fire Sept. 19. The loss is partially covered by insurance.

Nicholson—James F. Himes has sold his general stock to Frank L. McNitt, of Ithaca, who will continue the business at the same location.

Saugatuck—Mrs. G. L. Azling has sold her furniture stock to the Van Ark Furniture Co., of Holland, who will remove it to their store there.

Saugatuck—Fritz Walz has closed his meat market, selling his stock and fixtures to Jacob Kuite, Jr., of Holland, who will consolidate it with his own.

Brooklyn—S. J. Fish has sold his stock of general merchandise to his former clerk, F. A. DuBois, who will continue the business under his own name.

Maple Rapids—C. M. Cowles and

wife are closing out their stock of general merchandise, with the intention of removing to California at an early day.

Port Huron—John Arnot has sold his branch bakery on Pine Grove avenue to Miss Mae McGahey, who will continue the business under her own name.

Petoskey—The E. S. Martin men's furnishing stock has been purchased by the Jackson & Tindle Co., of Pellston, and removed to their general store there.

Jackson—Adam Baumgartner and Gottlieb Mollenkoft have formed a copartnership and opened a meat market under the style of the B. & M. Meat Market.

Kalkaska—W. C. Hewitt, who has conducted a grocery store here under the style of the Kalkaska Grocery Co., has sold his stock and fixtures to George F. Bow.

Cadillac—Stewart & Anderson, dealers in fuel and ice, have dissolved partnership, George Stewart purchasing the interest of his partner, Norman B. Anderson.

Paris—J. W. O'Hara has sold his stock of general merchandise to B. J. and Clyde Montague and the business will be continued under the style of Montague Bros.

Kalamazoo—A final dividend of 10.625 per cent. has been declared by H. C. Briggs, referee in bankruptcy, in favor of the creditors of Charles L. Bowman of Charlotte.

Lansing—J. O. Black and J. J. Ewing, recently of Ohio, have formed a copartnership and purchased the stock of the Joy Furniture Co., taking immediate possession.

St. Joseph—The General Warehouse & Storage Co. has been organized with an authorized capital stock of \$25,000, which has been subscribed and \$2,500 paid in in cash.

Jackson—The Michigan Poultry Goods Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Farmington—L. C. Schroder has sold a half interest in his grocery stock to Harrison Johnson and the business will be continued under the style of Schroder & Johnson.

Durand—S. E. DeRose has sold his interest in the confectionery and fruit stock of DeRose & DeRose to his partner, Peter DeRose, and will engage in the wholesale and retail fruit business at Fenton.

Kalamazoo—Conrad Miller, who for the past twenty-seven years has been at the head of the Miller, Ryder & Winterburn Co., has sold his interest in that company to Arthur P.

Shields and E. B. Jackson. The company has been reorganized and has a capital stock of \$15,000.

Detroit—David Reid, who has recently been engaged in the plumbing business, and Frank Moore, for some time with the Economy shoe house, have opened shoe parlors in the Miles Theater block.

Sturgis—H. W. Hagerman, administrator of the J. R. Cook estate, has closed up the partnership arrangement of the Cook & Erskine grocery firm, C. W. Erskine taking over the J. R. Cook interest.

Reading—Benjamin Cahow has purchased the interest of J. F. Gillett in the grocery stock of Gillett & Abbott and the business will be continued at the same location under the style of Abbott & Cahow.

Sandusky—W. J. Symons, who has for some time been traveling for the National Biscuit Co., of Detroit, has purchased the E. B. Henry stock of groceries and bazaar goods and will continue the business at the same location.

Detroit—The Katherine M. Dillon Co. has been incorporated to engage in a general retail business in ladies' art goods, with an authorized capital stock of \$20,000, all of which has been subscribed, \$15,000 being paid in in cash and \$5,000 in property.

Lansing—A new company has been organized under the style of Sprowl & Mathews to engage in the mercantile business, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,500 being paid in in cash and \$7,500 in property.

Battle Creek—A new company has been organized under the style of the Maurice S. Gordon Co. to engage in a general mercantile and clothing business, with an authorized capitalization of \$15,000, of which \$12,000 has been subscribed and paid in in cash.

Kalamazoo—Charles A. Gray, after a number of years of successful business experience at 106 Portage street, has entered a new field. Mr. Gray and his brother-in-law, Mr. Atkins, have started a new store near the corner of Washington avenue and Portage street, handling a line of novelties and household necessities.

Ionia—George Beemer, of the firm of Bergy & Beemer, Economy store, died very suddenly a little before 2 o'clock Sunday morning. He was at the store apparently in usual health Saturday night, going home with a cheerful goodnight to all and stopped at several places en route to chat a minute. About 1 o'clock Sunday he awakened his wife, saying he must have help at once. A doctor and the friends were sent for at once, but he was beyond help, and the friends only arrived in time to see him pass away. He was 52 years old. He came here from Charlotte about six years ago.

Lansing—Herbert N. Robinson, of the Robinson Drug Company, died Friday afternoon at his home, 522 West Ottawa street. He became ill with a carbuncle on his back two weeks ago and later his condition became more serious as a result of an attack of diabetes. Because of the seriousness of his illness and his advanced age, Mr. Robinson's death

was not entirely unexpected. He was born at Medina, Ohio, 68 years ago. He attended a commercial school at Oberlin, Ohio, and when 20 years of age enlisted in the Ohio Volunteers and served during four years of the Civil war. At the close of the war, he came to Michigan and became a resident of Ithaca, where he was superintendent of schools three years. Later he moved to Alma, where he lived twenty-two years. From Alma Mr. Robinson returned to Ithaca where he engaged in the drug business which he conducted for eight years. The deceased came to Lansing 9 years ago and purchased the Alsdorf drug store where he was engaged in business up to the time of his illness.

Manufacturing Matters.

Adrian—The capital stock of the Gray Furniture Co. has been increased from \$12,000 to \$25,000.

Detroit—The Stuart Commercial Car Co. has changed its name to the Detroit Commercial Car Co.

Detroit—The Michigan Motor Truck Co. has increased its capital stock from \$1,000,000 to \$1,100,000.

Detroit—The capital stock of the Luscombs Factory Outlet Co. has been increased from \$5,000 to \$10,000.

St. Johns—The capital stock of F. C. Mason & Co., implement manufacturers, has been increased from \$20,000 to \$35,000.

Detroit—The Edmund & Jones Manufacturing Co., manufacturer of autos and coach lamps, has increased its capital stock from \$25,000 to \$50,000.

Brighton—The local State Bank has bought a lot on Main street and will build a fireproof building of brick, to be ready for business by Christmas.

Otsego—Alva Stuck has purchased a half interest in the wood working establishment of C. F. Stuck. The business will be continued under the style of Stuck Bros.

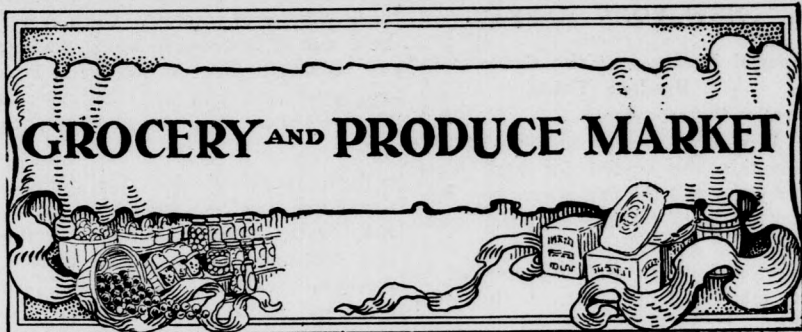
Detroit—A new company has been organized under the style of the Rapp Motor Co., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Buchanan—The St. Joseph Valley Creamery Co. has engaged in business with an authorized capital stock of \$6,000, of which \$5,500 has been subscribed and \$1,200 paid in in cash.

Detroit—The Wayne Garment Manufacturing Co. has engaged in business with an authorized capital stock of \$10,000, of which \$9,000 has been subscribed and paid in in cash.

Detroit—The Peerless Crucible Steel Castings Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$1000 paid in in cash.

Detroit—The Schaefer Rubber Co., of Cincinnati, will open a branch store here about Nov. 15. It will operate at 285 Woodward avenue in the George stores, which are being remodeled. The concern will handle a full line of rubber goods, including physicians' supplies, hospital rubber material, ladies' waterproof garments and rubbers.



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—Receipts continue to show a decided improvement in quality and the market is firm on the present basis. The recent decline of 1c per pound has stimulated the demand considerably and the market is healthy throughout. The make of nearby butter is lighter than usual for the season, and the outlook is steady to firm. Local handlers quote creamery at 30c for tubs and 30½c for pints; dairy ranges from 20@21½c for packing stock to 23@25c for No. 1.

Cabbage—Home grown, 75c per doz.

Cantaloupe—Michigan osage, \$1.25 per bu.

Cauliflower—\$1.50 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, \$6.50 per bbl.

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

Eggs—The market is firm and unchanged. The quality of the eggs arriving is showing better quality, and the best makes are meeting with ready sale at top prices. The receipts are ample for the demand and the market is healthy and seems likely to stay so. Some eggs are being taken from storage and are going out a little under the price of fresh. Local dealers are paying 24c f. o. b. shipping point.

Grapes—20c for 8 lb. baskets of Wordens, Concord and Niagaras; 20c for 4 lb. basket of Delawares.

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

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

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

Onions—Spanish, \$1.25 per crate; home grown, 75c per bu.

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 156s, \$4.75; 176s, 200s and 226s, \$5.

Peaches—Smocks, \$1.75@2; Kalamazoo, \$1.50@1.60; Chilis, \$1.50.

Pears—Anjous and Duchesses, \$1.35 @1.50 per bu.; Keefers, \$1.75; Sugar, \$1.25 per bu.

Peppers—\$2.25 for Red and \$1 for Green.

Pieplant—75c for 40 lb. box.

Pop. Corn—90 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—\$2.25 for Virginias and \$3 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 per bbl. for 8, 10 or 12.

The Grocery Market.

Sugar—Raws are weak and lower. Refined grades are on the ragged edge and are likely to go lower.

Tea—The Japan market holds firm. The second crop teas have been marketed at an average of 1½@2c higher than last year. The arrivals of third crop teas have been very small, due to the suspension of traffic caused by the floods throughout the principal tea district near Shidzuoka and the continuous rains have prevented any picking, with the result that the leaves have grown to a very large size and are unsuitable for export trade. This grade will be at least 2c higher than last year and the crop is short. Many of the native firing plants were destroyed and large quantities of ready made leaf washed away. There is no prospect of any decline in Japan teas. Ceylon reports very full rates for all fine liquoring or tippy teas. Cables of the 23d confirm the market for better quality teas as ruling distinctly higher, while common kinds are a little easier, but not notably cheaper.

Coffee—Those who look for higher prices apparently have the best of the argument. Brushing aside the usual and expected bullish advices which are a yearly occurrence from points of production, it must be admitted now, if not before, that the new crop in Brazil has been seriously set back by cold weather following the recent rain. Receipts at both Rio and Santos have fallen and are falling considerably below those of the same periods last year, and the world's actual supply will be short by many bags. Taking this shortage in connection with the fact that consumers' demands are increasing, the

statement that all grades will be subjected to a 2@3c per pound advance within the coming year appears to be based upon actual conditions and without being colored by any speculative element.

Canned Fruits—It is thought to be still possible to buy fancy state gallon apples of the 1910 pack at \$2.90 f. o. b., but most sellers hold for \$3. Spot gallon apples are firm. Advices from Baltimore report a strong market in Southern gallon apples as a result of free buying. In California fruits the market is firm, but demand is moderate and on jobbing orders. Stocks of Southern peaches in packers' hands have been greatly reduced by rather heavy demands from consuming markets, and the market is firm. Supplies of No. 3 pies and seconds in water, which grades have been in largest demand, are said to be getting short. There has also been a shrinkage in the stocks of No. 2 and No. 3 standards in syrup and although a considerable supply of these still exist it is believed the market will be able to take care of it. There has been a fair demand for pears of all kinds, but particularly the Southern variety.

Canned Vegetables—Now that the tomato pack in the three big Eastern States is practically over, it is expected by the trade that the pack this year will be a small one. A prominent packer remarked that he had not been able to make a full day's run this season, and it is doubtful if there has been a factory in the entire district that was able to work to capacity. If there were any tomatoes to be had they would be obtainable now, but instead the bulk of the factories have been forced to cease operations on account of lack of working material. Tomatoes in the raw have continued to bring an average of 50 per cent. more than the contract price, and many packers have paid \$12 per ton for the tomatoes they have received during the season. The general consensus of opinion is that all the tomatoes that will go into cans after the 30th day of September, 1910, will not afford enough for any large grocer to supply his trade until the first of the year. Packers who have been unable to obtain more than one-half to three-quarters day's run during the glut weeks have declared their intention of closing down their factories about September 30. The situation in the corn market remains unchanged. Packers are holding firm on whatever stock they have to offer, and buyers are not making any special efforts to purchase at these prices, believing that the situation may turn out to be better than expected. Peas remain firm under small offerings from first hands, but the demand at present is rather slow, buyers being reluctant to pay the higher prices recently demanded.

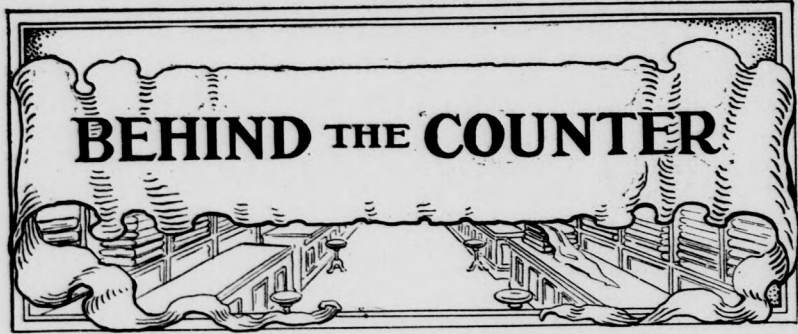
Canned Fish—Supplies of all kinds of salmon on the spot are low and the market is strong, although demand at present is moderate and on the jobbing order. Domestic sardines are in better supply, as the catch has improved, but the current demand promptly absorbs all that offers. Imported sardines are in a strong posi-

tion as a result of limited supplies and a good demand.

Dried Fruits—It is estimated that the raisin and currant crop of the world this year will be 107,000 tons less than the production of last year, owing to the unseasonable weather both in this country and Europe. This deficiency, practically one-third of the total production of last year, is a factor which the trade must reckon with, and as these estimates were made before the rains on the coast and Spain, it is believed by many that the decrease is likely to prove even more serious. The Australian crop has not been taken into account, as the results will not be known until early next year, but this country is too small a factor to make any material difference. In 1891 the California raisin crop first exceeded that of Spain, and since then has kept on increasing until in some years it has been more than double the quantity produced by what for centuries has been the leading raisin producer of the world. The shortage is estimated to be more serious in the seedless varieties than the others, and from the above figures it can readily be seen why holders feel so sure of their position. It is difficult to buy the early shipments of new crop seeded raisins and all kinds of seedless varieties. Prunes are one of the strongest articles on the list, with little goods offered, and supplies in first hands are reduced to a minimum. Peaches are steady to a shade easier.

Nuts—Opening prices on California walnuts are as follows: No. 1 standards, 14½c; No. 1 softs, 15c and seconds, 11½c. These prices are highest in a number of years and were only reached once before in the last decade, namely, in the year of 1097, when the crop was very short. The total imports of walnuts into this country during the twelve months ended with June were 33,641,466 pounds. It is estimated that the total imports this season will not be more than one-third of this amount, owing to the crop failures, particularly in France, and taken with an estimate of the California crop of 17,000,000 pounds, the total supply in this country this season will be more than 5,000,000 pounds less than the imports of last season. This, to say the least, is bullish, and there are many in the trade who were looking for prices to be as high as 16c. The crop in California is estimated to be over 2,000,000 pounds less than last year, the shortage being due mainly to the disease called black speck, causing the nuts to fall to the ground before they were matured. Spot walnuts show a further advance with Marbots offered at 14c and Cornes at 13½c. Almonds are in better request and firm without quotable change. Large Brazils are in lighter supply and strong. New crop filberts just received from Naples show up very fine in quality and were readily sold.

Spices—The demand is good for nearly all varieties, as a great deal of pickling is being done during the fall months. Prices are about the same as quoted last week, but are firm on most of the line.



Very Poor Policy To Bottle Up New Ideas.

Written for the Tradesman.

By what right do you claim the promotions you have received or the advancements you have made thus far in life?

Are you moving ahead through your own efforts or have you a pull, or are you working for your relatives and thus being pushed to the front?

Perhaps you are not going ahead at all. Maybe you are slipping backward.

If you are advancing upon your individual efforts then you know what I mean when I say, "Don't bottle up your ideas." You know from actual experience that your promotions have come because you are willing to give your employer the very best there is in you.

Men are never paid in advance for brains or labor. The man who holds back and retards his best efforts until he gets a raise because he thinks he is "earning all he gets" usually gets fired instead of a raise; but the employe who is ever on the lookout for an opportunity to prove that he is worth more than he is receiving very often gets more than he expects.

No man can ever succeed by keeping his knowledge to himself.

No man will advance who will try to hold his job by refusing to impart valuable information pertaining to the business to other employes.

A lot of fellows pretend they knew "all the time" how to do a certain thing after some one else has done it. We hear these "Johnnie Wise" fellows say: "I knew how to do it all the time, but I am not going to show him—I am not being paid for that."

It is an easy thing to "know it all" when you are not called upon to deliver the goods. Why don't these wise boys make their knowledge known while there is a chance to make good? You take it from me that whenever you hear a fellow proclaiming his knowing after the discovery is made that, nine times out of ten, he is a bluffer. Follow him for a short time and you will find that he is "leeching" his way through life.

Some employes claim that the employer does not appreciate the good suggestions advanced by the employe to such a degree that he is willing to compensate the employe for the suggestion. If a man has an idea that will advance the interests of his employer and he thinks it too valuable to be given as a part of his services he should try to negotiate the sale of his idea to his employer. Never bottle up valuable information.

It is quite true that men very sel-

dom receive full value for their ideas. That however, is not so much the fault of the employer as it is of the man with the idea. The average employer is a business man; the average inventor is anything but a business man, and when the two get together on a business deal what is the natural result?

Then again, it must be remembered that about 99 per cent. of the "good things" coming from the fertile brain of the inventor is nothing more than chaff. It takes "business brains" to sift the golden grain from the mountain of chaff.

I know a company which rewards its employes for suggestions and if 25 per cent. of these "gems of wisdom" were adopted the company would never declare another dividend—except to the creditors by way of "so much on the dollar" final settlement plan.

Do not understand that I am writing disparagingly of the man with an idea. We need men everywhere who will think—men who create—but never for a moment do we want men who will bottle up their ideas. Better give them to the employer absolutely free than to allow them to die unborn.

The man who thinks, and thereby makes the world better by the things he creates will be rewarded, if not by a monetary consideration, by the satisfaction there is in the knowledge that he is doing things.

If you are a thinking employe and your employer does not appreciate your creative powers, then the first thing you want to think about is another job. You can not afford to give your services free, neither can you afford to bottle up your idea.

There are too many employers looking for thinking men for any man who really knows how to use that which is on top of his shoulders to justify or excuse himself for stopping up the "leaks" in his think tank just because some selfish employer failed to appreciate and award a "happy thought." Frank E. Miner.

The Secret.

A certain Washington family is convinced that its eight-year-old hopeful is destined to become a great scientist. He has already begun to see the connection between cause and effect.

Not so long ago this youngster was looking at a drop of water through a microscope. Here, there, and everywhere were darting animalcules.

"Now I know," announced the child to the family, "what sings when the kettle boils. It's those little bugs."

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept 26—Spot coffees maintain the record for high levels for years and the end is not yet. Buyers are not taking supplies much ahead of current requirements, however, and seem perfectly content to let matters drift. Nor, on the other hand, are sellers especially anxious to part with stocks. In an invoice way Rio No. 7 is quoted at 11@11½c. Santos is practically on a 12c level, with some quoting even more. In store, and afloat there are 3,022,025 bags, against 3,723,949 bags a year ago. Stocks of mild grades are moderate and quotations are firmly sustained.

There is a fairly steady line of business in teas and the market, as a whole, is well sustained. Orders have come in more freely from different parts of the country and this interest may be, in some degree, due to the advance in coffee. Arrivals are being very closely inspected and, of course, every rejection serves to make stronger the position of the better grades or, rather, the grades which pass inspection.

Some decline has taken place in the refined sugar market, as refiners are desirous of working off surplus stocks. Buyers are apparently not much interested and the week promises to be rather quiet.

Rice has been and is in very limited request, although there is something doing all the time and, perhaps, the sales will compare favorably with other years, although prices, being lower than a year ago, ought to be a reason for more activity. Good to prime domestic, 4¾@5¼c.

Spices, as a rule, are well sustained and pepper especially is attracting the attention of the trade. The whole line is firm and in favor of the seller.

No change is observable in the call qualities and the weather is too hot to look for anything like activity. Good to prime centrifugal, 26@30c.

The recent activity in the canned tomato market has let up somewhat and more goods, apparently, can be purchased for 75c for standard 3's, although 77½c is the ostensible quotation, and with some, 80c. The season is waning, so far as packing is concerned, and the statistics of the total

pack will be of interest. Corn is well held and it is thought some packers will be caught short in deliveries. Peas are quiet and firm and the same is true of almost all other goods on the list.

Butter is firm for top grades. Creamery specilas, 30@30½c; extras, 29c; firsts, 27@28c; Western imitation creamery, 24@25c; June factory, 23½@24c; current make, 23c for firsts and 22@22½c for seconds.

Cheese is steady and quotations are unchanged. Full cream, 15½@17c.

Eggs are steady, with top grades of Western, white, quoted at 32c; selected extras, 29c; extra firsts, 26@27c.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Traverse City is pleased with the results of its fruit exhibits made at the State Fairs held in Grand Rapids and Detroit. "Go North young man," is what the beautiful products of the Traverse Bay district are saying to people in the southern part of the State who have the Western fever. This rich agricultural district offers goods cheap at reasonable prices.

Manistee is offering to vessel owners free winter dockage of boats at that port.

Grand Haven seems to be entering an era of industrial prosperity due to the pull-together spirit that is being shown by its citizens. One of the urgent needs is more houses for working men.

The three railroads intersecting at Owosso are trying to get together on the proposition to build a union station there. Owosso will not be sorry when the three time-stained depots give place to one handsome structure.

Laying of steel for the Lansing-Grand Ledge electric road has begun at Grand Ledge. It is expected that cars will be in operation by Jan. 15.

Citizens of Harbor Springs will petition the Grand Rapids & Indiana Railway for an evening train to that city during the fall and winter months.

The Northern District Fair, held at Cadillac, is of growing advantage to that city, as shown by the attendance, which this year exceeded 5,000 people on the big days.

Almond Griffen.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

:: Wholesale Dealers Now off on Four-Day Trip by Special Train ::



PERSONNEL

1. Wm. J. Kennedy,
2. McGregor,
3. L. J. Stuart,
4. Charles H. Alexander,
5. Mark V. Burlingame,
6. Hugh J. Gray, D. P. A.,
7. Abraham B. Knowlson,
8. Fred M. Briggs, D. F. A.,
9. Gerritt J. Wissink,
10. Cornelius Broene,
11. Arthur T. Slaght,
12. Marsh H. Sorrick,
14. John Dietrich,
15. Wm. D. Vandecar,
16. Nathan H. Graham,
17. Wm. B. Holden,
18. Frank E. Miner,
19. N. H. Battjes,
20. C. Arthur Ayres,
20. Charles E. Wilde,
- Person just below No. 9.
21. Cornelius A. Benjamin,
22. R. J. Brummeler,
23. Leo. H. Higgins,
24. Charles F. Rood,
25. Henry J. Vinkemulder,
25. Frank E. Leonard,
27. Wm. Logie, Rindge,
28. Henry W. Sehler,
29. Chas. Ashton,
30. Fred N. Rowe,
31. Walter K. Plumb,
32. Carl S. Voigt,
33. Will P. Canaan,
34. Lee M. Hutchins,
35. Richard J. Prendergast,
36. W. Fred Blake,
37. Marshall D. Elgin,
38. Edward Winchester,
39. Herbert A. Woodruff,
40. Clyde L. Ross,
41. Frank V. Hamilton,
42. Chris. J. Litscher,
43. William P. Carrol,
44. Robert B. Kellogg,
45. Raymond L. Mills,
46. Charles E. Tarte,
47. Samuel Krause,
48. Frank H. Mathison,
49. C. A. Cotton,
50. Wm. H. Jennings,
51. Heber A. Knott,
52. Ernest A. Stowe,
53. Albert B. Merritt,
54. C. A. Disbrow,
55. A. T. Pearson,



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E. A. STOWE, Editor.

September 28, 1910

THE TURNING TIDE.

For a good while now press and people alike have been proclaiming that the old order of things were coming to an end—that the idea of getting something for nothing had reached its culmination; that cheating one's neighbor was not what it was cracked up to be and that, old foggy as the idea is, it is as true as it has been from the foundation of the world that he who indulges in such wickedness must expect to pay for it, penny for penny and pound for pound.

It is this last idea that has long been the subject of the greatest ridicule and one which has done more mischief than any other single evil that can be mentioned. It hits all ages and all grades of men, every man of whom stands ready to cite instance after instance where dishonesty came out ahead. Even the often-quoted maxim, "Murder will out," has been found untrue, time and again, and so far as other forms of wrong doing are concerned, the cases are countless where the cheat, loaded down with his ill-gotten gains, has flaunted his plunder in the eyes of the world and impudently asked that world what it was going to do about it.

Public opinion, however, has been changing. Stealing is an old-fashioned word, which seems to be coming again into common use, and clinging to it is a prejudice which harks back to the old Mosaic law, and so, in spite of the crucifixion and the resurrection, brings back the old "eye for an eye and tooth for a tooth" which has drifted down the centuries. Humanity can not get away from it. Wrong must be righted. "Truth crushed to earth will rise again." A square deal and a square game is what is now insisted on and he who plays tricks with the cards does so at his peril. For awhile the man higher up was supposed to be immune and he governed himself accordingly; but a change has come, truth and right are where they always have been and ever will be.

Hence, according to the morning paper, Lorimer's case is on; hence, according to the same authority, Charles R. Heike, former Secretary

and Treasurer of the American Sugar Refining Co., was sentenced to serve eight months in the penitentiary and pay a fine of \$5,000 on conviction of conspiring to defraud the United States Government and, hence, Gebracht was sentenced last week to two years in the Atlanta penitentiary and to pay a fine of \$5,000.

The fact is, the tide is turning. Slowly, imperceptibly, it may be; but it has not only turned, but it is coming in. From the big open sea, washed by the waves and sifted by the winds, it comes, bringing with it ruin and wreck, every timber and every sea-ribbon of which will have its own story to tell of struggle and downfall and defeat. It will tell, too, of fair weather; of a clearer, purer and more wholesome atmosphere and the kind of life that comes with it; a forerunner of what the world is already hoping for and one which will see the end of the graft and the dishonesty and the wrong doing which has lived and thrived altogether too long.

SNOBbishNESS.

There is no immediate danger of the word becoming obsolete. It is too often applicable in both the business and the social world, yet frequently thoughtlessness has more to do with its prevalence than real, premeditated wrong.

Nowhere is it more prominent than in the school or church social, where the various money-making schemes bring all classes together and mingling on the basis of congeniality is out of the question. You have, perhaps, seen the one who attends a pie social and finds his partner undesirable strive to dodge by trading; or the fishing prize may be disposed of in a similar manner. It is a sneaking, cowardly method, always sure to wound the feelings of the victim, though he or she may openly declare they were pleased with "any change that would break the original game." The whole thing is but a lottery, which you recognize before you enter it. No matter how incongruous the results, make the best of it. Do not be tempted to sacrifice your own politeness to get rid of a temporary discomfiture. Friends will think more of you if you bravely wade in and treat the whole matter as a little joke, a part of the entertainment; you will think more of yourself if you retain the elements of courtesy; and the victim of the joke will be spared humiliation.

The true lady or gentleman avoids show or affectation. When attending a miscellaneous gathering the "I am better than you" element should be dropped. If you can not do this, remain at home. Do not resort to snobbish ways to rid yourself of unpleasant associates after a voluntary entrance to semi-public circles. The feelings of others, even though you may consider them beneath you socially, have under such circumstances a right to be considered. A violation of this is but an admission of your own defect.

Life's danger lies not in its heights but in its cliffs.

WHERE SADNESS REIGNS.

Thousands of children of two generations are in mourning in St. Louis, because "Mag" Madden, the keeper of a toy shop for the past twenty years, is dead. Mothers clasp their children and relate with sadness incidents in which she and her treasures figured conspicuously in their own childhood, and the children of the present sigh that the little shop filled with sweetmeats and wondrous toys will be no more. But more than the rare toys will they miss the kindly face which was always ready with a smile for the child face beaming with joy and with a sympathetic look for the tear-stained cheek.

The story of the life now closed is simplicity itself, yet the void leaves its impress upon many hearts. Few realized how great a hold upon community the keeper of the humble shop possessed. Her income was not large. Her sales were of the petty sort. Possibly the cheery word which went with the small purchase was the extent of her social intercourse with the world. But she had made for herself a place in the hearts of the little folks, and this did not wear out with the years but was passed on as a legacy to the next generation.

Surely there is in the juvenile element a patronage worthy of earnest endeavor. While the profits may now be small, they will grow with the individual. Childhood is impressionable. The variety in stock, the kindly stories and the honest methods all leave fond remembrances.

Is your own business so conducted that those outside of your own family will mourn when the crepe is placed upon your door? Will the announcement come to the public as a personal loss or merely as a business matter? Have you touched the hearts or only the pocket-books of your patrons? And will your work be held in loving recognition as a mark toward which a future generation should strive?

MEMORY DAY.

It is a pleasure to note that Michigan is taking the lead in recognition of a day set apart in autumn, Sept. 30, for the beautifying of our rural cemeteries. Memorial Day is now generally observed, and those living in the vicinity of a burial ground well know how much concerted action does in springtime to render attractive the last resting place of loved ones. As the summer advances general interest too often wanes. While some of the lots are well cared for through the season, many are allowed to become overgrown with weeds.

Memory Day comes at the time when these most need attention. The general movement will result in the destroying of many weed seeds, and this alone will work wonders in the appearance during later years. The briar-grown stone may have some little romance attached to it, yet this is of so sad a nature that no one wishes to contemplate it. And those who are regular in their attentions to individual lots will be glad to have

the approaches cleared of these obstacles.

There is in the well kept rural cemetery a quaint effect not attained by the city cemetery. The touch of old fashion, the simple stone, the local surroundings, all give a distinctive charm. Yet the neglected graveyard is about the most desolate looking place imaginable.

If you have friends in such a spot make haste to put it into presentable order. It is a duty you owe to your loved ones and to yourself. Even although no public movement has been made in this direction, let the word go out what you are doing and others will gladly join in the good work. The neglect is not a willful one. People simply forget and are only too glad to have the memory jogged. Memory Day has in store much of beauty as well as of good.

THE PEOPLE'S SCHOOL.

As expositions are "the time-keepers of progress," so are or should be the local fairs the university of the common people. Let it be no longer said that people go "just to meet old friends" and that "there are the same old blankets and quilts year after year."

It is a part of your work to make this an educational feature of mutual profit to the visitor and to yourself. Space there is valuable to you. It may not sell goods at the time, but it will in the end yield a good profit on the investment.

The ordinary shopper is too much rushed to spend time looking at something of which he is not in immediate need, but people attending the fair have the day before them in which to be entertained. A woman who has not thought but that her old sewing machine is good enough is interested in seeing the fancy stitches shown. She goes home and relates what she sees, computes the saving of time and the superiority of work; and almost before she is herself aware a sale is made and this as a direct result of the display at the fair.

Furniture of various sorts is always of interest, even to those who have no thought of buying. They listen attentively to explanations which are purely educative, savoring not in the least of prospective sales; yet these may ultimately result in future sales. Carpet sweepers, vacuum cleaners, fireless cookers—in fact, anything which can be used in or about the home—is of interest to the public.

The tendency is growing more and more to make the local fair instructive and educative. No matter what goods you handle there is something along this line to be said about them. Show where they originated, wherein their superiority exists and the uses to which they are adapted. Throw aside your garb as salesman and become an entertainer and instructor. Help in the work of making the local fair a school for the people.

One may fight a lie and still not follow the truth.

Truth is found only by following that you have.

FALLING DOWN.

A soldier guide, after showing a party through a State Soldiers' Home and describing enthusiastically its advantages, ended with the pathetic words: "But do you suppose that if I could earn \$30 a month I would stay here a minute? No; I would go back to my family. But the world wants able-bodied men; it has no use for cripples."

The cripples of the business world are entirely too numerous. There is the man who falls behind a little with his work every day, yet promptly quits when the clock strikes the closing hour. A few minutes extra time would place him square with his employer; but it is a small matter and—let it go. He may think he can make it up in the morning; but when one commences to fall down he must expect to keep slipping unless extra precaution is taken.

A few slips are regared with sympathy and the employer may cheerfully help to pick him up and start him aright, but after a time he recognizes the fact that there is chronic inability and he has no use for cripples. He wants men who can make good; who are not afraid to give a little extra time in an emergency; who are gaining rather than losing in strength; who have the interests of the firm at heart as well as their own personal advantages; who are broad-minded and generous enough to throw in a little extra time and labor if need be.

The man who is continually falling down becomes deadened to the shock. You have, perhaps, seen cripples who slip and fall at the least obstruction; but the fall is not like that of an ordinary person. They are used to it, and neither broken limbs nor serious bruises are as apt to be the result as when an able bodied man meets with such an accident. This professional falling down acts in the same way. At first there is the sting of conscience; but with kindly help to the feet the man staggers on; the falls caused by wasted members cease to worry him; and before long he reaches the stage where others fail to pick him up and he is placed on the retired list; for the world has no use for "cripples."

PROPAGATE YOUR IDEAS.

There are too many one-idea men in this world. With the great cry of specialization ringing in our ears we are apt to restrict our own powers to one channel when they might successfully irrigate a more widely spread tract. We depend upon this or that one to do a part of our work, forgetful of the fact that it is our work and not his which is being done. He performs it in a manner credible, perhaps, to his trade, yet it lacks the life of personality. He has done the routine part, and left the touches which make it distinctively our own blank. It is ours to supply them.

There are new things to be done in every field. No work is fully completed. It is ours to discover some of these novel touches which render our business especially inviting. We know what we are aiming at better than any one else can. We have a few ideas that are good. By giving

them the proper training they will readily propagate others, perhaps better. Like begets like. But striving along any line results not in like work but in better work. By exercising our own thoughts along lines which go to perfect our work we are at the same time accomplishing a double purpose, strengthening our mental powers as well as our material ones; fitting ourselves better to direct the future work.

"Ideas," says Paxton, "go booming through the world louder than cannon. Thoughts are mightier than armies. Principles have achieved more victories than horsemen or chariots." Our ideas may not be of the sort to penetrate through the world, but they should be of the sort to penetrate our own shop and store more fully than those of a disinterested party. The man who does his own thinking finds it most applicable to his own business.

GERMANY'S GROWTH.

The marvelous growth of the German empire in population, particularly in comparison with the two countries that are its keenest commercial and military rivals, has been cause for much comment in recent years. Forty years ago, when the German empire as now constituted was founded, the populations of Germany, Great Britain and France differed but little. Since then Great Britain has gained in population 48.4 per cent., Germany has gained 58.5 per cent. and France has gained only 11.1 per cent. Thus Germany's gain over Great Britain is noteworthy, while over France it is enormous.

Of course, it can be claimed that the difference in the rate of increase can be satisfactorily explained, but the fact of the increase can not be gained. In the case of Great Britain, the birth rate has not been low, nor has the death rate been high, but there has been considerable immigration of people from one part of a vast empire to the other. In France the birth rate has been low for well-known reasons. In Germany the birth rate has also decreased somewhat, although it is still large, but the death rate has been greatly decreased, due to the great advance in sanitary science and thorough administrative efficiency.

Germany's great increase is, therefore, due to the lowering of the death rate and to the general raising of the standard of living, coupled with the stay-at-home policy of the Germans. Germany has been so prosperous for years past that there has been little emigration, barely 35,000 per year, as compared with fully 500,000 from Great Britain. This British loss is more apparent than real, however, as the great mass of the emigrants go to the British colonies and thus remain a tangible asset to the empire, if not to the mother country itself.

The enlightened policies of Germany with respect to increasing prosperity at home and cutting down the death rate by improved sanitary and hygienic methods are worthy of general emulation and are certain to produce the same results wherever tried.

LOOKING DOWN.

Most of us are looking up, or at least we would be loth to admit otherwise. Yet we are all prone to cast patronizing glances down upon those who are below us on the ladder. From our superior position we can better note their chances for success; their causes of failure. They may be clinging to the places we have found slippery. If we can give a word of counsel which will render their climbing easier, is it not a noble thing to do? They may find a rung of the ladder missing. Can we not direct them how to replace it? There is the hand which may be extended for the friendly pull; the word of encouragement which helps in the struggle to come up higher.

But there is a duty to ourselves, no less than to our comrades, in this manner of looking down. "In our superior knowledge," says Jordan, "we are disposed to speak in a patronizing tone of the follies of the alchemists of old. But their failure to transmute the baser metals into gold resulted in the birth of chemistry." And as we look down on the seeming failures of others it may be that they are establishing in that lower atmosphere a firmer rung upon which future success will climb.

Again, the man below us is climbing up. He may be gaining ground on us. Some day, this being the case, he will be the man looking down. He will be the one who can tell us how to step. If we have treated him in a brotherly manner we may expect the same treatment in return. If we have only given him a supercilious smile he may be great enough to repay us in better things. But will we not feel our own insignificance all the more keenly under such conditions? Mutual help, be the other man up or down, is the only way to attain the highest success.

THE SMUGGLING EVIL.

On several occasions recently the New York customs authorities have caught prominent people endeavoring to evade the customs laws by smuggling valuable articles purchased abroad into the country among their personal effects and evading the proper duties that the laws demand should be paid. While the detection and punishment of these people might be supposed to greatly humiliate the culprits and cast some opprobrium on them as lawbreakers, such does not appear to have been the case.

It is, unfortunately, a fact that most people do not regard petty smuggling or evasion of the customs laws in a very serious light. Theoretically a violation of any law is more or less criminal, but people have from time immemorial regarded an evasion of the customs as a very venial offense indeed, provided always that they escaped detection and therefore punishment. The numerous detections in New York and the severe punishments that are being imposed will, no doubt, tend to decrease the practice, but it is evident that the culprits rather regard themselves as victims of a harsh administration of the law than violators of a statute which all citizens are expected to respect.

While there is no excuse to be

made for smuggling and no sympathy to be wasted upon those detected in the act of violating the law, no desire to strictly enforce the customs laws, and thereby collect all the taxes to which the Government is entitled justifies the uncivil and rude treatment to which women passengers arriving at New York are subjected. All alike are assumed guilty until a rigid examination proves them innocent, and the methods resorted to in making examinations are little short of barbarous, and are certainly unworthy of a highly civilized nation. It would be better for the Government to lose a little of its revenue than to permit its officers to practice the undignified and harsh methods in vogue in New York. They are duplicated nowhere else in the world.

THE GOOD OLD DAYS.

Two incidents in the contribution of J. D. Dillenback published elsewhere in this week's paper, will appeal to Tradesman readers with peculiar force. One is the purchase of the pair of too-tight red topped boots by the 6-year-old boy from the pioneer merchant, John W. Peirce, which ought to endear his memory to every youth in the land. The other is the attempt of a 16-year-old boy to secure change for a \$10 wild cat bill which was "under suspicion" through the purchase of an assortment of groceries. Those who harbor the opinion that this is not a good age to live in would do well to carefully ponder over the description given by Mr. Dillenback of conditions which existed in Grand Rapids in the good old times before the war.

There may be those who can write more entertainingly of the Grand Rapids of sixty years ago than Mr. Dillenback, but the Tradesman has never had its attention called to them. It is constantly seeking for information along these lines because it realizes that the men and women who can write of pioneer days from actual knowledge are fast passing off the stage.

After years of agitation the United States Government has finally decided to remove from the harbor of Havana the wreck of the battleship Maine, but now the question arises as to the manner in which the work shall be done. No doubt there will be a long controversy before a plan is adopted and operations are started. A board of army officers is to make a survey and report what in their opinion should be done. It is thought that the hull may be floated and towed out of the harbor. Some have suggested that the wreck be sunk in deep water, where its condition can never be examined. This is to avoid the possibility of discovery that the ship was damaged from within and not from without. The destruction of the Maine was attributed to the Spanish and hastened the war in which Spain lost Cuba and all its colonial possessions. Whether or not the Spanish were responsible there were other ample reasons for the war and there can be no reopening of the issue that the war settled. Uncle Sam can stand to have the truth disclosed concerning the loss of the Maine.

BOARD OF TRADE.

Should Its Name Be Changed and Its Scope Broadened?

At a recent meeting of the Municipal Affairs Committee Sub-chairman Edmund W. Booth made a suggestion that has caused some comment and much thinking in Board of Trade circles. In brief, his suggestion was that the name be changed from Board of Trade, which to many has more or less of a sinister meaning, to the Municipal League, and that it be made an organization of organizations rather than a separate and independent institution. Mr. Booth freely admitted he had not thought out any definite plan, but he gave the idea for what it was worth to be worked out by others.

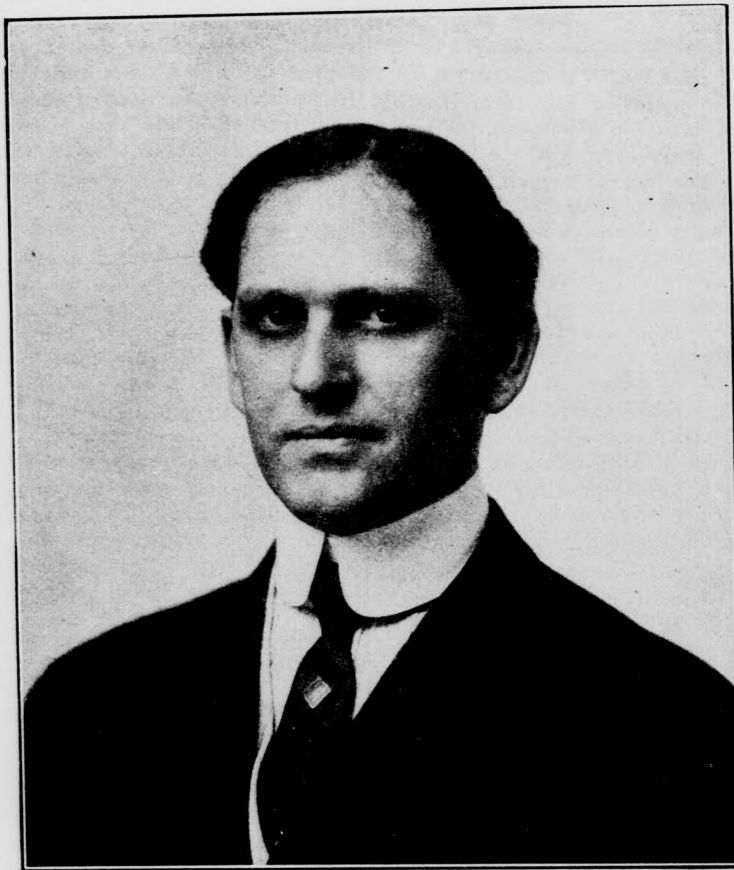
The suggestion will probably strike many of the Board members as having enough merit to warrant its serious discussion. The Board of Trade has about 1,200 members representing all branches of trade, industry and professions and all sections of the city. In theory this is an ideal condition, insuring great force behind any proposition that may be put forward. As a matter of fact, however, the Board is a big, unwieldy body and what it accomplishes is the work of a few earnest members acting in groups rather than by the Board as a whole. A large majority of the members never come in contact with the Board work. They pay their annual dues as a patriotic duty, but it would be interesting to know how many of them can put their finger on the direct good they receive from the outlay. The Tradesman believes thoroughly and everlastingly in civic organization, in united effort, in the spirit of co-operation, in all the interests of a town standing and pulling for the common good. The city without an organization of its citizenship does not amount to much and can not begin to realize its possibilities. Grand Rapids can not get on without its organization, and no change in the present Board of Trade is advocated, but it is a pertinent question for discussion if better results could not be obtained by a different plan of organization and at less cost.

This is an age of specialization, and this applies to organizations as well as to trade and industry. The grocers and meat dealers have their separate organization and so have the lumbermen, the wholesalers and jobbers, the doctors, the employing printers, the furniture manufacturers, the lawyers, the building contractors, the real estate men, the credit men, the insurance men, the bankers, the milk dealers, the ministers, the fruit growers, the glass farmers, the coal dealers, the advertisers, the plumbers, the druggists and, no doubt, there are many others. Not only are the organizations by trades and professions, but men are brought together by various impulses or for various purposes and examples of such organizations are the Municipal Affairs Committee, the C. O. S. and the Y. M. C. A., and then there are the geographical organizations like the Sixth Ward, the Burton Heights, the Madison Square and the Creston Business

Men's Association. Scarcely a member of the Board of Trade but belongs to some other organization that represents the get together spirit in his own particular business or something in which he is specially interested. Is it not possible that this means duplication of effort and expense? Would it not be possible to get better and larger results through some other plan of organization? Instead of a directorate elected at large from the entire membership, regardless of trade interest, profession, or inclination, why would it not be better to make the Board of Trade a central organization with a directorate of delegates from the various special organizations, each special organization contributing its quota to meet the central expense? Would not this plan insure prompt and expert attention to the problems that are

100, or in the evening, as might be preferred. The Board of Trade building could be general headquarters and the meeting place for as many of the separate organizations as desired it, and no doubt the same recording secretary, with such clerks or stenographers as might be necessary, could serve most of them and be a sort of connecting link to bind them together.

The Tradesman does not advocate or urge this plan, but merely discusses it. Whether the Board of Trade as now organized is fulfilling its mission to the largest and truest measure, whether it is working in the best and most effective way and whether better methods could be devised are pertinent questions worthy of the best thought and the widest discussion, and the more freely they are discussed the more certain it is



Heber A. Knott

constantly arising and which can best be dealt with through organization? The furniture manufacturers know what they want or need and can intelligently discuss the problems that arise and if the Board of Trade were organized on the lines indicated, when situations developed needing outside help, their delegates could bring the matter before the central body and all the subordinate organizations in the League would be set to work on it. The same rule would apply to the grocers, the lumbermen and all the others. Matters of general interest could be brought before the central body and then taken by the delegates to their own organizations for discussion, and the final action would represent a breadth of judgment and public sentiment far beyond anything that now emanates from the Board of Trade. The meetings of the central body could be at luncheon, like the Committee of

that something better will come. The foremost consideration is the welfare of the city, how to make Grand Rapids a bigger and a better city, how to make it more prosperous and the people more happy. Can the best results be obtained through one big organization, as at present, or by means of a league of separate organizations, each representing some special interest? No true citizen cares much as to methods or details; it is results we want.

Under the inspiring leadership of John B. Martin the Board of Trade Municipal Affairs Committee has accomplished so much in shaping public sentiment and bringing things to pass that it has in many respects overshadowed the parent organization and its activities in other directions. The members of this Committee not only pay their dues as members of the Board but raise by subscription the necessary funds for

secretary and clerk hire, postage, printing, civic revivals and other expenses, and in addition each pays his own expenses when luncheon or dinner meetings are held or trips of investigation or observations are taken. There has been talk of the Municipal Affairs Committee cutting loose from the Board of Trade and setting up as an independent organization. There may have been some justification for such talk, but as long as the Board's organization remains as it is it should be discouraged. The effort should be to harmonize the differences and difficulties that arise and to prevent disruption. The Committee needs all the help and encouragement it can obtain, and this it would not receive to any marked degree if it became a separate organization. It even needs a check to over zeal occasionally from the hard headed non-imaginative business man whose fondness is not for reformers or those who chase rainbows. Tact, patience, good sense and time will remedy the troubles; independence would breed new and bigger ones and impair the Committee's usefulness.

E. K. Prichett is making more of the Transportation Committee than has been done in former years. His plan to hold traffic meetings, to which everybody is invited, whether members of the Board or not, who is in any way interested in transportation, whether as a shipper or receiver of freight or as a railroad man, for the free discussion of transportation problems is full of good possibilities. The plan is certainly educational. The logical next step will be the organization of a traffic club or association either independently of the Board of Trade or as an auxiliary. And why would not this be a good plan? Such an organization would be made up of experts, or at least of men who could talk intelligently of any question that might arise and who would have personal interest as well as zeal for the common good to urge them to action. Transportation is one of the most important questions that business men and manufacturers must consider. It is a question that should be dealt with by experts and those who knew what they are talking about. Mr. Prichett seems to be on the right track and should be encouraged to go ahead.

The Wholesalers' Committee is another of the Board of Trade committees that has done much and good work. Chairman A. B. Merritt is carrying to still greater success what was so well done by Heber A. Knott and Frank E. Leonard. The wholesalers and jobbers used to shy at each other when they met or would pass by on the other side. They would not recognize the mutuality of their interests; there was no pulling together for their own good or the good of the town. The wholesalers and jobbers are now as keen rivals and competitors for trade as they ever were, but they are friendly and play fair and each would prefer the other to have the business than to see it go to some other town. They have no organization, but stand together merely as a committee of the

Board of Trade, but they raise their own funds for Merchants' Week, trade extension excursions, semi-occasional banquets and other purposes.

The retailers have as many and as great interests to serve as the wholesalers, but for some reason it has never been possible to get any number of them together for cordial co-operation. There is a chance here for good work, but those who know the retailers will probably admit that it will take a great and very smooth diplomat to line them up.

The furniture manufacturers have an association of their own and it is not connected or affiliated with the Board of Trade. In the early days the two organizations had joint headquarters and a secretary in common. The manufacturers, before they had an organization, regarded one another as pirates and cut-throats, and the only courtesies they would exchange were such as could be applied with an axe. Through their organizations they have become acquainted and friendly and the co-operative spirit that has developed has done more to build up Grand Rapids as a furniture center and to make the industry prosperous than any other factor. The manufacturers stand together and work together instead of cutting and slashing, every man for himself. They help each other instead of boosting the outsider. What the furniture manufacturers have accomplished through organization should be a lesson for those engaged in other lines, whether of trade or industry.

He Was Two Kinds.

There were five of us in the smoking compartment of the Pullman, when one of the crowd, who had been reading a newspaper, laid it down and said:

"There's to be a state election in New York this fall and the politicians are troubled as to how it will come out."

"Yes?" answered the man with a political look about him.

"Bad scandals in both parties."

"Yes?"

"They say there wasn't a man in the last Legislature who wouldn't sell himself."

"Pretty strong, isn't it?"

"But I guess it's so, from all I've heard."

"I happen to be a resident of that State," said the politician in quiet tones.

"Oh-ho!"

"And I happen to have been a member of the last Legislature."

"You don't say!"

"I am not asking for any apology for your remarks. I am simply going to state that I was ill of typhoid fever from the first day of the session to the last and was not at Albany at all. Consequently—"

"You are a lucky man! Shake! That is, you are an unlucky man. Shake again!"

It's always to-morrow's burden that breaks the back of to-day.

Faith is not preserved by embalming it in ancient verbiage.

The Modern Cookbook.

On account of the high price of foodstuffs, householders will be glad to know of the following substitutes:

Planked Shad—Send one of the children around to the new houses in the neighborhood to borrow a quantity of putty. Take the putty, knead it well and flavor so that it will taste as much like fish as possible. When about ready for the oven, quickly stir in a paper of pins.

If it is not desired to serve this as shad, leave out the pins and serve as cheese.

Spinach—Go to any storage-house and procure a quantity of excelsior. On the way home stop at the drug store and buy a bottle of green dye. Take the excelsior and dye each strand separately in order to get it just the right shade. Now take it to the barber's and have it cut. If excelsior is not procurable, use straw hats.

Salad—A good substitute for salad may be made by getting the lawn mower, running it over the lawn, gathering up the grass, putting the grass through the clothes wringer to flatten it and take out the kinks. Then lay on plates and cover with any good substitute for apples or celery. A white kid glove, if chopped fine, is just as good as chicken or veal. A good dressing for this salad may easily be made by allowing a few old mustard plasters to soak over night.

Breakfast Food—Go to any department store and buy a few dolls. Take the thumb and first finger and grasp each doll firmly under the arms. With the other hand make an incision in the cadaver of the doll just above the waist line. Serve the contents in quantities to suit, and pour over it any good substitute for milk. A good substitute for milk may be procured from any milk man.

If impossible to obtain dolls, chop up hair brushes or clothes brushes.

Turtle Soup—For a small price one may purchase an old bait bucket from any fisherman. Put in a little seaweed, a few seashells, and, if possible, an old, well-seasoned fish net. Boil thoroughly until all the flavor is extracted. Then strain. Before serving drop in a few pieces of almost anything you can find to give it substance.

Apple Pie—Just before the cook goes out in the evening have her cut the fringe off the portiers. Set the fringe to soak in a kettle of concentrated lye until tender. In the morning add a little cider to flavor, and bake. If tar paper is used instead of crusts it will not be necessary to grease the pans.

A very good whipped cream dressing for this may be made by using absorbent cotton. Absorbent cotton also comes in quite handy in making Charlotte Russe.—Ellis O. Jones in Success Magazine.

If you really are casting your bread on the waters you are not using it as bait.

There is a lot of difference between seeing to do and doing in order to be seen.

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**

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D. RIELY, Gen'l Pass. Agent.

**More About
Reynolds Asphalt Granite
Shingles
Which Are Sold on a Twenty
Year Guarantee**

Authentic fire statistics prove that by far the largest percentage of fires occur on wood shingle roofs from chimney fires, neighboring conflagrations, etc. In some communities where wood shingles predominate, the statistics show that this percentage is as high as 75%.

According to our reasoning, based upon practical experience and fire tests, if our ASPHALT GRANITE SHINGLES were in general use, this percentage would be reduced to 5% from similar causes.

It is a significant fact that the fire records of municipalities where wood shingle roofs predominate, are decidedly the most unfavorable.

The following table shows the percentage of wood shingle fires:

COVERING A CERTAIN TERM	Total Fires	Total Chimney and Roof Fires	Per Cent.
Atlanta, Ga.....	579	238	41
Chattanooga, Tenn.....	221	115	68
Jacksonville, Fla.....	283	126	44½
Knoxville, Tenn.....	195	56	29
Wilmington, N. C.....	151	81	56

These figures are startling and are serious. The adoption of our ASPHALT GRANITE SHINGLES will eliminate much of the hazard. They are becoming popular and may be found on all classes of buildings, from the humble dwelling to pretentious structures in many parts of the Central West. They are being used extensively at Milwaukee, Indianapolis, Cincinnati and many other large cities besides the smaller trade, and our local consumption, which is very large.

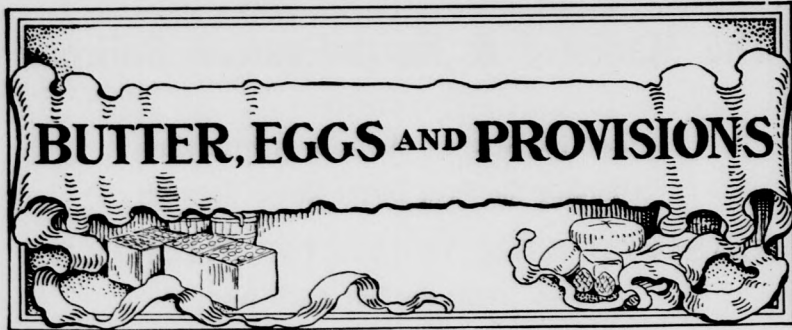
Our proposition is one of merit. We challenge contradiction to the statements which we publish. Many more facts are going to be obtained and published from time to time. The SHINGLES are cut in slate form 8 x 13 inches, to be laid 4 inches to the weather, and are sold at \$4.25 a square, or 100 square feet, including galvanized shingle nails. We furnish competent mechanics to apply the shingles or to assist, if necessary, on a limited number of contracts. We are also prepared to furnish the material for valleys, galvanized iron ridge roll, and ornamental hip shingles, which constitute the crown or finish of our ASPHALT GRANITE SHINGLES. Don't be prejudiced but investigate. An automobile at your service to show you as many buildings of modern structure as you wish to see which are covered with these SHINGLES.

We invite attention of the dealers. Write for trade price.

The ASPHALT GRANITE SHINGLES are made in Grand Rapids by the

H. M. Reynolds Roofing Co.

Established 1868



SELLING CHEESE.

Call Board Plan Endorsed By Wisconsin Maker.

I have had a number of enquiries this spring about selling cheese. Most of these have come from factories where they are in the habit of selling on what is known as the "contract system." By this we mean that they send in their cheese weekly and receive the ruling price at the nearest board of trade. All of these factories complain of the difficulties of selling cheese that way.

One of the complaints is that the dealers get slower about paying up as the season advances, and that by fall they are from six weeks to two months behind in their pay; when in the spring they agreed to pay every week. While at the buttermakers' convention in Fond du Lac this winter we met a factory man from the western part of the state who told us that he had actually hired money from the bank to pay his patrons for the milk, because the dealers were so slow in paying up. It hardly seems possible to us that a well-managed factory would do business in this way, but from the number of letters we know there are quite a number of factories still disposing of their cheese in this old-fashioned and out-of-date way.

There are call boards enough in Wisconsin to handle every pound of cheese made, and it is the only way to sell cheese. On these boards, the price depends on the supply and demand. Each buyer has the same chance to buy what cheese he needs, and each factory has the same chance of getting the top prices for their goods, as the cheese is sold at auction, but all the bids are placed before the call closes. This means that no buyer can raise a bid after the call and that no lot of cheese is sold until all the bids are placed. This is done to prevent some of the cheese receiving higher bids after part of it is sold, as was the case in the first season of the call board.

There are two rules of vital importance at these call boards. One is that every lot of cheese offered for sale must be sold or carried over until the next weekly meeting. Any member who places his cheese on the board merely to have a price put on it and then ships to some other buyer at the price offered on the board is subject to a fine of \$25.00 for every offense, and is debarred from doing business on this board until the fine is paid. This rule is a very important one as cheese dealers will not go to dairy boards of trade many times

unless they can buy cheese. There is nothing that will kill a dairy board of trade as quickly as wash sales. If a factory does not want to sell to any particular dealer he need only notify the dealer not to bid on his cheese.

Another rule is that the dealer must pay for the cheese at the next regular meeting. In this way the factory men know that they will have the money in a week from the time of sale. So there is no need of worrying over when the money will come along for the cheese shipped, and it leaves plenty of time to pay the patrons by the middle of the month for the milk delivered the preceding month.

The dairy board of trade that our factory sold on for many years was re-organized a year ago, and is now called the Central Board of Plymouth, Wis. This was done so that any factory in the state might offer and sell its cheese weekly on this board by merely paying the membership fee of \$1.00 per annum. There are many boxes of cheese sold every week without the seller ever attending the board. The salesmen of these factories send their offerings to the Secretary of the board of trade, or to one of the banks. Each bank has a representative at the board and will sell any offering sent in to them and, if so instructed, receive pay for same the next week. This is the way our factory has sold its cheese for the last five or six years. And there are many others doing the same, as it is a very satisfactory way of selling the cheese and it relieves the factory man from attending the board personally when he is needed at the factory.

If the factory men would only get out of the rut and sell their cheese in open market, they would soon compel the cheese dealers to give them a square deal, for if they did not deal square, they would be ruled off the boards and couldn't get any cheese. There is no doubt that most of the cheese taken on the "contract system" is by this class of dealers.

Another reason why cheese should not be sold that way is that every box of cheese that is not sold in the open market fills an order that the dealer need not bid for in the open market, and consequently reduces competition among the dealers and has a tendency to reduce the price creating power; namely, the demand for more cheese. No factory need hesitate to offer its cheese on our board because they do not know the dealers. The banks will furnish them with the necessary information as to

the dealers' reliability or, if entrusted with the selling of their cheese, will see that none but responsible firms bid in the cheese.—J. A. Ubbelohde, in Dairy Record.

Soft Cheese In Canada.

Although Canada figures as the leading source of Great Britain's Cheddar cheese supply, exporting in the neighborhood of \$20,000,000 worth a year, she is at the same time an importer of cheese of a different kind. Some three-quarters of a million pounds of soft cheese are annually brought into the Dominion from France and other countries. Although the market is comparatively limited, the prices are lucrative, and the Dairy Department of the Ontario Agricultural College has been endeavoring to see what could be done towards working up a small industry in Canada in the manufacture of these soft, full-cream and double-cream cheese. The manufacture of these special cheese at the college is in the hands of Frank G. Rice, a graduate of the Midland Agricultural and Dairy College, England, who has been there since a year ago last February. Four lines of soft cheese are being made: Canadian Camembert, a small flat cheese, resembling a pancake, only quite a few times as thick, and sold at 25 cents at the College; Double-cream cheese, made in the form of a four-ounce briquette, sold for 15 cents a cheese; the Gervais cream cheese, in the shape of a four-ounce cylinder, sold at 10 cents, and the Stilton cheese, sold for 30 cents. The principal difficulty experienced thus far has been in interesting the dealers in this cheese, though once they are induced to try them, the demand steadily develops, and a number of Toronto merchants are now offering them regularly over their counters.—Farmers' Advocate.

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.

Feed Specialties

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

WATSON & FROST CO.
Grand Rapids, Mich.

Ground
Feeds
None Better
WYKES & CO.
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CONSIGN YOUR
EGGS
TO
GEORGE E. CUTLER
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OUR
OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

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

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

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SEEDS CLOVER TIMOTHY ALSYKE

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

REA & WITZIG

PRODUCE COMMISSION

J. A. Witzig

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

"Buffalo Means Business"

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

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

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

Established 1873

Weight Standard For Eggs.

We would have eggs still sold by the dozen, but should make it a misdemeanor for any retail merchant to sell a dozen eggs weighing less than twenty-three ounces, unless the purchaser were informed of the fact and due allowance made in price. The enforcement of such a regulation would obviously be very simple."

The proposition appears to us to be about as impractical as the requirement that all eggs be sold by weight. In the first place it would require the weighing of all eggs except the very large and the very small ones to determine whether or not the eggs could be legally sold without branding as under-weight, and without making "due allowance in price." In the second place—and most important—who should decide what is a "due allowance" in price? The Government can not, in our opinion, interfere with the price at which a man holds his property or the price at which another may be willing to buy. The Journal's proposition, like the proposition to compel sales by weight, fails to take into consideration the fact that size and weight form only one of the elements of value in an egg which determine its desirability and worth. Eggs weighing twenty-two ounces to the dozen may be and frequently are worth more than others that may weigh twenty-four ounces to the dozen. Freshness, fullness and strength of body are of first importance, size and weight of secondary importance. If eggs were sold under a law establishing a minimum standard of weight per dozen the public would naturally get the impression at first that all eggs coming up to that standard were reliable; for a time it would be easier for retailers to sell refrigerator eggs of full weight for fresh, while they would often have to offer fresh Southern eggs, at times when fresh eggs are scarcest, as "underweight." But consumers would soon learn by experience that the weight standard gave them no guaranty of quality and it would be found that the whole elaborate machinery of governmental control, together with the labor and trouble of compliance therewith, had gone for naught.—Butter, Cheese and Egg Journal.

Germans Want Cheaper Meat.

A strong movement in protest against the high prices of meats has begun in many German cities, especially in the western part of the country. A number of meetings held recently brought out a sharp arraignment of the Government's policy in restricting the importation of live stock and the maintenance of high meat and animal duties in the interest of farmers.

A number of Saxon municipalities appealed to the government to use its influence in the Federal Council for the reopening of the frontiers to cattle and meat. The Saxon Government replied that no relief would be possible through a reduction in duties or the opening of the frontiers, as prices have arisen equally in Austria and other countries, and that although the laws allow the importa-

tion of 80,000 hogs from Austria yearly, only 350 were imported the first half of this year.

The Cologne town council this week will discuss measures of relief, including the raising of the embargo on cattle and meat at the frontier. According to all indications the Imperial Government will take no action in the line of free imports of animals and meats.

Forty Pockets Full of Money.

A man usually considers himself lucky if he has one pocket well filled with money. How would he feel with forty pockets crammed just as full of five and ten dollar bills as he could fill them?

Some time ago in the little town of Carroll, Ia., a German farmer, dressed in a heavy overcoat, two pair of trousers, a vest and a pair of overalls, walked into the bank and up to the teller. "I want to deposit some money to pay for a farm," he said.

"Your name?"

"Hans Krupp."

After other formalities Hans Krupp was told to make his deposit. He did, to the wonder of all present.

From his coat he brought forth one wad after another of bills. Then he discarded that garment and went into his trousers, overalls and vest pockets. Currency simply oozed from him. No bills were larger than \$10 denomination. There were a few ones and twos, but the bulk was of fives.

Time passed and the old German kept on emptying pockets. After emptying forty he stopped.

"Count it," he said.

The teller did so and found that there was \$25,000.

He chuckled to himself as he thought how long it had been a common joke in that section that Hans Krupp had his "pockets full of dirt" and what a blow it would be to the farmers when they learned that the dirt they scorned was "pay dirt."

Eula Harris.

Useless Expenses Sap Profits.

Pruning season comes in business as well as in orchards.

The fruit of profit is borne on the branches of expense. And profit like fruit grows biggest on the tree whose branches are pruned in season.

Let expense grow wild — profits grow small. Trim expense close to the balance between efficiency and economy—profits will come to a harvest.

Every business will warrant just so much expense. But the tendency of expense is always to cross the margin of profit and invade the column of loss.

So check your cost sheets. Scrutinize your payroll. Analyze your overhead charges.

Then cut to the bone the useless expenses that sap profits.—System.

If faces are tickets to heaven, it will take a long journey before some saints are admitted to happiness.

Few things make us more zealous against motives than the possession of good sized beams.

Potent Paragraphs For Progressive Salesmen.

The best methods for obtaining success—well directed efforts, patience and courage.

There must needs be desire, strength, resourcefulness, not unlikely patience, perhaps courage.

There is the man whose sole object is to win by foul means or by fair means.

For the man who wins by riding rough shod over principles and people alike we have no more use than we have for a rattlesnake.

The danger of the success habit becomes at once apparent in the manner in which it levies upon and despoils character.

The worship of success is one of the most pronounced evils of the age.

It is an evil because if it becomes the life rule, it is very likely to do so at the expense of other qualities that may not well be spared.

So fixed a rule has it become with many of us to regard success as the one thing worth while that quite often there is much too little thought given to the means by which such success is won.

By all means it is of far greater moment to have success the result of well ordered effort, always directed and controlled, and limited by the strictest moral accounting, than to have it sponsored by the mere passion to win.

The salesman's religion is the Brotherhood of Man.

Curious Fact About Lightning Flash.

Sitting in a dark room at night with a lightning-lighted storm coming on, the observer of the electrical phenomena will be enabled to tell from which of the compass points a blinding flash comes, even if the room have four windows to the four points of the compass. This, of course, provided the shades be lowered sufficiently for the possible bolt to escape the eye. The roll of thunder following the flash will be the first intimation the observer has of the storm direction.

Especially is this fact marked after the rain is falling heavily and when the rain drops become reflectors of the light, giving the effect of sheet lightning. At such times when the skies seem sheets of flame, one may observe how this reflected light penetrates to every corner of a room

with a brilliance not equaled by summer sunlight. The sunlight, coming in direct rays into a room, leaves its shadow spots. The reflected light of the lightning stroke leaves the ceiling and the floor equally illumined. Even the smallest object may be picked up from under a bed or other furniture a little raised above the floor.

A. T. Pearson Produce Co.
14-16 Ottawa St., Grand Rapids, Mich.
The place to market your
Poultry, Butter, Eggs, Veal

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

Post Toasties
Any time, anywhere, a
delightful food—
"The Taste Lingers."
Postum Cereal Co., Ltd.
Battle Creek, Mich.

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



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



THE NEW FLAVOR
MAPLEINE
Better
Than
Maple
The Crescent Mfg. Co.,
Seattle, Wash.

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

Established 1876
Send us your orders
CLOVER AND TIMOTHY SEED
All Kinds Field Seeds
Moseley Bros. Wholesale Dealers and Shippers Beans, Seeds and Potatoes
Office and Warehouse Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

C. D. CRITTENDEN CO.
41-43 S. Market St.
Grand Rapids, Mich.
Wholesalers of Butter, Eggs, Fruits and Specialties

MEN OF MARK.

Hon. Grant Fellows, Candidate For Attorney General.

Hudson, Sept. 27—The Republicans of this district will present to the next State convention the name of Grant Fellows, of this city, as a candidate for the office of Attorney General. Mr. Fellows was born in Hudson township April 13, 1865, was educated in the public schools of this city and was admitted to the bar on December 11, 1886, and at once commenced the practice of his profession in his adopted city. On May 27, 1890, he formed a partnership with Bert D. Chandler, which partnership continues to the present. This firm has always enjoyed a large practice, both locally and in the surrounding counties, and has tried many important cases, both in the Circuit and the Supreme courts of the State.

In 1895 Mr. Fellows was selected by Judge George Wanty, then President of the Michigan Bar Association, as a member of the committee to revise the rules and practice of the State bar, the other members of the Committee being Hon. Alfred Russell, of Detroit, Judge Chester L. Collins, of Bay City, Hon. Frederick W. Stevens, of Grand Rapids, and Prof. B. M. Thompson, of the University. The work of this Committee was completed in 1896, and was adopted by the Supreme Court as the rules governing the practice in this State. In January, 1900, Mr. Fellows was selected by the Supreme Court as a member of the State Board of Examiners of Applicants for Admission to the Bar, to succeed Judge Brown, of Big Rapids. He has always been active in the practice of his profession and has never held political office. He has, however, always taken an active interest in his party and, commencing with the campaign of 1886, has spoken in every campaign in Michigan; in fact, there are few cities in the State where he has not been called during important campaigns. In 1898 he was elected President of the State League of Republican Clubs and presided as Chairman of the State convention at Detroit in that year. In 1899, on the resignation of Chairman Marsh, he was tendered the chairmanship of the Republican State Central Committee, but declined. In 1908 he was a delegate from this district to the National convention at Chicago. Mr. Fellows has always been active for his party and has always had an extensive clientage and a wide experience in the practice of law.

His candidacy has the earnest and sincere support of this part of the State. Mr. Fellows' experience and ability as a lawyer eminently qualify him for the position. His services of nearly a quarter of a century to his party entitle him to the nomination.

Late Business News From Evansville.

Evansville, Ind., Sept. 27—A new company, the Interstate Rendering Co., has been incorporated to do business in Evansville. The incorporators are R. P. Danna, E. W. Eright, T. E. Sharp, Frank Zimmer

and P. L. Friedman. The company is incorporated to deal in tallow, lard and the by-products of meats.

A mortgage of \$500,000 on the holdings of the Public Service Company was executed with County Recorder Woelker to secure a bond issue of a similar amount authorized by the stockholders, September 9.

Bankers who came to the State convention in Evansville last week went home voting the bankers of this city capital entertainers. Letters are coming by the dozen to all the city banks expressing the opinion that Evansville is pretty much in a class by itself when it comes to showing hospitality. Frank Martin, Treasurer of the Indiana Trust Company, Indianapolis, wrote to American Trust and Saving Co., as fol-

Hollenbeck by City Judge Gould. Appeal bonds were fixed at \$2,250 for each woman.

Preliminary work in connection with the Home Coming Week to be held in Evansville in the fall of 1911 will begin within a few days. It is the intention of E. Q. Lockyear, Secretary of the Retail Merchants' Association, to organize an amusement company and sell stock and in this way raise enough money to do the necessary advertising to make the affair a complete success.

Are You a Tea Man.

Qualify for one. When you talk to a customer about the peculiar strength and heavy body of English breakfast and the delicacy and splendid character of Ceylon, she con-



Grant Fellows

lows: "Let me tell you what a delightful time we all had at Evansville and to compliment you on the splendid program and entertainment. I have never attended a convention of any kind where everything worked so smoothly and more to the satisfaction of those in attendance."

Evansville wholesale grocery houses are among the creditors of the Parish Brothers' Grocery Co., one of the largest retail groceries of Madisonville, Ky., which has closed under an attachment by the Hopkins County Bank. The liabilities have not been given out.

Found guilty of shop lifting at the Boston and Andres stores, fines of \$1,500 each and sentences of six months in the woman's prison at Indianapolis were given to Mrs. Florence Lampking and Mrs. Amelia

cludes that you are something of a tea man. It's a good habit to get into. Good habits grow as well as bad ones.

Parrot talk about tea falls flat. Saying that you have a "good demand for our famous 50 cent mixed" isn't enough. It isn't convincing. But saying you are glad to sell a quarter of the tea as a sample order and asking the customer to notice the deep, clear amber color, and be sure to sniff the aroma and get the true flavor of the leaves before adding the sugar and cream, and see that the water is boiling and the infusion doesn't exceed seven minutes, adds strength to your selling talk. She assumes that you are in earnest and that you know what you are talking about.

Highland Park Should Be Bissell Park Instead.

Written for the Tradesman.

A considerable part of the land embraced in Highland Park was donated to the city for park purposes by Melvin R. Bissell, deceased. In the early seventies Mr. Bissell, who was then engaged in the mercantile business, and John J. Harlan, an auctioneer, purchased a tract of land on Grand avenue, north of Bridge street, and platted Bissell & Harlan's addition. Mr. Bissell offered a part of his interest in the land to the city for a park and the proposition looked so good to the authorities that it was accepted and a few acres were added thereto by purchase. Because of its altitude the park was called Highland. The name signifies nothing else. Mr. Bissell was a very useful citizen, ever ready to use his means and his influence to promote the welfare of the community. He was the founder of the great carpet sweeper manufacturing company bearing his name and during the later years of his life he was an active member of the Board of Directors of the Board of Trade. A splendid monument marks the spot where his body rests in Valley City cemetery.

In view of his services to the city, in which he lived an honorable life, the writer suggests that the name Highland Park be changed to Melvin R. Bissell Park. The precedent of naming our parks and public institutions in honor of prominent and worthy citizens was established when the park given to the city by John Ball was properly named John Ball Park and followed when names were chosen for the Antoine Campau Park, the Julius Houseman Field, the M. A. Ryerson Public Library, the D. A. Blodgett Home for Children, etc. The change proposed for Highland Park is due the memory of Melvin R. Bissell.

The recent generous presentation of lands on the river front north of the city limits to the corporation for park purposes by Mesdames Russell and Boltwood, in memory of their father, Charles C. Comstock, presents a problem that the ladies making this most generous gift should be permitted to solve. At first thought it would seem that the only name that should be considered for the new park is that of Charles C. Comstock. But for the fact that the city has one Comstock Park, the gift of the father of Mesdames Russell and Boltwood, no other name would be suggested. It would be well for the municipal authorities to request the ladies to supply the name for the new park.

Arthur S. White.

He Had Done Enough.

"Fellow citizens," said the candidate. "I have ought against the Indians. I have often had no bed but the battlefield and no canopy but the sky. I have marched over the frozen ground till every step has been marked with blood."

His story told well till a dried-up looking voter came to the front.

"I'll be darend if you hain't done enough for your country. Go home and rest. I'll vote for the other fellow."

VALUE OF EXPERIENCE.

We Can Dig Gold Out of Our Own Minds.

Written for the Tradesman.

What is the most valuable part of our lives outside of the power of thought? In my opinion it is experience. Without experience our thought force can not be of any value to us. The value of a thought is proven to us only by our acting on it; in other words, we can never hope to learn much about the power of the thoughts that are back of us except through our experience with them and, of course, we can not have any experience if we do not act on the thoughts as they come to us.

We get the wrong perception of things and swim around in the pool of life like a fish hatched and raised in a well. It becomes so used to swimming around in a circle that when it was put in a larger body of water it keeps on swimming around in a circle. So it is with us. We do not know much about our own powers. We have not learned how to branch out on our own courage, with our own experience. We still believe in taking advice from some one else whom we think is greater than we are. We are like the fish—we have been educated to follow our teachers and we are swimming around from day to day and can not get away from them. We seem to be sleeping and want some one to wake us up and, when we are awakened, we find ourselves standing in our own road and can not see our way out only so far as we are able to be lead by another mind. Sure enough, we are blind mentally, working according to the experience of other minds and not once in a long time do we think about our own. The leader we are following is surely laughing at our willingness to be lead. This causes our genius to become very jealous and if it finds that we are not going to listen to it it leaves us in the dark.

The idea of listening to our own intellect, our own genius, is a principle worth more than gold to us. Each and every man who began his business career as a boy—who had to earn his own living—knows something about what it means to listen to one's own thoughts, his own genius and his own experience. These men did not follow the ideas of other men. They followed their own true intellect. They were minds that could see far beyond their work. They could see how things were going to be in the future and the only possible way for them to see these things was through the power of thought and their genius furnished the intellect according to the work done. We can never hope to see clearly if we do not work truly. Working is getting experience. Don't be afraid of work if you believe that experience is the most valuable thing one can possess.

We may go to school and read our eyes out and try to remember all we have learned, but it will never do us nor the world very much good if

we are not willing to get out and work.

We are a lot of kidnapers and soon find out that we are victims of the law of justice and the contracting influence punishes us every time. This is the experience we all have had, but we fail to pay any attention to our mistakes and go on kidnaping every good idea we see and try to make capital of it. Nine times out of ten we fail and never seem to know the reason why.

Let us stop this idea of taking things which do not belong to us and try to dig the gold out of our minds and live by and through our own experience.

Some of us get the idea in our brains that the thoughts which come to our minds and the experience we have had with them are so valuable to the world that we try to keep them a secret and offer them for sale at so much per word. Thoughts are like the air. They are free, but the experience we receive from them all depends on the amount of labor we mix with them. What good is my experience to you or any other man if you do not attract the same thoughts that came to me and work with them? If we will work with every good thought that comes to our minds we will not have much time for any thing else. They will keep us busy from morning until evening and the time will fly around so fast that we will be surprised when some one reminds us of quitting time.

Nature wants us to be whole men and whole women. She can not do her work in us through another system. We must have our own system. We must make our own life by living it. To be successful in business we must make it by and through our own experience.

Life and business are a series of happenings which we all know are hard to control, yet you and I can improve upon our past experience by being true to ourselves.

Let us add just a little more of that quality we know is right. Let us pay in full. Let us try to realize that here is no credit system in Nature. We can not borrow from Nature and promise to pay in thirty, sixty or ninety days. Nature is a store where all the goods are sold for spot cash and one price to all and every man, woman and child must carry their own goods home with them.

Nature knows that it is best for each of us to work out our own lives and to build our own systems. When we are climbing, developing, unfolding, reasoning and thinking about our business, everything will conspire to help us. Our competitors are not a hindrance but a help. We reap a benefit from the toil of every honest man engaged in an honest business. Therefore, we owe them all a depth of gratitude and love. All successful men either consciously or unconsciously serve their fellow man. The more truly we serve, the more experience we receive and, when we work continually according to our own personal experience,

the more deeply will we enjoy our lives and our environments.

The reward of service depends largely upon the spirit in which that service is rendered. Toil with a happy heart, sweetens your labor with song, put your whole soul into the harness, and you will live a happy and successful life. We should never forget that Nature will not pay in advance. We must render a service before we can reap a reward. Let us seek knowledge through our personal experience by rendering a service to our friends and neighbors. True education is the unfolding of the individuality and this is accomplished chiefly by experience. Every truth which we apply to daily life reveals to us a more transcendent truth. If rightly lived, life is a continual awakening. The essence of things comes out in action. Failure is always the result of ignorance or idleness. Every failure in the world is a sad testimony that the power to build has been abused or perverted or it is the proof that energy has been misdirected and that the proper experience and development had not been unfolded.

Edward J. Miller, Jr.

The best way to meet some foes is to lay them out first and argue with them afterwards.

IF YOU CAN GET Better Light

with a lamp that uses Less Than Half the Current what can you afford to pay for the new lamp?



The G.E. Tungsten is a masterpiece of invention, genius and manufacturing skill. We can supply it at a price which will enable you to make an important saving in the cost of your lighting.

Grand Rapids-Muskegon Power Co.
Grand Rapids, Mich.

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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.

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

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They are staple and the standards of the world for purity and excellence.

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Walter Baker & Co. Ltd.
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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.

CLOTHING

The Trend of Fashion in Clothing for Autumn.

The short lounge coat is in vogue for autumn and the waistline is defined at the sides rather than in the back. Every tailor who makes an art of his trade agrees that a well-cut coat must outline the wearer's figure, so as to seem a very part of it. Square, boxy coats, look graceless and sack-like. Hence the fashionable autumn coat clings to the figure, but is roomy enough not to bind or hamper stooping and stretching. It is notably full across the chest, sometimes bulging out perceptibly. The coat shoulders are natural and wholly free from padding. Exaggeratedly broad shoulders are both abnormal and absurd. A man's dress should be without artificiality of any kind, or it becomes unmanly.

Ascots with pointed, instead of the conventional square aprons, are an autumn innovation. The wing collar is gaining for afternoon dress, because it is undeniably more comfortable than the "poke." One of the London bootmakers has sent over a very thin-soled patent leather boot made without a toecap and of remarkably flexible leather. The sole is cut even with the upper and does not project beyond it, thus making the foot seem slenderer and the boot more tapering. While thick-soled boots are capital for promenade, they are too rough-looking for "occasion." The Parisian has the right idea of a soft, slim dress boot, but he renders it too effeminate by having it ridiculously pointed.

Ties with fringed ends to match the fringed-end muffler are a London innovation, which ought to have a Paris label. They are shown in white, black, black-and-white and pearl, smoke or gunmetal tints for both formal and informal dress. The knitted muffler—quite the "smartest" for autumn—may be plain or "accordion," a puckered, pleated surface. There are surprisingly few men who have their evening suit properly cut. Most dress clothes have a board-like stiffness caused by choosing a fabric which is not soft enough to "melt" into the figure. A surplus of canvas and stiffening accentuates this angular effect and flatly pressed lapels give the final touch of provincialism. The distinguished elegance of an evening suit cut by any of the big-wig tailors lies in keeping it soft and pliable as a pocket handkerchief.

With the rhythmic regularity of the seasons themselves, come murmurs against the "funereal soberness" of evening dress. Young men, particularly, are keen for a change. They balk at simple black and white and tingle to overturn the old order. For these dress "crusaders" there are this autumn the familiar "blue-black" shadow stripe and self-check cloths, which are quite smart, and, even from the angle of conservatism, unexceptionable. To be sure, these colors

and patterns are distinctly of the "younger set" and have in no sense displaced plain broadcloth or worsted. An uncommon fabric just off ship has a design formed by a black ground overspanned with a very fine white silk stripe. This cloth is intended to make a man under normal height look taller in his evening clothes, as all striped fabrics usually do; but while the intent of the weaver is well-meaning enough, he is chasing a will-o'-the-wisp.

Cloths with a ribbed surface are inching their way into the favor of the best dressed set. They are quite as pleasing and much more uncommon than either the smooth or roughish-finished stuffs. A novel fabric just from the Custom House reveals a faint gray check overlaid upon a gray ground. Most cutaway coats are braided at the edges and have a single front button. There are whispers, too, of braided frock coats for autumn, but this attempt would be ill-advised. The frock coat must be kept studiously simple, lest it deteriorate into a "freak" coat. To braid it would be to despoil it of that severe plainness, which is the quintessence of good form.

Soft collars, buttoning under the four-in-hand, are seen on men who ought to know better than to wear them in town. Designed for the nets and the links, they are wholly field collars to be worn in the country, swinging a club, plying a racquet, on horseback or driving a motor. They are simply a rejuvenation of the old-fashioned "stock," and, although less clumsy, they give the throat a puffy appearance, which is comically suggestive of a poultice. Mixing the utter informality of country dress with the half-formality of town dress always clashes with the fitness of things. It is like transplanting tennis garb to the avenue. Avowedly country clothes should be kept where they belong.

Notably new are waistcoats of white silk moire to match the black silk moire with which the lapels of some evening coats are faced. Black suede "pumps," a silly affectation, intended to accompany Tuxedo dress, are not worn by any man out of his undergraduate days. It is in evening clothes, more than in any other, that a gentleman shows a nice sense of fitness. Extreme simplicity is his guide. He depends for distinction upon the pliant grace, impeccable fit and exquisite tailoring of his suit and not upon any eccentricity of cut or ornateness of detail. The opera hat owes its banishment to the fact that its construction was too suggestive of a "trick magician" to please the punctilious taste in dress.

The high-cut waistcoat is still a fashionable foible. With it is worn a vivid tie to lend a bright spot of color. What is known among the "smart" tailors as "letting daylight through the arms," that is, shaping the sides of a coat to the wearer's body, is always a badge of the well-cut garment. So, also, are the silk-lined sleeves to let a coat to be slipped on and off with ease. The only excuse for padding the shoulders of a coat is when one, usually the right

shoulder, is lower than the left and this discrepancy must be equalized. The deep, soft lapels which have long been in vogue are still "of the mode modish." When the coat is unbuttoned these lapels merge into the coat, so that the whole front forms an unbroken sweep.

Beyond a doubt the wing collar is the most fashionable form this autumn to accompany Tuxedo dress. Hitherto the fold or double-band shape has been favored equally with the "wing." The swerving of fashion toward the wing collar is traceable to a desire to make Tuxedo dress more distinctive. Instead of the conventional "wing," some men choose the English form with high, rounded tabs. Pumps, whether of patent leather or calfskin, are wholly dancing shoes and should not be worn on the street. A few pumps have "wing tips," but the best-dressed men prefer a slender toe, which is capless. This renders the foot less obtrusive. Suede or buckskin pumps are not in vogue.—Apparel Gazette.

Transferring Pictures To Cloth.

The process for transferring pictures can doubtless be applied to cloth, but we do not think the result will be as effective as when applied to glass or a similar smooth, impervious surface. Proceed as follows: Stretch the cloth securely on a board and coat with dammar varnish or else with Canada balsam mixed with an equal volume of turpentine, and let it dry until it is very sticky, which takes half a day or more. The printed paper to be transferred should be well soaked in soft water and carefully laid upon the prepared cloth, after removing surplus water with blotting paper, then pressed upon it, so that no air bubbles or drops of water are seen underneath. This should dry a whole day before it is touched; then with wetted fingers begin to rub off the paper at the back. If this be skillfully done almost the whole of the paper can be removed, leaving simply the ink upon the varnish. When the paper has been removed another coat of varnish will serve to improve the effect.

Some men think they are far sighted because they try to look two ways at once.

Success is a state of mind. It lies within, not without.



M. J. Rogan
305 Bowles Building
Detroit, Mich.

Men's and Young Men's CLOTHING SAMPLES FOR SPRING NOW READY

I will pay all expenses of merchants who will meet me in October in any of the following cities where I will show spring samples:

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INDIANA—Fort Wayne.

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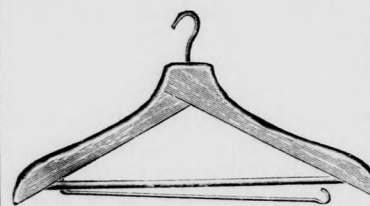
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"Graduate" and "Viking System" Clothes
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HANG UP YOUR CLOTHING



No. 54 Combination

Suit Hanger, Per 100, \$800

With wire attachment to hold trousers

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

The Taylor Mfg. Co., Princeton, Ind.

Lights on Wagons Safeguard the Driver.

Why is it that so many farmers vigorously and vehemently oppose the passage or the executing of a law compelling horse-drawn vehicles to carry a light at night?

A little reasoning discloses what we believe to be the answer. They believe that it is contemplated to protect the automobilists and others, and that it is not intended to protect the drivers of the horse-drawn vehicles themselves.

If they do any original thinking at all, they probably reason that from the infancy of the country to the present day it has not been customary for vehicles to carry lights at night; that accidents were comparatively infrequent and therefore the necessity does not exist to-day.

Why not tell them that they are looking at this matter from the wrong angle; that they are opposing something which may work for their welfare; that they are preventing the shutting of the stable door through which their horses may be stolen.

States, cities and towns are progressively passing laws and ordinances compelling horse-drawn vehicles to carry lights; and they are doing this with a view of protecting the drivers as well as protecting others. The lawmakers realize that conditions have changed and that night driving, as it now prevails, is fraught with grave peril.

The number of vehicles upon our streets at night has multiplied many fold. The age is a rapid one and

horses have caught the rapid pace. They dash through dark hollows; they whisk around sharp corners; they have a steady gait upon a smooth and level road.

Everyone who has ridden at night can recall with a shudder the narrow escapes which have occurred. They can yet feel the hair-raising apprehension they experienced as they shot down some steep hill into a dark valley, and they wondered what would occur if, peradventure, a heavy wagon were shrouded in the darkness at the bottom. You have been there some time in your life, and you know the very thought of the dreadful possibilities lingered with you and spoiled the remainder of your drive.

Then the light on a farmer's wagon affords more protection to the farmer against injury from automobiles than does the armor of a battleship against hostile cannon balls. Frequently the automobile lamps burn dim, and in this condition do not reveal vehicles far ahead. Under such conditions a farmer without a lamp is facing as much danger as the soldier on the firing-line. He may go through a dozen battles unscathed, but the crash may come at any time. To be sure, he can "put the law" on the reckless automobilist, but if his neck is unfortunately broken in the general shake-up he will find the jury unable to give him another neck in place. It is much better to carry a light and keep the neck whole. The light costs a little something, it is true, but it does not hold

a candle to the bill of the undertaker.

Implement dealers will be advancing the cause of the farmers if they will show them this matter from the proper standpoint and urge them to adopt the light for the protection of themselves and dear ones, even before the passage of the compelling law. Incidentally, the dealers could wisely carry lines of such lights and endeavor to make sales after the eloquent and convincing talks.—Implement Age.

Work For the Police.

Few people in Smoke Ridge had ever seen an automobile, so when one of those "red devils" stopped for a few minutes in the isolated village, the curious inhabitants gazed at the snorting demon with a mixture of fear and awe. The owner, who had entered a store to make a purchase, heard one rustic remark:

"I'll bet it is a man-killer."

"O' course it is," assured the other. "Look at that number on the back of the car. That shows how many people it's run over. That's accordin' to law. Now, if that feller was to run over anybody here in Smoke Ridge, it would be our duty to telegraph that number—1,284—to the next town ahead."

"And what would they do?" asked the auditors.

"Why, the perlice would stop him and change his number to 1,285."

Some men have a voice in public affairs, but most of us have only a growl.

Pressure of Light on the Earth.

Light, traveling its 186,000 miles a second, once was regarded an ethereal, immaterial something in vibration. Simon Newcomb, in his "Popular Astronomy," issued in 1878, said of this: "If light were an emission of material particles, as Newton supposed it to be, this supposed pressure of light would have some plausibility. But light is now conceived to consist of vibrations in an ethereal medium and there is no known way in which they could exert any impelling force on matter."

But to-day Newton is supported and science has gone so far into the pressure of light as to figure that this light pressure on the globe reaches 74,000 tons. Further, along the lines of deduction, there is pressure upon any object that reflects or that absorbs light, the pressure being greater on the reflecting matter. That mankind is not to be smothered or knocked out by this, however, is shown in the fact that 15,000 trillions of light particles strike the globe every second, these overwhelming numbers of particles equaling a five and one-half pound shot falling the 186,000 miles in a second. Unless some unknown influence suddenly should congeal the immeasurable corpuscles of light into solid shot, each striking every second, there is no danger either of death from the shots or of a darkness, relieved only by the sizzling white-hot missiles bombarding us.

A man of force can get there, but it takes character to stay there.

Highest Grade Canned Goods

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We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary

conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

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Ask Your Jobber for Hart Brands.

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants.

Judson Grocer Co., Distributors, Grand Rapids, Mich.

AFTER THE PURCHASE.

Clerks Like This Should Be Fired Immediately.

Written for the Tradesman.

"Now," said the man who had just laid down fifty hard, round dollars for the goods he had purchased, "the delivery man may have trouble in finding this place, unless he is given full directions."

The clerk had the man's money cooped up in the hollow of his hand and his look of polite interest had vanished. His eyes were now fixed on the spot where the ceiling hit the side wall above an array of picture moulding.

"My place is just over the city line, and—"

The clerk turned a pair of dull eyes to the customer whose fifty still lay in the palm of his hand.

"Huh?" he said.

"Note the directions," said the customer, sharply.

"Oh, I guess he'll find it."

The clerk really did look as if life wasn't half the thing it was cracked up to be. He yawned.

"I want those goods this afternoon," insisted the customer, "and I don't want any fairy story about the delivery man being unable to find the place."

"Huh?" said the clerk, starting off toward the cashier's window.

The customer, who could have had a string band to amuse him, if he had suggested it a moment before—before he had parted with his money—followed along behind the clerk, still talking.

"Write it down," he insisted. "You go straight up Washington to La-Salle avenue, turn to the east, go one block, turn south, and drive ahead until you see the name on a letter box. Here, I'll draw it out for you, so the delivery man can't possibly miss it. I must have those goods today."

The customer took out a card and sketched a rough map of the locality where he lived on the back of it. The clerk looked on disinterestedly.

"There," the man said, "he can't miss that if he tries."

"What's the number?" asked the clerk.

"There is no number."

"But you call it something?"

"Oh, the number of the lot is twenty, but there are no house numbers on that street. Sometimes we call it twenty, although there is no reason why we should."

"No. 20 Wide boulevard," said the clerk. "All right!"

"Never you mind that," said the customer. "Don't fail to give the delivery man the card I gave you. Then there will be no mistake. I must have those goods this afternoon."

"Huh?" said the clerk.

He was now in front of the cashier's window and the customer stood at his side, the conditions of a few moments before entirely reversed. Then the customer had the fifty. Now the clerk had it.

"If you tell the delivery man just what I have told you," said the man, "he'll find the place all right."

The clerk looked over the man's head toward the front, where a group

of ladies stood outlined against a glitter of fancy rugs in a show window.

"Of course," he said.

The customer gritted his teeth and went out, resolved never again to deal with a merchant employing impertinent clerks.

After he had gone the delivery man came in, whip in hand—as is the way of delivery men—and went up to the clerk.

"Anything special this afternoon," he asked.

"Not that I know of," was the tired reply.

"Say," said the cashier, who had heard a part of the talk between the clerk and the customer, "you agreed to have that furniture taken out this afternoon."

"What furniture?" asked the clerk, beginning to look bored again.

"Bill you just sold."

The cashier was beginning to think this clerk ought to be out sawing wood.

"Oh, that feller that wanted to give me a map of his house? Funny chap, that. What?"

"Where does it go?" asked the driver.

"No. 20 Wide boulevard," said the clerk.

"No such street."

"Well, he lives there," said the clerk.

"Look in the directory," suggested the cashier.

"Oh, I guess you can find it, all right," said the clerk. "You ought to know where 20 Wide boulevard is."

"But I don't," insisted the driver.

"Didn't he leave some directions?" asked the cashier. "I thought I heard him telling you about the locality."

"He tried to make a map," laughed the clerk, "and fell down on it."

"Where is the map he tried to make?"

"Oh, I dropped it somewhere."

"You're a bright one," observed the delivery man.

"Oh, what's the use of all this chin?" demanded the clerk. "You get that stuff up to 20 Wide boulevard. That's all you've got to do."

"When has it got to go?" asked the delivery man.

"Oh, any old time."

"Then I'll take it out first thing in the morning."

"All right," said the clerk.

"Give me that address again, then."

"Just 20 Wide boulevard."

"I wonder if it is in this county?" grunted the delivery man.

"Guess so," said the clerk, with a far-away look in his eyes.

In the meantime the customer was explaining to his wife that he had ordered the furniture, and that it would be out in time to place that night.

"If it doesn't come," said the wife, "we'll be in a terrible plight, for Sally will be here with her two babies and we have no furniture for the room she is to have. It has just got to come."

"I think it will be here, all right," replied the man. "I gave the clerk a full description of the locality and even drew a map of the streets. The

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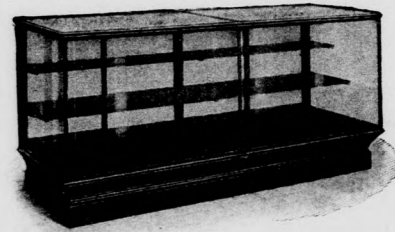
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Cost no more, are just as strong as wood counters; they are attractive, wear well, possess individuality and are reasonable in price.

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The Largest Manufacturers of Store Fixtures in the World

delivery man can not miss it. That may be him now."

But it wasn't. It was a man who wanted to buy old iron and rags, rubber and paper, and was willing to pay as much as fifteen cents in cash for what would fill his wagon box heaping full.

After dinner the man sat out on the front porch and watched the grassy street for the delivery man who did not come.

Sallie came with her two babies at 4 o'clock and was shown the family sleeping room, which she at once took possession of for the week she was to remain there.

"Now," said the man's wife, "if that furniture doesn't come we'll have to sleep on the floor in the parlor. It was against my wish that you burned up the old furniture before the new was at the door."

The man was now climbing the stairs every few minutes and looking down the street from the north windows.

At 5 o'clock a team turned the corner below and the man felt an uplift of hope. But it was not the furniture. It was a man driving out into the suburbs to see if the men who gardened out there didn't want to buy watermelons.

"That store closes at 6," said the wife, shooing the babies into the parlor. "If that furniture is not on the way now we won't get it to-night."

"We will get it to-night," declared the man. "You see if we don't get it to-night. I'm going down there to see about it."

"Why don't you telephone?" asked the wife.

So the man went over to the next house but one and phoned down to the furniture store. No one there knew whether the goods had started or not. If delivery for that day had been agreed upon, of course they were on the way! The man hung up the receiver and went back and told his wife.

"Don't you ever spend another cent there!" said the wife. "The idea of their not knowing whether the furniture was on the way!"

"Never again!" said the man.

At half past five there was no furniture wagon in sight, and the man put on his fiercest look and his hat and started off to find that clerk. When he got to the store he found the proprietor, standing by the door, looking happy and contented.

"Where's my furniture?" the man demanded.

"What's up?" asked the merchant.

Then the man related his tale of woe, and the proprietor looked as if he was trying not to use unlawful language in a public place. Then the tired clerk came in view, on his weary way to a neighboring pool room.

"Why," he said, when the boss fixed him with his eye, "if the fellow wanted the stuff right out, why didn't he say so? And why didn't he tell me where it went so I could direct the delivery man?"

The man nearly fainted at the nerve of the clerk, but recovered sufficiently to announce right there that if the goods were not delivered that

night the order would be countermanded. He got them.

You may think you haven't got a clerk of this kind in your employ, but it will do no harm to look into the matter. A cheap skate like this can lose more business for you in a day than a double column advertisement will bring back to you in a month.

Alfred B. Tozer.

Abandoned Farms Being Occupied.

The loud cry of apprehension which was heard persistently a few years ago about the increasing number of abandoned farms has gradually subsided until it has become a mere whisper—and that is seldom heard.

For the farms are being rapidly taken up. It can be safely predicted by one, with no pretensions to prophecy, that we have heard the last of the abandoned farm question.

For the great problem of farming has just reversed itself. It was formerly: "How can I sell the products of the farm?" To-day, in the face of the tremendous growth of our cities, the question rings loud and insistent, with even an undercurrent of apprehension: "Where can we obtain the things to eat for the people of our cities?"

Farsighted observers are telling that one of the great questions of the future will be the raising of sufficient sustenance to supply the already enormous and ever-increasing population of this country. But a few years ago we proudly boasted that we were the "granary of the world." This sounded fine, but it simply meant that the farmer was forced to look to distant Europe to market his wares. We are demanding more and more for our own consumption, and the farmer smiles at the contemplation, for this means to him a nearby market.

Ninety million hungry mouths are wide open three times a day. They turn to the farmer like a young robin to its mother. And their cry is one of hunger. They say: "Give us to eat."

Before we are aware this number will reach 100,000,000 and then 110,000,000. This means not only the occupancy and working of abandoned farms, but that a great cry will go up to farmers asking them to raise more, and still more, of the food of life.

Progressive farmers already hear that cry and are preparing for the not-distant day. They are learning the art of better farming, which means that farms will receive much more care, and that they will be gardenlike in the profusion of their harvests. They are learning intensive farming, which means the reaping of two crops a year where now only one grows. They are learning that it pays to be almost extravagant with commercial fertilizer, and thus spend freely to receive back still more freely. They are learning the value of technical knowledge, and thus plant certain soils with growths adapted to them.

Yes, the morning sun is smiling golden, orient beams upon the farm, enriching it as never before and giving promise of greater things to come.

All this is well for the implement dealer and if he will pass it along to the farmer he will set that person singing a happy, glad song as he toils in his field.—Implement Age.

To see how eager men are to marry, you would think that a fellow could not keep himself poor without a woman to help him do it.

A critic is a man who by the light of his own experience explains to others why they, too, have failed.

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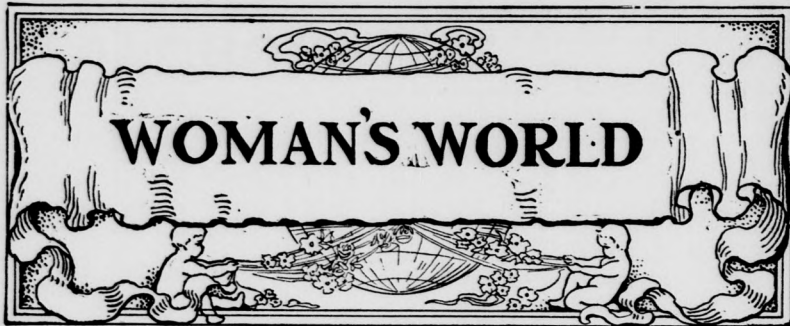
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CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)
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BEST SUGAR FOR TEA AND COFFEE!



The Promotion of the Domestic Ideal.

Written for the Tradesman.

If I had money I should offer prizes. It would not be rewarding the saving of life, nor furthering scientific research, nor aiding struggling genius, nor even encouraging the raising of big corn that I should go in for, because these objects, worthy as they are, already are well looked after. I should give my money for what I should term the promotion of the domestic ideal.

I like that name. It sounds well and its meaning is not baldly obvious. It would cause people to stop and think with their heads, and even then they would guess wide of the mark as to just what I was driving at. Perhaps I might get a fine write-up in the newspapers as the originator of an entirely new and unheard of benevolence.

While men only would be allowed to compete for my prizes, as with every other recompense for real merit, the benefits of the competition would extend to many besides the recipients of the premiums, to many indeed besides the competitors, and among these indirect beneficiaries would be countless women and children.

The prizes, payable in cash, would be good stiff amounts, which would make people in ordinary circumstances sit up and take notice and cause many a husband and father to put himself into training in the hope that in time he might win one.

One premium, and a large one, would be for the highest proficiency shown in entertaining and keeping quiet, amused and contented a family of three or four spirited children of from 2 to 10 years of age for a period of three hours. Both indoor and outdoor stunts would be required.

Another test would be upon patience and tact in caring for a cross, peevish, disagreeable youngster, not dangerously ill, but too sick to be spanked.

Another would be upon ability to bathe and dress a small child in a certain number of minutes.

Skill in soothing and putting to sleep a fretful baby would come in for a high prize.

With this last I should know that every contestant would be obliged to play fair. One who had merely crammed for a few days previous to examination would stand no show whatever, because there is no such thing as swindling a baby.

The person who understands a baby's case carries his credentials right with him. I remember once

seeing a father fitting new shoes on the feet of his little one in a shoe store. The salesman, although a man of long experience, recognized the superior ability and stood back and let him do it. No one watching those deft paternal fingers at their difficult task could doubt that that man understood the subject of taking care of little folks from A o Z.

Years ago I knew a man who had a very abrupt manner and a harsh, raucous voice, and altogether was the sort of person whom you would think would just naturally frighten a young child out of a year's growth. Strange to say, he was an adept with babies, and when he held out his arms it was a very cantankerous specimen of an infant that would not put up its tiny fists and want to "come." This man explained his seemingly marvelous power in one terse sentence, "A baby always knows its friends."

Another prize, and a very happy one, would be for the father who could show the best influence and control over growing sons, boys of from 10 to 18 years of age. For this competition the tests would be very severe. All evidence would be thoroughly sifted, and before the prize was awarded it would have to be proved beyond question that the selected recipient was regarded by his sons with a very marked degree of affection, admiration and respect.

I should offer the prizes I have spoken of publicly and in some formal manner. Then, in a private and informal way, I should bestow rewards where I saw they were especially well deserved.

For instance, a short time ago while riding in a railway coach, I became interested in a family who were going from the Northern Michigan town where they had spent the summer to their Wisconsin home. The parents were intelligent, well-dressed and evidently prosperous and enjoying good standing in society. They had with them four children, a bright girl of 8 or 9, a mischievous boy of 6, a charming little maiden of 3 or 4 and a teething baby.

Many a man—shall I say most men?—would simply have loaded that outfit into the car and then have betaken himself to the smoker or, at least, to glum silence and a newspaper, leaving the mother to struggle as best she might with her gigantic task. Not so this gentleman, whom I always shall regard as a model of his kind. He was not fussy nor demonstrative in his efforts, but in a quiet way he amused and controlled the older children and when the baby began to fret he took it in his arms

and carried it to the rear platform, where the fresh air soon quieted its tiny troubles.

I should have liked it to have been able to say to this man: "My good sir, I have been watching you ever since you entered this car and I wish to give you some substantial token of my approbation." Then I should get busy and draw up a check for say \$5,000. "Please accept this trifle as my recognition of the fact that you are doing what every man under like circumstances ought to do, but which very many would not. I am going about rewarding now and then a man whom I find doing his duty without a bass drum accompaniment; who can be heroic, not when he expects to win the plaudits of the multitude by some brief act of bravery, but when there isn't any multitude and he does not expect any plaudits, and the circumstances are all humdrum and commonplace and he does not realize that a single soul is watching him." Then I should sink back behind my magazine as if nothing had happened.

In addition to bestowing money in the ways described I should set myself about it to so awaken public sentiment that the man who succeeded in rearing fine children under circumstances of especial difficulty should be accorded high honor and recognition. If any millionaire could prove that his sons of mature age, having been brought up amid wealth and luxury, showed no deterioration from but rather improvement upon the parent stock in character and ability, I should like to see that father decor-

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Sawyer's 50 Years
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See that Top **Blue.**

**SAWYER'S
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**DOUBLE
STRENGTH.**

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

*It goes twice
as far as other
Blues.*

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Summer Candies

We make a specialty of

Goods That Will Stand Up In Hot Weather

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

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



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

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



ated with star and garter or made a member of a Legion of Honor. Alas! I fear there would be few claimants for these distinctions.

By all these methods I should try to set up an ideal of fatherhood at variance from the ideal that has come to prevail in many households—that "dad" should be merely a liberal and easily responsive check-writer, from whom no personal supervision is expected or wanted beyond his seeing to it that every member of his family has a liberal allowance.

Would I turn the care of children over to men entirely? By no means, particularly during infancy and early childhood. As a babytender the average man is a success only as a times of emergency and special need. Even in this capacity the father may be a mighty auxiliary, as any weary mother who has this welcome help will testify.

A man can not be expected to work all day and walk the floor all night with a crying baby; he can not give up his whole time to amusing his children and make a living for them besides. Neither should he delegate the whole charge of his children even to their mother. Let him tend them himself enough so he will realize what a task is hers and appreciate her sacrifices; enough so the tiny hands of each child will lay their hallowing influence upon his nature; enough so he will thoroughly understand the temperament and peculiarities and individual needs of each little son and daughter; in short, he really acquainted with his own children.

As they become older they need a father's sterner will as well as a mother's tender heart. Some women may not care to acknowledge it, but usually a man has more of what old-fashioned people call "government" than a woman has.

In many families where the sons are coming up willful, headstrong and disobedient, bidding fair to throw off all too soon the yoke of parental authority, what is needed is not more tears and pleadings and heartaches on the part of the mother, but simply that the father, with his cooler brain and more resolute will, shall take hold of their management and, with a firm hand, exercise the authority belonging to his sex and station. The problem of how to bring up boys never will be solved successfully until the masculine brain takes hold of it and grapples with it in deadly earnest. Quillo.

Favoritism.

There simply can not be any when it comes to square dealing. The man that gives goods away is a fool. That is exactly the term. No matter how slick he may consider himself he'll be tripped up. Even the woman or the man he "accommodates" will go back on him in time. The fellow that lasts is the fellow that is on the level. The salesman that is respected is the one that is looking out for the boss' end of it. His end of it is your end of it. O. E. Sweeney.

What a path of roses our life would be if the good impulses of our silent moments were made the guide of our living.

Where To Purchase Food and Nutrition Charts.

Washington, D. C., Sept. 27—The recent widespread discussion of the high cost of living has aroused great interest in all phases of domestic science and has greatly increased the demand for the publications of the Department of Agriculture on all subjects relating to food and nutrition.

The Department has recently issued a set of fifteen charts on the composition of food materials; these charts are printed from photo-lithographs in six colors, and show in the case of each material the protein, fat, carbohydrate, ash and water contents and the fuel value expressed in calories. The percentage composition and fuel value are given in figures and the relative proportion of each constituent is represented graphically. For example, in the case of whole milk, a glass of milk is shown; 87 per cent. of the figure is colored green to represent the water content, 3.3 per cent. red to represent the protein, 4 per cent. yellow to represent the fat, 5 per cent. blue to represent the carbohydrates and 0.7 per cent. drab to represent the ash content. The fuel value of 310 calories per pound is represented by printing in solid black nearly one-third of a square one inch on each edge, since one square inch represents 1,000 calories. The figures given for the percentage composition of the various materials are average figures based upon as many analyses as are available in each case.

The food materials shown in these charts are as follows: 1, whole milk, skim milk, buttermilk and cream; 2, whole egg, egg (white and yolk), cream cheese and cottage cheese; 3, lamb chop, pork chop, smoked ham, beef steak and dried beef; 4, cod (lean fish), salt cod, oysters, smoked her-

ring and mackerel (fat fish); 5, olive oil, bacon, beef suet butter and lard; 6, corn, wheat, buckwheat oat, rye and rice; 7 white bread whole wheat bread, oat breakfast food (cooked), toasted bread, corn bread and macaroni; 8, sugar, molasses, stick candy, maple sugar and honey; 9, parsnips, onions, potatoes and celery; 10, shelled beans (fresh), navy beans (dry), string beans (green) and corn (green); 11, apples, dried figs, strawberries and bananas; 12, grapes (edible portion), raisins (edible portion), grape juice (unfermented), canned fruit and fruit jellies; 13, walnuts, chestnuts, peanuts, peanut butter and cocoanuts. Chart 14 gives the functions and uses of food under the headings, "Constituents of Food" and "Uses of Food in the Body." Chart 15 shows the dietary standard for a man in full vigor at moderate muscular work and the estimated amount of mineral matter required per man per day.

These charts are printed on sheets 21x27 inches of a good quality of paper and are for sale by the Superintendent of Documents, Government Printing Office, Washington, D. C., at \$1 per set. The charts will be found especially useful to instructors and students in classes in physiology, domestic science and other branches in which the food and nutrition of man is studied, either in schools or colleges or in clubs or similar organizations.

Hints on the Care of Showcases.

The position of a showcase has sometimes a great deal to do with breakage, and cases must be set level or there is an uneven strain on some part of the case, which is liable to cause a break at any time, and when the case is not resting on a level foundation the doors will not close properly and tightly.

Particularly is this the case with the all-glass showcase, now so deservedly popular, although there is one style now made that is fastened together with patent corner clamps, without holes in the glass, that is practically unbreakable through this cause, as the corners permit of a certain amount of movement when the case is not level, but it is a general rule that all cases must set perfectly level.

Again, beware of the all-glass case that is fastened together by metal bolts through holes in the glass, as if it is placed near a radiator or registers it is almost sure to break through any sudden heat or cold, owing to the unequal expansion of the glass, which brings the bolt in contact with and precipitates a crack. Here, again, the corner clamp is better, as it allows a certain amount of movement, as stated before.

If a crack does happen in plate glass, from whatever cause, it is possible to prevent its spreading in some cases by cutting a small, short scratch with a glazier's diamond directly at right angles to the crack.

Glass should always be handled with care and when shelves of plate glass are taken from a show case to clean they should always be carried on edge and rested against a wall in the same manner.

To clean plate glass use the old, familiar mixture of liquid ammonia, 1 oz.; alcohol, 1 oz.; whiting, 1 oz., and water to make 1 pint. Rub on glass with a sponge and when dry rub off and polish with a soft cloth or chamois. — China, Glass and Lamps.

Economy is the art of living as though you are poor when you are really not so; whereas, if you are really poor and live that way—that's stinginess.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.
You can increase your trade and the
comfort of your customers by stocking**

HAND SAPOLIO

at once. It will sell and satisfy.

**HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.**

TREAT THEM AS MEN.

Radiate Enthusiasm To the Boys on the Road.*

Some months ago I was on a dining car in Montana when a sad-faced, disconsolate young man seated himself across the table and the meal progressed in silence. After a little time he put the question, "Are you a commercial traveler?" and I said, "To some extent; that is, I am interested in selling goods," and again a long silence. When the meal was about finished he opened his heart and I discovered that he represented a Chicago packing house. He traveled under regulations which required him to report every day, giving expense account, number of miles traveled and various other information. He had spent his fourth day in the big, vacant, lonely wilderness of Montana without taking an order and the fifth morning brought him a peremptory telegram from his house, which ended as follows: "Are you on your summer outing? What are you spending our money for?" The corner of the yellow telegram just peeped out over his pocket and every few moments he would run his fingers down his pocket to hide the source of his discomfort and humiliation. It required but a few moments' conversation to reveal the fact that he felt whipped. He felt the sting of an unjust rebuke and, worse than all, the utter loneliness of his situation. He had done his best under adverse conditions, and instead of an inspiring message from the only source to which he could rightfully look for inspiration he received a stinging rebuke.

Not long ago I knew a salesman whose house knew that he was an easy spendthrift, that he found difficulty in close and persistent application to business, and yet the house sent him into a new territory with no check upon expenditures or time and with no word of counsel, advice or direction, only to find in a few months that he had squandered expense money, plunged into revelry and excesses and completely discredited the house in the territory to which he was sent.

Now these two cases stand at the extremes, between which there should be a happy medium. Lecturers on scientific salesmanship have much to say of the psychological element in selling goods. They tell us that the state of mind of the salesman is a determining factor in the sale. They tell us that the man who goes out without confidence in his ability to convince his customer is already whipped and they tell us truly. Of what supreme importance then, is this question of the handling of salesmen! Where shall we find the happy medium that insures to the best effort, safeguards the firm's interests, and at once brings into most effective play the forces that are to make our salesmen successful?

We hear of the psychological value of self confidence and of the resistless power of intelligent enthusiasm. Unquestionably both of these

*Address delivered at the National Credit Men's convention by J. M. Anderson of Minneapolis.

are potent factors in the selling problem. They are forces of even more vital importance than the salesman's personality, for they give direction and emphasis to, if indeed they do not largely determine, one's personality.

The most vital problem the sales manager has to solve is to create and sustain at white heat an enthusiastic attachment to the work of business building. This in the large is your problem. All other questions of discipline and efficiency are but incidental, and will disappear if you knit your men to yourself and your house with an affectionate and enthusiastic attachment. Henry Drummond has written a little booklet in which he calls love "the greatest thing in the world." Love deems no sacrifice too great and counts no cost and knows no defeats, for it moves irresistibly the greatest force in the universe. Put that force into every man who looks to you for inspiration and guidance in his work and you will have no need to hedge your men in with a wearisome routine of checks and safeguards.

Now I know that the past decade has worked a revolution in office methods and organization. Scientific methods have relegated to the scrap heap the time-honored but outgrown systems of accounting, and sent to the junk dealer the primitive office equipment which sufficed ten or twenty years ago. It is well that this is so, but we are in danger of forgetting that while all these indispensable devices and helps may increase efficiency, the productive element in selling is not your system but your salesmen, and salesmen are human beings. The difference between your position and theirs may be due to a difference in ability—I say may be, but if I were to lay a wager on the subject I would support the proposition that the chief difference is one of opportunity. They are one with us in their likes and dislikes, in their hopes and aspirations. They will respond to the same appeals and are moved by the same impulses. Do not let your admirable theories take shape in a system of such nice precision as to strangle individuality and deny that freedom of effort without which no man can do his best. Above all, never make a rule whose unmistakable purpose is to compel men to be square. Don't ever do it! I know it is the time-honored custom to hedge the salesman about with a system of checks and counterchecks, reports and balances calculated to make him honest in spite of himself. He must report to the house the number of hours he worked and the number of customers he interviewed. If he did not sell he must tell why, and if he did sell he must tell why he did not sell more. He must justify every expenditure by a satisfactory explanation, and from dawn until dark he is never allowed a moment of freedom from the humiliating knowledge that his employer has placed the mark of Cain upon his forehead, and still expects him to live at peace with the world. I plead with you, don't do it. Insist upon such reports as you need for your records or system of book-keeping. Get from him all informa-

tion which will fit you to help solve his problems and develop his territory, and draw him into a closer working relationship to yourself; but in heaven's name, when he has done that, do not ask him to write another item into his report! Don't ever ask him to vouch for his own loyalty, or industry, or honesty. If you have any doubts of either one dismiss him at once and so conserve your own peace of mind and leave him in unquestioned possession of his self respect.

Now I hear someone saying, "This will never do. It is wrong to place temptation in men's way; we ought to make virtue easy and vice difficult;" all of which is true. But we may differ honestly about the method of bringing about these results. A

salesman is just human, just a normal, natural average human being, who will develop in moral fiber and achieve the most forceful expression of the best that is in him, not by surveillance, but by inspiration, not

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This is our new high back "Empire" Engineer's Overall. It can be retailed at a dollar and embodies all the special features found in an extra high grade garment. We have the coat to match.

We Also Offer

some exceptionally good values in the Knickerbocker knee pants line. Prices of same are \$4.75, \$5, \$7, \$8.50 and \$11.50 per dozen. Look over some of the items shown in this department.

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by impuning his honesty, but by appeal to his honesty. There may be exceptions to this as there are to all rules, and there may be an occasional instance of abused confidence and occasionally expense money may be squandered and the salesman may go fishing when he should be selling goods. But these things will happen only occasionally, and I firmly believe that through such occasional lapses you will develop an organization of men and not of automatons! Every sales manager can make his own choice between a force of machine made, rule made, automatic salesman and a force of virile, self-respecting, aggressive, irresistible partners in business.

I know a house that prefers the latter method. When a new man is placed on the territory every item of information regarding that territory is placed at his command. He sits before a map and his territory is outlined to him. He is given as intelligent command as possible of all facts, figures and conditions surrounding his future work, and is told that this territory is to be his kingdom, that the house expects him to develop it in his own way. He must decide upon his own routing, his own method of approach to individual customers and he is sent out with absolutely no rules, regulations or restrictions. But he knows that back at headquarters there is a sympathetic interest in his work, and that whatever rebuffs or reverses overtake him on the field he can turn homeward at the week's end assured that he is to be met by a spirit of helpful co-operation that seeks to know his obstacles and help him overcome them. He knows, too, that at the end of every month results are to be checked over, and at the end of each year his salary readjustment is to be based upon total net results. When that man takes his "grip" he immediately becomes conscious of responsibility from which he can not escape if he would. He at once feels a certain sense of proprietorship. If there is a spark of manhood in him it is instantly kindled and put to work. The creative instinct is aroused and the fascination of his problems lights the fires of enthusiasm. Think you that house has difficulty in sustaining the interest and efficiency of its men?

Now I am not pleading for the release of the salesman from discipline. I am rather urging for that highest type of discipline, for "he is best governed who is self governed." No man can become master of himself while conscious of surveillance. For compulsion I would substitute co-operation; for coercion I would substitute companionship; for surveillance I would substitute responsive sympathy. I fancy I hear the objection that this ideal relationship is impossible of attainment, and that to eliminate the discipline of rules and regulations without first attaining that higher relationship is to endanger the best interest of the house and work an injustice to the salesman himself. Granted! So it will! It will do both, but if you find yourself unable to enter with your salesman that higher realm of mutual confidence and es-

teem, then either you should have a new force of salesmen or they should have a new manager or the house whose interests you both serve should have both.

But I am safe in fixing the responsibility upon you. It is your task to radiate enthusiasm and to give such continuous helpful direction to their efforts that they will turn to you as their natural and unflinching source of power. Give them your confidence and loyal backing. Let them feel that you would spring to their defense, if need be, as surely as they have defended the house when assailed. They must know that you are as loyal to them as you expect them to be to you. Never discredit them with their customers. Rather let the house suffer loss than to undermine their authority and standing with the trade. Treat them as men—equals in all that men value highest, and your problems of discipline will disappear.

Getting New Trade.

Every business man devotes a good share of his time and thought to a study of how to increase his sales. A business can not stand still—it must either grow or go backward.

Of course the most important point is to properly take care of the old customers. If this is done and they stay by you, it is not nearly so hard to show the increase each year which we all strive to make over the preceding one.

Local conditions naturally vary and methods which one man adopts might not prove at all successful if used in another town.

It must also be borne in mind that every business reflects the personality of those conducting it and much depends upon the so-called "policy of the house."

This policy is hard to describe, but we know that every business concern has a general reputation almost from the time it starts. It quickly acquires a certain standing in the business community, whether the members of the firm are known to you personally or not.

There is something almost uncanny in the human makeup. While a man is by no means infallible and frequently changes his judgment, there is a world of truth in the old saying that first impressions are lasting and a man's first judgment is generally correct. For these reasons a business concern can not be too jealous of its reputation or too careful to maintain and practice the doctrine of the square deal. This is the only foundation which will create a permanent business and lessen the work of adding new customers to your books each year, as well as holding your own.

A man may at times take chances with his own personal reputation, but never with his business name. This is frequently proven by the number of concerns that are constantly springing up in almost every town. By extravagant promises they appear to thrive for a while, but they soon wither and go out of business, simply because they were not on the square all the time.—Retail Coalman.

Enthusiasm.

Enthusiasm is the greatest business asset in the world. It beats money and power and influence. Single handed the enthusiast convinces and dominates where the wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm tramples over prejudice and opposition, spurns inaction, storms the citadel of its object and, like an avalanche, overwhelms and engulfs all obstacles. Enthusiasm is nothing more or less than faith in action. Faith and initiative, rightly combined, remove mountainous barriers and achieve the unheard of and miraculous. Set the germ of enthusiasm afloat in your plant; carry it in your attitude and manner; it spreads like contagion and influences every fiber of your industry before you realize it; it begets and inspires effects you did not dream of; it means increase in production and decrease in costs; it means joy and pleasure and satisfaction to your workers; it means life, real and virile; it means spontaneous bed-rock results—the vital things that pay dividends.—The Melting Pot.

Automatic Washer of Dishes.

For the housewife or the housemaid who looks upon dish washing as the bane of household work the organization of a company in one of the Eastern cities to perform this work by an automatic maid will be hailed as a possible forerunner of her own emancipation. The company agrees to wash the dishes of families in apartment houses at a minimum

charge of 20 cents a day, for three meals and for two persons, and an additional charge of 5 cents for each person above two, with no extra charge for guests.

The family is to be provided with two boxes, one for china and silverware and one for pots and pans. Uniformed employes will call for the dishes after each meal, send them down the dumb waiter, wash them and return them in a few minutes. Modern dish washing machines will be installed in the basements. To set at rest the apprehension of the housewife over the possible breaking of a \$10 platter, or a 10 cent saucedish, the company agrees to pay for all breakage. Incidentally the employes are offered a bonus of \$2 a week if they fail to break or lose a dish.

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Grain, Flour, Feed and
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Strictly High Grade



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Carefully Packed in Any Quantity

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No Package Charge

**The Ransbottom Bros.
Pottery Co.**

Roseville,

Ohio

CLERK VS. TRAVELER.**Advantages and Disadvantages of Both Occupations.**

Written for the Tradesman.

To the young man clerking in the country store the life of a traveling salesman possesses a peculiar fascination. His own life of hard work on small pay becomes distasteful and he longs for an opportunity to test his skill on the road.

There is something to be said for and against his desire for a change. True, his hours may be filled with hard work, because most country merchants expect their employes to turn a hand at anything requiring assistance in connection with the running of a store. True, his pay is small; but, on the other hand, so are his expenses and his other chances of spending money.

While the hours in the country store may seem long, the young clerk must remember that the hours of the traveling salesman are any of the entire twenty-four which are really needed to transact business to advantage. At 10, 11 or 12 o'clock, p. m., when the young clerk has finished his labors and is retiring to rest, the traveling man may be bumping along on some rough, poorly-ballasted railroad in the caboose of a freight train, trying vainly to get a little rest—sleep being out of the question—by placing his feet on the seat ahead and allowing his head to lie over on his shoulder.

There is another important point to be considered. The question of ability must be considered. Not every one possesses the ability to meet hard headed business men on their own ground and not only sell them a substantial bill of goods but do so on terms of advantage to his own employer. The retail clerk meets country people who have driven to town to do necessary trading and buying of supplies for the family use during the coming week. They expect to buy. They require no great exercise of selling ability to persuade them. Hence the work of the salesman is greatly simplified. There are many men who can make a success selling to this class of people who would be utterly at sea if placed face to face with the proprietor of some large city store whose chief object seems to be to browbeat the salesman on the quality and price of his goods and, in the end, purchase a bill of goods at the very lowest rates for which the salesman is allowed to sell and at the very best terms of shipment and delivery.

Of course, there are many exceptions to both rules. There are just as good salesmen found among the retail men as any who ever sold on the road, and there are customers at retail stores who require the exercise of the highest grade of salesmanship. But we mean that many a young man who is dissatisfied with a good opportunity to rise in a retail position can make a fair success of that work yet would be a failure if placed on the road.

The supposed high wages received by traveling salesmen always appear attractive to the retailer on perhaps

half the amount paid the traveler, but let us see if there is such a great difference in the amount each may save, for this is the real test of comparison of all salaries.

The traveling man, of course, has his expenses on a trip paid by his employers; but, aside from the legitimate expenses of traveling, there are many opportunities to spend money which can scarcely be avoided if one wishes to stand well among his brother travelers. We do not mean the supposed "treating" or "carousing" and the "night out" which in the past has too frequently been attributed to the traveling man, but real chances to spend various sums, small in themselves but apt to have a very unpleasant way of mounting up at the end of the month. Every traveling man who knows his business knows it pays to stand well with the other traveling men on his circuit. Men selling other lines frequently have an opportunity to pick up bits of information which enable a brother salesman to make a big sale. Such courtesies are not only returned in kind but the favored man enjoys doing something in addition to show his appreciation. A night at the theater, a day's shooting or fishing in the country, an invitation to some dinner or other form of entertainment all seem naturally to be suitable returns for benefits when the offer of money directly would be regarded as an insult. All these cost money and many times the house will not recognize such items as legitimate expenses.

Aside from such expenses, there are other items which will be found much greater for the man on the road than for the retailer. He must wear more expensive clothing and must buy new garments more frequently. The fact that he appears daily among people who dress in the latest style compels him to wear garments which, if not in the extreme of the latest fashion, are not noticeable for the old style or poor fit. Since fashion has prescribed a different kind of garment for the different seasons, the men who would appear well among those who heed its demands, must purchase the necessary style. All of these articles of clothing cost money. They are not extravagances, but merely the expenses thrown upon the traveling man by the nature of his occupation.

The young man in the city store has many of these expenses to meet as well, but there are thousands working in the stores of the country and of the smaller towns for whom two suits a year and one top coat are all that are required to keep them in good trim among their fellows. They may buy more, but it is not necessary and is not to be compared with the purchase of more garments by the traveling man.

Clothing and good fellowship do not compel the attainment of success, but they go a long way towards making a good impression and this is often half the battle. The salesman must make a good impression on his customer if he expects to sell any amount of goods or secure many favors. The giving of bits of useful information is not always because the

same is expected in return. One acquires a liking for someone of his acquaintances and desires to give him a good turn whenever possible. To gain this good will and meet such people as an equal many of the expenses we have named must be met with and should not be regarded as mere extravagances.

For the man who by nature seems gifted with a strong desire to spend money whenever the opportunity offers the life of a traveling salesman offers such chance and offers it continually. Of course, it may be said that a man need not spend more than he chooses, but with one who has once mingled with the gayer set and is known as "one of the boys" it is very difficult to withdraw from such habits without losing the name for good comradeship and friendliness which we have mentioned as so often useful. Then, too, when such habits are once formed they are hard to break away from; and, for the man of weak will in such matters, the life of a traveling salesman offers few chances for reform.

Possibly we may be accused of having drawn too strong a contrast between the work of the traveling salesman and that of the retailer. We may be thought to have shown the traveler's side in a poor light. Such is not our intention and, in closing, we will say a few words in favor of the traveling man:

First, no other occupation to be found anywhere offers such opportunities for advancement. For men of ability there is no limit to the attainment possible, speaking, of course, in a reasonable way. The young man who has gone on the road and has shown his ability to sell big things readily has shown that he possesses the personality which secures and holds the attention of his prospective customer, and such a man will have no trouble in securing what may seem like princely salaries to the young man in the country store. Other firms will want this man and will meet him with advances in salary and, incidentally, a contract for a long term of service at such salary. They know that he will earn them many times his salary in profits and wish to keep him in their employ as long as possible. If the young man is as shrewd on the question of remuneration as he is on that of salesmanship he will turn these offers all aside for that of the firm that offers him a good thing on commission and expenses paid. Many hesitate at such offers, but for the one who has tried himself and has learned his powers such arrangements are the best that can be made for both parties. There is then no limit to the salary but that of personal ability, and the salesman is always striving to sell more goods—a good thing for his employer as well as for himself.

Of course, there are many who will always be content to plod along in the "fifteen" or "twenty per" class. They are the men who, as beginners, were sent out on the old established routes to take orders for what is wanted at each store, every month or week, as the case may be. There is

very little real salesmanship about such transactions since the merchant intends to buy a new supply of whatever goods he finds needed at that time. Each season he orders seasonable goods of the same grades and prices as the year before. Sometimes a new line is shown and may or may not be purchased. On such routes the new men are placed to gain command of themselves and a general idea of what the work is like before being promoted to the higher and more remunerative positions requiring real salesmanship. Sad to say some never reach this higher point and either continue on in the order taking or drop out of the ranks of the traveling salesman entirely. Such men are found in every occupation and make a success at none.

For the man who knows his ability and can subordinate his frailties to the exercise of that ability, salesmanship on the road offers one of the best means of attaining commercial success.

C. L. Chamberlin.

The Training of Employes.

In the interest of a well organized establishment there is nothing more necessary than properly trained clerks. Not machines that are governed by the operation of a push button, but live, active, energetic employes who know their duties and are capable of performing them. And there are many who are not thoroughly familiar but perfectly willing to learn who should be given the opportunity—not alone by practice but by instruction as well.

The employer who denies his employes explanation of things necessary to his interest, no matter how small, is unwise. If they are anxious to learn they show an ambitious tendency, and in this they should be encouraged. If we must prepare clerks to be future employers, and there is no doubt about it, let it be done correctly in order that the benefits which the present employer enjoys may be preserved to him.

Theodore L. C. Gerry.

Dangers To Young Men.

There are three great rocks ahead of the practical young man who has his foot upon the ladder and is beginning to rise.

First, drunkenness, which, of course, is fatal. There is no use in wasting time upon any young man who drinks liquor, no matter how exceptional his talents. Indeed, the greater his talents are the greater the disappointment must be.

The second rock ahead is speculation. The business of a speculator and that of a manufacturer or a man of affairs are not only distinct but incompatible.

The third rock is akin to speculation—indorsing. Andrew Carnegie.

From the Depths.

"Now, Johnny," asked the gentleman who has kindly consented to teach the class, "what does this fascinating story of Jonah and the whale teach us?"

"It teaches us," said Johnny, "that you can not keep a good man down."

Look pleasant over the telephone.



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.

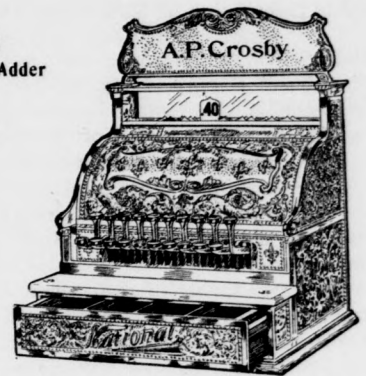
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

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

SIXTY YEARS AGO.

Graphic Description of Early Days in Grand Rapids.

Written for the Tradesman.

The Grand Rapids of my fond remembrance is the Grand Rapids of from 1846 to 1878, a period of thirty-two years, during all of which time my home was in or near the town. Since then I have lived in the city of Denver, at the foot of the Rocky Mountains.

In the early spring of 1846, when I was but 5 years old, my father moved with his family from Portland, Ionia county, to Grand Rapids. His means of conveyance were unique, even for that day. The roads at that time of the year were almost impassable by reason of the mud, and, being an old fresh water sailor from Lake Champlain—on the banks of which I was born—he conceived the idea of sailing or floating down Grand River. So he built a large scow and in it placed all our household effects. The river gods were propitious and the trip was made in safety.

I remember that we tied up one night at the farm of Rix Robinson and were hospitably entertained by his Indian wife and family of half-breed children. One of his daughters quite won my heart by giving me a cake of new maple sugar. The long table in the large log house was devoid of tablecloth or napkins, but the dishes were clean and the food was good. It was a typical pioneer home of the better sort.

Grand Rapids in 1846 was a frontier backwoods village, to which semi-weekly stage coaches ran from Battle Creek, the nearest accessible railroad point. Except in winter, when the river was frozen over, steamboats ran regularly to Grand Haven.

The streets were country roads and there were no sidewalks, with the exception of a few disconnected patches on Monroe street. Canal street, in wet weather, was a quagmire. The lower part of Monroe street was no better.

My father secured a small frame house on Front street on the West Side, where we lived for a year. He made a precarious livelihood by cultivating a crop of corn on shares, cutting cordwood for the Salt Works, the tall, brush-filled framework of which will be remembered by the old-timers, quarrying rock from the bed of the river for building stones and other forms of hard manual labor, the pay for which seldom amounted to more than a dollar a day. Those were not the "good old times" for poor people. In the spring he made sugar in a sugar bush, which, as near as I can remember, was in the vicinity of what is now Stocking street.

I went to school in the winter in a small schoolhouse near the west end of Bridge street bridge. It was my first school and Mr. Watrous, my first teacher, is still living in Grand Rapids. In company with my brother I visited him when I was in the city last fall, and together they enumerated all the families who lived on the West Side and sent children to school at that time.

There was quite an Indian village

on the Butterworth road, of which I may write more anon.

The next year my father moved out on Turner Brook, half a mile north of Barney Burton's, and I went to school one summer and one winter at Ballard's Corners. Then he moved to the Ranney farm, three miles south from town, where we were neighbors of Cyrus Jones, Savoy R. Beals and Justus Rogers. Five years later he bought a heavily wooded farm in the township of Byron, which was our home until 1866.

I enlisted at Grand Rapids in August, 1862, under Lieutenants Frank Burr and Arthur Wood, and went to the war for three years in the Fourth Michigan Cavalry.

Four years before the war, in 1857 and 1858, I attended the Union school in the old stone school building, where the high school now stands at the top of Lyon street hill. The Superintendent was Edward Chesebro, who succeeded the Rev. James Ballard.

In the recollection of those of us whose memory reaches back into the forties and fifties the physical features of the site of the town loom up prominently. Of these the river, with its picturesque rapids and beautiful islands, was among the most distinctive; that and the long line of wooded bluffs to the east, then almost entirely in a state of nature. There were also beautiful streams, along which the remains of old beaver dams still showed.

It was the Grand Rapids of Indian Creek—Coldbrook, Turner Brook and Plaster Creek, the latter flowing into the river a short distance south of the city. In the ears of those living near the river, not lost as now in the noise of the city's traffic, the sound of the rapids was never hushed.

It was natural and fitting that these rapids should give a name to the town. No features of Nature, not even the mountains, appeal more strongly to the human imagination than the rapids and fords of running streams. Note the immense number of names of places and families that begin or end with "ford." They reach far into the hundreds. The word "rapids" is incorporated into the names of many hundreds of towns and cities.

From my home in the country, during the years before the war, I came into town frequently on market days, always on the Fourth of July, and from time to time with butter, eggs and market produce. These I frequently peddled from house to house. Thus I came to know by sight nearly all the prominent people of the place. It was quite possible then for a resident of the town to know almost everybody, and if his business or profession was of a public nature everybody inevitably knew him.

In 1848 a number of recruits for the Mexican war, then about ended, were quartered at the Bridge Street House. They were the first soldiers that I had ever seen, and their uniforms and the stirring music of the fife and drum made a vivid impression on my childish imagination. I remember that my conception of a battle field was a place where blood flowed

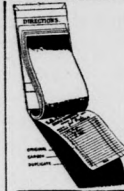
in rivulets and ghastly dead men were strewn promiscuously among severed legs, arms and ears.

My remembrance of different events, people and locations is linked with, to me, important personal experiences. My first independent financial transaction was the purchase of a pair of boots at the store of John W. Peirce, on the west side of Canal street, well up toward Bridge street. I was not yet 6 years old. My father gave me fourteen shillings (\$1.75) to pay for them. Mr. Peirce was, doubtless, much amused at my assumption of manly importance as I tried on pair after pair, finally selecting a pair that were too small for me. I was willing to forego comfort for the extra large expanse of red leather at the top of the boot legs. I started proudly for home, metaphorically walking on air, but before I had got halfway across the bridge the boots hurt my feet so that I sat down and cried. My soul was crushed. Mr. Peirce surely would not take back the boots after they had been worn, my money was gone and—well, I seriously contemplated drowning my griefs in the roaring river beneath. A little later a small boy appeared before Mr. Peirce and sobbed out his bitter tale. Mr. Peirce selected a new pair of boots for him, plenty large, and sent him home with a heart full of gratitude and joy. An old man still cherishes the memory of the kindly merchant.

The small, narrow store on the ungraded street, full of ruts, was one of the leading stores of Grand Rapids. Well can I remember the first sidewalk on Canal street. It was on the west side of the street and was set on trestle work two or three feet from the ground, to be above the mud in wet weather.

What is now known as Campau Place was then called Grab Corners, and was then, as now, practically the business center. But the grade has been raised at least five or six feet, if not more, since then. It was a wet, springy location and the road was very muddy at times. I once saw a two-horse team hauling a wagonload of baskets stalled in the mud there. It became dark before the driver could get help and he unhitched the horses and left the wagon standing there all night.

The Grand Rapids that I remember, from 1846 to 1858, had but one bridge, that on Bridge street. That was burned early in the spring of 1858 and for a time the steamer Nebraska was run as a ferry boat. During that time my father and I had occasion to go over into the township of Walker to get a cow that he had bought. Going over two Indians poled us across the river in a canoe. The rapidity and dexterity of their movements impressed me as something marvelous. We passed two Indians who were standing up in a canoe, fishing for sturgeons. While we were near them one of them speared a large sturgeon, throwing his spear, which was attached to a rope, perhaps fifteen or twenty feet. The big fish started directly away, upset the canoe and gave the Indians a "ducking" in the swift rapids. They held



Duplicating Sales Books

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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

Want Flour Trade?

An order for a sack of flour is always the housewife's suggestion—it's seldom solicited by the grocer.

You instruct your clerk to tell "Mrs. Brown" that "we have some nice fresh fruit, vegetables, or green stuff"—but you never say we have some of the finest flour on the market—and why?

Because you think flour trade takes care of itself—it doesn't! No doubt "Mrs. Brown" is buying

"Purity Patent"
Flour

from your competitor across the way—and paying cash for it too.

Look at your books and see if you are getting all the flour trade you are entitled to—then put in a stock of Purity Patent Flour.

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

Are You a
Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



onto the canoe, but I never knew what became of the sturgeon. Returning with the cow, my father and I recrossed the river on the steamer. Soon after that time a bridge was completed on Pearl street.

In 1857 Grand Rapids, in common with the rest of the country, was in the throes of a financial panic. Nearly all the currency in use was in the form of bank bills, which became worthless when the banks failed. When a merchant took in a few dollars in bills he hastened to deposit them while they were yet current. On every desk was a Bank Note Detector, issued daily or oftener, giving a list of bank failures. The country was flooded with the bills of wild-cat banks and no person in business could hope to escape losing by them.

The situation had its ludicrous side, which was well set off by a contemporary humorist who told how he rushed home excitedly when he read of the failure of a certain bank to see if he had any of its bills. He found that he had no bills on that bank—or any other!

I was boarding that fall with Mrs. Susan Boyer, at her new house in the edge of a "slashing" on the north side of Pearl street, near Ionia, and near the black ash "cat hole" that reeked with stagnant and decaying vegetation in wet weather on the site of the present postoffice building. I did her marketing and other "chores" for my board while attending the Union school.

One morning she gave me a \$10 bill of a bank that was still solvent, but "under suspicion," and sent me down town to buy a basketful of groceries. She particularly admonished me to pay for the groceries and insist upon getting the change in good money.

At the first store I came to I ordered the goods and, when they were put up, tendered the bill in payment. The dealer said: "Really, I can't change that bill this morning, but never mind, take the goods along, Mrs. Boyer's credit is good."

I explained that my instructions were to pay for the goods and went on to another store.

I had the goods put up at four or five other places—always with the same result. They were all willing to trust Mrs. Boyer, but no one would change the bill.

Finally I gave up in despair and started up Pearl street. On the way I met Mrs. Boyer, accompanied by my aunt and another lady—I think it was Mrs. Perkins.

"Where are the groceries I sent you for?" demanded Mrs. Boyer.

I told her that I could not get them because no one would take the bill.

She frowned and declared that I was "no good." "Here," said she, "let me have the bill, I will do my own shopping."

"Very well, Mrs. Boyer," I promptly responded. "I shall be glad to go along and carry the goods home. You will find them already done up at every store in Grand Rapids!"

The ladies fairly screamed with laughter and I escaped the good scolding that I had expected.

When I was in Grand Rapids last

year I was told that Mrs. Perkins was still living on Pearl street, where she resided at that time, across the street from Mrs. Boyer's, and in the same little frame house. The sight of the building aroused vivid recollections of the events and people of more than half a century ago.

Many are the remembrances connected with the old Court House Square, now transformed into the beautiful park opposite the Ryerson Library, but then a vacant commons, used for all sorts of public gatherings.

I think it was in 1851 that I heard the great Lewis Cass make a stump speech there in behalf of Pierce and King, the Democratic candidates, to whom were opposed the Whig candidates, Scott and Graham.

There was a great crowd of both Democrats and Whigs. Party feeling ran high and, while the former cheered, the latter almost as noisily jeered.

The large speaker's platform, made of rough planks, was crowded with some scores of people and finally succumbed to the excessive weight and partially collapsed. No one was hurt; but it took some time to restore order, and meantime the Whigs set up a shout that utterly drowned the voice of the speaker when he attempted to resume his discourse.

Fat, red-faced, with clothing disarranged and dripping with water from an over-turned pitcher, General Cass stood for some time waving his forefinger and waiting for the tumult to subside.

When at last he could be heard, "Democrats may fall but Democratic principles never!" he shouted in stentorian tones. And even the Whigs applauded.

Many were the great speeches that I heard in that old-time forum. A great barbecue was held there during the first Lincoln campaign, at which Hon. Frank W. Kellogg was the principal speaker. James G. Blaine spoke there after the war. For many years it was the favorite location for Fourth of July celebrations and fireworks.

Island No. 1 was also the scene of many large gatherings.

J. D. Dillenback.

An Old School Friend.

The conductor of a Western freight train saw a tramp stealing a ride on one of the forward cars. He told a brakeman in the caboose to go up and put the man off at the next stop. When the brakeman approached the tramp, the latter waved a big revolver and told him to keep away.

"Did you get rid of him?" the conductor asked the brakeman, when the train was under motion again.

"I hadn't the heart," was the reply. "He turned out to be an old school friend of mine."

"I'll take care of him," said the conductor, as he started over the tops of the cars.

After the train had made another stop and gone on, the brakeman came into the caboose and said to the conductor:

"Well, is he off?"

"No; he turned out to be an old school friend of mine, too."

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 materials to build with.

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.

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.

The world will always be indifferent to the churches that emphasize their differences.

It is no use preaching on the fatherhood of God so long as you do not like boys.

The silver lining is usually on somebody else's cloud.



Good Records Make Good Reputations

You cannot pick the best horse in the race by reading the score card, nor can you select the best flour by reading advertisements. The horse that does the best work on the most tracks is sure to become a favorite—and the flour that uniformly gives the best satisfaction is just as sure to win first place.

CERESOTA never loses—it always wins.

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich.



CHARLIE PIG.

Story Told a Drummer on the Big Muskegon.

Written for the Tradesman.

"Did I ever tell you about Bill Danvers' law suit over a pig, Jack?" It was the old schoolmaster, his auditor being genial Jack Andrews, the corset drummer, who was detained at Reed Crossing because of a derailed train. It was lonesome enough for Jack, and a Godsend to him that old Tom Tanner happened along. The schoolmaster was always full of his reminiscences and the drummer was glad to listen.

"Never," said Jack, settling deeper in his chair, lighting a fresh cigar.

"It was a sort of comical affair the way it turned out," proceeded the schoolmaster. "There was a dog in the scrape as well as Danvers' pig."

"A dog?"

"Yes. Without the dog there would have been no law suit. Enos Chambers owned the dog. Enos was a wealthy pioneer merchant of the fifties up on the Big Muskegon. He was something of a horseman and dog fancier, too, while Danvers was a portly, slow spoken man, without a particle of sentiment in his make-up. Danvers lived just out of the settlement, on the river road. His clearing wasn't much and Danvers very seldom did a day's work. How he lived was a puzzle to most of us.

"He kept a few chickens, a couple of pigs and an old bay horse. It was in the wintertime that the trouble occurred. Danvers' pig, the one with the long snout that ran backward to the center of its spine, often made pilgrimages to the settlement in search of those rare tid-bits not afforded by his owner's larder. Sometimes the pig ventured into the backyard of some woman who had no respect for the animal or his owner.

"I remember one occasion when Charlie Pig came home squealing with the length of his back scalded, from which the hair dropped, leaving poor piggie a sight for many a long week. Doubtless some angry housewife had found Charlie Pig, as his owner dubbed him, meddling with her chicken feed and had dosed him good and plenty from the boiling teakettle.

"There is no doubt of the pig's being a first-class nuisance. On one occasion he made an entrance through an outside cellar door during the absence of the family and helped himself to a large jar of the good housewife's peach preserves. At another time he ate up five dollars' worth of nice butter. Oh, Charlie Pig had a nose for good things, let me tell you."

"Didn't people complain to the owner?"

"Why, bless you, yes, a hundred times, but that was all the good it did. Bill Danvers good naturedly assured them, one and all, when such depredations were brought to his notice, that he would take care of the pig. Sometimes he would shut the predatory rascal in a pen for a few days, which would be the end of his caring for the animal. At the end of a week Charlie Pig would again

go forth conquering and to conquer.

There was cause for great rejoicing when one day the pig from Danvers' clearing came up missing. Bill went about disconsolate over his lost pet until a lumberjack named Job Evans told the fate of the lost pig. "He's in the river," declared Evans. Then old Bill went to Job for particulars. It was really no secret that the pig had been drowned. It was in the winter and the Muskegon had been frozen over for some time except for an occasional air-hole. One of these open spaces was at the settlement and into this piggie had plunged, being carried under the ice by the swift current.

"Soon the story of the sad fate of Charlie Pig was noised about the settlement. Great was the satisfaction manifested by those who had suffered from the animal's predatory raids. Danvers made diligent enquiry among the school children and soon learned the facts. His pig had been chased to the river by Enos Chambers' black dog, Nemo. There were witnesses enough to this fact to justify the old man in seeking the merchant, interviewing him as to what he proposed to do about it.

"Nothing, absolutely nothing," declared Enos. "Your blamed hog was a town nuisance, and I am glad he had the good sense to commit suicide." This was, of course, unsatisfactory to the pig owner. He at once avowed his intention of suing for the value of the pig. The merchant told the old fellow to go ahead and sue, which is how the trial of Chambers' dog for the slaughter of Charlie Pig came about.

"It proved no easy matter to procure a jury. Most of the town people were prejudiced against Danvers on account, of course, of the vagabond propensities of the late Charlie Pig. Finally six good men and true were secured from the nearby lumber camps and the trial began before a justice. It was a very amusing affair to outsiders. Chambers fought the claim of his neighbor, tooth and nail, protesting that the death of the pig was a clear case of suicide.

"Why," protested Chambers, when on the witness stand, "my dog, Nemo, and this pig in question were the very best of chums. I've seen them playing together many a time. The dog might have been trying to persuade Charlie Pig to come away from the water when the swine fell in; that he ever drove him in is pure moonshine." There were other witnesses, however, who testified to seeing the dog, Nemo, chasing Danvers' pig and two boys saw the fatal plunge.

"You saw the pig drown?" asked the lawyer for Danvers. "I saw him go under the ice." This was sufficient. The case was plain, the only question being one of damages. Several men were sworn as to the value of the pig after which the jury retired."

"Great ado about a small matter," grunted the drummer.

"It may seem small to you, sir, but it meant a good deal to Mr. Danvers, who had lost his year's supply of meat. As it chanced, being a school teacher, I had no prejudices where that pig was concerned, consequently

I was one on that jury and I was honestly trying to do my duty. There was no doubt in my mind that whatever damages the pig owner might be awarded there would be a dozen glad hands ready to help out in the payment, so happy was everybody to be rid of the depredating pig.

"And, of course, Danvers won the verdict."

"Wrong, sir, wrong; the verdict was for no cause of action," and old Tom laughed as if the recollection gave him much delight.

"I don't see how that could be—"

"Listen," cried the schoolmaster, "and I'll put you wise: The building in which the trial took place was the justice's house, which stood not far from the river on a rise of ground. We were sent into a back room to work out the tangles in the case. From a window we had a view of the ice-covered river and the very opening into which piggie had plunged to his doom.

"I sat by this window while the rest talked. We had balloted once, standing five to one in favor of Danvers. I knew the next ballot would settle matters and sat looking down the hill while the others talked, not wishing to seem to be precipitate in arriving at a verdict. 'Yes, boys, I'm ready to agree,' said the one contrary juror just as a wriggling white object hove into my vision coming up the hill from the river. 'Hold on, fellows!' I exclaimed; 'I'm going to stand with Stebbins for no cause of action.'

"Every blessed one of them turned with disgusted looks toward me. 'What in creation has come over you, Tom?' demanded the foreman. 'Well, it's this way, fellows,' said I: 'there's no cause of action simply for the fact that Danvers' pig isn't dead. Look out of this window and see for yourselves.' They did as I requested to see a long-nosed porker working his way gruntingly toward the house. It was the plaintiff's pig, all right, and apparently in good health, although I could see that he was not quite in his usual flesh.

"We called the constable who had us in charge and pointed out the facts. An adjournment was had for investigation. It was wholly unnecessary to bring in witnesses to identify the pig; Danvers did that, was glad, too. A more delighted man you never saw, so glad was he to find Charlie Pig sound and well."

"Well?"

"That ended the suit, of course. Both parties paid the costs and all was serene once more."

"Yes," said the drummer, "but, of course, it was a case of mistaken identity; the pig was not—"

"Oh, yes, he was the right pig. You see, half a mile below the settlement was another air-hole in the ice, extending along down near the bank. We decided that piggie came out there, and being somewhat dazed by his sail under the ice must have wandered away for a time. Danvers put the pig into the pork barrel as soon as he would do, which was his way of making amends for the past, so the villagers were satisfied with the outcome after all."

"Go long with you, Tom Tanner. Do you expect me to believe that yarn?"

"Believe it or not, as you like. What I have told you is the truth and will be vouched for by any of the early settlers up on the Muskegon."

The drummer shook his head doubtfully as he rose to go.

Old Timer.

Will the Railroads Ever Wake Up?

It seems a bit strange that the railroads which depend so much for their revenue upon the products of the soil, have done so little to increase them by intelligent and energetic co-operation with the farmers. They have for years witnessed the steady decrease of farm crops in many states and practically no increase in others, but have contributed nothing whatever toward the education or encouragement of the farmer to improve these conditions.

The first real movement to this end was the inauguration of crop-special trains which were started in Iowa four or five years ago, by which teachers were sent out over some lines to tell the farmers some simple truths intended to help them grow better and bigger crops. But even this work, perfunctory as it has been, is falling off through lack of interest by the railroad officials, and will doubtless soon be abandoned.

Here and there a railroad president has grudgingly contributed to the establishment of an "experimental" farm along the lines of his road, but not until W. C. Brown, President of the New York Central, adopted a well-planned system of experimental farms in the East, has anything worth the name of farm education or co-operation been attempted.

Mr. Brown has induced his directors to buy run-down farms along the lines of the New York Central system, to be operated as experimental farms by the most advanced methods of seed selection, fertilization and cultivation at the expense of the road, but under the auspices of the agricultural college of the state in which the farm is located.

If this policy should be adopted by a majority of the roads of the country it would result in a tremendous impulse to good farming. It would multiply farms and multiply prosperous farmers, because a farm of a certain size can, by exactly right methods, be made to yield as much as one twice as big under our present slovenly and unscientific methods.

Recently some railroad presidents have shown some interest in this vital condition of our agriculture, and have been preaching about the danger of starvation unless we improve our farming methods and increase our crop yields. There is some truth in their warnings, but it is not so much their concern that people may go hungry for something to eat as it is that their roads will surely go hungry for something to haul.

The railroads know the danger and its remedy. Let them help to apply it.

Even food for thought costs more nowadays.

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What did you pay for your last calendars? _____ If you will answer this question it will give us an idea as to how elaborate a calendar you have been using.

Can you furnish us with a photograph of your place of business? _____

Do you want to use a picture of any familiar scene? _____

Have you an attractive picture of any membsr of your family. The baby for instance? _____

Have you an old, faithful horse, dog or any pet that your customers are familiar with? _____

Do you manufacture or sell any special article? _____

If so what? _____

Have you a trade mark? _____

Have you a familiar phrase that you use in your advertising? _____

Have you a hobby; if so, what is it? _____

Have you a calendar that particularly strikes your fancy that you can send us, which will give us an idea as to your taste? _____

Tradesman Company

Calendar Department

Grand Rapids, Mich.

OUR PARK AREA.

Good Reasons Why It Should Be Enlarged.

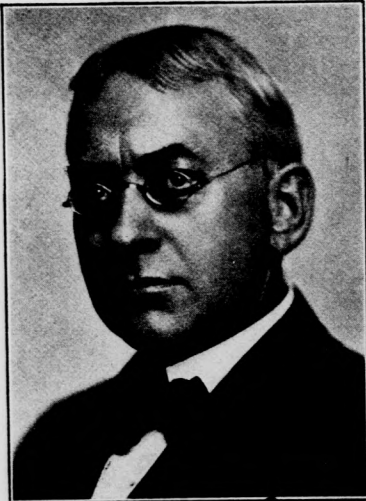
The question of issuing bonds to the amount of \$200,000 for the purchase of park and playground lands will be submitted to the popular vote at the November election. The proposition ought to receive a whooping big majority, and it is certain the Municipal Affairs Committee of the Board of Trade and the Park and Cemetery Board, working together, will leave nothing undone to bring about this result. During the last week before election a series of meetings will be held with home and outside speakers to awaken public interest in the matter and to insure a large vote.

The plan is not to go extensively and extravagantly into parks and playgrounds, but merely to buy now the lands that are desirable and available for park purposes when such lands can be purchased cheaply, and to hold them for future development as more parks may be needed. This is a very sane policy and good business, and it is exactly what would be done if the municipality were conducted as a private business enterprise. The enhancement in the value of the property purchased would make the present investment profitable if ever it be desired to sell off any of the area acquired. The increased value of adjacent property will add to the city's revenue from taxes. How parks make the adjacent property more valuable is well illustrated at Lincoln, Antoine Campau and John Ball parks. Values in these neighborhoods have more than doubled. South End property is regarded as much more desirable because of the Playground. Mary Waters and Julius Houseman fields are not properly parks, but both have enhanced neighboring values, because permanent places for the children to play are insured. The Kent Country Club property is not a park, but the Club ownership insures the permanence of a spacious open space, or eventual conversion into a high grade residence district, and the surrounding real estate values are higher. The same applies to real estate around Edward Lowe's suburban residence on Robinson road. Parks are among a city's liveliest assets and it will be sound business policy for Grand Rapids to acquire lands that are cheap now and to hold them for future development.

What a change has taken place in recent years in the popular conception of parks, what they should be and how they should be used. The old idea was that a park was a place pretty to look at, with nice walks, well kept drives and "keep off the grass" signs scattered over the lawn. The flowers in the old idea park were planted in ribbon or design beds and the more intricate the pattern the greater the triumph of the gardener. The modern idea of a park is a place in which to romp, play and have fun in, with no spot too sacred for the foot of the visitor. There are walks, of course, but no longer are the lawns forbidden places and more

and more are the floral freaks being displaced with good old-fashioned flowers planted in natural groups or borders. The modern idea is that parks are important factors for good health, good morals and good order, that they are for the people and are to be used. This is the right idea and it is an idea that is growing.

The North End has the possibilities of a splendid park and boulevard system, and a big majority for the bonding proposition, showing that the people are in earnest, would, no doubt, make it easy to secure the co-operation of the State in its development. Mrs. Huntley Russell and Mrs. Lucius Boltwood will give to the city forty acres of river front



Heman G. Barlow, Member of the Board of Park and Cemetery Commissioners for thirteen years.

ward by a beautiful country road, which could be improved with the good roads fund to Alpine avenue and back to the city, or south along the front of the hills to Turner street. Starting from Campau square this system would give a drive of ten to fifteen miles, more than five miles of it through park surroundings and passing more places of interest than can possibly be found by any other route that could be laid out. There would be half a dozen of the city's biggest furniture factories, the city's new pumping and lighting station, the filtration plant, the Hydraulic Company's plant, then the new Comstock Park, the Soldiers Home, North Park, the Boat and Canoe Club House, the pretty view from the bridge, the Fair Grounds, the Fish Hatchery, then the country roads back to town, and finally more factories and one of the most attractive resident districts on the West Side. To secure this splendid drive no money would have to be spent

for park purposes, extending from the Hydraulic Company's plant to the Soldiers' Home property, a distance of half a mile or more. With this improved the State would undoubtedly consent to the extension of the park drive way through the Soldiers' Home property, along the river front to North Park, and its continuation through North Park past the pavilion to the east end of the bridge would naturally follow. The State received the Soldiers' Home property as a gift from the city, the purchase price being raised by popular subscription. That part of it between the road and the river has never been used, but it was desired to preserve the view of the river. With assurances that it would be used for park purposes the State might be prevailed upon to deed this portion back to the city, or at least to grant right of way and itself build the river side drive. Across the bridge is Comstock Park and right of way along the Fair Grounds river bank for a drive can be had for the asking, conditional, of course, that this road be closed during Fair week and the races. From the river bank the drive could follow the creek at the north end westward to the Mill Creek road and thence to the Fish Hatchery, and here more State co-operation would be desirable. The Hatchery should be enlarged and brought down to the Mill Creek road and a new building erected that would be large enough to accommodate an aquarium. From the Hatchery the route could be west-

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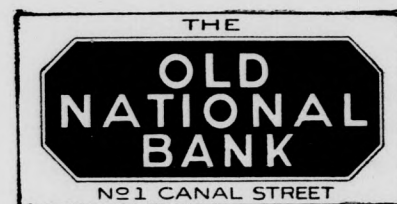
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for land or right of way, and if the city shows the right spirit the State no doubt would undertake its share of the construction.

If this North End system materializes and there is little doubt but that it will, why would it not be a good plan for the city to acquire a stretch of the West Side river frontage opposite the new Comstock Park or the Soldiers' Home and make use of it as a camping place for such of the people as desired in summer to live in the open and were willing to pay a moderate rental? The land on the West Side is level and when the river is low in summer it is dry. With the street cars and a canoe or row boat the place would be easily accessible and working men could tent there with their families and come to town daily to their work.

The city is fortunate in having such a man as Eugene Goebel for Park Superintendent. Mr. Goebel was brought up in a greenhouse and all his life has been spent among flowers and shrubbery and trees. His mother conducted a greenhouse in the East End, and here he worked as boy and young man until he entered the city's employ. Not only did he work but he studied. To familiarize himself with flowers he purchased all kinds of seeds and planted them in his mother's greenhouse and watched them grow and come to bloom. There was not much money in this, but he learned much. He occupied his evenings for several years studying surveying. He was promoted from a minor position in the parks to Superintendent of the cemeteries and then of the cemeteries and parks, and the results have justified his advancement. He has made over and wonderfully improved John Ball Park, and in the other parks and in the cemeteries his skill as a landscape artist is in evidence. He has good judgment, tastes and ideas, a thorough knowledge of the things that grow and is in love with his work, and he has excellent executive capacity in the management of the park and cemetery labor. Lack of funds has hampered and delayed the park work, but Mr. Goebel has made a little money go a long way. One of the ideas he is developing at John Ball Park is to border the Glenwood drive with wild and hardy perennial flowers that will look well among wild surroundings. He is having the ground prepared for this border this fall and is making up an order for a hundred or more varieties of suitable flowers. The seeds will be started in the greenhouse this winter and in the spring the plants will be ready to set out, and there will be thousands of them. Once well established these flowers will take care of themselves, growing better, stronger and in larger clumps as they grow older. It is part of Mr. Goebel's plan to have all the flowers labeled, and he will also label the trees and shrubs and then give the Park an educational interest.

No man has so many friends he can afford to despise any of them.

Faith is often the sense for facts as set above all fallacies.

Have "Born" Salesmen a Complete Monopoly?

When a man makes a special success in selling one often hears the remark that he is a "born salesman."

In some manner this explanation seems to relieve the salesman of a good deal of responsibility. It conveys the idea that it isn't necessary for him to exert himself in order to make a sale, that he has only to appear before a customer and go through the formality of showing his goods, while some providential power does the rest.

The sooner this myth is exploded the better. It belongs with the tales of genii and magicians, which are interesting as fiction, but are unreliable as guides to success.

Some salesmen have greater native capability for the work than others, but native capability is not all that a salesman needs, any more than an ear for music is all that is required to make an expert musician.

Study and painstaking practice are more essential in developing good selling ability than natural aptitude. No man, no matter how much "knack" he has been gifted with, can succeed on the strength of that alone. It may suffice to keep him in a position and in receipt of a salary, but not advance him to the front ranks. Only the men who strive constantly to improve their methods, to benefit by others' experience and to add to their natural gifts acquired knowledge reach that goal.

No man ever sprang full fledged into the possession of the powers which a salesman must use.

The best examples of success in salesmanship are no less "made" salesmen than "born" salesmen.

Many of the most proficient salesmen have attained proficiency through sheer determined application in mastering the principles in selling, and in spite of the fact that they have had no "learning" in the direction of commercialism—no peculiar fitness at the start.

Many sales managers commit an injustice which reacts upon their own interests in carelessly classifying all good business getters as "born" salesmen, thereby implying that those who have not been born to this kind of work, who do not evince a special capacity for it at the beginning of their careers, are hopeless cases.

Any man can learn to sell goods. There is nothing about the business to make it prohibitive to any man who has not come into the world with a special set of faculties adapted to its requirements. Salesmanship is not like "tree climbing" in being a possible accomplishment only to animals of a certain build. Given brains and a determined spirit and a capacity for application, any man can become an adept in selling, even if he has grown up with no more understanding of bargaining or of mercantile values than a sheep has of the muscular faculty which enables a monkey to climb.

There is a need in all lines of business for a greater number of thorough and competent salesmen, and for this reason it is undesirable to

discourage men who have the making of a good salesman in them by telling them that if they are not "born" salesmen they can never make a real success.

Oftentimes the ability of "born" salesmen is seriously impaired by too much self assurance. They get the idea that some sort of a supernatural spell makes the success of their efforts at all times inevitable. Some never do the best work they are capable of doing because they feel that their poorest is good enough. They are content to have set the pace, and it seems unimportant whether they keep it up. Consequently, though they may still keep their knack or dealing with men and presenting a proposition, they make very little improvement as the years go on. It seems to them that this faculty which is usually described as "knack" is all that there is to salesmanship, and that since they already possess it there is no occasion for them to seek self improvement and no opportunity for them to improve themselves. This is a radical mistake.

If a man is what is known as a "born" salesman he has a right to consider himself fortunate, but he should be careful that he does not forfeit his incentive to do better and to grow, through the feeling that he has already reached a satisfactory height.

What is especially needed to make any selling force strong and competent is less that all its members shall be peculiarly endowed with the knack of selling than that they all

shall be animated with a belief in the possibilities of their own development, and with ambition to achieve the greatest measure of development possible. The rawest and most ill assorted selling force, if each of its members is dominated by the belief that he can learn to sell goods and by the determination to do so will earn more for a house in the long run than the selling force which is made up of "born" salesmen who are all so satisfied and content with present conditions that it does not occur to them to try to improve.

W. C. Lynn.

Some get so anxious over impending storms that they shut out all present sunlight.

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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.

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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.

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SALEM, OHIO



Events Which Followed a Change of Occupation.

James Rentford Blazer, shoe clerk, had finished the summer morning's work around the store and while he was waiting for the proprietor to come around and let him go to breakfast, he had pulled a chair from the back part of the shop, tipped it back in the shade of the awning by the show window and begun to brood.

The subject of his brooding was his future. There was a fair chance of there being a good deal to brood about, for James was only about 18 years old on a "AA" last and his future was in a safe way to extend through something like fifteen presidential administrations and as many efforts to figure on how to reduce the tariff for the benefit of the consumer and raise it for the benefit of the home producer.

It was only three weeks previous that the boss had told him that \$12 a week was the very limit that he felt warranted in paying a salesman, even of his capability, and not having money enough to start a store of his own there did not seem to be anything to it but to go on in the old rut, drawing twelve, paying six for board, three for clothes, one for moving picture shows, tobacco, a box of candy for the girl on Sunday night—fifty cents for laundry—and save the rest. Someway the future did not seem polished enough. It certainly wasn't polished so that James could see his brilliant health, his handsome, frank, honest looking face, his popularity and a lot of other things worth more as a foundation for a young business man than twelve a week—so he brooded.

He had written an application for a traveling position and had sent it in to a wholesale house by his friend of the road, Frank Baxter Biggs, but he was complacently confident that such a position could be secured only by being the son of the Vice-President or the nephew of a manufacturer, and so he did not invite disappointment by building hopes upon this matter.

And so he was wrapped in gloom which was not modified in the least that the boss was late in getting around.

And just to show how strangely things transpire in this world, at the very moment that he was wrapped in the last fold of the gloomiest of gloom, there came a voice. Not a still, small voice, but a good hearty robust voice, and it said:

"Mornin', Jim."

It was the postman on his first delivery in the business section, and

before James really had a chance to look up and reply he had brushed by and was on his way, leaving in the clerk's lap a little, modest, typewritten-addressed letter, not for the boss but for him, James Rentford Blazer.

He tore open the wrapper of what he supposed was a sealed circular and began calmly to read:

Bostland, August 10.

James Rentford Blazer, Someplace.

Dear Sir: As per your application through our Mr. Biggs we will be glad to have you give our work a trial at the salary indicated (and expenses), provided you can begin work at once.

Assuming from the tone of your letter that you can do this, we are taking the liberty of sending you samples by express, so that you can become familiar with the line at once, and will ask you to accept by wire on receipt of this letter.

Accepting you will go immediately to ——— and await draft and instructions sent care of City Hotel at that point.

Respectfully,

Bent-Soule Shoe Company,
Per C. A. Ramel, Sec'y.

As James glanced up, dazed, the expressman was just stopping by the curb and dropped two sample cases on the walk.

Chapter II.

"Yes," said the clerk of the City Hotel. "Here is a letter for you, Mr. Blazer."

James hastened to a quiet corner and read how he was to take the place, temporarily of Traveler William Billis, covering his territory and calling on the following list of customers. It was like a dream to the young shoe clerk, and he looked at the \$200 draft which tumbled out of the letter as though it could not be real.

In the same dream he picked up the sample cases after perusing the list until he knew by heart the names of the dealers upon whom he was to call in Jackson. "These are all new trade," the notation read. "I am glad they are all new," thought James. They won't have a chance to compare me with Billis until I get a little of the green paint worn off.

"I. Letts" was the first name on the list and James breathed a silent prayer as he entered the doorway.

No, Mr. Letts was not in. Yes, he did all of the buying. He might be in again in a few moments. He had just stepped over to his lawyer's office. Would he wait? James would and did. In a few minutes a brisk little man rushed in followed by a sharp featured gentleman picking his way carefully by looking over his



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Mean a whole lot when it comes right down to protecting you against inferior leathers and poor shoes. We simply want you and your customer's to know who's responsible if anything goes wrong. That's our way of doing business. Think what an exclusive agency for this line means to you in profits and protection.

You can see the H B Hard Pan samples for a postal—send it in today.

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Michigan

Makers of the Famous
Bertsch Shoe and
H B Hard Pan Lines



reading glasses. Neither of them saw James as he sat just in front of the little office enclosure reading a paper he had picked up. In spite of himself he could not help overhearing what was said.

"Yes," the lawyer remarked, musingly, as he evidently looked over some papers, "that seems straight as a string. There can't be any risk about it. Now, tell me again just how it was."

"Well," it was the voice of Mr. Letts, "you know I told you about Granson getting hard up in the winter and going to my brother-in-law for some money. He let Granson have it, but, as he said, just as a matter of form he took a chattel mortgage on his stock of shoes. You see Granson wanted to fix up the house a little because of his daughter coming home from college and he had such a big mortgage on his house anyway that he couldn't get any more that way. Granson didn't hesitate a minute but gave him the mortgage and blew the money all in fixing up for the girl. You know his wife died a couple of years ago and Granson has been settin' wonderful store on this girl coming home to be the head of his house. Well, she came and everything was all right until the mortgage came due. My brother-in-law went in to see what he wanted to do and said he'd be perfectly willing to renew it, but Granson said he thought he could pay it a little later, on account of some good news he'd had, but it would be somewhat after the renewal date. My brother-in-law suggested that, just as a matter of form he start foreclosure proceedings without costs and be careful where he posted the notices and all that, and then when he got ready in the meantime he could pay up and my brother-in-law would be safeguarded and everything would be all right.

"Granson fell right in with the plan and as a matter of form the papers were served on him and the required notices posted in the required number of places, but so carefully that I don't believe a soul in town except Granson, my brother-in-law and I knew anything about it."

"I'm sure I didn't know it." (It was the lawyer's voice.)

"And the sale is scheduled for 10 o'clock to-morrow morning at your office."

"Ha! Ha! Ha! Well, that's good."

"Then Granson disappeared. Nobody seems to know where. I have tried to have his daughter pumped—you know she's running the store—but she seems to be non-communicative. In my opinion he owes so much that he has simply jumped out and left everything to smash. Suicided, maybe. If he does not come back pretty quick, and he owes so much, everybody will come down on him like wolves and of course brother-in-law wants his, sure—"

"And you?"

"Well, if I chance to be there and can bid in that stock for a little over \$1,000 it won't be so bad a day's work, will it?"

"I should say not. What a closing out at cost sale you—"

But James suddenly realized that

he was hearing stuff not intended for his ears and strolled up to the front of the store.

A moment later the little lawyer hurried out of the store and after a time the proprietor came forward enquiringly. As soon as he caught sight of Blazer's sample cases he began to scowl.

"Nothing to-day," he growled.

"It is a new line in your town—"

"Well, we've got all the new lines we want."

"I hardly expect you to place an order, but I would like to have you see them and perhaps, sometime—"

"No, there won't be any time."

"Sorry, I'd like to show you."

"Yes. I'm sorry, too. Awful sorry."

"I see you seem to grieve."

"What's that?"

"I said I noted how poignant your regret appeared to be."

"Say, young fellow, you're trying to get funny with me?"

"Not a bit. Good day."

No answer.

"A disgrace to the trade," remarked James as he wandered up the street. There were five footwear stores in the place and he faithfully canvassed them all. None was as brusque and impolite as his first store, but he made no sales. In one of the places he was politely discouraged from showing his samples, but in two other places he was permitted to display the line and seemed to make a sort of an impression good for possible future visits, but he could not cop out even a sample order of a few dozen pairs.

There was only one more place to visit. "Am I going to be skunked in my first town?" he asked himself as he walked dejectedly into his fifth prospect late in the afternoon. It was a handsome store. The neatest and best arranged he had visited. The afternoon trade was over and only a little clerk was busy putting up the goods. His query for the proprietor brought a young lady from the rear of the store. "My father does most of the buying and he is out of town."

James looked up, charmed by the friendly tone of the sweetest voice he had ever heard. He had seen fascinating lady clerks in shoe stores, although he did not particularly approve of them often, but this lady—What is the use of trying to describe her. Not an artist in the world would have called her beautiful. She was over weight for the French art type, she was underweight for the German and Dutch models, a Russian would have called her too short and too blonde. An Italian would have said that her eyes were not languorous enough, an Englishman would have said that her way of looking straight at you without fear or distrust was not retiring enough. But an American would have said—just what James Blazer did—what a glorious girl. Now that isn't much of a description as descriptions go, but if you can not get an idea about how she appeared to this despondent cub traveling man, under just the circumstances, you'll have to imagine for yourself, I have done all I can.

"I'm sorry."

James had heard "Sorry" several

Shoes For The Season



The high cost of rubbers has created a demand for leather footwear especially adapted for wet weather service. If you are not ready to supply that demand send for samples of

Rouge Rex Walrus Shoes

made from leather specially prepared to answer the requirements of your trade at this time of the year.

These shoes come in 8, 10 and 12 inch heights as well as regular. There's nothing better in the line of waterproof, wear resisting footwear on the market.

Send for prices or samples.

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



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 tastes. Don't be satisfied until you see them.

Watson-Plummer Shoe Co.

CHICAGO
Stock Rooms and Offices
Market and Monroe Sts.

DIXON, ILL.
Factories

times that day, but some way this time it didn't seem to sound quite so badly.

"Would you care to look them over yourself?"

"Do you have a line of ladies' shoes?"

"That's what they are, ladies and misses, exclusively. This is the Bent-Soule line. I don't think it has ever been shown here."

"No, I don't believe that it ever has, but I've heard a lot about it from Georgia Dunn, whose father had a store over at Underwood. They sell the line."

James grabbed for his letter of instructions. Yes. There was the name "Dunn & Seldon, Underwood." He showed her the name on the list as though it were a passport.

"Yes. Georgia helps her father in the store the same as I do, and she thinks that there never was such a shoe. I'd love to look at them."

And then for an hour James enjoyed himself as only an enthusiastic shoe man can, with an artistic, magnificent line of goods to show—(you know what the Bent-Soule line is)—an appreciative audience and then add to that, that the audience was of only one and a beautiful, symathetic voiced, thoroughly posted shoe girl at that and you have a combination—Well!!

"I'd love to give an order. If papa were only here. You give exclusive agency, too, and we really ought to have this line before someone else snaps it up. I wish I dare pick out a few samples for a trial order."

"I'll tell you what we'll do. You just pick out what you think you could use, I'll send it in with instructions to hold until we hear from you, and if your father does not approve, just countermand and there will be no hard feelings."

And on this basis the young woman picked out a few sample dozens with rare taste and discrimination. "And, let me see," queried James, "the style of the firm is—?"

"Granson. Uri Granson."

James remained with his pencil poised. What was there familiar about that name. The young lady thinking that he had not heard repeated the name again, but still with eyes far away James was silent. Why did that name—

"Is there anything the matter? Is there any reason why you don't want to sell to my father?" There was a tremble in the voice, a hurt dignity which caused the young traveler to dash the name down in a way that almost tore its way through the carbon sheets, as it all came to him. "No," he said. "No. It isn't that. I was trying to remember why the name seemed familiar. Miss Granson, I've something of the utmost importance to say to you. It's none of my business and perhaps what I happen to know is something I ought not to repeat, because I overheard what was not intended for my ears, but may I talk plainly and in strict confidence to you for a few minutes?"

Chapter III.

"Does this sale go on?"

It was the deputy sheriff who spoke and he seemed surprised.

"Yes. It's the only way now, as Granson isn't here to arrange for a postponement, I presume he doesn't want one. I presume he wants it to go through." It was the ferret-eyed lawyer who spoke.

"Oh, all right. I thought it was a matter of form, only."

"I guess it isn't much more," this from I. Letts, shoe dealer, and he leaned back and pretended to look bored. Only the brother-in-law was there to complete the attendance.

The sheriff droned off the description of the property and the terms of the sale. "How much am I offered?" he queried.

"I'll give eleven hundred," answered the brother-in-law. "I'm entitled to that bid. All I want is to protect myself." Without another word he picked up his hat and left the office. L. Letts smiled grimly.

"Do I hear any other bids?"

"Oh, I'll make it \$1,125," said the shoe dealer yawning. "Brother-in-law would prefer me to handle the thing, I fancy."

"Eleven twenty-five, eleven twenty-five, eleven twenty-five, eleven twenty-five! Do I hear no more?"

"I don't think so!" It was the ferret-eyed lawyer who spoke and everybody laughed.

"Are you all done? Eleven twenty-five I'm offered. Eleven hundred and twenty-five dollars, one thousand one hundred twenty-five, do I hear no more? Going once! Going twice! Going—Three times—and—"

"I bid \$2,000." James Rentford Blazer had stepped into the office so quietly and coolly, although he had torn down the street like a madman until he reached the door, that no one had heard him.

"Who are you? What business have you here in my office?" It was the ferret-eyed little lawyer who started up.

James paid no attention to him. He addressed the sheriff. "This is a public sale, is it not? I am here as a bidder. I represent Mr. Uri Granson, the mortgagor."

"Oh, you do, do you? Do you represent anybody else?" It was I. Letts who queried.

"Yes, sir." James did not even turn toward him. "I represent the Bent-Soule Shoe Company as well. At the conclusion of this sale I shall represent the District Attorney's office for a short time. Is my bid accepted?"

"I don't see how we can decline it," said the sheriff.

"I want this thing postponed," shouted I. Letts, desperately.

"It can't be done. The sale has started," returned James, calmly.

"He's right," remarked the sheriff; "\$2,000. Who'll make it \$3,000?"

"I'm prepared to go to any figure," said James.

"Who knows this man? Can he pay?" shouted the lawyer.

"He can try," replied James as he dug into his jeans and laid down a roll on the table which would have choked a fire hose. There was a \$10 bill on the outside and 100 one dollar bills underneath, but it looked good and the two conspirators fell back aghast. It was nuts to James. "Now, then," he said, "I will bid this

stock up to any amount you force me, but it is all foolishness, for Uri Granson does not owe a dollar that is pressing him except this \$1,000, and all over that amount goes back to him. Isn't that so, Sheriff?"

"I guess it is."

"Very well, then, go on with your sale, if you want to and run it up to where you like or I'll pay the amount of the mortgage and the legitimate expense to the credit of Mr. Granson, just as you like."

"Just what did you mean about the District Attorney's office?" It was I. Letts, shoe dealer, who queried, and there was a note of worry in his voice.

"To-morrow will take care of that. To-morrow, and the way things go to-day."

As I say, it was nuts for James.

The lawyer and the shoe dealer and the sheriff retired to a corner to consult and in a moment they were back.

"Perhaps to make this more easy and regular you better make your bid \$1,125.25," said the sheriff.

"All right," said James.

"And sold to—Mr. Eh?"

"To Mr. Uri Granson, make it. I will make a deposit for security and he will complete the business to-morrow himself."

"Oh, never mind the deposit," said the sheriff. "I guess the stock is safe over night."

"I guess so too," laughed the lawyer and the shoe dealer, uneasily.

"Good-bye until to-morrow, gentlemen," said James Blazer, as he tucked his roll into his pocket and left the office with the sheriff, but for a long time after that the two men in the office were in a worried and uneasy converse.

James did not look like a gigantic bluffer as he strolled back toward the Granson store, but he was, for neither he nor the lovely young shoe store lady knew the slightest thing as to the whereabouts of the missing shoe dealer.

Chapter IV.

"I can't imagine where he can be," she said, as they sat together in the rear of the store. It had been less than twenty hours since they had met, and yet so rapidly had events moved that it seemed as though they had known each other for ages.

"He got a telegram which seemed to please him very much one day

and came and kissed me and said: 'I have got to go away for a few days. Can you run the store?' I told him that I could and he packed a suit case and went away on the train. He did not tell me where he was going, and although I thought it strange I made no comment, as he was occasionally called away on business and did not always tell me about it, but he went away and I have never heard a word from him. It is three weeks now."

James comforted the girl clumsily as she covered her face with her hands and sobbed, despairingly. Long they talked that night at the store and as he walked with her toward her home.

It looked like a desperate fizzle to a hair-brained plan and the young traveler passed a sleepless night.

Before the store was opened he was at the door waiting, and shortly after the little clerk had swept out she came in, looking fresh, smiling and beautiful in spite of the awful suspense. Both of the young people had plans of procedure which both knew were futile when they broached them. Ten o'clock would unmask the traveler's bold scheme and all would be lost.

Suddenly there was a little commotion in the front of the store. Both started to their feet. There, coming straight down through the store, walking with unseeing eyes, came a man.

There was a three-weeks' growth of unkempt beard upon his face, his clothes were soiled and tattered and his shoes were covered with cinders and mud, hardened to a thick crust. For a moment even the daughter did not recognize him. Then "Father!" she cried with joy and terror mingled in her voice. The man paid no attention, but straight he walked to the safe. With sure fingers he turned the combination and the door swung open. Stealthily he took an envelope from his pocket, thrust it into the safe and swung to the door.

Then he sank to the floor unconscious.

While the daughter and a hastily

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SHOES FOR MEN
A SNAPPY LINE

When you buy shoes you want them to look well, fit well and wear well, and you want to buy them at a reasonable price.

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This is the time of the year when you will have call for Sporting Shoes for indoor athletics. We have them in stock.

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summoned doctor ministered to the senseless man, practical James went after the package in the safe. A large check constituted the only contents. It was 9:45 o'clock.

* * *

It was weeks after that, when James Blazer, representing the Bent-Soule Shoe Company, made his second tour over the territory of the salesman for whom he was substituting heard the whole story, of how an old aunt of the shoe dealer had decided to divide her little property among her nephews while she was yet living, of how he had gone to her, received the welcome gift and started immediately back, but he remembered only getting upon a train. Nothing further. Whether there was a wreck which temporarily unbalanced him, whether he became suddenly ill and wandered off deranged, he never knew. The time was a blank, but clouded as was his mind, he had found his way straight to where he was needed, on foot, as a tramp on freight trains—somehow, no one will ever know, but he came, and the bluff of James Rentford Blazer was made good.

* * *

James is not a substitute salesman now but a regular and William Billis has his regular territory back again, but there is one town where the Bent-Soule line was not introduced by the regular salesman which the substitute insists on making, although he has to go eighty-two miles out of his way to make it, and by the way of two junction points at that, but neither the firm nor Billis objects, for they know all about it.

And now you do.—Ike N. Fitem in Boot and Shoe Recorder.

His Good Point.

One Sunday as a retired clergyman, who occasionally officiated in a neighboring church, was returning home, he was accosted by a quaint old woman, a housekeeper in the employ of a dear friend.

"I want to tell you, sir," said the old woman, "how much I enjoy going to church on the days that you preach."

Expressing his appreciation of the compliment the clergyman said that he was much gratified to hear it, adding that he feared he was not so popular a minister as others in the city and then asked:

"What particular reason have you for enjoyment when I preach?"

"Oh, sir," she answered with appalling candor, "I get such a good sleep then!"

Half and Half.

There are lots of fellows back of the counter that are half for the boss and half against him. That is a miserable condition to be in. If you work for a man work for him for all you are worth or quit the job. A fine thing is loyalty. The man is to be despised that knocks the firm that hands out to him his bread and butter every week.

Think the best of your employer. If he at times seems impatient and even unreasonable, remember he may have many things on his mind that are little dreamt of in your calculations.

W. E. Sweeney.

INDIANA ITEMS.

Business News From the Hoosier State.

Indianapolis—The Vonnegut Hardware Co. has purchased the stock of the Francke Hardware Co. The assessed valuation of the Francke Co. is given as \$55,530 but no figure was named as the purchase price. The entire stock of the Francke Co. will be transferred gradually to the Vonnegut store. All the employes of the Francke establishment will be retained by the Vonnegut Co. The reason for the sale is said to be the serious illness of Frederick Francke, Sr., President of the purchased company, to whom the business has become a perpetual worry since his illness. When the proposition to purchase the stock was made by the Board of Directors of the Vonnegut Co., the Directors of the Francke Co. immediately decided on the sale. The enlarged Vonnegut firm will employ 150 persons and a recapitalization, which will be made in the near future, will bring the capital stock of the company close to \$300,000. The capitalization of the Vonnegut Co. at present is \$275,000 and that of the Francke Co. \$100,000.

Lanesville — The Farmers' State Bank, capital stock \$25,000, has been opened. In honor of its first bank the Town Board proclaimed a half holiday, a brass band paraded the streets and the women served dinner in a nearby grove.

Decatur—Frank Barthel has purchased a third interest in the Boston Store, which will hereafter be conducted under the style of the Kuebler Co.

LaGrange — Lacy & Willard have engaged in general trade.

Indianapolis—The first banquet of the Indianapolis Retail Shoe Association composed of retail shoe dealers of the city, was held at the Denison Hotel Monday night. J. A. Ehrensperger, President of the Association, presided as toastmaster and a number of speeches were made along lines of interest to the members of the Association and their guests. Including the guests, there was an attendance of about one hundred and fifty, and it was so successful that it is probable similar banquets will be held semi-annually.

Elkhart—D. R. Dyer has sold his grocery stock to Elmer Rohres.

Selma—Carl Williams & Son are succeeded by Monroe Wright in the grocery business.

Huntington—Thomas Swain succeeds John Ham in the grocery business.

Scircleville—The Scircleville Grain Co. has been incorporated with a capital stock of \$10,000.

Sweetsers—Eikenberry Bros. succeed the Molott Lumber Co.

Gary—The Elite Tailoring Co. has been incorporated with a capital stock of \$10,000.

Pendleton—Charles C. Day succeeds to the business of the Pendleton Millinery Co.

Ft. Wayne—The Ft. Wayne Trunk & Leather Co. has been incorporated with a capital stock of \$10,000.

Huntingsburg—J. R. Day has sold

his dry goods stock to J. H. Holengren.

Jansonville — Geo. Barakat will shortly open a dry goods store.

Linton—Penninger & Calvin will open a new drug store.

Mt Etna—Jones & Clark succeed Mrs. Geo. Helnes in general trade.

Shirley—T. B. Crook has sold his grocery stock to Ode Durham.

Two of a Kind.

A private in the regulars went to the Colonel of his regiment and asked for a two weeks' leave of absence. The Colonel was a severe disciplinarian, who did not believe in extending too many privileges to his men, and did not hesitate to use a subterfuge in evading the granting of one.

"Well," said the Colonel, "what do you want a two weeks' furlough for?"

"Me woife is very sick and the children are not well, and, if ye didn't moind, she would loike to have me home fer a few weeks to give her a bit ov assistance."

The Colonel eyed him for a few minutes, and said:

"Patrick, I might grant your request, but I got a letter from your wife this morning saying she didn't want you home; that you were a nuisance whenever you were there. She hopes I won't let you have any more furloughs."

"That settles it! Oi suppose Oi can't get the furlough then?" said Pat.

"No, I'm afraid not, Patrick."

It was Patrick's turn now to eye the Colonel as he started for the

door. Stopping suddenly, he said:

"Colonel, can I say somethin' to ye?"

"Certainly, Patrick; what is it?"

"You won't get mad, Colonel if Oi say it?"

"Certainly not, Patrick. What is it?"

"Oi want to say there are two splendid liars in this room. Oi'm one and ye're another. Oi was never married in my loife."

Prof. Wright of Yale College protests against the popular conception of the physiognomy of Jesus Christ, as shown in the pictures that have come down from early days. He says that no portrait of the Redeemer was ever painted and those that come down to us are not at all reliable. The popular conception is that of an effeminate and long-haired, bewiskered individual; whereas, as Prof. Wright avers, he must have been bronzed and ruddy and very masculine in appearance. He was strong and muscular, and there is nothing in all history to justify the popular ideal. There were no painters in those far-off days and, unless we accept the miraculous handkerchief of St. Veronica as authentic there is no portrait in existence of the Son of Man.

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Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

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

Grand Rapids, Michigan



LEISURE HOUR JOTTINGS.

Leaves From the Note Book of an Observer.

The time of year is now at hand when the fellow who has been carefully closing the door all summer now leaves it wide open.

Cheap clerks, like shoddy goods, often come the highest. The Hustler heard a small merchant say the other day, "No, sir, I am not going to have any more of these cheap clerks. I pay this one \$9 a week and if he does not earn it I will fire him and get one who will." That poor fellow only does about three men's work and is on duty fourteen hours a day.

Many papers have come to hand containing notices about Montgomery Ward being on his way from his California residence, in a private car, to Chicago, to "enjoy a little Indian summer." Montgomery isn't bothering very much about who is to blame. His chief idea seems to be about how to spend the dollars he gathers in from the "easy marks."

It is the wise man who makes the best of his surroundings. It is often necessary to put up with conditions which are not altogether pleasant. The clerk may find next to him a worker who is not congenial, perhaps a time-server and a snoop, one of the kind who are always pretending friendship and ready with their hammer at any time. You can tell them quick enough because you will hear them talk about others behind their backs and then smile and gurggle when the object of their talk comes around. Of course they are doing the same in your case and, as stated, while you of course despise them and it is not pleasant to be obliged to rub elbows with them it is often necessary to do so. In such cases the best way out, the one that is conducive to the most comfort, is to keep so busy that you will not notice the obnoxious freak, who sooner or later will gravitate to his proper level. We have got to take the bitter with the sweet in this world and we might as well learn to do it without getting a grouch on.

The gobble of the turkey will be heard in the land presently. Next you know Thanksgiving will be at hand and then it is but a month to Christmas. The fact of the business is that it is time for you right now to begin thinking and planning to get all the Christmas money you can in your till. The time has about passed when hardware dealers sit quietly and let

the jewelry shops, dry goods stores, etc., capture all this money making trade. There are a few back numbers who haven't got fairly awake yet, but they are coming and probably a good many of them will land this year. The modern hardware store can offer a great deal that is very appropriate for the holiday season. It is not necessary to go over the list, nearly all dealers know the class of goods that is attractive and brings the money, and in making selections dealers ought not to stand in fear and trembling lest they buy something that a hardware merchant ought not to handle. Think of your trade, what they will buy either at your place or at some other store—that is if you do proper advertising—and stock up accordingly. Don't sit back in your chair now and say, "Oh, it's a long time to Christmas; there's no hurry." You will deceive yourself and not get what you might out of the holiday trade if you do. The time to begin is right now. Lay your plans, decide just how far you will go, send for all the catalogues that offer new goods, get your orders made out, decide what decorating you will do, what special features you will have. There is a whole lot to do early in the fall if you strike the Christmas and New Year's season with a full stock and well gaited to show all the people in your town such a line to select from that they will want to spend all their holiday money right in your store. If you are going after the trade this year you will make no mistake by beginning to make your arrangements now.

Just as long as holidays continue to come and go there will be a class of men who will have that "feeling after" in a greater or less degree. The fact of the matter is that holidays are a detriment rather than a benefit unless we learn to use them rightly. Of course we all know that dissipation of any kind is not good for us, but no more is complete idleness, and it is seldom the fact that mere loafing, idling, doing nothing, gives any real rest. A day off does give a man with a fad a chance to follow it up and keep busy, and if it is healthful recreation or work, an entire change from the ordinary routine, that allows a dropping out of existence of daily cares and troubles, it is pretty certain to bring that recuperation which we stand in need of, and although it may tire our bodies for the time being it will not send us back to business with that no-good feeling unable to fairly get down to the grind during the first twenty-four hours. That such diversions are not

universally followed is evidenced by the fact that so many men following a holiday do have that "feeling after."

A paper says "the automobile has come to stay." That's the trouble with a good many of them. They stay when they ought to be skipping merrily along.

In these days of cheap books a whole lot of time is wasted over trash that not only is far from beneficial, but is positively detrimental. The young man who devotes a certain amount of his spare time to reading of a proper kind is certain to benefit besides getting much pleasure. This does not mean, as too many often think, getting down to some dry work that is perhaps not entertaining because it is beyond one, but the reading and studying of literature of various kinds. Fiction and humor have their places and are beneficial, if not too lightly selected, but too much of either one does not enlarge the mind and make better men and women, prepared to meet with and overcome the difficulties and to successfully cross the rugged places. A thorough course in political economy, sandwiched in, will prove of great benefit to the ordinary young man, hoping to rise in business, give him better ideas and an abler management of his own affairs as well as soon prove a great pleasure and delight. Poor management is responsible for one-half of the troubles of the ordinary man and household and the economist is the one whose affairs generally run the smoothest and who finds himself in the fewest disagreeable situations in the world. One hour a day devoted to good reading will in the course of a few years give a man a pretty good education and result in the accumulation of knowledge which will prove not only beneficial in the every day affairs of life but make him a stronger, better, more life-enjoying individual.

A traveler, in an exchange, tells that during a journey he did business with one hundred and three people, and that out of the lot just two put forth an effort to be agreeable, and they were two Irish waitresses. However, the gentlemen came chiefly in contact with railroad underlings, such as ticket venders, trainmen, etc., and

they have an established reputation for giving the public as little for their money as any class on earth, although there is no earthly reason for it. Of course the gentleman did not run across any hardware dealers or he would have had a very different experience. However, it is a sad and lamentable fact that the Hustler has often commented upon that there is too often a disposition on the part of employes and sometimes of employers, too, to not go any farther in the matter of being obliging and cour-

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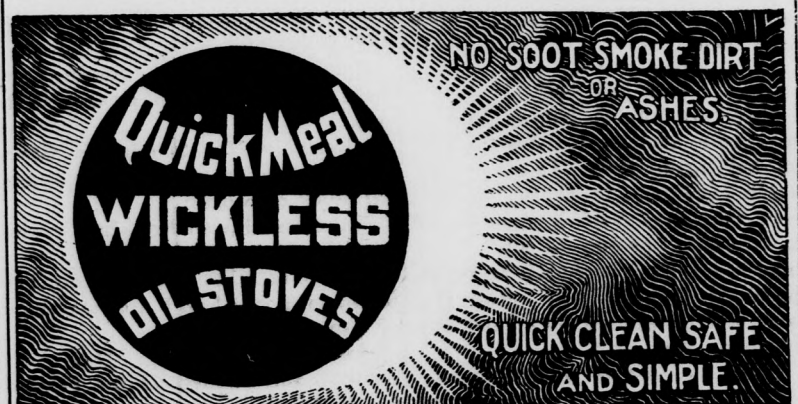
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teous than is absolutely necessary. This fact is one of the strangest things in business life. We all know how little geniality costs and how far it goes. A man with a run down stock, who exerts himself to please his customers, who is not afraid to go out of the beaten path, who really shows an anxiety to accommodate, although it may cost a little time and effort, will knock out the grouch with a good stock every time. The clerk built on the same kindly principles always gets to the top of the salary list and is pretty certain, sooner or later, to have a store of his own. Nevertheless, we go on being just as chary of our desire to exert ourselves for the benefit of others as is possible, although the free exercise of our willingness to put forth an effort to be agreeable is not only a business winner but brings a return of personal satisfaction and pleasure which really "passteth all understanding." Sit down and study the matter over carefully. Be honest with yourself as to how you conduct yourself in this regard, as to how your store is run, and if you discover any shortcomings you will find it a paying proposition to remedy them just as quickly as you possibly can.

Vanity costs us a whole lot of trouble and money. How few of us are willing to pose before our fellows for just exactly what we are, and yet withal the world knows us pretty well and our deceptions are generally thin affairs that deceive only a very few.—Hustler in Stoves and Hardware Reporter.

Fall Painting.

This fall should prove a bonanza for the paint dealer. The weather has been unusually severe, the early spring was followed by frost and excessive moisture, this in turn was followed by a very dry, hot summer. Nothing could be more destructive to structures which were not adequately protected.

The first dry, hot spell opened the pores of the wood so that the frost and moisture which followed penetrated to the inmost depths; then came the hot, blistering summer. Wooden structures of all kinds will suffer more severely this winter than they have for many seasons if they are not sheathed properly.

Lay these facts before your trade and show them the great saving they will make by painting now before snow, ice and frost work further havoc on their property. The damp spring and early summer prevented and delayed painting in many parts of the country. Show them that painting should and must be done now before the damp weather commences.

Why Boys Are Brave.

To his teacher's request that he give the class ideas on the subject of "Bravery," little Johnny delivered himself of the following:

"Some boys is brave because they always plays with little boys, and some boys is brave because their legs is too short to run away, but most boys is brave because somebody's lookin'."

The Fall Business Boosting Campaign.

Hardware dealers who want to secure more than their share of the fall trade will do well to at once give the matter thought.

The main thing is to think out some plan for getting extra attention for your store.

But don't stop at thinking—put it into execution at once.

The autumn selling campaign should include a rearrangement, at least to some extent, of the store.

This should be done with a two-fold idea in mind:

1. To provide for the comfort and welfare of your customers with a view to making your store inviting.
2. To give your best fall sellers conspicuous places so as to enable them, in a measure, to sell themselves.

This matter of store arrangement is something that too many hardware dealers overlook, and as a result their establishments are not much more than large rooms cluttered up with an endless variety of things in anything but attractive disorder.

Neatness should be the first law of every mercantile establishment.

Arrange things so that the customer will find it an easy matter to get about and to locate without asking the proper counters at which to buy things.

After neatness and convenient arrangement comes the question of special decorations.

This should not be neglected, especially since it is so easy for a hardware store to look dirty and dingy.

The fall season offers many opportunities for picturesque and colorful decorations. And there is no end to the materials that Nature offers with which the work may be done—the ripened corn, pumpkins, richly colored leaves, etc., all can be used to good advantage.

In the first place decide on what you are going to do to get people started your way.

If you are going to make special inducements on a few leaders decide on what leaders and what inducements.

Remember in this connection that you want to make it worth while.

The next thing is to have your help thoroughly instructed as to the details, so that when customers come the clerks won't act as if they did not know there was anything special doing.

Get them interested and be sure that there is no misunderstanding as to prices.

Especially instruct them about selling other lines than the leaders—that is where the big profit is for you.

If your newspapers have a sufficiently large circulation it will pay to use them.

But you can be certain of reaching those you want to interest by sending out circulars—either delivering them at houses, sending them by mail or both.

If you deliver circulars by hand have them put in every farm wagon, wrap them up with all purchases, etc.

You can do a great deal of business-bringing talking yourself, but there is a limit to your capacity and

the number of people to whom you can address yourself. Let window and store cards relieve you of some of the work.

Above all do not be stingy with your cards. Use a large number and change them frequently.

Make use of your show windows. They are the cheapest and most effective advertising medium you have. You are losing money if you neglect them.

Use price cards on everything. These need not be fancy but should be legible.

In the case of special displays explanation cards should be used. These should be short, crisp and right to the point.

Any time that you take more than ordinary pains with a window display or have an educational exhibit (such as old guns, etc.) ask the newspaper reporter to pass judgment on it and give you a little news mention of it.

It always pays to get on the "blind" side of the newspaper men and it is easy to get some good free advertising if you use a little tact.

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. Adz't, Manager

Grand Rapids, Mich



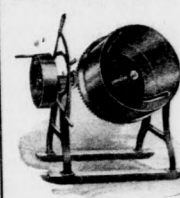
TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

CONCRETE MACHINERY



Attractive Prices

Catalogue "M. T." explaining everything mailed free.

Power Drain Tile Machines

Power and Hand Mixers

Stone Crushers Block Machines Brick Machines Sill Molds

Architectural Molds Cement Workers' Tools

MODERN Hand Batch Mixer

Universal Concrete Machinery Co. 100 West 4th St., Waterloo, Iowa

- 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 & Sehler Co.

Grand Rapids, Mich.

Your Waste In the Way

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

The Handy Press

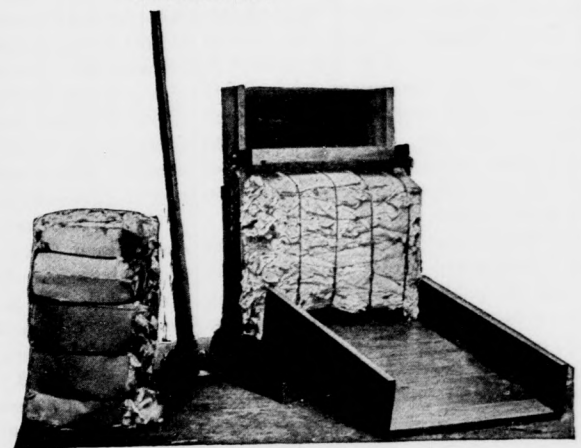
For bailing all kinds of waste

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.

CUTTING OUT A FAIR.

Why This One Would Not Stay Cut Out.

Written for the Tradesman.

"Speaking of fairs," said the traveling missionary in the white goods line, as he stretched his long legs over a chair and lighted a cigar which he had won from the hotel clerk, "speaking of fairs, this man's town came pretty near not having one five or six years ago."

"This man's town," observed the shoe salesman, in a sarcastic tone of voice, "is the home of the Fair. This is where the first fair ever thought of was held. This is the original fair burgh. A Fair was held here before the water was put in the river. They moved the river over from the next county so as to water the stock at the Fair. When you talk about this town coming near losing a Fair you are off your trolley. Also you belong to the club originated by Teddy."

"If it's a story, let him tell it," broke in the sugar missionary.

"This, me children," continued the white goods man, "is a true tale I can show you the record of it in a book."

"Then we'll read the book," snorted the shoe man.

"For the benefit of those among you who are unable to read," the white goods man went on, "I'm going to relate this story. Any person not a member of the order will retire now. Once upon a time—"

The shoe man made advances to the clerk's white bull dog and pointed the white goods man out to him. The white goods man had met a customer that day who was about to make an assignment, and he knew that the bull dog couldn't give him any worse time than future bankrupt had, so he went on with his story.

"Once upon a time the merchants of this town met in special session of the Board of Trade and discussed the coming Fair. It was a secret session, but I know a man who is second cousin to a man who knows the janitor and so I can tell you what was said and done."

"How many years are supposed to elapse between each act?" asked the shoe man, with a yawn.

"The meeting opened with a kick on the President of the Fair Association and then the members of the Board of Trade went on down the list, giving the rest of the officers to utter damnation and the foolish house.

"It was the consensus of opinion that the Fair wasn't such a much anyway, also the following reasons were given why it would never get out of debt, or be of any benefit to the town, to-wit:

"It was always held too late in the fall. The really, truly Fair, the one to line the pockets with mazuma, they said, must be held later, when it was cold enough to call for winter clothing. People were not ready to buy when the local fairs were held.

"There was always a willful disregard of business men at the Fair. Merchants, they said, often were obliged to buy tickets for their cousins and up-country relatives and customers, and this after paying one round

dollar for a space twenty feet long in art hall. They reasoned that the business men of the town ought to have all the free admission tickets they wanted.

"The races and other attractions, they said, lured the people away from their exhibits on the big days, and the expense of exhibiting was increasing each year, as the displays had to be made more and more attractive.

"I don't know how many other reasons there were," continued the white goods missionary, "but I think the man who counted them said there were nine hundred and ninety-nine of them, all perfectly satisfactory to the merchants. As I have said, this was a secret meeting of the Board of Trade, and the officers of the Fair Association, not being members, did not know how they were getting the boot, so they went merrily on their way, getting out a premium book, fixing up purses for the races and in other ways arranging to bring a couple of hundred thousand dollars into the town in the fall.

"The plot showed in all its glaring wickedness when the Secretary of the Association went around for the advertisements for the premium book. The retail men didn't have time to talk with him. The proprietors of the stores put it over to Diggs to see about the Fair advertising and Diggs was never in. The Secretary cut the retailers out and went to the wholesalers and manufacturers. Although these men would profit less by the Fair than any other class of business men there, they came down handsomely and, with the hotels and theaters, filled up the book.

"The Secretary saw that something was wrong, but he kept right on plugging. When he came to the work of selling space in art hall he found out what the trouble was. K. K. Knütt, a department store man who had always exhibited, turned him down, and the others followed their leader. There was nothing doing.

"K. K. Knütt finally told the Secretary what the matter was and further informed him that the Fair would be permitted to run without the aid of the retailers for one year. The Secretary answered him thus:

"The Fair is held just at the right time in the fall to secure the best farm and orchard exhibits, and also to get the best racers and the largest attendance. Later fruits and vegetables are not in the best shape for exhibit, the best horses are out of the State on a Southern circuit and the weather is too cold and uncertain for people to venture out to a Fair.

"The merchants who exhibited were given tickets of admission for themselves and for their help. If they wanted to pass in all their customers free because they paid a dollar for space the Fair ticket office might as well be closed.

"It was the races and other attractions which brought the people to the Fair grounds and the way to keep them interested in private exhibits was to make the exhibits worth seeing.

"Also the Secretary showed the re-

tailers that, taking railroad reports as true, the Fair, the previous year, brought seventy-five thousand people to the city. That is the travel on the roads was that much in excess of the previous week. He argued that each person brought in would spend an average of three dollars, making a total of \$225,000 brought to the town by the Fair. This money, he said, would filter through the hands of first receivers and enter all channels of trade. But the retailers stuck to their grouch and turned the Secretary down with great glee. You see, me children, they were making a play for enough favors from the Association to pay them for all the expense of making exhibits.

"Well, the Fair officers decided that they could not afford to place \$225,000 in unwilling hands. They concluded that there wouldn't be much of a Fair if the retailers bucked it. They were agreed that Art Hall would look pretty punk without the big firms in it. So they sent a circular letter to all the merchants saying that the Association would hold no Fair that year unless Art Hall was filled with displays. The money which had been brought into town by the previous fairs, they said, might have helped business and it might not. The dealers did not appear to think it had, so this year it would be passed on to the State Fair.

"The officers of the Association hated to do it, but they had worked for the Fair for ten years without pay and were perfectly willing to let

the whole thing slide, although they had got the Association out of debt and fitted the grounds out with a lot of new buildings. There wasn't one of them who had not lost money by reason of his connection with the Fair, and, as I have already stated, they were all ready to quit.

"One of the hardest kickers on the Fair was this man K. K. Knütt. One day he went to bank to secure the renewal of paper there. It chanced that the President of this bank was deeply interested in the Fair. Knütt asked for a renewal until the last of September, saying that money became more plenty in the city about that time.

"It won't this year," said the President. "The Fair has been bringing close on to a quarter of a million in currency here every year, but there is to be no Fair this fall. We shall miss all that money."

"That is a bluff," said Knütt. "They will hold the Fair, all right. There is some graft in it somewhere and you couldn't hire them to pass it up for one year. We will be able to take up that paper after the Fair gets around to us."

"Well," said the President, "we can't renew on any such slim chance. There will be no Fair here this fall unless you retailers change your attitude, you may be sure of that. You would better see the Chairman of the Finance Committee about that paper. It will be due to-morrow."

"The next day a printer rushed at Knütt with the statement that he

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

had been disappointed in the Fair book and would therefore take on the store catalogue at an earlier date.

"What's the matter with the Fair work?" asked Knütt.

"They have withdrawn the copy," was the answer. "There is to be no Fair this fall. That same day Knütt met a patron from up North who usually left about \$500 with him Fair week. He took the customer by the coat collar and asked him to bring his wife down and stop at the house when he came to the Fair. The up-country customer informed Knütt that there was to be no Fair that fall in that town and that he was going to the State Fair and do his buying there.

"Was there a Fair held that fall? You know it. I have reliable information to the effect that the retailers fell over each other getting space at a dollar a front foot in the big exhibit buildings, and that the premium list was double the usual size when it came out, on account of the rush of advertisements at the last minute. That is how near this man's town came to going without a Fair one year."

"I don't believe it," said the shoe man.

"Well," said the hotel clerk, "you may take it from me that the hotels hustled around that fall to get the merchants in line. The idea of letting all that money go to the State Fair."

"And so, me son," observed the missionary in white goods, "you see that there are people who have to be taken and locked up in the dark for their own good."

Then the 'bus backed up to the door and the session was off. But the story told by the missionary was a true one, and it might be a good thing to spread it around to retailers who kick on spending a dime to get ten dollars. Alfred B. Tozer.

An Ill-Used Man.

"Sir," he began as he entered the police station and stood before the officer at the desk, "I desire to file a complaint."

"Of what nature?" was asked.

"I want to march with the labor parade and they refuse to let me."

"Um, I see. You are a tramp, I take it?"

"I have been for the last twenty years."

"And do you suppose the workmen want you in their ranks?"

"Isn't the day and the parade sacred to labor?"

"Of course, but—"

"Then I want a place in the show. Talk about labor, but I've done more work in the last twenty years than any three carpenters put together. See this old hat? Took four weeks of talking to get it. See these old shoes? Six weeks of talk. See the old suit? Been a whole year getting it together. I shall want some sort of an overcoat this winter, and I've got to talk from now to Christmas to get it. Say, now, if you don't want to discourage a hard-working, industrious man go ahead and get me into the parade, and I'd like to carry the banner inscribed, 'We Never Tire.'"

What Stalled His Motor.

A small, quiet, but sorrowful, if not disgusted man sat by the side of a medium-sized automobile drawn out of the road as a large touring car came along, driven by a man with an interrogatory aspect. The man in the touring car had seen that auto every time he passed that day, so he slowed up and leaned over.

"How long have you been here?"

"Several hours."

"Can't you find out what the matter is?"

"No."

"Inlet valve all right?"

"Yes."

"Trouble with spark plug?"

"Think not."

"How are your batteries?"

"O. K."

"How's your commutator?"

"Great."

"Perhaps your worm gear is clogged."

"No; not at all."

"Got any gasoline in your tank?"

"Plenty."

"How about your circulation? Cylinder isn't bound, is it?"

"No, sir."

"Tires seem all right?"

"Never better."

"Well, maybe your vibrator isn't adjusted?"

"That's all right."

"Have you looked at your carburetor?"

"Yes."

"How about the cam shaft?"

"Grand."

"Have you tightened your connecting rod, examined your clutches and gone over the differentials?"

"Yes, sir."

The man in the touring car paused a moment, and then, looking at the stranger by the roadside, said at last: "What's the matter with that machine of yours?"

"There isn't anything the matter with this machine; but since noon my wife has been in that house over there kissing her sister's first baby good-by. When she gets through, if you are not more than a thousand miles away and will leave your address, I will telegraph or cable you the glad news."

Hunter and Hunted.

A near-sighted sportsman strolled into a little hotel on the shores of Loch Carron and complainingly said: "Just seen a seal, shot at it three times and missed it each time."

At dinner an hour later he sat next to a tourist who had a bandage around his head.

"Had an accident?" asked the sportsman.

"Accident," growled the other. "Attempted murder, you mean. I was having a bath about an hour ago, when some lunatic with a gun fired at me three times from the shore and shot part of my ear off. I don't know why such animals are allowed out without a license."

Then silence reigned supreme.

The man who finds fault with the decalog has usually barked his shins on it.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



Optimism Most Contagious Thing in the World.

Second Paper.

Talking points once prepared should be put in the most convenient shape to be utilized by the salesman. A small book is most favored, being handy, compact and easily available at those odd times which every salesman has. While there is no doubt that talking points can be advantageously committed to memory by hearing them repeated, so that the salesman gains the proper emphasis and inflection which so often is a necessary part of their efficacy, yet, when this is impracticable, the salesman can get an efficient command of his points from his list. Indeed, the list has advantages over the oral method. It has no mannerisms—makes no grammatical errors and is economical of the salesman's time. After the talking points have been committed there is no need for slavish adherence to the exact words of the book. The salesman will commonly use the points exactly as printed for some time. Then he will unconsciously adapt them to his habits of speech and thought until they are suited to his style.

It is not all of objection-answering to wait until the objection comes up and then apply the answer. In answering an objection link with it a conceded or unanswerable statement concerning what you have to sell. This is known as "coupling," and is a resource which, when judiciously used, is most effective.

Aside from the great value of talking points in actually enabling the salesman to sell by their means, the confidence which even a small list of "objection answers" give the salesman is perhaps the strongest argument for their use.

He may just want to find out if you are made of the "sterner stuff," and judge your proposition accordingly. Make your prospect "forget it." These spontaneous utterances are often no more tangible reasons than "Because—" the person could not think of anything else to say on the spur of the moment. When such noises strike your ear, therefore, do not for a moment imagine you see your finish—that there is no chance of an order here. On the contrary, these are often the very people most easily persuaded. It will require patience—that goes without saying—but there is no cause for alarm. You can generally tickle a person's vanity and win his favor by admitting (if he makes a point that can not be disregarded) the truth of his reasoning;

then diplomatically set yourself to the task of tearing down his arguments. This method is far more effective than attempting to prove directly that he is mistaken.

If you become discouraged and talk "hard luck" and look "hard luck;" if you speak in a "down-in-the-mouth" sort of fashion, as if you imagined you were begging; if you anticipate refusal and invite defeat, you will get what you deserve every time—a "turn-down." But, fortunately, the rule works both ways. Confidence in yourself—that's old, but its usefulness will never wear out—and confidence in your magazine, the feeling that you are not asking any favors; the conviction that you are offering a first-class business proposition that is worth anybody's time and attention, a magazine worth anybody's money, and especially the money of the prospect before you—these things should be written all over your face. If you will only wear them—not forgetting the all-important smile of prosperity ("the smile that won't come off"), and displace that "Please, won't you subscribe?" look by the cheerful, never-failing "Why, of course, you'll subscribe!" look, subscriptions are bound to roll in lively. They can not do anything else.

People really do not want to pass up a good thing. Show them that you have a good thing, and that your big business among the best class proves it. Everybody likes to patronize a prosperous person. Therefore, talk and look prosperous. Almost everybody wants what somebody else wants. Therefore, tell people how many of their influential friends are subscribing. You can afford to spend the first day or two (or even a longer time—depending on the size of the town) in securing several influential names with which to head your subscription list, for they often carry more weight than the most logical arguments. You will be surprised to find how many people will say, "Well, if Dr. Brown took it I guess you can put me down, too;" or, "If Mrs. Smythe subscribed, I'll have to have it." After all, it only emphasizes the fact that the faculty of imitation is universal. We may boast of our independence as we will, yet we can not escape from the influence of those about us. None of us can truthfully disclaim the inborn inclination to imitate—the tendency to do the things our neighbors do—in the vernacular, "to follow the crowd." A wise canvasser uses this to his profit.

Indecision on the part of your prospect kills many orders. Therefore, help him to decide and decide quickly. It is poor policy to let a prospect "think it over." The more he studies about it the more he hates to part with his money—he thinks of so many other things that the money will buy.

Don't suggest half a dozen periodicals and then scatter your arguments all over creation. Take your prospect's measure before you attempt to fit him. Find out his tastes and emphasize most what he likes best. You do not need to exaggerate—the simple truth, clear, logical, concise, backed by zeal, by individuality, is strong, convincing, unanswerable. Do not drift; CONCENTRATE! Stick to your subject and your object, too. Don't put off—"to-morrow" will never come. You can not afford to waste too much time on "call-backs." The time to close your order is NOW! The chances are ten to one in your favor in the first interview. Why let a man's interest wane before finishing the job, when a climax at the first interview will carry him along and win you the order? If you leave a man without "closing," is it not reasonable to suppose that he is likely to allow some objection (which you will not be there to answer) to make him so prejudiced as to render his mind impervious to further argument? There are exceptions, of course, but, as a rule, one cash subscription is worth more than a dozen half-promises with as many "ifs" attached.

Be firm. A readiness to acquiesce, to retreat, to surrender—these are the tactics of the weakling and the failure. Do not forget that determined incompetence wins more fights (more orders, if you please) than fainthearted genius. Dare to make a stand—your cherished goal lies just ahead. Without the calm, subtle, commanding presence of one master of himself—which spells master of the situation—you can not expect it—it is unreasonable to expect—others to believe in you or your goods. Your stock will pass at market value and since you are the trade-mark, it is you who stamps the value on what is to be sold. Do not apologize. Do not compromise. Do not listen. TALK! With unwavering resolution strike your blows straight from the shoulder. You do not want charity, consequently you do not have to ask for subscriptions just to "help you along." Your object, your duty, is to take subscriptions, to make all you can out of this business, legitimately and conscientiously, and, incidentally, to help the subscriber along.

Just as surely as doubt creates doubt and fear provokes fear, just so surely does confidence inspire confidence, enthusiasm create enthusiasm, interest produce interest. Optimism is the most contagious thing in the world. If you believe in yourself others will believe in you. If you believe in your magazine others will believe in your magazine. If you are interested you can interest others. And here is the keynote of a successful canvasser—INTEREST. You

need not expect to sell a person something in which he is not interested. People do not purchase things merely as an accommodation. First, then, interest your prospect. Show just how the magazine will do him good. Create so strong and genuine a desire to have the magazine as to sweep away all obstacles.

F. H. Hamilton.

Time and Place.

"You have heard of Lake George?" queried the boot and shoe drummer as he roused out of a reverie.

"For sure," was the answer.

"It was there."

"What?"

"The last two weeks in August. On the 23d of the month I was out fishing."

"Just so."

"At 11 o'clock in the forenoon I had a nibble. It was followed by a gigantic bite."

"And you pulled in a —?"

"I played him for exactly one hour. He was a pickerel. He weighed 660 pounds."

"Come off!"

"At 12 o'clock noon, on Lake George, County of Warren, State of New York, that pickerel broke my line, ran ashore and into the woods. I followed him for two miles and then lost his trail."

"And what else" was asked after a long silence.

But there was nothing more. The drummer who is worth his salt knows when to leave well enough alone.

The sense of the sinfulness of the world is often only the feeling that every one must be sick because I do not feel well.

Nothing will cure your own spiritual ailments quicker than care for another fellow's real needs.

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia.

The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston Grand Rapids

Hotel Cody

Grand Rapids, Mich.
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

A WISE DRUG CLERK.

He Thought Himself Competent to Diagnose Disease.

Now and then one hears of a fatality caused by a drug clerk giving out a poison instead of a remedy, but such instances are rare. As a rule, the modern druggist is capable and careful. He does not put up prescriptions without knowing exactly what he is putting into them. When the increased volume of business is considered, it is remarkable that so few errors are made in drug stores. The percentage is very much smaller than it was a few years ago.

In fact, the peril in the drug store is not that the druggist will make a mistake. It is, rather, that some ambitious clerk will try to turn doctor and diagnose disease, and so punish patrons by sheer vanity, which is fully as harmful a quality as ignorance. Most drug clerks are perfectly willing that the doctors should do all the prescribing, but occasionally a new one wants his friends to believe that he is a little wise man on runners, and trouble is likely to result from it. Of course these clerks do not intend to harm any one. They are asked what will cure certain diseases, what certain symptoms indicate, when such questions which ought to be put to a doctor, and they are too vain to admit that they do not know.

For the benefit of such clerks, it may be well to relate an experience in an up state drug store not long ago. A lady entered the store accompanied by a boy of perhaps ten years. The boy was suffering and the mother was anxious. The clerk was sympathetic, honestly so.

"I don't know what is the matter with this child," said the mother. "He seems to ache all over, and never gets hungry any more. You know," she added, with a forced smile, "that there is something serious the matter with a boy when he doesn't want to eat."

"What's he been doing?" asked the clerk, ready to take the case at once, although Dr. Dee, one of the ablest physicians in the State, was standing back by the prescription department.

"I don't know of anything he has been doing, except playing out in the early morning dew," was the reply. "A few mornings ago he came in with his feet wet, and had something of a chill."

"That's easy," said the clerk. "Malaria! What he needs is quinine. A few doses will fix him out all right."

Dr. Dee, listening to the conversation, stepped forward and was at once greeted by the woman.

"Why, Doctor," she said, "I've just come from your office. I want you to tell me what is the matter with this boy."

"The clerk prescribes quinine," laughed the doctor.

"I thought it a touch of malaria," said the clerk.

"You may be right," said the doctor, not wishing to hurt the feelings of the clerk. "Quinine may be just the thing. Get it and come back to the office with me."

At the office the doctor examined the boy very carefully. He found the joints stiff and sore, and the stethoscope revealed inflammation in the lining of the heart and its valves. The tonsils were inflamed.

"Rheumatism!" said the doctor.

"What do you mean by that?" asked the astonished mother. "How can a child like that have rheumatism? The clerk said it was malaria."

"About the only thing that brings genuine malaria," said the doctor, "is the sting of an infected mosquito. This boy has rheumatism in the synovial membrane, and his heart is affected the worst."

"Is that serious?" asked the mother, anxiously.

"Yes, it is. If you had given the boy quinine only, he might have died at any time with heart failure."

"I'll give that clerk a piece of my mind!" stormed the lady.

"The clerk wanted to do you a favor," said the doctor. "He gave you the best information he possessed on the subject. He didn't know anything about the case, and he lacked the moral courage to admit it. One fool friend often does more harm than a dozen open enemies could do. You are yourself to blame. You shouldn't have asked him to diagnose the case."

"I should like to know what drug clerks are for!" exclaimed the lady.

"They are designed to keep medicines, drugs, soda fountains, souvenir post cards and toilet articles in stock, and also to compound chemicals," replied the doctor, with a smile, "and not to ascertain from symptoms the true nature and seat of a disease."

"That young fellow might have murdered my boy," said the mother.

"Yes, but you shouldn't have asked him to diagnose the disease. If you wanted to know the hour, you wouldn't ask a person who couldn't tell the time of day, would you? If you wanted to know about a certain book, you wouldn't ask a man who couldn't read? Well, this clerk knows no more about disease than a cat knows about the thirty-nine articles. I shall ask the proprietor to warn him against prescribing, and that is about all that can be done. If he does it again he will be discharged—not because he is competing with the doctors," the physician smiled, "but because he is likely to do great harm to the patrons of the store."

The woman went away with remedies provided by Dr. Dee, and the latter turned to the man who had followed on from the drug store to see what the termination of the matter would be.

"That is the one fault of that drug clerk," he said. "He is too ambitious to be thought wise. He hasn't got his college manners knocked out of him yet. Now, if he had taken the notion that the boy had rheumatism, he would probably have sold the woman some compound composed principally of opium and salicylic acid, those being stock remedies for the disease. The dope would have affected the stomach, and would have thrown more work on the crippled heart. The boy might have died

from the effects of half a dozen doses."

"All of which goes to show," the visitor said, "that the young drug clerk is a poor substitute for the family physician."

"Exactly," was the reply. "The drug clerk has no business to prescribe at all. It is his business to know the chemistry of drugs, not the symptoms of disease. A good drug clerk can often advise a customer, but he ought to be very careful about that."

"I know a druggist in a Southern Michigan town who is a universal encyclopedia for all the ladies in town. They read prescriptions in the newspapers (published at advertising rates) and fly at once to Vick with the clipping in their hands."

"Would that be good for the hair?" they will ask. Or, "will that be good for the complexion?" Or, "what is the best thing to take for a cough?" But Vick is wise, and does not prescribe. If the remedies to which his attention is called are standard ones he says so, and that is about all. If one of the ingredients of the proposed prescription, cut from a newspaper, costs seventy-five cents or a dollar and all the rest cost fifteen cents, he sometimes tells his customers that the whole game is to sell that one expensive drug. Then he refers the customer to a doctor for an opinion as to the worth of the drug in question."

"I should think he would lose some sales by being so frank about prescriptions," observed the visitor.

"I presume he does," replied the doctor, "but he keeps his customers, and that is better than selling them for a dollar apiece. There is no business on earth in which confidence is more of a factor than in the drug trade. The druggist who has the confidence of the public is the man who gets the trade. The dealer who will recommend anything in order to make a dollar sale, is likely to lose customers. He gets the dollar, but he loses a friend and patron, and these are worth more than one dollar per."

The visitor suggested that all druggists recommend patent medicines.

"I do not think they do," was the reply. "They sell patent and proprietary medicines, but they do not always recommend them. I don't see how they can. I don't see how the manufacturers can expect them to. The druggist who is asked about a certain remedy for rheumatism must know that there are many kinds of rheumatism, located in different kinds of tissue, and that what might be helpful in one variety is not the thing for another. If the clerk who prescribed for that boy had reached the conclusion that the pain resulted from neuralgia he would have prescribed one of the coal tar preparations, and this with the knowledge that there are many remedies recommended for neuralgia, most of them less harmful in diseases of the heart."

"Every day, perhaps a dozen times a day," continued the doctor, "druggists are asked what to take for a cough. As a cough may result from

many causes, the question ought to be put to a doctor, and not to a druggist. Now, a cough is an indication of an irritation in the air-passages, and is Nature's effort to get rid of the cause, but this fact is ignored by those who ask drug clerks to prescribe.

"Most of the cough remedies contain morphine, chloroform, or balladonna, drugs which interrupt the cough mechanically by blunting sensibility. In other words, they paralyze the muscles of the throat. The druggist has calls for such remedies, but he should rarely recommend them, for the cough may be the result of causes which he does not understand, and may result fatally if tinkered with. It is the same with diarrhea. The drug clerk is asked for a remedy every hour of his life, almost. The remedies usually given in prepared medicines are opium, tannic acid, camphor, and capsicum. These, too, block the system instead of removing the cause, and death may follow. The patient should know what causes the trouble before asking for remedies, and the clerk should be sure that he knows, too, before suggesting anything."

"If I owned a drug store," continued the doctor, "I would see that none of my clerks prescribed. It is too early. It endangers both life and trade! The honest druggist is the man that wins, and the one people can trust is the one who has the steady business. Sometimes a little money is lost by a warning against a certain prescription, but in such cases a friend is made—and a friend who will bring in other friends."

Believing the incident and the conversation which followed capable of instructing vain young drug clerks, it has been written down.

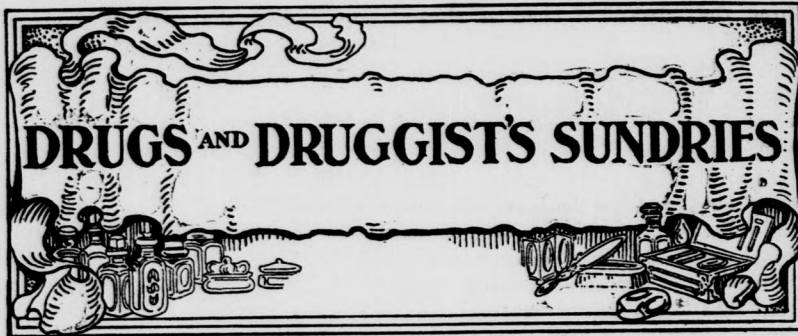
Alfred B. Tozer.

The Chicago Traveling Men's Association has been formed of traveling men representing manufacturing and wholesale houses in Chicago, to "cultivate a closer acquaintance among its members, to promote the interests of traveling salesmen representing Chicago firms, and to foster a spirit of loyalty to the general interests and welfare of their business and to the city of Chicago." Henry A. Morgan, one of Chicago's oldest traveling salesmen, is President of the Association.

C. G. Becker, formerly engaged in the drug business at Rockford, has accepted a position as traveling salesman for Farrand, Williams & Clark, of Detroit. He left Monday for Detroit to get posted on his duties. He will make Rockford every two or three weeks.

A Port Huron correspondent writes: John Eastman, who for a number of years has been in the employ of Robert Walsh, has accepted a position as traveling salesman for the American Tobacco Co.

William D. Weaver (Clark-Weaver Co.) is ill at his home with typhoid fever. He has been ailing for some days, but did not take to his bed until last week.



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.

Death of Stephen C. Scott, the Howard City Banker.

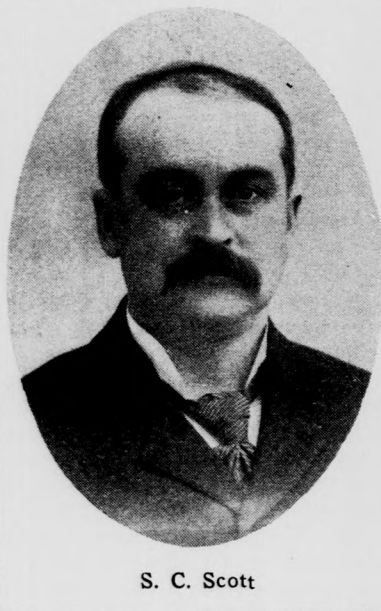
S. C. Scott, one of the leading citizens and business men of Howard City, died Sept. 17 and was buried the following Tuesday. The following account of his life and business career appeared in the last issue of the Howard City Record:

Stephen C. Scott was born in White River township, Randolph county, Indiana, April 19, 1856, and was the eldest child of Miles and Sarah Ann Scott. Until 17 years old he lived on a farm, working thereon with his father and brothers summers and attending district school winters. At the above age he went to Portland, Ind., where he worked for his board and lived with an uncle and learned telegraphy. His first assignment was given him by the Grand Rapids & Indiana Railroad at the Bridge street station, Grand Rapids, and he was next sent to Reed City. Later he was for several years stationed at Big Rapids, holding responsible places at both stations in that city. Here on Christmas day, 1878, he wedded Miss Bella Munn, who survives him, and their home life had been a singularly happy one. They were blessed with six children five daughters and one son: Mrs. J. B. Haskins, Mrs. C. G. Larry, Mrs. Earl Morgan the Misses Margaret and Catherine Scott and Charles Scott. All reside in Howard City with the exception of Mrs. Morgan. Charles spends the greater part of the time at the O'Donald, Scott & Voss farm, near Luther.

Mr. Scott also leaves two brothers, E. W. Scott, Syracuse, N. Y., W. H. Scott, of Lansing; one sister, Mrs. Calvin Whitesell, of Winchester, Ind., all of whom were here for the

funeral, together with Mrs. W. H. Scott, of Lansing, and a cousin, Representative Miles Furnas, of Indianapolis. Mr. Scott is also survived by seven grandchildren and several uncles, aunts and cousins.

In 1881 Mr. Scott came to Howard City as agent for the Grand Rapids & Indiana and Detroit, Lansing & Northern roads. He soon demonstrated that he was the right man for the place and instantaneously formed a great attachment for the town. With-



S. C. Scott

in a short time he became identified with many of the important interests of the village and in 1886 purchased an interest in what was known as the Hathaway drug store and soon after became sole proprietor. After office hours at the station he would go to the store and do the day's book-keeping and stock buying and in other ways personally looked after his interests. Oftentimes he worked late into the night in this way, but he won a start financially through this diligence and on March 12, 1890, sold the City drug store to Hal M. Gibbs, then of Birmingham. Mr. Scott was a registered pharmacist and has ever since kept up his papers each year.

On January 1, 1895, he became associated with Richard H. O'Donald in a partnership which took over the private bank which Norman W. Mather founded in 1872. Ever since Messrs. O'Donald and Scott have been side by side and they found their co-operation proved an ideal arrangement. They built up the bank until at the present time it is regarded as one of the strongest and most ably managed private banks in Michigan. Mr. Scott was very active

and conscientious in the performance of his duties and looked upon the responsibilities as a sacred trust to be safe-guarded at every point. How well he succeeded is best testified to by his most intimate business associates. In the course of business the affairs of innumerable estates were entrusted to his care and he has always borne the burdens of the community to an extent never equaled by any other one person in this section. He was the friend of all classes, a sound advisor, an able advocate and honest trustee. Fearless in the performance of his duty as he saw it, naturally offers of political preferment came to him at various times, but to these appeals he was deaf, preferring to serve the public in the capacity of private citizen. He was years ago connected with village affairs, serving as village President and Councilman and was for several years a member of the local Board of Education. The past ten years he devoted absolutely all of his time to his business and his family. He organized the Howard City Resorters' Association, which has built up an ideal summer colony at Whitefish Lake and always loved to spend some time at his cottage on the shore of this lake each season. He was also for years a leading spirit in the old Pastime Club.

About five years ago it became apparent that his health was breaking and while he was afforded temporary relief at various institutions, he knew his case better than most physicians and during the last six months, while his strength failed steadily, he kept on unerringly attending to the closing up of many affairs in order that no matter whether he regained his health or another outcome resulted he would have his accounting properly balanced with the world.

Much as a book-keeper closes the ledger at the end of a busy season's activities Mr. Scott's lifework had written on the scroll, "It is finished," as the week-end approached. His passing came with an awful shock to his friends both here and abroad, but they contemplate with satisfaction the splendid things achieved during an unusually busy and brilliant span of years which mark his career. None has uttered a word since his passing but to praise; his actions during life stood out stronger than any mere monument of acclaim.

As a mark of the esteem in which Mr. Scott was generally held all Howard City business places were closed Tuesday afternoon by order of Village President Clapp. Mr. Scott was an early President of the village and for several years served on the Council and was always greatly interested in local affairs. He also helped found the Board of Trade and gave much time and thought to the upbuilding of home town interests.

Good Things in Store at Kalamazoo.

Traverse City, Sept. 27—The program for the meeting at Kalamazoo is being mailed this week. One of the good things for Wednesday afternoon will be an address by one of Chicago's veteran druggists, Wilhelm Bodeman. It is safe to say that every session will be full of business.

The banquet will be at the Hotel Rickman on Tuesday evening. There promises to be a large attendance and it will be well if the druggists write early for hotel reservations. A card to F. J. Maus, Kalamazoo, will be promptly attended to. The election of officers will occur at 10 o'clock a. m. Wednesday.

Article II of the constitution reads as follows: "The objects of this Association shall be to improve the business conditions of all druggists and pharmacists by all proper methods." Brother druggist doesn't this interest you? Twenty new names for membership have been received in the past few days. C. A. Bugbee.

Doing It Differently.

"Little things," says the National Druggist, "count at the soda fountain, and it is a mistake to get into a rut and be content to do everything just as your competitor does it. People love novelty and are always attracted by variety. Try to get up something different. If you can find a peculiar and attractive shape of tumbler buy a few of them and put them into service. A drink tastes better from a nice glass. I saw a druggist the other day who had a big earthen bowl on his soda counter; in the center of this bowl was a block of pure ice; surrounding this block and half buried in chipped ice were about a dozen steins. The druggist was serving root beer from these chilled steins and was doing a roaring business. The entire outfit on his counter did not cost over ten dollars. It looked cool and the very sight of it made one thirsty. It was something different. It caught the eye instantly and held the attention of every one who entered the store.

"I ordered a glass of root beer, drank it from a cold stein and it seemed to taste better than any root beer I had ever tasted. But it was not. It was just the same root beer on sale at any drug store. I went up the street six blocks and ordered another drink of root beer in another drug store. The druggist served it in an ordinary tumbler; it was good root beer, but after my first experience I didn't care for it. The other druggist had captured my imagination and the imagination of hundreds of passers. They think he has the best root beer in that neighborhood, and the natural inference is that his entire line of soda water is the best. At any rate, he is getting the trade."

It's no use preaching on sunshine if you live in the fog.

He can not attain greatness who can not admire it.

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 ICKER, Manager

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Macis, Magnesia, Mannia S. F., Menthol, Morphia, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co., Picis Liq N N, and Thebromae.

HOLIDAY GOODS
Druggists' Sundries
Books Stationery
Sporting Goods

OUR line of samples for Holiday Season are now on display in Manufacturers Building, Ionia street, upon the second floor. Please write or telephone us and arrange for such a time as suits your convenience, and allow us to say that the earlier we can have your order the better we can serve you.

Our stock is larger and better selected than ever before. Yours truly, Hazeltine & Perkins Drug Co., Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use. Simplest, cleanest and most convenient device of its kind on the market. You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready. Price, 75c Postpaid to Your Address. TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table with columns A through Y listing various grocery items and their corresponding market indices.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, BRUSHES, SHOE, CARBON OILS, CANNED GOODS, BEANS, BERRIES, BUTTER, CHEERIES, CORN, FRENCH PEAS, LOBSTER, MUSTARD, TOMATO, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SUGAR, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, BREAKFAST FOODS, CEREALS, CRACKED WHEAT, CATSUP, CHEESE.

Table 3: LIMBURGER, CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, GUATEMALA, JAVA, Mocha, Peaberry, Maracalbo, Mexican, Santos, Rio, Choice, Fancy, Arabian, New York Basis, Extract, CRACKERS, Sweet Goods, Animals, Atlantic, Arrowroot, Biscuits, Breads, Cakes, Cookies, Crackers, Doughnuts, Fruit, Ginger, Graham, Honey, Jambones, Jumbles, Macaroons, Marshmallows, Muffins, Nuts, Pastries, Pies, Pretzels, Rolls, Sandwiches, Sweets, Tarts, Wafers, Waffles, Yeast.

Table 4: COCOANUT BRITTLE CAKE, COCOANUT TAFFY BAR, COCOANUT BAR, COCOANUT DROPS, COCOANUT MACAROONS, COCOANUT HONEY CAKE, COCOANUT HON FINGERS, COCOANUT HON JUMBLES, CRUMPETS, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLORABEL CAKE, FLUTED COCOANUT BAR, FROSTED CREAMS, FROSTED GINGER COOKIE, FROSTED HONEY CAKE, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., HIPPODROME BAR, HONEY BLOCK CAKE, HONEY CAKE, HONEY FINGERS, HONEY JUMBLES, HONEY FLAKE, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOTTLED SQUARE, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, HAND MD., PRETZELLETES, HAND MD., PRETZELLETES, MAC. MD., RAISIN COOKIES, REVERE ASSORTED, RITTENHOUSE FRUIT BISCUIT, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SPICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPICED GINGER CAKE, SPICED GINGER CAKE ICD, SUGAR CAKES, SUGAR SQUARES, LARGE OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVERY.

Table 5: CHAMPAGNE WAFER, SORBETTO, NABISCO, FANTINO, BENT'S WATER CRACKERS, CREAM TARTAR, DRIED FRUITS, APRICOTS, CITRUS, CURRANTS, RAISINS, CALIFORNIA PRUNES, FARINACEOUS GOODS, BEANS, HONEY, MACKEREL, PEAS, SAGE, VANILLA, GRAIN BAGS, GRAIN AND FLOUR, WHEAT, WINTER WHEAT FLOUR, LOCAL BRANDS, LEMON & WHEELER CO., WORDEN GROCER CO'S BRAND, QUAKER, WYKES & CO., ECLIPSE.

Table 6: Market prices for various goods including flour, sugar, and other commodities.

Table 7: Market prices for POTASH, PROVISIONS, and various meats.

Table 8: Market prices for Mackerel, SHOES, and various oils.

Table 9: Market prices for Pure Cane, TEA, and various oils.

Table 10: Market prices for Splint, Butter Plates, and various oils.

Table 11: Market prices for Calfskin, Pelts, and various oils.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 60
Paragon 55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

- 80 oz. tin cans 3 75
- 32 oz. tin cans 1 50
- 19 oz. tin cans 85
- 16 oz. tin cans 75
- 14 oz. tin cans 65
- 10 oz. tin cans 55
- 8 oz. tin cans 45
- 4 oz. tin cans 35
- 32 oz. tin milk pail 2 00
- 16 oz. tin bucket ... 90
- 11 oz glass tumbler .. 85
- 6 oz. glass tumbler .. 75
- 16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



- S. C. W., 1,000 lots 31
- El Portana 33
- Evening Press 32
- Exemplar 32

Worden Grocer Co. Brand Ben Hur

- Perfection 35
- Perfection Extras 35
- Londres 35
- Londres Grand 35
- Standard 35
- Puritanos 35
- Panatellas, Finas 35
- Panatellas, Bock 35
- Jockey Club 35

COCOANUT

Baker's Brazil Shredded



- 70 5c pkgs., per case .. 2 60
- 36 10c pkgs., per case 2 60
- 16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

- Beef**
- Carcass 6 1/2 @ 9 1/2
 - Hindquarters 8 @ 10 1/2
 - Loins 9 @ 14
 - Rounds 7 1/2 @ 9
 - Chucks 7 @ 7 1/2
 - Plates @ 5
 - Livers @ 5

- Pork**
- Loins @ 16
 - Dressed @ 11
 - Boston Butts @ 15
 - Shoulders @ 12 1/2
 - Leaf Lard @ 13
 - Pork Trimmings @ 11

- Mutton**
- Carcass @ 10
 - Lambs @ 12
 - Spring Lambs @ 13

- Veal**
- Carcass 6 @ 9

CLOTHES LINES

- Sisal**
- 60ft. 3 thread, extra.. 1 00
 - 72ft. 3 thread, extra.. 1 40
 - 90ft. 3 thread, extra.. 1 70
 - 60ft. 6 thread, extra.. 1 29
 - 72ft. 6 thread, extra.. ..

- Jute**
- 60ft. 75
 - 72ft. 90
 - 90ft. 1 05
 - 120ft. 1 50

- Cotton Victor**
- 50ft. 1 10
 - 60ft. 1 35
 - 70ft. 1 60

- Cotton Windsor**
- 50ft. 1 30
 - 60ft. 1 44
 - 70ft. 1 80
 - 80ft. 2 00

- Cotton Braided**
- 50ft. 1 35
 - 40ft. 95
 - 60ft. 1 65

- Galvanized Wire**
- No. 20, each 100ft. long 1 90
 - No. 19, each 100ft. long 2 10

- COFFEE**
Roasted
Dwinell-Wright Co.'s B'ds.



- White House, 1lb.
- White House, 2lb.
- Excelsior, Blend, 1lb.
- Excelsior, Blend, 2lb.
- Tip Top, Blend, 1lb.
- Royal Blend
- Royal High Grade
- Superior Blend
- Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

- 1/2 to 1 in. 6
- 1 1/4 to 2 in. 7
- 1 1/2 to 2 in. 9
- 1 3/4 to 2 in. 11
- 2 in. 15
- 3 in. 20

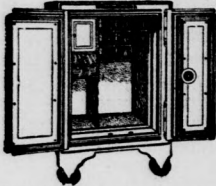
- Cotton Lines**
- No. 1, 10 feet 5
 - No. 2, 15 feet 7
 - No. 3, 15 feet 9
 - No. 4, 15 feet 10
 - No. 5, 15 feet 11
 - No. 6, 15 feet 12
 - No. 7, 15 feet 15
 - No. 8, 15 feet 18
 - No. 9, 15 feet 20

- Linen Lines**
- Small 20
 - Medium 26
 - Large 34

- Poles**
- Bamboo, 14 ft., per doz. 55
 - Bamboo, 16 ft., per doz. 60
 - Bamboo, 18 ft., per doz. 80

- GELATINE**
- Cox's, 1 doz. Large .. 1 80
 - Cox's, 1 doz. Small .. 1 00
 - Knox's Sparkling, doz. 1 25
 - Knox's Sparkling, gr. 14 00
 - Nelson's 1 50
 - Knox's Acidu'd. doz. .. 1 25
 - Oxford 75
 - Plymouth Rock 1 35

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



- 100 cakes, large size.. 6 50
- 50 cakes, large size.. 3 25
- 100 cakes, small size.. 3 35
- 50 cakes, small size.. 1 95

Tradesman Co.'s Brand



- Black Hawk, one box 2 50
- Black Hawk, five bxs 2 40
- Black Hawk, ten bxs 2 25

TABLE SAUCES

- Halford, large 3 75
- Halford, small 2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

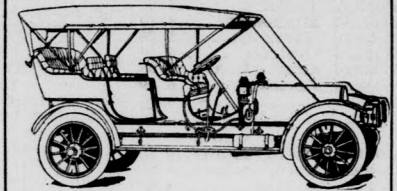
Chicago St. Louis

Minneapolis

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.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A dry cleaning business, established four years in one of the best locations in Grand Rapids. Will teach buyer detail of business, average profit \$100 month. I will prove it. Low rent and long lease, price \$500 cash. This is a sacrifice in order to give other business my attention. Address Success, care Tradesman. 935

Wonderful spare time money maker for sale cheap. Stamp brings information. M. Samrege, Sullivan & Prince streets, New York. 937

Do You Want—

- To sell your Real Estate?
- To sell your House and Lot?
- To sell your Farm or Ranch?
- To sell any kind of Property?
- To sell your Business?
- To sell your Bank, Mine or Factory?
- To sell or exchange anything?
- To buy a Business?
- To buy a Farm, Home or Factory?
- To find an investment?
- To buy or exchange anything?

I bring buyers and sellers together. No matter where located if you want to buy, sell or exchange any kind of property or business anywhere at any price, write me today. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago.

For Sale—Variety store, Michigan. About four years present location. Perfectly clean stock. No stickers and a cash business that can be more than doubled if you wish. Will bear closest investigation. About \$2,500 required. Owner must get outside. Quick action necessary if you want benefit of holiday business to pay you back one-half or more, of purchase price. Address No. 933, care Tradesman. 933

Auctioneers—We close out and reduce stocks anywhere in United States. For terms and dates address Storms Sales Co., Ft. Madison, Iowa. 932

DESIGNING AND DRAFTING every kind of men's garments by mail. Every lesson given personal attention. New system. SATISFACTION GUARANTEED. Special price this month. Why not be a SUCCESSFUL CUTTER. Write Ford, B546, E. Queen St., Hampton, Va. 930

For Sale—Grocery stock with fixtures and building; one house with small plot of ground also several good farms. Address Fry & Manning, Brighton, Mich. 929

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

We will guarantee to sell one-half your stock in 15 days with profits, or forfeit one-half of our commissions. Our system is strictly legitimate and modern. Unquestionable references from merchants, wholesale houses and banks will be offered that we hold the record for successful sales and closing out stocks. Address Associate Sales Managers, 1612 No. Lincoln St., Chicago, Ill. 934

For Sale—New clean stock, been running one year, consists of shoes, dry goods and groceries, invoices about \$5,000; located in one of the best towns in Indiana. Population 2,000, only three general stores in town. Good trade established. Reason for selling, poor health. Address J. P. Greenwood, Clay City, Ind. 928

For Sale—First-class grocery stock and complete set of fixtures in excellent condition, at 539 South Division street. Also small shoe stock at 606 South Division street. Both good locations for business. Address H. H. Freeland, Trustee, 204-205 Houseman Bldg., Grand Rapids, Mich. 938

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

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 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 it cost. Address No. 922, care Michigan Tradesman. 922

Newspaper For Sale—The Kalkaskan 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

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

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

To Represent You In Pittsburg—Special facilities for handling any business proposition; thoroughly reliable; bond furnished for any amount. Lydick, 530 Sheridan Ave., Pittsburg, Pa. 921

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

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

DEAD

"Yet shall he live again."

Your "spiritual adviser" quotes that at all funerals. If you have a dead business and want it to live again, let me put on for you my Combination Sale. It will sell your merchandise at a profit. Write at once for particulars and state the amount of stock you carry.

G. B. JOHNS, Auctioneer,
1341 Warren Ave. West Detroit, Mich.

For Sale—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

For Sale—Cash, a small stock of groceries and notions, centrally located. Lock Box 768, Kalamazoo, Mich. 890

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—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 moneymaker. Reason for selling, poor health. Address No. 905, care Tradesman. 905

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—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

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 \$800. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

For sale—Protectograph check protectors for \$15; late \$30. Machines made by "Todd." If interested, order one sent on approval. N. Payne, Marietta, Ohio. 861

Fine opening for general stock at Manton, Mich., large store room, 24x30 now vacant, present owner has made a nice fortune here. Now too old. I wish to sell or rent building. Modern living rooms over store, has city water and electric lights, store rooms, fine cellar. Call or address C. B. Bailey, Manton, Mich. 842

For Sale—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—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

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

For Sale—On consignment part or whole of \$3,000 general stock; would exchange. Box 596, Fenton, Mich. 896

HELP WANTED.

Wanted—Dry goods saleslady, with at least two years' experience. Address No. 931, care Tradesman. 931

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. 242

SITUATIONS WANTED.

Your business increased by my method of advertising, window trimming and card writing. A live wire with general department store experience, wishes to make change. Can furnish gilt edge reference as to character and ability. Address Advertiser, care Tradesman. 936

Wanted—A position in a grocery or general store. Seven years' experience. References furnished. Address 437 S. Sheldon St., Charlotte, Mich. 886

Want Ads. continued on next page.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

THE MISSION OF HUMOR.

One of our ablest editorial writers has recently restricted humor to a very small place in life. And while in the two chief acts of life, our advent and exit, it takes no part, while it may be absent from religious and ethical ideals, philosophy, science and law, it still has a place so important that we could not well have it stricken from our characteristics.

While it is stated that science knows not humor, there are certainly many features in science which strike us as humorous. No one can stand long before a collection of monkeys or parrots without being possessed of a grave sense of humor. The chattering squirrel seems to be a born humorist; and even the scolding robin, although not exhibiting good humor on her own part, certainly arouses it in beholders. The cunning rat, as it skillfully deludes your devices for its capture and smilingly bobs out in safety, impresses one as a joker of the most pronounced sort. Even the little "leaf hoppers," the grotesque faces of which are so interesting, are but posing as humorists of the insect world.

And yet does not humor with good results sometimes invade the more serious realms. Even the most profound judge sometimes finds relaxation in the joke that is pointed. The minister may find a most impressive comparison touched with the brightness of humor. Lincoln, when upbraided for joking during the country's greatest sorrow, replied that but for the occasional flash of humor he would find the gloom unendurable.

Humor is more than the lubricant necessary to make the wheels of life move freely. It is the electric light which shows the bright side, while furnishing the motor power to move the world. It is not the man with the long face who can do the most either of pulling or of pushing. A smiling countenance, a happy heart and a humorous thought lighten the load every time.

INDEPENDENT CITIZENSHIP.

Party organization is a legitimate if not a necessary development of our political system. No thoughtful American denies this. But party organization degenerates and destroys its own usefulness just in proportion as it lacks the correction of independent criticism.

The older theory was that one party organization seized upon the weakness or turpitude of its opponent and this acted as the necessary critical check. The American people are learning that this theory is dangerously defective. They have discovered bipartisanship. They have found that party organizations, if blindly followed, tend to fusion or rather to secret alliance. This is the inevitable result of professional politics or politics as a means of livelihood, and this, in turn, is the result of the complexity of our political machinery which makes active participation in the more important activities of politics almost exclusive of other vocations. In England politicians largely belong to an upper class virtually subsidized with incomes. In America men who go into politics expect to

make at least a part of their livelihood out of it—not necessarily in a corrupt or venal way but by holding office. Out of this condition necessarily arise not merely the more infrequent corrupt practices but also the trading over patronage. This is practical politics, and practical politics looks to substantial results—to the box office, so to speak. Therefore, if a friendly arrangement can be made with the opposition by which patronage can be exchanged or costly contests avoided then party strife is quietly put aside. In its more sinister aspect, furthermore, in the field of privilege purchasing, in the defeat of legislation opposed by private interest, one professional organization is usually as purchasable as its opponent and does not serve as a reliable check upon it.

Out of the very nature of our political system, then, arises the urgent necessity for the development of independence both within and without the parties. Recently there was quoted in these columns the reproach of an English observer of American conditions, who declared that we "have never properly realized that democracy is criticism, is control, is an alert and informed public opinion and is not machinery at all." The reproach is just, but conditions are changing. Perhaps the most conspicuous political development of the last quarter century has been the growth of the independent vote and the collateral determination to encourage and make it effective by primary legislation, ballot reform, and the like.

These things are useful, and organizations composed of best citizenship ought to study them and give them their influence. But it is still more important for such organizations to realize that the best sort of machinery is worthless unless it is run and run well, and that what good government needs most of all in America now and always is an alert and informed public opinion which can not be deceived or betrayed.

The Boys Behind the Counter.

St. Joseph—Walter G. Kuehn has gone to Three Oaks where he has accepted a responsible position with the large Chas. K. Warren department store. He will have charge of the dry goods department. Mr. Kuehn has been with Shepard & Benning in the dry goods department for the past eight years having worked his way up to a position of trust and responsibility.

Otsego—George G. Doxey has returned from Albion, where he has been employed as drug clerk, and has entered the employ of Mansfield Bros. & Co. here.

Coopersville—Dan Hamilton has accepted a position as clerk with the Hub Clothing Co., Frank Ingalls having resigned to work for a correspondence school.

Ovid—Geo. Bennett, who has clerked for several years in the grocery store of Wm. J. Hathaway, has resigned his position there and accepted a position with the New Era Life Insurance Co., of Grand Rapids.

Otsego—Jonas Hunt has accepted a position as salesman in the clothing and shoe store of C. F. Strutz.

Kalamazoo—C. A. Millsbaugh, formerly with the Detroit Cash & Credit Co. has accepted a position with the Menter & Rosenbloom Co.

Ionia—A. C. Colvin has taken a position on the office force of the Sorosis Garment Co.

Manton—Ernest Ogren has taken a position in the A. E. Kromer hardware store.

Manufacturing Matters.

Lowell—The King Milling Co. will soon begin the erection of a warehouse on the south end of the present mill buildings. The building will be used for the storage of flour, feed and for general warehouse purposes.

Mt. Clemens—For some time past there has been disagreement between Anson E. Wolcott and John P. Wolcott, proprietors of Wolcott's mills. By common consent a bill has been filed for a receiver and accounting and a dissolution of partnership. Judge Erskine, after hearing both parties, appointed Lynn M. Johnston receiver. A bond of \$20,000 was furnished by Attorney Johnston and he took possession of the property. Under the court's order the milling business will be conducted under the direction of the receiver, who will proceed at once to collect in all of the firm's assets and determine just how matters stand.

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

Buffalo, Sept. 28—Creamery, fresh, 27@30½c; dairy, fresh, 23@28c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 26@28c; at mark, 23@25c.

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

Dressed Poultry—Iced fowls, 14@15c; iced old cocks, 12c; chickens, 15@16c.

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

Potatoes—New, \$1.50@1.60 per bbl. Rea & Witzig.

Admired His Marksmanship Also.

George H. Davidson, the well-known building contractor, sent Rev. Dan Bradley, former pastor of Park Congregational church of this city, but now pastor of the Pilgrim Congregational church at Cleveland, a mess of brook trout from the Little Manistee last spring. Dr. Bradley acknowledged the gift with thanks, congratulating Mr. Davidson on his skill as an angler, voluntarily adding that he admired his marksmanship also, which was as much as to say that when this duck season is on this fall and Mr. Davidson repairs to the Saugatuck marshes, a brace of ducks would be acceptable.

Rice—Prices are firm, but there is no change as yet. It is reported from the South that the enquiry on the Atlantic coast is much better than last week, but several mills are closing down, which is unusual for the time of year. Receipts of rough rice are also reported as being 160,000 sacks less than last season.

Bring on the Facts.

The Inter-state Commerce Commission is performing a splendid service through its hearing, even if it did nothing but bring out the facts. The American public wants the facts. The people are disposed to be fair. If it is shown that the roads are not over-capitalized and are in need of higher rates, the people will support a raise. The Chicago hearing brought out the fact that the Chicago & Northwestern Railroad paid back to the stockholders in dividends during the past ten years more than the capital invested. Yet the men who were thus enriched ask for a raise in rates. And the New York organs of Wall street write columns of matter in support of the demand without a single word of comment on the facts adduced. The American public is disposed to be reasonable. Bring on the facts.—Detroit News.

Fish—Cod, hake and haddock are slightly above last year. Salmon of all grades is firm, high and active, some resales of new red Aaska having been made at sharp advances. Domestic sardines are very firm and high, some holders asking \$3.25 for quarter oils f. o. b. Eastport in a large way, and others asking \$3.50. Imported sardines are unchanged and quiet. Norway mackerel have shown no change during the week and are selling moderately at unchanged prices. Other grades of mackerel are quiet and unchanged.

Provisions—Smoked meats are steady, with a fair consumptive demand and unchanged prices. The supply is about normal for the season. Pure lard is firm at an advance of ¼c. Compound lard is also firm, but unchanged. The market for both grades is very firm and if there is any change it will likely be a slight advance. Dried beef, barrel pork and canned meats are in seasonable demand and unchanged.

Cheese—The quality of the present receipts is the best of the year, and a large percentage of the arrivals is going into storage for speculators' account. The consumptive demand is about normal for the season, but the make is a little larger than a year ago. The cheese market is now healthy in every part.

Fred E. Heath, of Plainwell, has engaged to travel for Parrotte, Beals & Co., of Chicago. He retains his interest in the clothing and furnishing business of Heath & Pell, which will continue as heretofore.

Charles M. Surine has purchased the Creston drug store of Otis Jones and will continue the business at the same location.

The H. J. Cheney Co., dealer in evaporated fruits, etc., has changed its name to Glenn R. Loveland & Co.

BUSINESS CHANCES.

Wanted—Experienced traveling furniture salesman to handle a high-grade line of patented automatic reclining chairs ranging in price from \$6.25 to \$15 on commission basis. Splendid seller wherever introduced. Faultless Chair Co., 1142 N. Campbell ave., Chicago, Ill.

For Sale—Cheap, a bakery and restaurant in city of over 10,000. Good business, good location. Owner must retire. Address No. 939, care Tradesman. 939

Lean On "White House"



and let *its* success help
you to success—for
"WHITEHOUSE"
is a LEADER, a
PULLER and a
PUSHER.

IS A GREAT
BIG SUCCESS

DWINELL-WRIGHT CO.

Principal Coffee Roasters

BOSTON

CHICAGO

Why are You Not at the Ball Game?



You Can Take an Afternoon Off

and not be worried about your accounts if you use

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM

First and
Still the
Best

Sixty Thousand merchants in the United States, Canada and abroad say
The McCaskey System saves time, labor, worry and money. **With
One Writing** it does everything accomplished with from three to five
writings in day books, journals, ledgers, etc.
We have a booklet called "System" that you should have.
It is free for the asking.

THE McCASKEY REGISTER CO., Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

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

Detroit Office: 1014 Chamber of Commerce Bldg.

Kellogg



invented the goods,
made them,
advertised them,
gave them their reputation,
helps you sell them,
deals square,
packs no private brands,
protects quality, because
owns the brand.
believes in his goods and
stands for
reciprocity.

Where Quality Counts



You will find the

Wilmarth
THE CASE WITH A CONSCIENCE

Show Cases and Fixtures

We have recently furnished show cases and fixtures for a large number of well known stores in different sections of the country, and should be pleased to furnish prospective purchasers, on request, a list of merchants in their section of the country whom we have fitted out with store equipment.

Complete catalog and further information on request.

Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Showroom, 58 South Ionia St.
40 Broadway, Detroit, Mich.

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves. But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

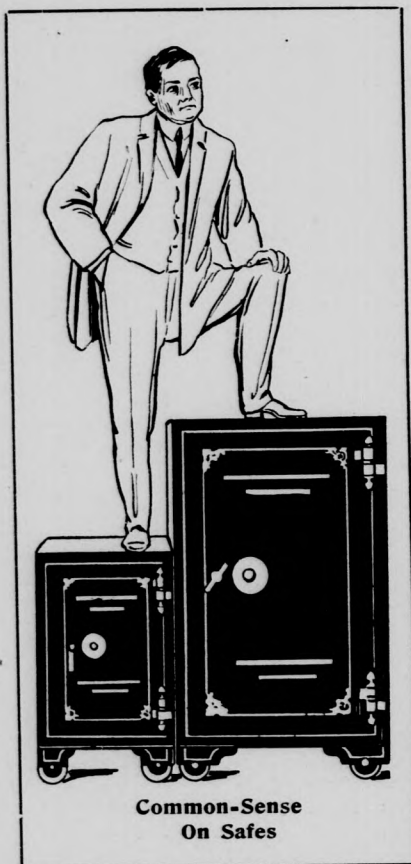
First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Shredded Wheat Company, Niagara Falls, N. Y.



Common-Sense
On Safes

Look Out For Number One

Other people are too busy looking after their own interests to pay very much attention to you, you have got to look out for number one, otherwise number one will get the worst of it—don't lose sight of that fact for a minute.

You Have Two Accounts on Your Books

Which represent more money than a good safe would cost you. Suppose your store burns tonight and these two accounts with hundreds of others are destroyed. The man you owe has your account in his safe, the accounts against the men who owe you are burnt up. Bad business, isn't it? Protect yourself.

Ask Us Today to Name You a Price
On a Good Safe

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.