

MICHIGAN TRADESMAN

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Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 5, 1910

Number 1411

Human Enemies



The man who never must deny what other people say,
Who never has to dodge a brick that some one sends his way,
Who has no enemies to scoff or stand around and sneer
At what he does or tries to do, who finds his pathway clear,
May find the world a pleasant place, but when his course is run,
They'll sing no songs and write no books about the things he's done.

The man who never has to fight to gain the ends he seeks,
Whose word is never challenged by another when he speaks,
Who travels on an easy way where foes are never met,
Who never at the close of day is haunted by regret,
May linger long within the world and hate to go at last,
But few will mourn when he is gone or mark the way he passed.

It is not sweet to feel that there are people who would yell
With all their might with joy if you went wrong, some day, and fell;
It does not help to make your dreams all happy ones, at night,
To know that you have enemies who'd stab you, if they might;
But even Christ, with all His grace, would never, I'm afraid,
Have triumphed if it had not been for enemies He made.

The Higher Pantheism

The sun, the moon, the stars, the seas, the hills and the plains—
Are not these, O Soul, the vision of him who reigns?

Is not the vision he? tho' he be not that which he seems?
Dreams are true while they last, and do we not live in dreams?

Earth, these solid stars, this weight of body and limb,
Are they not sign and symbol of thy division from him?

Dark is the world to thee; thyself art the reason why;
For is he not all but thou, that has power to feel "I am I."

Glory about thee, without thee; and thou fulfilllest thy doom
Making him broken gleams, and a stifled splendor and gloom.

Speak to him thou for he hears, and spirit with spirit can meet—
Closer is he than breathing, and nearer than hands and feet.

God is law, say the wise; O Soul, and let us rejoice,
For if he thunder by law, the thunder is yet his voice.

Law is God, say some; no God at all, says the fool;
For all we have power to see is a straight staff bent in a pool.

And the ear of man cannot hear, and the eye of man cannot see;
But if we could see and hear, this Vision—were it not he?

Alfred Tennyson.

Let us have faith that right makes might and in that faith let us to the end dare to do our duty as we understand it.

Abraham Lincoln.



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
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“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

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there is a greater demand than
ever for * * * * *

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We guarantee our vinegar to be
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and free from all artificial color-
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quirements of the Pure Food Laws
of every State in the Union. * *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

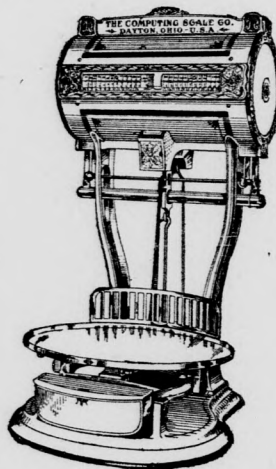
Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

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Our New Gold-Finish, Glass-End Scale



We are proud of the fact that our auto-
matic scale does not need for its operation,
and consequently does not use a heavy pen-
dulum supported by a **cut-down pivot**. To
show the excellent workmanship of the
most important part of our scale, we built
a sample for our show room having a
beautiful piece of plate glass at each end of
the computing cylinder through which the
operating mechanism is clearly shown.

Merchants saw it
What was the result?

They wanted scales just like it and were
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They are meeting with success beyond our
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We use springs because they never wear out. Do not confuse
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Nineteen years of practical experience proves to us and our cus-
tomers that the construction using **high-grade springs** controlled by our
patented, perfect-acting, automatic thermostat is the best mechanism for
a modern and practical automatic computing scale. It is the **only** mechan-
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it as part payment on the purchase of our modern scale.

Local district sales offices in all large cities.

Moneyweight Scale Co.

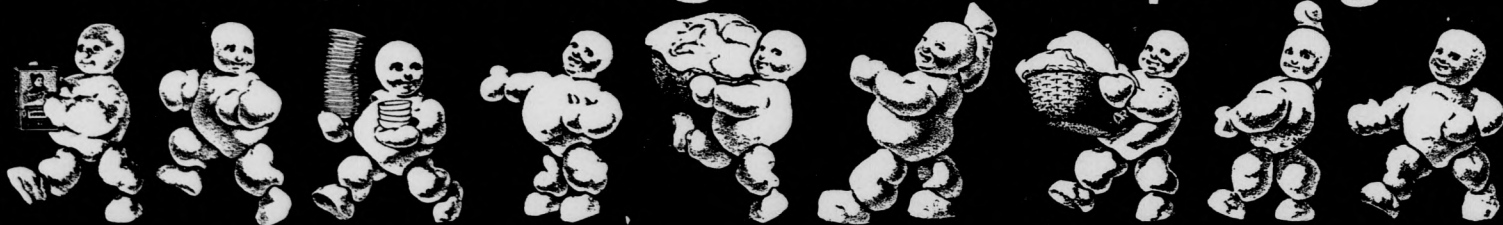
58 State Street, Masonic Temple

Chicago

Please mention Michigan Tradesman when writing



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

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ANYTHING IN IT?

Something like a generation and a half ago a great hue and cry was raised, and as a result the Bible was put out of the public schools. If memory serves, objection was made to the repeating of the Lord's prayer and that was stopped. "Tis the mind that makes the body rich," and the country, wide and high, was carried away with that idea. So for all these years the schools began without prayer or hymn and the children from 6 years old to 18 have lived the most important period of their lives without hearing the wonderful story of Bethlehem and of Him "who died to make men free."

For a generation and a half, then, these boys and girls, trained without a lesson and almost a thought of God, have taken their places in the world, and they are pretty well satisfied that they are getting along fairly well without God and whatever pertains to Him. Church? No; they do not need its so-called sacred offices. Baptism is a mere form, as senseless as it is meaningless. The marriage ceremony—it is simply a ceremony which a justice of the peace can go through with as well as a minister and with a great deal less fuss, and the journey to that bourne from which no traveler returns has to be taken anyway. Prayed over or unprayed over and so far as they are concerned, it seems to make mighty little difference which. Sunday is a much-needed day of rest—humanity could not live long without it—but all this talk of going to church, or "meeting," as most folks call it, is a weariness of the flesh. Prayer? It is something resorted to only when a man gets into a tight place and even then with no hope of any benefit from it. The whole thing is so much fol-de-rol; and so, for something like a half century, the fol-de-rol idea has prevailed.

And somehow the world and they that dwell therein are not satisfied. There is too much lawlessness in the land. The morning paper has too

much to say about unfaithfulness. Too much murder is going on. Scandal takes too much space in the daily news. The cartoonist finds graft and grab the subject of his pencil too often until, finally, society, looking itself squarely in the face, is wondering why.

WANTING TO GROW.

The small boy is never more pleased than when told that he is growing fast and will soon "be as big as his father." Our cities evidently share the same sort of pride, not a little rivalry being shown in certain sections. Yet the resident of the great city looks with disappointment upon the figures which show that the congestion in the great metropolis is not yet relieved. He would be glad to find that the crowded tenement districts were being cleared and their inmates scattered over the green fields. There would be a promise of hope in the fact that the cry of "Back to the land" was being heeded; and that the starving thousands were hastening to raise the grain and other food products which have of late been on the deficit side of the balance.

The desire to grow in business may materialize in the strong, lusty growth of the healthy child; or it may result in the congested state of the too-aspiring city. Growth in itself must come from within, but there must be room without for the expansion. There is such a thing as growing too fast in business and over-stepping the capacity. Trade, to be healthful and permanent, must be well balanced and backed up by capital and indefatigable energy. The house which outgrows its walls will suffer if new additions can not be made. But still more will the increased business suffer if the brain power which directs and fosters is not steadily applied.

We have seen those who worked up a good trade and then rested on their oars. This will never do. The power which brings a man into the flood tide of prosperity is needed to keep him there. To grow so fast that one loses strength is a misfortune every time.

LETTING GO.

When the boy Carnegie was still struggling to help in making a living in the motherland he and a playmate came upon the bright thought of peddling fruit. They invested in a small way and made it profitable. In continuing the method on a larger scale they encountered some toughs who were about to rob them of their goods. They speedily saved themselves by selling out to a local dealer and did not further tempt fortune through this channel.

There are many people in this

world who do not understand the art of letting go of a losing project. They may know that they made money through it once and are loth to give up the chance. They fail to take into consideration the fact that conditions have changed; that it is better to sell out and get back the amount of the investment than to court robbery from a band of toughs. They hang on until they are dragged down into the mire.

It is never safe to drift aimlessly and without keeping record of your progress. There are new features constantly gathering, all of which must be accounted for. When you see that a thing is not proving profitable, the first act should be to investigate the cause. This found, a remedy must be discovered. If there is no remedy, the proper thing is to let go.

There are many ways of effecting the release. A man who wanted to drop some telephone batteries from a fast moving limited trolley car knew better than to throw them from the platform. He did not even stand in the door and toss them gently to the roadside. He attached a firm cord, stooped over and carefully swung them out to clear the track holding them as low as possible. Then with the other hand he cut the cord and they dropped unharmed. Use the same precaution in letting go of the unprofitable. Drop it quickly but carefully. Take time to prepare for the severing and strive to effect it with as little disturbance as possible.

THE ABUSE OF JEWELRY.

If there is a single thing which creates a distaste for fine jewelry it is to see the wearing of it overdone. In moderate quantity it is a badge of refinement. When carried to the extreme it becomes a mark of vulgarity. Said a child recently: "I think Emma wears too many rings for a little girl. She wears four, one of them a diamond; she has three gold beauty pins on her dress, two on her hair ribbon, besides a large pin with a setting; two more on the large ribbon bow which sets off her sailor collar, and a brooch. She has no less than four locketts, one of which she wears every day."

It has been stated that the thief who snatches the watch temptingly suspended from the waist of the fashionable lady to keep his family from starving is not half so guilty as is she who flaunts the jewels in his face. As an article of service, every one who can afford it is entitled to carry a watch; but no man would think for a moment of stuffing his timepiece into his hat band that all might see he had one. Rings in moderation suggest gentility and an

appreciation of good taste; but to load any person down with them, especially a child, suggests a relic of barbarism.

If the offense is perceptible to others the harm done to the child is infinitely greater. Instead of prizing the jewel for what it is, it becomes but an "open sesame" to popularity. The child learns to regard dress as the main thing in life. Vanity comes easily enough at certain stages. It is certainly a shame for parents to coax it into the home. There is no harm in letting children wear some jewelry; and where a pin is needed to fasten the clothing the gold one may not be discarded. Although the rings are numerous, teach the little one to alternate rather than load the fingers. An over supply of any article rapidly depreciates its value.

THE PRESS IN INDIA.

Much of the trouble and unrest that until recently prevailed in India was due to the activity of the native press. In order to punish seditious publications the Indian Government imprisoned and punished the editors of the papers, but this course did not stop the publications, as the real editors found no difficulty in printing at the head of the columns of their journals the names of hired coolies, so that as fast as one was arrested a new one was found to take his place for a small sum.

Lord Morley, in an apparent spirit of conciliation, abolished this practice of imprisoning the editors, and a new press law was promulgated, which provides that each newspaper deposit with the government 500 rupees as a guarantee that no seditious matter will be published. As the government is the sole judge of what is seditious matter, the editors have promptly found that the publication of political matter is highly expensive, hence seditious writings have ceased to appear in the Indian press, and the country, as a result, is apparently tranquil. The law that on the surface looked like an extension of the freedom of the press has resulted in effectually muzzling it. The government of Russia might learn a useful lesson by the study of this Indian law, originated by Lord Morley, with a view to its imitation in its own domain, where newspaper and other literary criticisms are so embarrassing and troublesome.

A newspaper, in speaking of a deceased citizen, said: "We knew him as old Ten Per Cent.—the more he had the less he spent—the more he got the less he lent—he's dead, we don't know where he went—but if his soul to heaven is sent—he'll own the harp and charge 'em rent."

REVIEW OF THE YEAR.

Record Made By Michigan Retail Druggists' Association.*

Brothers of the Michigan Retail Druggists' Association—We are gathered in this beautiful city for our second annual meeting at the hearty invitation of our brothers here. The value of a good local organization is well exemplified by their society, and much of the conditions that exist in other places could be largely remedied if there were as good a city or county organization.

Of our members who were at the temporary organization at Grand Rapids a year ago last month two have answered the call of the grim Reaper—L. O. Loveland, of Muskegon, and Chas. M. Johnson, of Bulkley. Their interest and activity promised much for the future, and in their deaths we have suffered a real loss. Of what has been accomplished since our first annual meeting in February last, I will leave for the reports of the Secretary and the several committees. Had one prophesied that our membership would number over 500 in eight months he would have been thought to be on the way to one of the State institutions in this city; but the enthusiasm and interest at that time has continued and the Secretary, the Membership Committee and many of the members have been active, and to our brothers of the "grip" we are greatly indebted for members secured and interest aroused. It was practical "entertainment." I would call your attention to some sections of the pharmacy law: Section 3 says the Board of Pharmacy shall issue two certificates, that of registered pharmacist and of registered druggist. Until Michigan and a very few other states made this distinction the two words had the same meaning, and have to-day except in the eyes of the law. We have the N. A. R. D., the Chicago Veteran Druggists' Association and others. Interpreted by this section of our pharmacy law they are only associations of assistant pharmacists. Let us not be so illogical but get back to first principles and have it read as it should, viz., registered assistant pharmacists. Sections 27 and 28 relate to the sale of intoxicating liquors by pharmacists, and I believe it is as good a law as could be put on our statute books. But in local option counties this better law, both for the people and the druggist, is made null and void. In view of the freedom with which fire arms are used, especially to remove public officials, an act prohibiting their sale except on the prescription of a physician would be as sane as some parts of the present local option law. Yet I believe this Association should go on record in regard to the illegal sale of liquor, and together with the M. S. P. A. aid the Board of Pharmacy to enforce these sections. That the (so-called) saloon drug store may be made to take its proper place among the saloons and stop robbing the State of the \$500 annual license. I believe the display and the advertising of liquors should be discontinued. I

*Annual address by C. A. Bugbee at annual meeting at Kalamazoo, Oct. 4, 1910.

may seem radical, but I have no use for the druggist who thus prostitutes an honorable calling for the almighty dollar. I am glad that that kind is a small percentage of the retail trade, but their evil influence affects us all, and unless we take this stand we will have laws more stringent.

We have read and heard much of higher education, higher standing, etc. All this is commendable, and one intending to become a pharmacist should embrace every opportunity to better equip himself. But many of those I have mentioned have seen only the ethical side to the exclusion of the practical. It is refreshing to read an editorial in the Midland Druggist by Dr. Beal, a former President of the American Pharmaceuti-

es—that there is not sufficient professional practice in sight to afford a living income he must yield to the stern necessity of circumstance and seek additional profit from other sources. Nor do I see anything inherently wrong or discreditable in the selection of the commercial side of pharmacy for exploitation if the opportunities are more favorable in that direction. The man who prefers to be simply a merchant-druggist, provided he complies with the code which governs honest merchandising, is just as deserving of respect as the man who cultivates the professional side of pharmacy exclusively. In fact, if the druggist must be defective in either direction, it is less fatal to lack in professional attainments than in commercial ability. Men who are

writer's viewpoint, therefore, the merchant-druggist with a conscience is no less a legitimate member of the pharmaceutical household than the so-called professional pharmacist and no less entitled to take part in the family councils and sit at the family table.

If I were in the business of distributing contempt, my donations would not be to those who yield to the commercial necessity of mixing business with drugs, but rather to those whose noisy professions of ethical righteousness are constantly stultified by more or less secret practices that out-fake the worst of patent medicine fakirs.

I want to urge you to give active support to the N. A. R. D. and the A. Ph. A. Membership in each will be worth to you much more than its cost. I am glad to greet so many of you at this meeting and to feel that the druggists of Michigan are fully awakened to the necessity of conserving their interests.

I thank you most heartily for the support you have given me and the honors you have conferred. I ask your further indulgence during the time I shall preside at this meeting, and bespeak the same hearty support for my successor that you have given me.

Life in a Great City.

The crowd blocked the sidewalk and spread out halfway across the street.

Men struggled and almost fought to force their way through, to find out what was going on.

"What's the trouble?" asked a dozen voices.

The answers were unsatisfactory. It was a man in a fit. Somebody had fainted. Two newsboys were fighting. A woman had been run over by a delivery wagon. A pickpocket had been caught in the act.

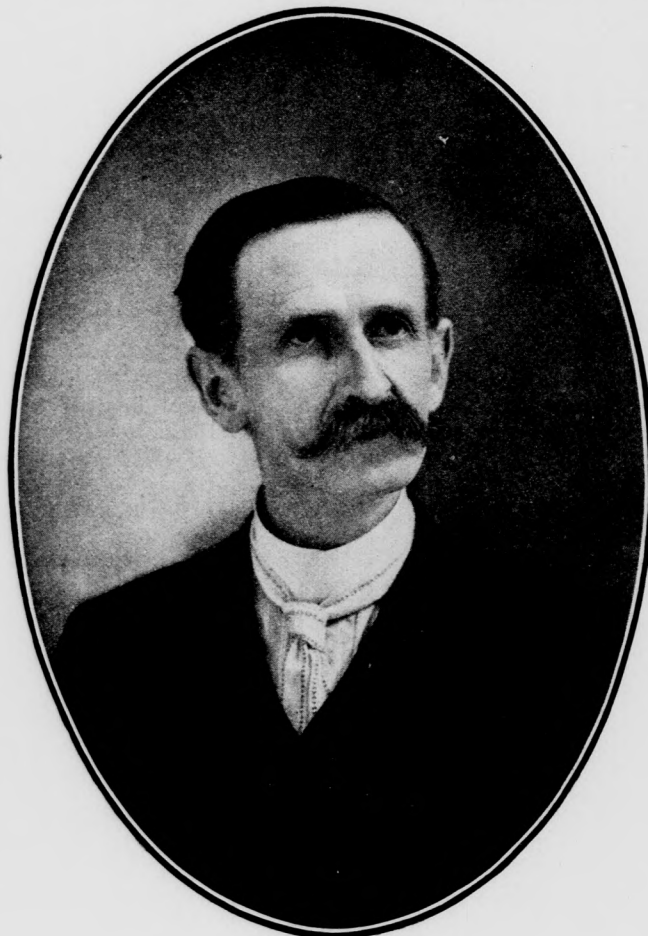
"Aw, g'wan, here! Move ahn!" vociferated a policeman, who was the last to arrive.

The crowd melted away.

Then the cause of the excitement was revealed.

It was a glazier, trying to break off half an inch from the bottom of a large pane of plate glass.

The man who has the habit of condemning himself in meeting is not likely to be rewarded with praise in heaven.



C. A. Bugbee

cal Association and a Professor in the Pittsburg College of Pharmacy. Under the heading, The Mantle of Ethical Charity, he says: "It does not by any means follow, as some teach, that there can be no ethical pharmacy save that which consists in compounding physicians' prescriptions and the dispensing of drugs and medicines in a purely professional way. Purely commercial transactions are no less within the scope of ethical consideration than those which are wholly of a professional nature. The pharmacist who is compos mentis will naturally seek to practice the kind of pharmacy that is practicable.

"By preference he may cultivate the professional rather than the commercial side, but whether he can make it yield him a livelihood depends upon circumstances not within his control. If his situation is such—and it will be so in a large majority of cas-

professionally qualified can always be hired; those who possess decided commercial ability usually hire other people. Apparently there is an incompatibility between high professional skill and executive business ability. The attainment of one necessitates quiet concentration of thought, laboratory experimentation and leisure for the searching of literature; the other requires the study of market reports, the planning of advertising campaigns and an alertness to all that makes for success in the hurly-burly of business competition."

In the present stage of the cutting of prices the average druggist can do little else than to continue the opposing ingredients and trust to a "shake label."

If he wishes to attain to the highest success he must specialize in one direction or the other. From the

A. C. McClurg & Co. CHICAGO

Our Holiday Line is located in the Leonard Exposition building, 27 North Ottawa St., Grand Rapids, from Oct. 3 to Oct. 15.

Samples for sale.

T. I. HUMBLE.

SELF-CONTROL.

The Last and Crowning Virtue of a Man.

When the Apostle Paul gives a list of the "fruits of the Spirit" he begins with love, runs through the list of joy, meekness, and the like, and ends with temperance. This word, temperance, is one of those terms whose meaning has been altered by time and customs. When we use it now we usually imply something in regard to alcoholic liquors. No such connotation was in the mind of the people who employed the Greek word Paul wrote in his day. They meant simply "self-control."

Love, then, is the first and self-control the last virtue in the order of development.

This is psychologically true. We are full, more or less according to our makeup, of forces. Out of the soul come desires, like strong currents of electricity, streams of power. It is foolish to call any of them bad. The Creator made them.

They are bad only as they lack the capstone virtue of self-control. A witty Frenchman said: "Our vices are our virtues carried to excess." This is easily proved. For a bad temper is merely a strong will uncontrolled. Ambition is good, but when it becomes loose and sloppy it is vanity and love of display; where it becomes overstrong it sweeps away principle and justice and kindness. Eating is good; uncontrolled eating, or gluttony, is bad. Bodily desires of all kinds are good; when ungoverned they become hateful and destructive. Fun is good; unregulated it may slip over into irreverence. And so on through the category.

What Makes a Real Man.

It will be seen when once we are accurate in our definitions that the use of alcohol has nothing to do with temperance; it is a medical issue.

So far from being evil, these forces are what make a man a real man. They are the steam in the boiler. No man can accomplish much that is not supplied with moral steam. Criminals are capable men with a screw loose. Nero was an unregulated Roosevelt. Aaron Burr was an Alexander Hamilton untamed. The quality that makes a blooded horse valuable makes him dangerous if you can not handle him.

There is only one alarming weakness you need fear in your child, weakness of will.

It is strange that our educational system trains every part of a boy except the part that needs it most. Man, in the text books, is made up of three parts, the intellect, the sensibility and the will. The school develops the intellect and nurtures the sensibility but lets the will go.

Sometimes you hear a mother say that her child's will needs to be broken. She'd better break his back. There is nothing he is going to need in this untoward world so much as plenty of will.

All joy is found in balance. Life itself is conditioned on equilibrium. Our bodies require a certain medium of heat; too cold or too hot, life is extinguished. Existence is bounded

on the north by one degree Fahrenheit, and on the south by another. Only in certain altitudes do we find the edelweiss, and only in certain warm spots the banana. The cactus grows in the desert, ferns in the shade and pond lilies in the water. Every form of life has its limits as to environment.

There are no poisons. A poison is a medicine in too large doses. One-sixtieth of a grain of strychnine is an excellent heart stimulant for weak people; a teaspoonful of it will separate a strong man's soul from his body in a jiffy. Your physician will give you the hundred and fiftieth part of a grain of atropia or belladonna; no one but a murderer would administer half a grain.

Control the Great Factor.

Fire is a friend or a fury. It is all in the control. What a cheery, homey and comfortable feeling is the glow of the hearth on a chilly day!

There is no safe and sure and easy method of attaining character. Every minute we must weigh and judge and decide.

There are a good many imitations of self-control on the market. For instance, there is stupidity. Many a fat head has gained a reputation for being a "safe" man, when as a matter of fact he never could be anything else. He is praised for self-control when he has nothing to control. Dr. Hale tells of a man who became famous for his wisdom in the Legislature simply by confining his public utterances to two speeches. One was: "There has been so much said and so well said that I can add nothing." The other, "I quite agree with the gentleman on the other side of the house."

There are many persons who are spoken of for their goodness who in reality are nothing. They have no force, no passion, no strong desires,

is rated high morally by the things he does not do. You have always been taught to look up to the Hon. Leading Citizen, because he does not drink, nor smoke, nor go to theaters, nor attend horse races, nor gamble, nor dance, nor swear. Far be it from me to intimate that these things are not wholly reprehensible. But why should the honorable gentleman boast that he does not these? Neither does a fence post.

What is it that he does? Virtue is positive, not negative. Does he feel for others, does he work, care, suffer and live for others? Are the strong tides of altruism running through him? Does his virile helpfulness encourage the weak, or his icy rectitude give them despair? Is he a town stimulus or a town bromide?

There has never been enough passion in the world. It is a great passion that makes a great man. It is the control of that passion that alone entitles him to be called a good man. The old earth is boosted forward not by the jelly fish, who feel nothing and avoid everything, but by those in whose hearts is a passion for justice, a passion for truth, a passion for humanity. Love is first and greatest of all. Add self-control and it becomes a joy forever.

Frank Crane.

Making Artificial Gutta Percha.

Artificial gutta percha, the invention of the Viennese Gentsch, came at a time when the natural supply of gutta percha was threatened with exhaustion, the forests of Malacca and the Malay archipelago, from which it is chiefly derived, having been destroyed wholesale by the natives. Five million trees were said to have been sacrificed for the sake of the precious gum within a period of a few years.

The artificial gutta percha is a mixture of tar, resin, rubber and mineral wax. First the resin, wax and tar are thrown into a kneading machine, steam being applied to keep the temperature at the proper point. Twenty minutes later the rubber, chopped into small bits, is added. At the end of three hours the mass is removed from the machine and passed through rollers, coming out in slabs a quarter of an inch thick—the finished material.

The substance thus produced has been found to serve for the insulation of wires and cables. It is made in this country, as well as in Austria, England and Germany. It seems to possess all the important characteristics of natural gutta percha, including the electrical properties of the latter, and it is said to be much cheaper than the real thing. For belting and various other industrial uses, such as the making of golf balls and toilet articles, it has proved satisfactory. Jonas Howard.

You can not tell a woman's age by her birthday.

The Man Who Knows Wears "Miller-Made" Clothes

And merchants "who know" sell them. Will send swatches and models or a man will be sent to any merchant, anywhere, any time. No obligations.

Miller, Watt & Company
Fine Clothes for Men Chicago

THE RECIPROCITY OF SMILES.

Sometimes I wonder why they smile so pleasantly at me,
And pat my head when they pass by as friendly as can be;
Sometimes I wonder why they stop to tell me How-d'-do,
And ask me then how old I am and where I'm going to;
And ask me can I spare a curl and say they used to know
A little girl that looked like me, oh, years and years ago;
And I told Mamma how they smiled and asked her why they do,
So she said if you smile at folks they always smile at you.

I never knew I smiled at them when they were going by,
I guess it smiled all by itself and that's the reason why;
I just look up from playing if it's any one I know
And they most always smile at me and maybe say Hello;
And I can smile at any one, no matter who or where
Because I'm just a little girl with lots of them to spare;
And Mamma said we ought to smile at folks, and if you do
Most always they feel better and they smile right back at you.

And when so many smile at me and ask me for a curl
It makes me think most everybody likes a little girl;
And once when I was playing and a man was going by
He smiled at me and then he rubbed some dust out of his eye,
Because it made it water so, and said he used to know
A little girl up in his yard who used to smile just so;
And then I asked why don't she now and then he said "You see—"
And then he rubbed his eye again and only smiled at me.

—J. W. Foley in Collier's.

Yet that gentle, ministering warmth is precisely the same agent that has raged like a fiend at great disasters.

So my body is at peace only when the air pressure upon it is around sixteen pounds to the square inch. If I go high enough for this pressure to be lessened or deep enough for it to be increased I become more and more miserable and finally die. I must eat not too much nor too little. My eye needs just the right amount of light; constant darkness or excessive light will destroy it. Either unbroken silence for too long a time or an excess of sound will injure the ear.

There is the same law of the mind. Concentration is good, over-concentration is insanity. Diversion is good, until it reaches the stage of dissipation.

A man therefore is like a mariner steering his boat between rocks and shoals, keeping the safe middle channel. There is no substitute for a wise

no fire and go. Their heads are stored with choice mutton. It is a travesty upon virtue to call such as these virtuous.

You're "Cunning King" Men.

Let the storm tossed and driven take comfort. You are the real kings, you are, as Carlyle says, the "can-ing, cunning king" men. For you the fires of creation were kindled. For you the wind blows and the stars shine. Sail on. Of course, you must stand at the wheel day and night, while the derelicts float by without a lookout, peaceful in their living death. Beneath you are strong waves and sea monsters, around you are storms and huge ocean craft like yourself freighted with responsibility; above you is the lightning. But it's life, life, life!

The world has too long praised mediocrity in character and worshiped at the shrine of the moral weakling. Goodness is eternally defined as being purely negative. A man



Movements of Merchants.

Thompsonville—A. J. Hamlin has opened a bakery here.

Mendon—G. A. Royer has sold his meat market to Mr. McGraw.

Cadillac—Rupert Bros. have succeeded B. L. Curtis in the meat business.

Owosso—D. M. Christian is erecting a three story annex to his general store.

Provement—J. Nolan, recently of Cedar, has engaged in the produce business here.

Eaton Rapids—F. W. Brown & Co. have opened an upholstering establishment here.

Mendon—William Clyde succeeds Guy Hamilton in the implement and coal business.

Coopersville—Herman Albers is succeeded in the bakery business by Talsma & Root.

Traverse City—E. Wilhelm has re-engaged in the dry goods and clothing business here.

Hubbell—Mrs. Joseph Surprenant will open a cigar and confectionery store here Oct. 15.

Scottville—W. H. Marsh, recently of Pentwater, will open a bazaar store here Oct. 15.

Elk Rapids—Uptegrove succeeds A. B. Dibble in the bakery and confectionery business.

Greenville—A. F. Johnson has opened a meat market in connection with his grocery store.

Marquette—Charles Lundstrom has opened a cigar, confectionery and stationery store on North Third street.

Rockford—Lewis Rector, recently of Cedar Springs, will engage in the implement and carriage business here.

Levering—Grover J. Clark is selling out his dry goods, notions and shoe stock and will retire from business.

Freeland—T. R. Reavey, recently of Caro, has purchased the interest of H. L. Smith in the Bank of Freeland.

Evart—R. Bowerman has sold his bakery to William Chase, who will open a restaurant in connection with it.

Ann Arbor—The capital stock of Guenther, Lee & Co., curtain manufacturers, has been increased from \$25,000 to \$75,000.

Central Lake—J. C. Shaw has purchased the grocery stock of F. E. Sissons and will continue the business at the same location.

Eaton Rapids—Eugene Strauk and George Glascoff have formed a partnership and will engage in the sausage manufacturing business.

Lansing—L. F. Morrison has sold his stock of drugs to Otis Jones, recently of Grand Rapids, who will con-

tinue the business at the same location.

Marine City—Terhune & Moore, dealers in fruit, have dissolved partnership and the business will be continued by Mr. Moore under his own name.

Cheboygan—The Cueny grocery store has been closed, the stock having all been disposed of. Will Cueny has taken a position in the Cueny hardware store.

Niles—The Kawneer Publicity Co. has engaged in the mercantile business with an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash.

Coleman—The Black Ash Independent Telephone Co. has been organized with an authorized capital stock of \$420, all of which has been subscribed and \$414.61 paid in in cash.

Lowell—The Marty-Wise Co. has sold its grocery stock to Fred W. Nelson, for several years past bookkeeper for the Tradesman Company. Mr. Nelson took possession Oct. 7.

Dimondale—Nelson & Johnson have sold the remainder of their general stock to the F. N. Arbaugh Co., of Lansing, who will remove it to that city and consolidate it with its own.

Corunna—M. L. Chase has sold his grocery stock to Seal Morse and Elvin Mills, who have formed a partnership and will continue the business under the style of Morse & Mills.

Owosso—Roth & Sullivan, dealers in men's furnishing goods, have dissolved partnership and the business will be continued by J. B. Sullivan, who has taken over the interest of his partner.

Lansing—F. S. Canrike has closed out his retail cigar business and will devote his entire attention to manufacturing and wholesaling cigars in the factory he is erecting at 219 Lathrop street.

Lansing—The C. H. Beardsley Co. has engaged in business to buy, sell and deal in jewelry, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Eaton Rapids—Smith & Smith, dealers in agricultural implements, have dissolved partnership and the business will be continued by Thomas E. Smith, who has taken over the interest of his partner.

Paw Paw—B. E. Bennett has sold his interest in the furniture stock and undertaking business of Bennett & Lake, to the senior partner, Charles E. Lake, who has admitted his son as partner and the business will be continued under the style of Lake & Son.

Cheboygan—Stephen Bilitzke, who has been absent from the city for several years, has rented the Siankiewicz building near the Farrell hardware store and the same is being fitted up now for his occupancy as a clothing store.

Cedar Springs—A. S. Mitchell is closing out his stock of groceries and will retire from business, having sold his dry goods stock to Waddell Bros. & Co., of Stanwood, who will remove it to that place and consolidate it with their own.

Charlotte—Stanley Wildern has purchased the clothing stock formerly owned by William H. Selkirk at Boyne City. Mr. Selkirk sold out to take a position as traveling salesman for a clothing house and may move his family to this city.

Casnovia—Glen and Herschel Clintsman have purchased O. D. Blanchard's stock of dry goods, shoes, groceries, etc., and added to it a stock of clothing and furnishing goods, and will conduct the business under the firm name of Clintsman Bros.

Petoskey—The C. A. Reynolds' estate, dealer in hardware and mill supplies, has merged its business into a stock company under the style of the Reynolds Hardware Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Battle Creek—A new company has been organized to engage in the general fuel, ice marketing and cold storage business under the style of the Young Fuel & Pure Ice Co. The company has an authorized capital stock of \$75,000, all of which has been subscribed and paid in in cash.

Lakeview—S. Gittleman, proprietor of the Quality Store, has formed a copartnership with Louis Gittleman and brother Abraham, and purchased the general merchandise stock of R. Gerred, at Blanchard, and the business will be continued at the same location under the management of Abraham Gittleman.

Eaton Rapids—George P. Honeywell, H. A. Boice and Ernest R. Moag have been chosen appraisers of the Carlton & Slayton bankrupt grocery stock, and as soon as possible after they file their report the stock will be sold. Several parties are awaiting an opportunity to make a bid on the stock and fixtures.

Marquette—The Anderson & Lindstrom receivership, which has been in effect for about two years, has been closed up this week by the sale of the firm's building on North Third street to Fred Donckers, enabling the firm to pay off their creditors. Mr. Anderson and Mr. Lindstrom have dissolved partnership, but will continue to conduct business, one a grocery and the other a meat market, renting the building bought by Mr. Donckers.

Detroit—The increased business resulting from the recent trip of the Wholesalers & Manufacturers' Association to the Upper Peninsula has influenced the Association in planning a similar invasion of Northern Ohio and Indiana. Although the details of the visit have not been perfected, it is understood that a tour of two or three days by trolley and

automobiles among the large business centers to the south of this city is being seriously considered by the members.

Manufacturing Matters.

Detroit—The capital stock of the Arctic Ice Cream Co. has been increased from \$25,000 to \$50,000.

Central Lake—The Central Lake Lumber Co. has decreased its capitalization from \$40,000 to \$20,000.

Traverse City—The capital stock of the Cookerette Co. has been increased from \$100,000 to \$135,000.

Greenville—The Moore Plow & Implement Co. has increased its capital stock from \$25,000 to \$75,000.

Elk Rapids—The Petoskey Crushed Stone Co. has increased its capital stock from \$30,000 to \$105,000.

Freeport—The Freeport Foundry & Machine Co. has been organized and will engage in business about November 1.

Detroit—Parke, Davis & Co. paid a quarterly dividend last Saturday on its capitalization of \$7,600,000, distributing \$190,000.

Sherman—The Brown Chair & Upholstering Co. has been incorporated with a capital stock of \$20,000. The building now being erected will be ready for occupancy Dec. 1.

Richmond—The Richmond Lumber Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$7,000 being paid in in cash and \$8,000 in property.

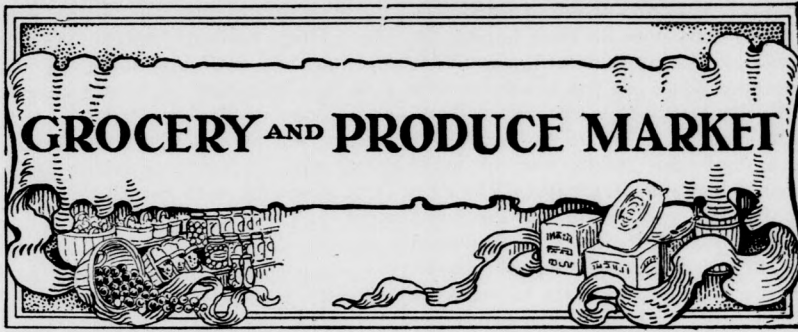
Kalamazoo—The Grand Rapids Cigar Box Co. has discontinued its branch here and C. E. Mason, who acted as manager of the branch, will engage in a similar business on his own account.

Battle Creek—A new company has been incorporated under the style of the Franklin Iron & Metal Co., with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$260 paid in in cash.

Wayne—The Connolly-Papke-Fisher Co. has engaged in the manufacture and vending of knockdown shipping cases, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and paid in in property.

Rose City—A new company has been organized under the style of the Rose City Chemical Products Co., with an authorized capital stock of \$50,000, of which \$27,210 has been subscribed, \$1,300 being paid in in cash and \$11,200 in property.

Detroit—The Melville Clark Piano Co. will engage in the retail business in this city, having purchased the Clough & Warren Co. stock of 1,400 finished and unfinished pianos and player pianos from the receiver, the Detroit Trust Co. The Melville Clark Co. occupies the location formerly used by the Clough & Warren Co., 213 Woodward avenue, second floor, and Leonard Davis is the manager. The Melville Clark Co. for some time has been looking for a retail location in Detroit, and, settling upon the Clough & Warren store, made a low cash offer for the stock, the receiver accepting this, as the Melville Clark Co. is financially strong enough to handle the proposition.



The Produce Market.

Apples — Maiden Blush, Wealthy and Alexander varieties command \$1.50 per bu. The quality is good, but receipts are small.

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

Beets—50c per bu.

Butter—The receipts are about normal for the season and the quality is very fancy. The consumptive demand is very good and the market conditions are healthy throughout. Prices are unchanged all along the line. The outlook is for a good steady market for some little time. Local handlers quote creamery at 30c for tubs and 30½c for prints; dairy ranges from 20@21½c for packing stock to 23@25c for No. 1.

Cabbage—65c per doz.

Cantaloupes—Michigan osage, \$1.25 per bu.

Cauliflower—\$1.25 per doz.

Carrots—50c 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 current arrivals is very good and they are meeting with ready sale at top prices. The consumptive demand is about normal for the season and the outlook is that it will continue good, with probably a slight advance in prices. Local dealers are paying 24c f. o. b. shipping point.

Grapes—24c for 8 lb. baskets of Worens, Concord and Niagaras; 20c for 4 lb. basket of Delawares; Malagas, \$5 per keg.

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

Lemons—Messinas, \$5.50; Californias, \$6 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; other sizes, \$5.25.

Peaches — Smocks and Lemon Frees, \$1.75@2 per bu.

Pears—Duchess, \$1.50@1.75; Keefers, \$1@1.25.

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

Pieplant—75c for 40 lb. box.

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

Potatoes—The market has declined to 35@40c at outside buying points.

Poultry—Local dealers pay 11½c for hens, 11½c for springs; 7½c for

old roosters; 11c for ducks; 8c for geese and 13c for turkeys.

Quinces—\$1.75 per bu.

Radishes—12c for long and 10c for round

Spinach—65c per bu.

Sweet Potatoes—\$2.25 for Virginias and \$2.75 for Jerseys.

Tomatoes—65c 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 — Michigan home grown command \$2 per bbl. for 8, 10 or 12.

The Grocery Market.

Sugar—The demoralization of the sugar market has been an unexpected windup to a season remarkable for the strength displayed by raws, the Southern planter enjoying, despite the big crop, one of the best years in his experience. Speculation in Europe, which carried away the conservative circles with the idea that a dearth of actual sugar might be witnessed, has caused existing conditions. The best crop abroad promises to be over 7,000,000 tons, or more than last year by about 1,000,000 tons. Under these circumstances it is not surprising that London should break 1s 9d in a week, although the severity of the decline took sellers of raw sugar here off their feet, explaining the reduction of raws of 29 points on a few transactions. Refiners are now in a position to dictate and it remains to be seen what will happen when the pressure of unsold cargoes, including Javas, become available. Two are already in the port of New York and there are fully 100,000 tons on the way available for this country. A reaction would not be strange after so sudden a decline, but the outlook does not favor permanent recovery. The question now agitating the trade is when the refiners will cut the price of granulated, since the margin over raws is more than a cent. Distributors naturally argue that they will get their withdrawals cheaper by waiting and this has caused business to decrease to a minimum. Indications for an early break are no better than they were at any time last week, still the local trade thinks it will come in the near future and are pursuing a waiting policy.

Tea—The market remains firm in all lines, especially in low grade Japans. The Japan arrivals are considerably behind last year to date. Nibs are very scarce and not enough produced to meet the demand.

Coffee—There is little change in

the spot coffee market, which continues quiet, with business of a light jobbing character. The waiting tactics of the country are due to importations, as a large number of roasters have several weeks' supply. Other distributors are going along hand to mouth and paying the price. Prices of Brazils are not being shaded to any extent, as the local market is comparatively lower than primary points. The buying back of cost and freight contracts by the largest spot holders is taken as showing the strength of spot coffee.

Canned Fruits — California fruits are having a steady sale in a jobbing way and the tone of the market is firm. Southern peaches have been active of late and under lighter offerings the tendency of prices has been upward. Second yellows, which offered freely three weeks ago at 85@87½c, have been sold within the past few days at \$1 f. o. b. Baltimore. There has been a similar advance in pie peaches. Gallon apples remain strong, but the market is quiet, buyers seeming to be reluctant to meet packers' views on prices.

Canned Vegetables — The tomato market in the East has developed a firmer feeling, and it is reported that packers are asking 77½c f. o. b. factory for standard No. 3s, their own label, and 80c for buyers' label. Gallons are firm at \$2.60 factory. The tomato pack in the East is about finished and one of the largest packers in Harford county says that fully 50 per cent. of the canners in that vicinity will close their factories this week. The trade seems to realize that the situation is serious, and the prices not prohibitive, judging from the amount of business that is being done. Reports from the tri-states territory indicate that the total output of tomatoes will be considerably below their early estimates. One of the best posted men in Baltimore in speaking of the shortage of raw tomatoes says: "We have 250 acres of tomatoes under contract for this factory and our people say that they will give us 4,500 baskets more this week, which will wind it up. This will be less than four tons per acre for the season. We have 350 acres for another factory and they will wind up this week as well. That acreage will average less than four tons. Our yield per acre last season was between six and seven tons average, nearly seven, and this year it will scarcely reach four." Trading in corn was rather quiet, and the feeling continues to be easy. Sellers as yet have shown no inclination to accept lower values, but buyers are holding off until something develops in the way of weakness.

Canned Fish—There is a strong and advancing market for spot salmon. Sales of pink have been made in lots of 250 to 500 cases at \$1.15 and that is now said to be the inside price, although it is understood that at least one jobbing house would be willing to book orders at \$1.12½. Alaska reds are scarce and firm under a steady consuming demand. Nothing is offered below \$1.75 and some sales have been made at \$1.77½. Columbia River Chinooks and Puget

Sound Sockeyes are in light supply and prices have an upward tendency. There are no changes in the domestic sardine situation. The run of fish has been somewhat larger, but the demands of consumption have more than equaled the supply. For quarter oils \$3.25@3.50 f. o. b. Eastport is asked, as to brand, for keyless, while key opening cans were held at \$3.50 and up, as to seller. For three-quarter mustard \$2.60 f. o. b. Eastport was quoted as inside. Imported sardines are firm, owing to reports of a light catch in the primary market and small stocks.

Dried Fruits—It is now apparent that prunes will run to much larger sizes than anticipated and already there is a scarcity of the 60s and smaller. Most of the demand at present is for the small sizes, and consequently these are relatively firmer than the larger ones. Some of the smaller packers are inclined to shade on the large sizes, but there are not many of them, as but few have any surplus. It is estimated that there are not more than 1,500 tons of prunes left in growers' hands, which is a small percentage of the crop. Late advices from the coast state that the damage to the raisin crop by rain did not prove to be very serious and that only 5 to 10 per cent. of the crop was destroyed. It is estimated that 20 per cent. of the crop escaped the rain altogether, having been dried. The remainder of the crop was rained on, but favorable weather since has been of wonderful help, and it is believed that the reduced tonnage will not amount to more than 10 per cent. No serious injury to the quality is anticipated, especially should the weather continue to be bright and hot. The rain, however, will make it impossible to turn out as many layers and clusters as usual. Trading in evaporated apples has picked up materially on the coast and prices show a rising tendency. Most of the recent buying has been for shipment to Texas. Peaches are without animation and the market is rather easy, although there has been no quotable change in prices. Late advices from the coast indicate increased pressure to sell on the part of the packers. With light supplies here and on the coast the market for apricots is strong.

Nuts—Announcement of the opening prices on California walnuts drew attention away from dried fruits last week and interest in the latter was the lightest it has been in some time. The prices named on California walnuts, while high, were about as expected, and the trade was not afforded a surprise. Buyers showed some hesitation at first in confirming the prices, but in reviewing the situation most of them came to the conclusion that they were not unreasonably high, and the possible quarantine on the port of Naples which would tend to bar out shipments from that country drove a number of the conservative ones in.

Rice—The market is quiet. The disinclination of Southern mills to meet local buyers' views keeps business dull, apart from the fact that supplies are ample for the present demand.

INDIANA ITEMS.

Business News From the Hoosier State.

Indianapolis—Tired but happy, the "boosters" of the Indianapolis Trade Association returned home last Friday night, having finished a five days' tour of Southern Illinois, conceded to be the most successful trip in the history of the Association. The boosters visited forty-five towns and the reception accorded them was, without exception, cordial and generous in the extreme. The business men of the various communities met the Indianapolis men more than halfway. The unanimous opinion was expressed before the party broke up that Indianapolis manufacturers and wholesalers will profit greatly through the Illinois excursion; that great good has been accomplished for this city in the way of advertising, which, like bread cast upon the waters, will return bountifully.

Bowling Green—The new Boyer flouring mill will be ready by October 15 and its completion will be celebrated by the people. Congressman Ralph Moss will speak. The mill will be one of the most modern of any in this part of the State. It will have a forty-barrel daily capacity.

Terre Haute — The Vigo County Growers and Shippers' Association has divided among its fifty members \$2,000, which was saved this year on shipments of gardeners' produce by making shipments in common. The Association was formed seven years ago and it is estimated that a saving of \$20,000 has been effected in that time. The larger part of the shipments are to the Chicago market.

Ft. Wayne—Eleven of the largest merchants in the city, representing each a different line of articles, have formed themselves into a combination to be known as the Associated Merchants of Ft. Wayne for the purpose of doing a mail order business throughout Northeastern Indiana, and last night issued from the press their first semi-annual catalogue and mail order shopping list. Fifteen thousand of the books have been printed and will be given immediate and broad circulation. By the arrangement out-of-town buyers are given a complete list of all kinds of articles of clothing, shoes, jewelry, furniture, pianos, drugs, millinery, hardware etc., even better than could be afforded by a single great department store.

La Grange—John P. Caton succeeds Caton Brothers in furniture and undertaking and is now in sole charge of the store. Claude H. Caton is in the West looking for a location.

Indianapolis—The Committee arranging for the merchants' buyers' meet in this city Oct. 18, 19 and 20 will meet soon to complete the details of a programme which is expected to attract several thousand retail merchants from all parts of the State. This will be the second of the buyers' entertainments by the Indianapolis Trade Association, and because of the timely season it is believed that the attendance will be even greater than that held by the

Association in the early summer. Harry T. Hearsey is at the head of the Entertainment Committee, which will have in charge the concert, smoker and the theater party, and Raymond P. Van Camp is chairman of the Committee that is arranging the industrial parade. A preliminary explanation of the plans has been received by the members of the Trade Association, in which it is stated that this is the first event undertaken by the Association in which every member may have an active part. Mr. Van Camp has asked all the jobbers and manufacturers to make suggestions as to how the industrial parade may be made the most effective. His Committee expects that every business concern connected with the Association will accept the opportunity of making a display in the parade. There is to be no limitation as to the nature of the representation. Some of the concerns are already planning elaborate floats, while others have signified a large truck or automobile filled with their products. The parade is intended to be not only instructive and entertaining to the visiting merchants, but it is believed it will impress the citizens of Indianapolis with the extent and importance of the jobbing and manufacturing market of this city. The parade will be at night and the line of march will be through the downtown streets. At least a thousand of the finest draft horses in this city will be in the line, and the number of automobile trucks will make a novel display by themselves. As the parade will be primarily for advertising the local industries, those interested will probably spend considerable money to make the best of the opportunity. A theater party will be given on one of the three evenings, when a local theater will be reserved for the members of the Trade Association and their visitors. The other two evenings will be given over to an entertainment which will be a smoker, concert and vaudeville combined. The special advantage of this form of entertainment will be the social features, as it will offer an opportunity for visitors and local business men to become acquainted. Chairman Hearsey will appoint several committees, which will be in direct charge of the various features of these entertainments. No special entertainments will be arranged for the daylight hours of the three days, but arrangements will be made for conveying the visitors by automobile to such factories and wholesale houses as they may desire to visit. Special "seeing Indianapolis" excursions will also be planned, which will save time for the visitors who desire to visit a number of the industries while here. These buyers' seasons have been successful in a number of the larger cities, where commercial organizations have been conducting them for several years. Not only are large crowds attracted to these cities, but the wholesalers and manufacturers have found that their business has been materially increased. Such a plan as that now outlined by the Indianapolis Trade Association offers a special inducement to the retail merchants, in the

various cities and towns, to come direct to market to do their buying, instead of placing their orders with the representatives of the concerns who call on them. The merchants themselves find it of value to be able to look over the stocks and to make their selections personally. The lines of holiday goods will be especially attractive at this season. Committees of the Trade Association will be on duty at the headquarters to welcome the visitors and give them any special information they may desire.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 3—Inactivity characterizes the spot coffee market. Prices are well sustained but buyers seem loath to take supplies much if any ahead of current requirements. Some seem to think the top has been reached and crop estimates are taken with some allowance. In store and afloat there are 2,971,540 bags, against 3,758,773 bags at the same time last year. Rio No. 7 in an invoice way is quoted at 113½c. Mild grades are firm but the buying movement is rather quiet.

The tea market is firm. Reports from primarily points are of a nature to encourage sellers and the strict inspection here permits no trash to come in. Orders have come to hand from many parts of the country and proprietary brands especially are doing well.

Refined sugar is fairly steady. Buyers seem to think there ought to be some reduction, as the difference between raws and refined shows a profit of over a cent. It takes two to make a deal and refiners seem to hang tenaciously.

Rice is quiet. Buyers take the smallest lots they can get along with. Southern mills seem unwilling to accept offers of our buyers and the market is moving slowly. Prime to choice domestic, 5¼@5½c.

Little trading is going forward in spices, but quotations are firmly adhered to and the buyer who expects to pick up "job lots" will find them pretty scarce.

Molasses is meeting with about the usual call. The market is waiting for new supplies and with cooler weather we shall doubtless see an improvement. Syrups are quiet. Buyers look for a decline. Fancy, 27@30c. Stocks are only moderate.

Canned goods are not moving with the activity desired. Maybe the hot weather has had something to do with it. Maryland 3s, tomatoes, can be had at 75c for standards f. o. b. factory and at this figure the supply seems ample. Some are asking 77½c. Corn is steady, with very little movement.

Butter is moving rather slowly. Creamery specials, 30½c; extras, 29c; imitation creamery, 24@25c; factory, 23½@24c for June firsts; current make, 23c.

Cheese is firmly held, but trading has been rather limited. Full cream, 15½@17c.

Eggs are in rather free supply and the general situation is quiet. Best Western white, 26@28@32c; fresh gathered, selected extras, 29c; extra firsts, 26@27c.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Through the efforts of the Commercial Club of Kalamazoo the Michigan Central has promised to see what may be done toward providing a rest room for women at the Michigan Central station.

The burning of the Wm. Horner flooring plant and lumber yards at Reed City may prove a serious loss to the town, as well as to the man directly affected. Mr. Horner gives no assurance that he will rebuild, on account of the lessened lumber supply. The Reed City Board of Trade has the matter under consideration.

Under auspices of the Chamber of Commerce, Jackson, the manufacturers of that city will give an Industrial Fair Oct. 25-29.

Another million dollar manufacturing concern has been organized at Lansing. Motor trucks will be made in the old Bement plant.

Pontiac begins to see the need of acquiring land for park purposes and the Commercial Association is urging the Council to take action without further delay.

The Toasted Corn Flakes Co., at Battle Creek, will expend \$300,000 in enlarging and improving its plant.

The Board of Trade and city officials of Saginaw would like to see a union station there and the matter of joint terminal facilities will be taken up with the railroads.

Plans are being considered at Bay City for the formation of a young

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

and aggressive business men's organization.

Saginaw's third annual Industrial Exposition was a success and plans are already under way for another show next fall.

Cadillac has been expecting to see dirt turned this fall in construction of a new station by the Ann Arbor Railroad, and the report now made that the work will not begin before spring is causing many of the citizens to boil with indignation. It is a case of "hope long deferred, which maketh the heart sick."

Pontiac is on the up grade industrially. Four factories and an office building are to be erected this year in the southern section of the city.

Better mail service by the carrying companies, the parking of Washington street between Fourth and Fifth streets and more houses for working men are among the matters being considered by the Grand Haven Commercial Men's Association.

Water from private wells in Lansing is declared a menace to health by the City Physician. He states that typhoid fever almost invariably may be traced to use of this water.

Detroit is clamping down the lid on noise. The police department began enforcing the anti-whistle ordinance Oct. 1 and the boats, railroad locomotives and factories must not screech unnecessarily, while the time of ringing school bells has been materially shortened. The only serious protest thus far has been from factory owners, who state that a large number of workingmen do not use alarm clocks, but depend on the whistle mornings.

South Haven's harbor has been improved, which means an industrial uplift for that city.

Almond Griffen.

Some More Nature Fakes Exposed.

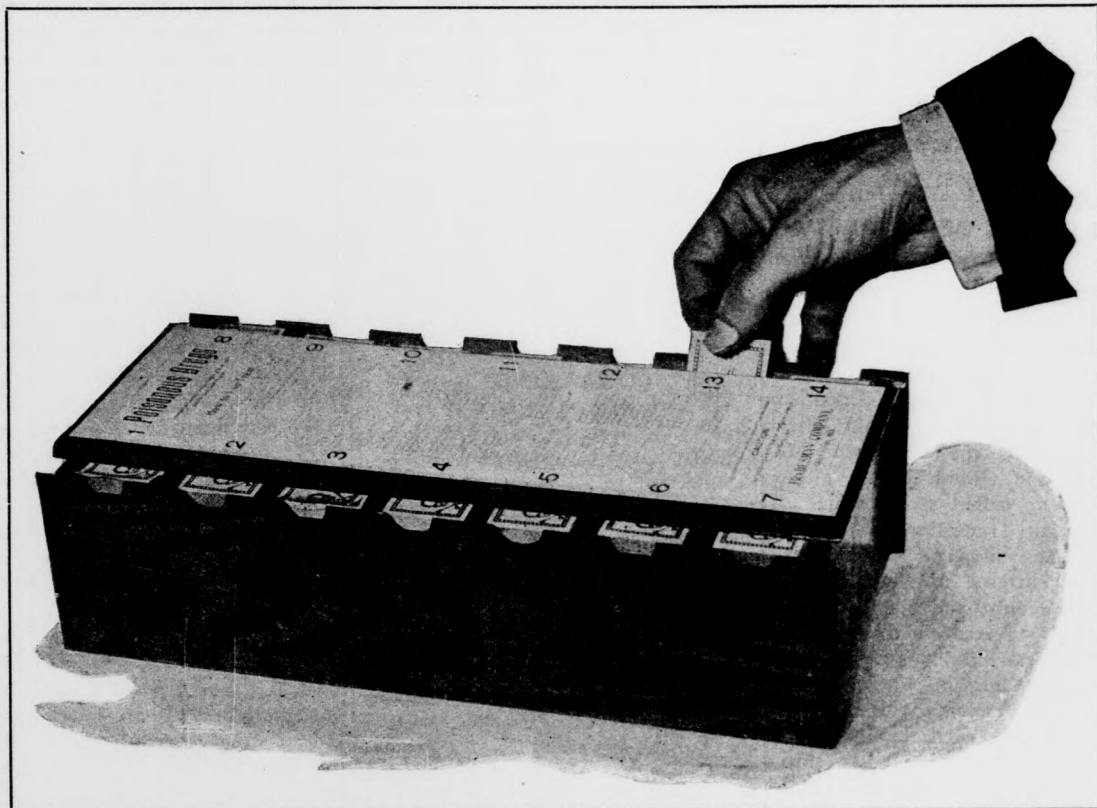
An English scientist who has been observing the habits of the cobra in India has declared that all stories as to the reptile's love for music are fakes. He admits that music will bring the cobra's head out of his hiding place, but also he says that any kind of high-keyed noise loud enough will act in the same manner in bringing it from its burrow. Beating with a switch on the ground, rattling a chain, or any high-pitched sounds catch its ears and curiosity causes the snake to do the rest. It pays no attention to the pounding of the bass drum or to the lower notes of the flute. As to the reptile's power to fascinate birds with its eyes, Dr. Barnard brands the statement as imaginary.

Pure Radium at Last Produced.

Mme. Curie and M. Debiere have presented a joint resolution to the French Academy of Sciences announcing that they have succeeded in producing a pure radium. This metallic radium which has been secured by isolation of foreign matter is a brilliant white, turning black on exposure to the light. It will set fire to paper, decomposes water rapidly, and adheres to iron.

It is curious that the bum never looks on himself as a bum.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

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

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

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

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

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

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

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

Tradesman Company GRAND RAPIDS,
MICHIGAN



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
Grand Rapids, Mich.

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Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 5, 1910

THE FRUITS OF UNIONISM.

When the men who conceived and carried into execution the despicable crime at Los Angeles are finally apprehended it will be found that they received their inspiration from the office of John M. Lynch, President of the International Typographical Union, at Indianapolis. When Mr. Lynch was in Grand Rapids a few years ago he called at the office of the Michigan Tradesman—which has been an open shop for over twenty years—and uttered sinister threats against the editor and his associates. During the conversation the adamant attitude of the Los Angeles Times in standing up for industrial freedom was incidentally mentioned, when Lynch remarked that before he vacated his present position he proposed to show the non-union printers of this country that the Times office was not a safe place for any printer to work in. In the light of last week's experience, this remark has peculiar significance. Mr. Lynch would probably now deny having uttered the threat, but as the denials and protestations of union leaders have always been taken with a degree of allowance, the remark may be permitted to go down into history as the forerunner of one of the most brutal assassinations ever undertaken in this country.

The dastardly deed of the unions will have the opposite effect from what the union leaders contemplated. Instead of making men afraid to work in open shop printing offices, it will make them all the more determined to espouse and champion the cause of industrial freedom, thus adding to the strength and influence of those who stand out boldly in defense of man's right to independent thought, independent action and independent living. The man who takes any other position stamps himself as a vassal and a slave—an object too mean and small to keep company with any but union sneaks, liars and thieves.

With the rank and file of union printers the Tradesman has no controversy. Every union printer who is a good workman admits privately that he is in the union through coercion

and that he would not stay in the union an hour if he did not fear bodily injury and the destruction of his home by incendiarism. The men who create and perpetuate this fear are the walking delegates of the union, who can not continue to live without work unless they keep up a propaganda of coercion.

Gompers and Lynch pretend to the newspapers that they abhor incendiarism and murder, but they preach it privately to their associates and laugh behind their sleeves over the manner in which they dupe Graham Taylor, Lyman Abbott and other well-meaning men by pretending to be law abiding citizens when they are constantly plotting against the lives of men who refuse to bow the knee to union bondage. These fiends in human form will ultimately be unmasked, and when they are the men who have listened to their palaver and taken stock in their hypocritical pretensions will feel the same resentment toward them that men do who have bumped up against the real thing and can see through the hypocrisy and double dealing of these assassins of character and human life.

WALKING.

Walking as a business may not appeal to the average business man; yet walking as a recreation should appeal to him and to his family if he would keep the physician from the door. The machine becomes a curse when it removes the incentive to walking. The habits of luxury must all give way to activity or they become an injury.

Look at the physical condition of any of our old pedestrians. One may say that they can walk because they are in perfect health; yet they will reverse the statement and tell you that they are in this perfect health because they walk.

Those who can walk have many advantages which they do not at the time fully realize, yet which are sure to become apparent at some time in life. Said a Niagara visitor, "The first day we were there we rode and pitied those who walked; the next, we walked and pitied those who rode." And the trip around Goat Island alone, the foot path leading and keeping near the water's edge, the drive affording in many places but glimpses of it, sufficiently established the point.

Walking is the very best exercise, unless it be bicycling, which includes much walking if the road be hilly. It takes one out in the open air. It permits innumerable halts. This is the season paramount for getting into practice. The cool autumn days need the sharp glow of exercise to render them ideal.

Loose clothing and common sense shoes are a necessity to comfort. Get some definite aim—hobby, if you please—and exercise it in your spare moments. A brisk morning walk is the best tonic; the best nerve; the best blood purifier; the best antidote to indigestion. If you do not get more enjoyment from it than nursing your aches and striving for the morning nap which refuses to come, we are no good prophets.

OVERDOING.

There are channels in which this little word seems entirely superfluous; where the current of human action is never strong enough to endanger any cause or its power. But as applied to the world's work there are many instances when we are decided losers simply because we overdo. Some of the early oil wells, when they first began to fail in their production, were blotted from the map by drilling down so far that they ceased to flow. People did not understand the theory of production, and argued that if it were good to go deep it was better to go deeper. In the magazine world we have recently witnessed a similar catastrophe. Some excellent publications have discontinued or merged into others because there were already too many in the field.

It is the same way through life. One man starts up an eating room in a lone place at the junction of two railroads and makes a good living. Another witnesses his prosperity and starts another house across the street. There are only enough patrons in the locality to support a single establishment and the plan fails, simply from the overdoing.

We anticipate sales for a certain class of goods and buy accordingly, but it is never safe to carry this purchase beyond a certain limit. Trade may be worked up, but it must be done with caution. It may require the education of the public, their increased financial ability or local needs. It is never wise to attempt anything on a large scale until we have first tested it on a smaller one. The public will adhere to this process and an attempt on our part to expand too rapidly may prove disastrous. Prove your goods, pave your way, have the enlarged supply at your finger tips, but be cautious about overdoing. See how the cargo now on is being unloaded before taking on a heavier one.

DON'T ZIGZAG.

There may be grace in the motion of the boat up and down in the waves, but it is the swift down current which takes it to the destination. The old worn rail fence has done good service, but it has been forced out of commission by the woven wire and other forms which take a direct line, with the conservation of time, material and space. The zigzag course may bring you out of the forest, but it is a slow, laborious, uncertain process.

Life often assumes a zigzag course at its commencement and sometimes keeps it up to the finish. At the start there are obstacles encountered and a deviation from the straight line to avoid them. We go around them when we should surmount and press them down. If they are frequent the path is abandoned, only to find that the next one has as many. But having once abandoned the original, the temptation grows to test others, and still more. And in the end we fall into a hopeless maze.

Although there are fluctuations in conditions, keep straight on in your course. The cotton boll worm may

make temporary havoc with the prices of muslin, but there will always be a demand for it. Coffee may go "out of sight," but the coffee drinker will not despair; why should you? Because there is small profit in a staple article now do not shift to something else. The man who sold his cattle and bought sheep when wool and mutton were at the highest notch soon found out his mistake.

Look carefully, measure the ground and take your bearings before starting. Having once made the start, do not allow ordinary obstructions to deflect you from your course. Every time you turn aside it means a partial retrace. Curves may be graceful from the artist's point of view, but the artist is proverbially known as an impractical man.

OUR VOCABULARY.

A recent magazine article which made the statement that the "average child of six or seven has a vocabulary of two or three hundred words; the average small retail merchant uses 400 or 500 words in his business dealings," has attracted considerable criticism. Some declare that a child of educated parents knows several thousand words, and that it would be impossible to carry on business with the limited number mentioned above.

Replying to this, Dr. Roberts, whose work was described in the article, comes to the rescue with the increase of the child's vocabulary of words which he used to 300 or 400, though he may recognize many more as used by others. The distinction should be made between the words known and used.

As to the merchants, he declares that the figures are accurate. "There are scores of men in New York City who do a flourishing business with less than sixty words. I know a Greek, whose profits average \$300 a month, and the medium of communication between him and his English speaking patrons does not comprise 300 words. It is not a question of the number of words the average American retail merchant knows, but the number he uses in the transaction of his business day by day."

How extended is your own vocabulary? Is it allowed free range among the words you know or is it limited to the narrow range absolutely necessary? It has been said that no two words in our language are exact synonyms. There are different shades of meaning in words popularly used as such. The better our mastery over words, the larger the vocabulary at our command, the more efficient will be the service. We may sell goods with the 300 words of the Greek, but will it not be more satisfactory to ourselves, as well as our patrons, if we make a practice of speaking English fluently, concisely and to the point?

Some men think they are going ahead because they dodge around so much.

You can not warm your house with gingerbread on the front.

You can forgive a little mind if it is offset by a big heart.

OUT AROUND.

Trade Excursion of the Grand Rapids Wholesalers.

The Grand Rapids wholesalers' fifth annual trade extension excursion was into territory that is naturally and logically tributary to Grand Rapids as a trade and financial center. The route was laid north on the Pere Marquette to Bay Shore, in Charlevoix county, with side trips on the cross lines to Whitehall, Hart, Ludington, Manistee, Frankfort and Honor. Thirteen counties were touched, but only nine were explored, and there were the outer tier of counties up the lake short and around Grand Traverse Bay, together with Lake, Newaygo and Northern Kent. This territory is friendly to Grand Rapids, regards this city as its natural trading base and in all the fifty towns visited gave the emissaries of business as cordial greetings as could be desired.

The purpose of the trip was not merely to get a line on present business conditions. An even more important purpose was to study the prospects for the future. What the sixty business men who went on the excursion saw and learned pleased them as to the present; it opened their eyes as to the future as no amount of literature or the testimony of third parties could have done. They came home deeply impressed with the splendid possibilities of Western Michigan as a farming, fruit growing and stock raising region, a region of wealth and prosperity based on what can be taken from the soil. A few years ago, within the memory of most of those who took the trip, Western Michigan was noted chiefly for its lumber. The standard of value in those days was expressed in terms of stumpage. The lumbermen harvested one crop. It was a magnificent crop, which had required a century to grow and which it would take another century and favorable conditions to replace. The lumbermen left the land stubbled with stumps and strewn with underbrush, and for years these lands were regarded as not of enough value to warrant paying the taxes. Now they have a value, and in recent years as the worth of these lands has been demonstrated these values have been rapidly increasing, with every indication of still greater increase in the future. These lands are being taken up, cleared of their stumps and underbrush and converted into farms and orchards. The people who are doing this are sturdy, nervy and optimistic. They are a people who are putting intelligence, science and modern methods into their work and they are converting Western Michigan into a vast and beautiful garden, with a producing capacity great enough to feed a nation. There are in this district strips of poverty soil which no amount of labor will make worth while, but there are thousands and thousands of acres still in the stump, which need only to be cleared and tilled to be as productive as any land the sun shines on. It is the good land that is being taken up for the most part, and instead of one crop

a century, such as the lumbermen harvested, this land when developed will yield annual crops even greater in value than was the pine.

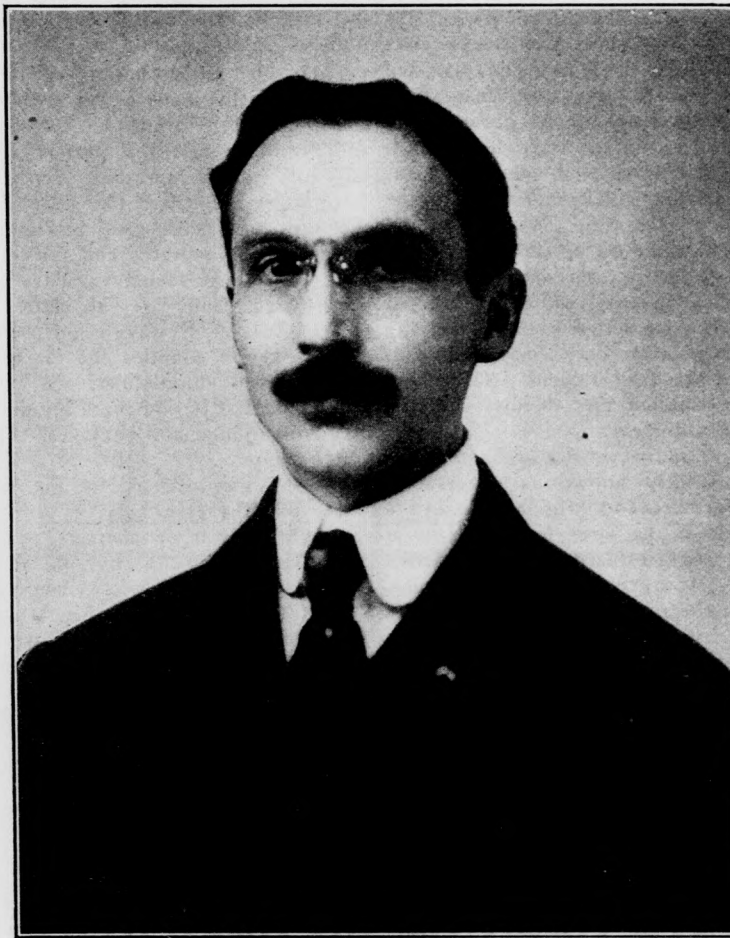
What the Grand Rapids tourists saw was a country "in the making." From stumpage to stump lands, from stump lands to farm—they saw all stages of the process from the one crop in a century to the annual crop. In some districts, Northern Kent, Newaygo, Northern Muskegon and Oceana counties, for instance, they saw this process well advanced. In other districts the progress has been slower and in some it is just beginning. What has already been accomplished, however, is a splendid guarantee of what the future is to be for a large proportion of this Western country, and even more than present

On the first day out the train made six stops between Grand Rapids and White Cloud, then the route followed the Muskegon branch to Berry, stopping at Fremont and Holton and then north with six stops to Hart, where the evening was spent. At every town visited there were reception committees to meet the train and at Newaygo, Fremont, Holton, Shelby and Hart were automobiles to take the visitors around. At Fremont the Fremont cannery was inspected by special invitation of Frank Gerber, and when leaving time came the travelers found baskets of peaches, both canned and natural, waiting for them with the compliments of the company. At Shelby President Arthur Hunter was at the head of the Reception Committee and Village At-

greetings. At Ludington Mayor Wm. Roth, Justun S. Stearns, H. C. Hutton, Fred Reed, W. L. Hammond and others were at the station to tender the freedom of the city and the free use of a score or more automobiles. At Scottville Mayor Dr. W. C. Martin and Banker E. L. Cole welcomed the visitors and an excellent brass band played and an indication of the prosperity of this town in the fruit belt was that it mustered sixteen automobiles for those who wished to ride. At Manistee, which was reached about 4 o'clock, President Stacey Thompson and about seventy-five members of the Manistee Board of Trade were at the station and had street cars in which to convey the visitors to Elks' Temple, where speeches of welcome were made by Mayor Brown and Secretary Roy Overpack, of the Board of Trade, with response by Heber A. Knott. The afternoon and evening were spent in seeing the town, calling on the business men and visiting at Elks' Temple. R. A. Nickerson, of the R. G. Peters Salt & Lumber Co., entertained at dinner at the Hotel Dunham Heber A. Knott, L. Z. Caukin, H. A. Woodruff, A. T. Slaght and R. J. Prendergast.

The third day's travel was over the Manistee and North Eastern and the Ann Arbor, with fourteen stops. The route was from Manistee to Copemish, then to Frankfort, back to Copemish, north to Interlocken and by logging railroad to Honor, and then to Traverse City, which was reached about 8 o'clock. It was planned not to stop at Traverse City, but so many desired it that the train remained until midnight. No special incident marked the third day's travel, but there were friendly greetings at every station, a brass band at Lake Ann, baskets of peaches and grapes at Beulah, peaches at Honor, and other evidences of good will at other stopping places.

The last day was spent in Scenic Northern Michigan. Starting at Bay Shore at 7:30 in the morning there was scarcely a time until the train reached Traverse City that the tourists were out of sight of some body of water. Pine Lake and Lake Michigan at Charlevoix, then Intermediate, Torch and Elk lakes and East Bay. The weather was perfect, the autumn tints showed in the forests and at every stop there were evidences of friendliness and good will. It was a day full of enjoyment entirely aside from considerations of trade. Traverse City was reached officially about 4 o'clock and President Omler, of the Board of Trade, and Secretary Gibson, of the Development Bureau, were at the station with automobiles. Some wanted to see their trade and there were automobiles to help them around, and there were automobiles for those who wanted to see the sights, the asylum, some of the famous orchards and the beautiful residence districts. President Day, of the Development Bureau, Vice-President Perkett and Secretary Gibson dined with President Knott on the train. In the evening Mr. Gibson gave an illustrated talk on the work of the Development



A. B. Merritt, Chairman Wholesale Dealers' Committee.

conditions it was the future and its possibilities that impressed the Grand Rapids tourists and made them thoughtful.

The excursion began Tuesday morning by special train made up of four Pullmans, two diners, a day coach and a combination baggage, with about sixty representative business men aboard. The train was personally conducted by Hugh J. Grey and E. E. Cross, of the Pere Marquette passenger department, and Superintendent Fred L. Oliver, of the dining car service. Chas. E. Wilde, of the Michigan State, and C. E. Tarte, of the Citizens telephone companies, were members of the party and contributed much to the enjoyment of the trip by establishing connections with home every night and also during the day when the train stopped long enough.

torney A. S. Hinds made a short welcome speech, to which Heber A. Knott appropriately responded. At Hart the Reception Committee was headed by President Dr. Geo. Root, W. R. Roach, L. P. Hyde, J. K. Flood and Geo. Bates and automobiles were drawn up to take the visitors to the Roach cannery, which by special arrangement was running in all departments, and cans of the Roach product were distributed. There was no speechmaking at Hart, but the band played in the public square and all the business houses were open to receive callers.

The second day started at White Cloud and the route was north to Baldwin, west to Ludington, where two hours were spent, then back to Merritt and north to Manistee, with a total of twelve stops. All the towns were very cordial in their

Bureau, and this was followed by a meeting in the Council chamber with short addresses by President Day, President Omler and Secretary Gibson in behalf of Traverse City and President Heber A. Knott, Chairman A. B. Merritt and Lee M. Hutchins for Grand Rapids. The tenor of the speeches was co-operation. The train started for home at midnight and arrived in Grand Rapids at 6 o'clock Saturday morning.

One thing that impressed the travelers was the neat, clean, prosperous appearance of all the towns visited. They have cement sidewalks, the stores are often of brick or cement, the schools are modern, the churches are neat and the homes are well kept. Fremont is building two miles of asphalt macadam street, with crushed stone brought from across the lake. Shelby and Hart have such streets already. Ludington claims to be the best paved city in the State. Manistee has several miles of asphalt and brick. In Oceana county it is claimed there are more miles of good roads than in any other county in the State. Beulah, up in Benzie county, has several miles of good road along Crystal Lake or into the country, and Frankfort has good streets. Traverse City is well paved and numerous evidences of good road work can be seen in the towns farther north. The little town of Freesoil has a bank building that is an architectural gem. It is small, of course, but in design it is perfect. Manistee and Traverse City have bank buildings that are handsomer than any Grand Rapids can show.

A guarantee of continued prosperity for the farmers and fruit growers in this district is the canning factories, which will afford convenient markets for all that can be produced and at good prices. The Roach cannery at Hart is the largest, with a daily capacity of 300,000 cans and a product that is known in trade circles all over the country. The Roach Company has a branch at Kent City and is building another at Scottville. The Fremont cannery, at Fremont, is carried on by a company in which business men and farmers are stockholders and it is said to be prosperous. There are canneries at Frankfort, Traverse City, Charlevoix and Central Lake and as the fruit interests develop others will undoubtedly be established. This will afford a market for the fruit that can not be shipped or for which a profitable market can not be found. It will be a great aid to the prosperity of all this Western country. It will be good also for the consuming public.

In several of the towns it is customary to have standing exhibitions of fruit during the season for the benefit of strangers in towns and it is certainly a pleasing feature. This was first met with at Fremont. A year ago a farmer brought in a sample plate of peaches and with his name attached displayed them in the window of the Old State Bank. Another farmer thought his peaches were just as good, if not a little better, and he brought in a sample and others did the same until the window was filled. This year there are about

200 samples, each bearing the name of the grower, and they take up so much room that the bank has little left for business. It is as handsome a display as will be found at any fair, and what makes it more interesting is the evidence of individual pride on the part of the growers. At Holton a display of fruits and vegetables was made in a warehouse by the O'Connor Bros. At Thompsonville two merchants had fine displays of the products of the neighborhood and at Charlevoix L. S. See not only exhibited apples but passed them around. In Traverse City one of the banks keeps a large table covered with plates filled with fruit as a permanent exhibit.

The fruit growers tributary to Traverse City have organized an association with L. F. Perkett as manager to handle the fruit. The Association has about 250 members. The fruit will be packed in boxes after the Western style, as demonstrated by Geo. E. Rowe at the West Michigan State Fair, by the growers and at the Association warehouse each box will be inspected, then the Association label will be put on with the grower's name, and also that of the inspector stamped on the label. Every package bearing the label will have grade and quality, and it is expected the more attractive package and the guarantee will very materially increase the cash returns. The fruits to be handled are chiefly cherries, apples and pears.

At Frankfort is the home of Paul Rose, widely known as a scientific fruit grower and originator. He has a farm of 182 acres for which he is said to have refused an offer of \$200,000. He grows peaches, apples, pears, cherries and plums, beside the small fruits, and devotes some of his acreage to the Paul Rose cantaloupe, which he originated and which stands

very high in trade circles. In the Frankfort district last spring 200,000 fruit trees were planted and many more will go in next spring. The Armour Company has a fruit preserving plant here and is planning its development next year.

The optimism and loyalty to their home town and district are striking characteristics of the people all along the line. The fruit crops were badly cut by late frosts. The crop as a whole is not half the normal and in some districts much less. But nowhere did this disaster discourage the people. Regrets were expressed as might be expected, but what the people talk about is not this year's hard luck but the good times coming next year. Farm lands are steadily advancing and new settlers are adding rapidly to the improved acreage and this may be an encouragement to optimism.

There is little haphazard fruit growing in this district. The orchards are well kept, trimmed, cultivated and fertilized and the perfect fruit tells of diligent spraying. Scientific methods is the rule. The people on the farm take newspapers and magazines, attend institutes and fairs and have their local societies. They are progressive and up to date. In Oceana, Mason, Newaygo and Northern Muskegon counties the farmers are buying automobiles. In and around Hart it is said there are about fifty automobiles, and next year there will be more.

The Morgan orchard, in the outskirts of Traverse City, is one of the sights. It is of cherries, peaches and apples, chiefly covering about eighty acres and it is said last year the fruit produced sold for \$15,000. The great cherry orchards however, are on the Old Mission Peninsula, where solid blocks of eighty to one

hundred and sixty acres will be found.

The district from Charlevoix to Traverse City is more famous just now for its resorts than as an agricultural district. The towns visited are all proud of their resort advantages, with beautiful lakes and scenery, good fishing and delightful climate, but their pride in what they grow is steadily rising. They are succeeding with their orchards and are planting more trees. They grow high grade potatoes, have excellent success with the grains and raise lots of hay. The agricultural interests have been slow to develop, but the possibilities are becoming better known and settlers are coming in to take up the land. This district will always have its summer resort advantages, but the farm will soon be of first importance and the resort incidental.

The fact was brought out in a recent trial of a case for damages in a trolley railroad accident that there is no law regulating the speed of electric cars outside of cities and incorporated villages. The plaintiff proposed to prove that the car was going 100 miles an hour, but the judge ruled it out, as there is no law to prevent any speed possible to make. It is well known that on some of the interurban railways cars travel at speed which would try the nerve of experienced trunk-line steam locomotive engineers. The electric car is regarded as more controllable than the heavy trunk-line trains with their ponderous locomotives and the high speed on the trolley tracks is for that reason less noticeable. It is only when bad accidents occur that it is realized that a trolley car frequently outstrips its steam-drawn cousin on very long runs between common terminal points.

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

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

GONE BEYOND.

Geo. H. Bancroft, of Norvell, Highland and Ann Arbor.

Written for the Tradesman.

After two years' illness George Homer Bancroft succumbed to nervous troubles and heart disease at his home in Ann Arbor, Sept. 18, 1910, aged 52 years.

Homer Bancroft, as he was familiarly known, was reared on a farm near Norvell, Mich. His education in his home town was supplemented by a course at the State Normal School at Ypsilanti and the Detroit Business University.

He was married in 1881 to Miss Mary Hunt, of Norvell, who with two children still survive him, one child having died in infancy.

From the farm he went to Norvell, formed a partnership with his brother-in-law, Charles Yerrington, and engaged in general merchandise. After about five years they traded the store for a farm at Highland Station, which Mr. Bancroft operated for five or six years. He then became manager of the Highland Mercantile Co.'s general store, which with the Oakland Vinegar and Pickle Works were branches of an establishment at Saginaw.

Later he purchased the store and conducted the same until about six years ago.

He was much esteemed as a citizen, popular with his customers and successful in business. He was appointed postmaster in 1898 and retained the office as long as he kept the store. He also served several

terms as Township Clerk, which office included the care of a township library.

His health beginning to fail and desiring better educational privileges for his son and daughter, he sold his store at Highland Station and removed to Ann Arbor. He could not be idle and it was not long before he purchased a favorable site, built a store and residence combined and established a grocery. After a year or more he sold out to V. J. McCrumb, a young man with seven years' experience as clerk, who persuaded him to stay as book-keeper and chief assistant until the business was well established in new hands.

This continued for two years or more. All this time he was contemplating taking up some business where he could have more leisure, more chance for rest and recuperation, perhaps a fruit and poultry farm not too far away from the city schools.

In the meantime he purchased and bought out his partner's interest in the Highland farm, which was operated by a tenant. All these things kept him fully occupied. He did not get the rest he needed and intended to take.

Any one who knows the condition of one's mind who has carried on large business interests or been taxed to the limit of endurance with constant, painstaking effort and various cares knows how hard it is to give up work. Work seems many times the only source of relief from pain or misery. It alone keeps one from brooding over his ailments. But

it should not be the same kind of work; it should be a complete change and it should be such that the sufferer could drop it whenever there was any indication of exhaustion.

It seemed like a determined fight to forget ill health in the familiar bustle of a grocery store, but the new man being finally well established and increasing his business, Mr. Bancroft gave up his work there.

His next move was to again remodel his residence and fit it up as a store, being in a favorable quarter to cater to student trade. Before this was completed and while on a visit to his farm the break came in the form of nervous prostration. After treatment at the hospital he rallied and was hopeful that a good long rest would enable him to recuperate and start the new store. But for two years it was up and down, to the farm, to the boyhood home, again to the hospital and back home at last.

His passing away will be felt as a personal loss to many former friends and acquaintances.

E. E. Whitney.

The Boston Globe makes the suggestion that the new State of New Mexico be renamed Lincoln, in memory of the martyr President. The capital of the Nation and a prosperous State bear the name of the first President. The most important recognition of the great emancipator is a little city out in Nebraska, best known as the hope of the ambitious statesman who has three times been turned down. It is universally conceded that the glory of Abraham

Lincoln ranks next to that of George Washington in American history and it is eminently fitting that one of the stars on the flag should stand for a state named after the former. New Mexico is not a distinctive name. There was little ingenuity exercised when it was bestowed on the territory. It shows no originality and there is no doubt that the change to Lincoln would be approved by the citizens of the new State and of the entire country.

California maintains a state farm on which pheasants, quail, partridges and other birds which destroy insects are grown and cared for. It is claimed by horticultural experts that the average annual injury to the apple crop by one variety of moths is nearly \$20,000,000. That to wheat and other crops amounts to a huge sum every year. It is because this injury is particularly great in California that the State has adopted the course indicated. It is hoped that the birds will greatly reduce the number of insects and the experiment is being watched with considerable interest. The value of the birds to the farmer and fruit grower is commencing to be realized, and it is probable that the example of California will be followed by other states.

Religion would be a tame affair to many but for the chance to fight their friends in the cause of truth.

Prudery easily becomes the enemy of purity.

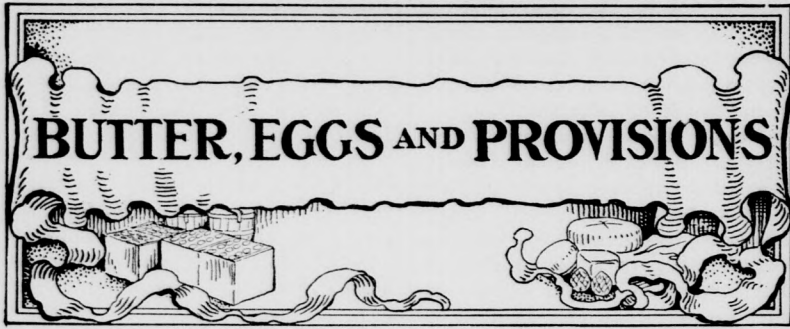


Make a Window Display of Beardsley's Shredded Codfish

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

Push the Package with the Red Band

J W. Beardsley's Sons, New York



SOME ENGLISH CHEESES.

Described in Year Book of English Dairy Students' Union.

The following descriptions of the manufacture of three English types of cheese are given in the 1909 Year Book of the English Dairy Students' Union:

Cheddar Cheese in Somerset.

There are numerous methods of making Cheddar cheese in Somerset, but the following is the most modern.

The night's milk is cooled to 70 degrees or lower and placed in a round metal tub; the acidity should then be determined (.2 per cent. is an average).

The following morning the night's milk is heated, and when over 70 degrees F. a starter is added at the rate of one quart per 100 gallons of milk; the milk is heated by means of steam in a warmer placed in the dairy close to the cheese tub. If, after having been brought to the right temperature for renneting (84 degrees F.) the milk is not perfectly ripe, it is covered and left to ripen, as on no account should the rennet be added until the mixed milk contains .01 per cent. more lactic acid than on the previous covering—that is, if the acidity of the night's milk is .2 per cent., the milk before renneting must be .21 per cent. lactic acid.

The rennet is then added in proportion of 1 oz. to 50 gallons of milk; the curd is allowed three-quarters of an hour to thicken is then cut into 1/4 inch cubes by means of American curd knives and afterwards stirred with the shovel breakers for 20 or 25 minutes; the curd is then pitched for 5 minutes.

Enough whey is now dipped into the warmer and heated to 120 degrees F. to bring the portion in the tub to 92 degrees. The heated whey is added gradually, the contents of the tub being stirred with the breaker the whole of the time. After adding the whey the curd is stirred for 10 minutes then allowed to pitch for 5 minutes. Again, a quantity of whey is dipped into the warmer, and this time heated to 130 degrees F., sufficient to heat the portion in the tub to 98 degrees F.; the curd is then stirred until sufficiently firm or "shotty"—about 5 minutes. The acidity is then estimated and if .17 per cent the curd is allowed to settle for 10 minutes and is then pushed up from the sides of the tub with the hands; care is required to carry out this operation as the curd should be left in a solid mass in the center of the tub. The whey is drawn off in 20 minutes from the time stir-

ring ceases. As soon as the whey is off the curd is cut into 10-inch squares, turned over and piled two deep in tub, and covered with thin cloth; acidity now .25 per cent.

In 10 minutes the curd is cut into oblong blocks and placed on the cooler, covered as when in tub; in 10 minutes blocks of curd are cut. After a further 10 minutes has elapsed the blocks are again cut, this time into 3-inch cubes. The curd is now packed at one end of the rack, with a cloth in the centre for testing acidity. In 20 minutes turn curd and test acidity, which should be .5 per cent.; turn again in 20 minutes, acidity will then be .7 to .75 per cent.; if the latter, grinding should take place in 15 minutes; the curd is then spread over cooler and left 20 minutes, afterwards salted—2 1/2 lbs. salt per cwt. of curd. When in press the liquid draining from the cheese should be 1.05 to 1.1 per cent. lactic acid.

Wensleydale Cheese.

There are various systems of making Wensleydale cheese, but the chief one adopted in the Wensleydale district is to stand the night's milk into the vat, and in hot weather reduce the temperature to about 65 to 70 degrees. Next morning skim off the risen cream, and after warming the remaining milk up to renneting temperature, add the morning's milk. The cream is heated to about 80 to 90 degrees, and returned to the vat, and well stirred into the mixed morning's and evening's milk. The amount of rennet used is one dram extract to every four gallons of milk, and the renneting temperature varies between 80 and 86 degrees, according to the time of the year; in summer it is nearly always about 80 degrees. The rennet, mixed with a little cold water, is stirred into the milk for about five minutes, and then the surface is kept agitated, to prevent the cream from rising. The coagulation takes about one hour, or a little more, and when the curd is firm enough it is cut with a vertical American curd knife both ways. The curd is then allowed to rest for a few minutes, after which the horizontal curd knife is used, and the curd reduced to small pieces. Sometimes the temperature of the curd is raised up to 90 degrees, but this is not generally practiced, being mostly adopted in cold weather to get a firmer cheese. The curd is stirred for about five minutes with the hand and allowed to stand in the whey until an acidity of about .15 to .16 is reached. The curd is now removed on to a cooler, which has been prepared by placing racks in the bottom, which are covered over with a

cheese cloth. In twenty minutes' time, the curd is tied up in the cloth and the whey let off. In about another twenty minutes the curd is cut into large squares and piled, and this process repeated twice more at about the same intervals, until the acidity reaches about .4, when it is broken up by hand, being in a soft condition and easily broken in this way. Salt is added at the rate of 1 oz. to every 4 lbs. It is then filled into cloths in the molds, and allowed to stand over night, and early next morning put to press. In a few hours it is taken out, turned and changed into a fine muslin cloth, and put back again, this time under about 3 cwt. pressure at the outside. The cheeses will be ready for removing from the press about four o'clock and then the bandage is sewn on to them, and they are left in the drying or making room for three days, and afterwards removed to the ripening room.

Dorset Blue Cheese.

These are made from skimmed or separated milk, if from the latter sufficient whole milk should be added to raise the fat percentage to .7 or .8 per cent. The milk should be renneted at 75 to 80 degrees according to the time of year; at the present time the latter temperature is not too high, but in the heat of summer the former should be adhered to. The milk should show .25 acidity and 3 oz. of rennet per 100 gallons of milk is sufficient. When coagulation is complete the curd should be cut and broken into fairly small cubes and allowed to pitch. The whey should not be got off until the curd has drawn away somewhat from the sides of the tub, the whey will then show about .30 acidity. After drawing the whey the curd should be cut in fine cubes and piled in the center. Continue this process until an acidity of .85 is obtained. Then grind fairly small and add 2 1/2 per cent. of salt, mixing thoroughly and at once put in press, applying 4 cwt. pressure for about 2 hours when the cheeses should be turned and the pressure gradually increased for a couple of days until a maximum of 8 cwt. is reached. The coat is improved by standing them in brine (10 per cent.

solution) for a couple of days in this case 2 per cent. of salt in the curd will be sufficient. The cheese should be fit for sale in about 6 weeks or 2 months.

Many reformers would go out to shoot gophers with a brass band.

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.
GRAND RAPIDS

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

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

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

The Deadly and Damnable House Fly.

Except in sleepy, zoophilic, antivivisection sections of India, the dangers to civilized man from the larger members of the animal kingdom can, in our day, be almost disregarded. The insect pests, however, loom relatively large in crowded communities as a menace to the public health, as well as being the chief enemies of horticulture and agriculture. The role of the mosquito in transmitting malaria and yellow fever has been brilliantly and conclusively demonstrated, to the advantage of all mankind.

The most abundant and widely distributed of pestilent insects is the common house fly (*Musca domestica*), constituting about 99 per cent. of the various species of flies found about barns and houses. This hexapod "mixer" has about 10,000 very fine hairs on its feet, from which oil exudes constantly, enabling the fly to walk (by capillary attraction) in any position on a dry surface which is not too dusty. The house fly breeds preferably in horse manure, though at times in garbage or human feces, the full cycle of development from the egg being nine or ten days. Ritchie says it is estimated that in one summer 300 flies may hatch in a cubic inch of manure, if this is left undisturbed.

The hairy nature of its feet makes the fly an unrivaled carrier of filth and contagion, and as many as 10,000 bacteria have been found upon a single individual. Among the germs which have been thus isolated in pure culture, we may mention: *B. typhi abdominalis*, *B. coli communis*, *B. pyocyaneus*, *B. tuberculosis*, *B. cholera Asiaticae*, *B. pestis bubonicae*, pyogenic microorganisms and the eggs of most of the intestinal parasites. Microbes are carried mostly upon the legs of the insect, but are likewise deposited in its feces, and may be liberated by the dry decay of dead flies. In one speck left by a fly that had been captured on the face of a leper, says Ritchie, 1,115 leprosy germs were counted.

The pathogenic relation of the house fly to enteric fever is becoming so clear and prominent that a number of sanitarians have suggested designating the insect as the typhoid fly. It is indeed probable that the majority of the 35,000 deaths from typhoid fever in the United States during the last census year may be charged up to the little house fly. Vaughn has shown convincingly the paramount role of flies in causing typhoid among the American soldiers in camps during the summer of 1898. In North Denver, in the fall of 1908, there appeared an epidemic (53 cases and 6 deaths) of enteric fever along the route of a milkman whose wife had typhoid. The stools were thrown into the ordinary country closets, whence flies carried the specific germs (as shown by cultures) into the un-screened milk room. Prompt action by the State Board of Health averted further spread of the infection.

The house fly is not a true scavenger; it is merely a foul marauder, engendered in excrement, nourished

on corruption, rioting in all manner of abominable nastiness, and as a species, for the good of the people, doomed ultimately to destruction.

To diminish and destroy what may be termed the Fly Peril, there are three main principles to follow: 1. Abate the first cause by having manure removed every week (before maggots have time to develop into flies), or if this is impracticable, keep it carefully covered in a closed box (using chlorinated lime as a disinfectant) or screened with wire gauze. Garbage should be protected in the same way when, as is best, it can not be burned or fed to chickens or pigs. 2. Prevent entrance of flies into house and contact with foods and drinks, by well-fitting screens for doors and windows and the quick storing of viands in refrigerator and cupboards; also a netting for the helpless sleeping baby. Let your grocer know that you are tired of eating musoid ordure, and he will put up some better protection than the gay little papers which flutter up and down. 3. Kill every fly on sight, if you can, with a wire "killer," dilute formalin (renewed every day) on a plate, or sticky fly paper—the black fly paper should not be used where there are little children, as it is very poisonous. The absence of flies, like the presence of soap, should be considered a true index of civilization.—Bulletin Colorado State Board of Health.

Had To Put On Her Hat.

"Are you almost ready?" asked the man. He stood in the doorway and scowled.

"In just a minute, dear," the lady made answer; "all I have to do is to put on my hat."

The man went out and slammed the door and began strolling up and down the hall. Presently he returned and opened the door again.

"Good gracious!" he said: "you're taking a lot of time—"

"I'll be through right away," the lady assured him. He saw she was indeed putting on her hat and had a sheaf of long hatpins in her mouth. The man resumed his stroll through the hall. After a while he looked at his watch, snapped it shut and returned.

"Look here, woman," he said, "we have only twenty minutes to catch that train. Cut it short, can't you?"

The woman nodded and jabbed hatpins recklessly through her hair. Then she tilted the hat on one side and ran a pin through it. She gave a dissatisfied shrug and removed the pin and tilted the hat another way. The man hopped about, first on one foot and then on the other.

"Jumping Jerusalem crickets!" he wailed. "Will you ever get through?"

The lady grabbed a handkerchief, sought for a bottle of perfume in a mussed-up drawer, pulled out two more drawers in search of it and again approached the glass. The man looked grimly on. Then he looked at his watch. The train had gone, that was plain.

"I'm ready, dear," the lady said sweetly; "come on, we must hurry."

"I ain't ready," the man said; "I'll have to shave."

"But you shaved before dressing," protested the lady.

"I know I did," said the man cruelly: "that was before you began to get dressed. I'll have to shave again."

It Takes Courage.

To speak the truth when, by a little prevarication, you can get some great advantage.

To live according to your convictions.

To be what you are, and not pretend to be what you are not.

To live honestly within your means and not dishonestly upon the means of others.

To refuse to knuckle and bend the knee to the wealthy, even though poor.

To refuse to make a living in a questionable vocation.

To refuse to do a thing which you think is wrong, because it is customary and done in trade.

To be talked about and yet remain silent when a word would justify you in the eyes of others, but which you can not speak without injury to another.

To face slander and lies, and to carry yourself with cheerfulness, grace and dignity for years before the lie can be corrected.

To stand firmly erect while others are bowing and fawning for praise and power.

To remain in honest poverty while others grow rich by questionable methods.

To say "No" squarely when those around you say "Yes."

To do your duty in silence, obscurity and poverty, while others about you prosper through neglecting or violating sacred obligations.

Not to bend the knee to popular prejudice.—Success.

Nothing enlarges the life like letting the heart go out to others.

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



A Good Investment
PEANUT ROASTERS
and CORN POPPERS.
Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

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

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.

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

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.

The Vinkemulder Company
Jobbers and Shippers of Everything in
FRUITS AND PRODUCE
Grand Rapids, Mich.

TRADE-MARK GOODS.

Proper Attitude of the Retailer Toward Them.

Only 40 per cent. of all the merchandise retailed in the United States is sold in the cities, while 60 per cent. passes through the hands of the country merchant.

The retailers, great and small, are a necessary element to every community, vital to its growth and essential to its welfare. Community stores may come, mail order houses may go, but the retail merchant stays. He is the barometer of commerce. Let him cloud up, the jobber frowns, the manufacturer stops the machine and the capitalist runs to cover.

The retailer reflects the feelings and whims of the buying public. He is also an educator, molding the thoughts and wants of his people to the ever-changing staples and styles of fickle fashion. The important question then, to men whose interests lie with the manufacturer, is to fathom the attitude of the retailer toward the jobber and manufacturer.

No matter whether the manufacturer intends to allow his products to pass through the three regular channels of trade or cut out one or two and deal direct with the consumer, the principles in either case are the same. If the man in "Kalamazoo sends one direct to you" it is because he can successfully handle three jobs, not because he has discovered and controls a trade secret; he has simply slipped one over on those of us who are struggling to hold one job down.

We have for years, patiently and without protest, read and heard articles on "educating the retailer," what the retailer should do, how the retailer should sell, in fact we have been involuntary students of correspondence schools for years in the science of selecting goods, the art of selling them and the method of investing our profits. In the true fraternal spirit of mutual help and co-operation these few suggestions are made.

Some twenty-five years ago the retail merchants' source of supply was the jobber; since then the tendency has been to buy from the maker. Now, we seldom see ready-to-wear garments, paints, furniture, vehicles or implements in the stores of wholesalers, while only about half the shoes, hosiery, hats, underwear, cigars and wallpaper sold passes through their hands. Advertising did it and the list will grow and grow so long as the jobber fails to conform to the new conditions. Up to the beginning of the last decade they did not seem to recognize the changing conditions or realize the evolution of the suburbanite and his demands upon the retailer. The inroad upon their business was telling; the faithful drummer was so intent upon getting orders that he failed to paint the picture as it was.

The trade excursion was formulated; the staid jobber who previously had been loath to respond to suggestions from the retailer, or to discern the tendency for things different, be-

gan himself to visit the retailer. What does he now find? Not the promiscuous assortment of unknown brands in cartons of different hues and labels of meaningless firms, but known brands, advertised brands, brands which the wholesaler recognizes as having refused the sale of long ago. This condition has been brought about in a very natural manner and is the result of three entirely different causes.

First: A manufacturer of a new brand of some staple or of a new article would approach the wholesaler for his market, but, unless a better price could be given than on the old commodity or unless the article could show from the first a marked advantage, its sale was either turned down or undertaken in a desultory way; the manufacturer was forced to appeal directly to the retailer or to create in the mind of the consumer a desire for this particular article. The advertised brand did the trick.

Second: The popular use of the bicycle ten years ago, the rapid extension of the trolley into the country, the automobile's frequent trips into agricultural districts and the rural free delivery of magazines and daily papers have shown the urbanites the advantages of a little more snappy comforts of negligee attire and the ruralites the advantages of a little more snappy style; thus in a measure the country merchant came to have the same calls as his city brother. The advertised brand fills that demand.

Third: Jobbers seldom righted wrongs, under the strongest protest; they stood between two fires. The retailer did not know nor had he any means of knowing who made the article or whence it came. There seemed to be no responsibility. The advertised brand furnished the remedy.

The careful retailer of to-day is critical and discriminating. The average jobbing house is rot. The customer is educated by advertising and urged by advertising of the manufacturer to demand from the retailer more and more in styles and quality than ever before. This naturally brings the two together and yet it is by the choice of neither—simply a commercial contingency.

Personally the retailer prefers the jobber, who gives quick service, saves freight and cartage by packing a greater variety of goods in one shipment.

He is not antagonistic to the principles of the jobbing trade, but he wants to know that there is a responsibility for the worth of the merchandise sold and to feel the assurance of the "money back" plan which he gives the customer, but which the jobber was the last to approve and is still reluctant to adopt.

The responsibility for the wear and worth of any article should rest with the maker. The consumer requires it from the retailer and generally gets it, but if the jobber fails to do his part the retailer will handle an article bought directly from the manufacturer.

Another condition has existed in

the relation of the retailer to the jobber which has been eradicated by the promotion of advertised brands. It is this: A retailer has purchased for several seasons a certain kind or article of merchandise, satisfied his trade to an extent of having them call again and again for it. He begins to feel the benefit of earnest effort to please and to reap the reward of an established business. Then he is more than likely to find the supply suddenly cut off with mighty little hope of finding it elsewhere, at least not in time to save the business intact. This has been no uncommon thing and I speak of it not as a criticism but as a condition.

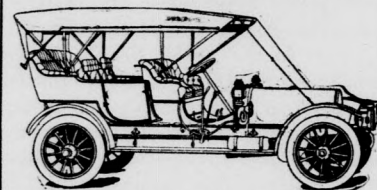
This point suggests the argument against a merchant taking the exclusive agency for an advertised brand on the ground that as soon as a good trade is established the agency may change through a disagreement or a refusal to renew the contract. This contingency, however, rests entirely with the diplomacy and policy of the retailer and he is not dependent upon the judgment of the jobber, who necessarily is partial to his own interests and considers only the majority of his trade rather than the individual. Retail advertising is fast eliminating the personal element, the buyer is schooled more and more to study style and obtain something different than the competing firms.

I begin to realize that in explaining the retailer's attitude toward advertised articles a criticism of wholesalers seems to be the outcome, but the point I wish to make is that the

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.

Reynolds Asphalt Gibraltar Roof Specification

We want to call the attention of property owners to our GIBRALTER ROOF SPECIFICATION, which is a permanent roof for business buildings, factory construction, flats, etc., to take the place of old style Tar and Gravel Roofing.

A roof that will not be heavy enough to sag the joists or injure the building as is often the case with an old tar and gravel roof.

When surfaced with crushed granite and complete, our roof will weigh about 200 lbs. to a square, against 500 or 600 for the old style tar and gravel. This excessive weight is caused by the surplus gravel thrown loose on the surface to be blown around and many times off the building.

The great advantage of using ASPHALT instead of Coal Tar Pitch should be apparent to every person interested. ASPHALT is nearly indestructible, while about all the protection afforded a Tar Roof is the great load of coarse and loose gravel thrown over the surface.

We are prepared to furnish and apply this GIBRALTER SPECIFICATION ROOF and give a TEN YEAR GUARANTEE unconditionally, and if the roof is recoated after the ten years with REYNOLDS ASPHALT MASTIC, we will extend the guarantee to TWENTY YEARS. This is a strong statement, but we are prepared to back it up and our guarantee is as good as a BOND.

We can apply the roof at a cost not exceeding the best Tar and Gravel, and the length of time for a tar roof guarantee is Five Years. The very poor quality of Coal Tar Pitch which is offered nowadays will not insure a roof to last more than five years, as water gas is employed extensively in modern pitch, which adulterates it so the quality has to suffer.

Our GIBRALTER SPECIFICATION can be laid on a roof as steep as one quarter pitch which can not be done with a tar roof.

WRITE US FOR FULL PARTICULARS, PRICES, ETC.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.

jobbers have not, like the manufacturers, studied the needs of the buying public. The jobbers have simply bought and sold merchandise while the manufacturer of branded goods has studied the needs of the people, produced a particular article, exploited it by advertising to fill that demand or by advertising created a demand, and now seeks the means of distribution—the retail merchant. In his effort to create demand for his goods he has made better merchants of us, shown us the art of display, the wisdom of small and frequent orders, the reliability of a trade-mark and the possibility of more business in a certain radius by advertising.

I will say that, if it were within my power to decide whether all merchandise should go direct from the mills to the retailer I would certainly say no, not yet.

The reluctance of merchants to push the sale of advertised brands has, I think, been occasioned by their not affording as large a percentage of profit as other articles. * * *

Show cards and price tickets are invaluable to suburban and rural merchants for trade-marked goods, electric signs are better, window displays, even though they be but models or plans, are best of all. They attract the knowing public and point the way of the willing buyer to the article he has already read about. I have seen many a neglected window transformed into a magnet of business by a display sent out with trade-marked goods. Electrotypes serve well their purpose if they conform strictly to the conditions of that particular merchant or territory, but the majority of electros contain too much general matter. The mere cut of the article itself accompanied by a printed copy for revision is better.

Personally I emphasize the help of folders to inclose in letters and packages. Scarcely a bundle from any department store leaves the store without containing some kind of printed matter. The results are excellent, and I have proven to my entire satisfaction that next to window display the plan is most effective for trade-marked goods and sample articles.

This advertising game is attractive—the very word itself is an argument for the purchase of a new thing. The retailer is approached with promises of thousands being spent for a wonderful advertising campaign and is told that while the margins may not show up in a point of percentage as greatly as on some other things, yet the demand is created by these full pages in the leading magazines, the daily papers and countless accessory ideas, the increase of sales makes the profits in dollars greater. The goods are purchased, the promised campaign is a thin scum and the retailer is left to his own devices for the disposal of the "six best sellers" on the bargain table. These are not exceptions, they are the rule.

If I were an advertising man, exploiting a trade-marked piece of goods to the trade, I'd make a thorough and personal investigation of a typical portion of the country which

I expected to cover. There is too much guess work, theory and misconception of mercantile conditions to arrive at any other conclusion. Vehicle and plow men continue each year to send out signs for wooden fences when in most parts of our country wire is king; electric flash signs are sent where Standard Oil products are all the merchants have; street car cards are lavishly bestowed upon the country merchant. Be consistent. Study conditions.

But after all is said and done, things are better than they used to be when the go-it-alone policy prevailed. We're getting together. We forgive and forget and learn to give and take.

It's easier to sell advertised goods and costs less money to handle. Let me go on record as saying that there is no one thing at the disposal of the retail merchant to fight the inroads which the great mail order houses are making into his business like a trade-marked-advertised article.

The silent influence of an advertised article permeates the entire store and stock; it creates a feeling of confidence and acquaintance which none but a long established firm could otherwise enjoy, it brings the salesman and the purchaser into a quicker and closer transaction.

Trade is shifting from the man who has the cheapest to him who has the best, which is the result of prosperity and advertising. Quality and style stand for something, but the great reward goes to him who serves the best. Sidney S. Wilson.

Gold Filled In Its Two Varieties.

A gold filled tooth and your gold filled watch case may be said to be inversely analogous, that is, your gold filled tooth has more or less of the tooth structure or enamel on the outside, with gold as a core filling the center. Your gold filled watch case consists of two sheets of gold, having between each sheet some baser metal to which the gold is soldered. As to the gold in the case, it may be of any fineness and any thickness commensurate with the term "gold filled." A jeweler will tell you that 10 carat gold is not gold, having too much admixture of baser metals. Many persons have the idea that the gold filled case is an amalgam of the kind instead of a sandwich of gold smeared in the inside with the base metals.

Love's Young Dream.

Together they were occupying a rustic seat on the lawn, he and she, and she at least seemed to be unconscious of the flight of time. "How bright and shimmering the evening star to-night, Howard!" she said.

"Pardon me, my dear," replied Howard, "but that is the morning star."

Paternal Goodness.

"I can not understand," wrote the college boy, "why you call yourself a kind father. For three weeks I've had no check from you. Pray, what sort of kindness do you call that?"

And the father wrote back: "Unremitting kindness."

Raising the Maine.

So many difficulties and obstacles have developed in connection with the proposition to raise the wreck of the battleship Maine from its bed of mud in Havana harbor ever since Congress passed a measure authorizing the removal and making an appropriation therefore, that many people are beginning to believe that the wreck will never be removed. The position in which the wreck lies imbedded in mud and slime, as well as the shattered condition of the hull, will make the work of removal extremely difficult as well as expensive. If an attempt were made to lift the old ship bodily, it is doubtful if the hull would stand the strain, as it was undoubtedly badly shattered by the explosion.

Probably the only feasible plan is to build a coffer dam around the wreck, thus uncovering it, and cleaning the mud away sufficiently to permit of a thorough examination. Such an inspection ought to set at rest forever the doubts entertained by some as to the explosion which destroyed the ship having come from the outside, and it would also determine the feasibility of patching up the hull sufficiently to permit it to float. If this was shown to be impossible, the old ship could be blown up with dynamite after any bodies that might be found in its interior have been removed.

The general desire to clear up the mystery attending the destruction of the vessel hampers the work of removing the wreck as an obstruction to the harbor of Havana. The doubts that are entertained make it desirable that not only our Government, but Spain and Cuba as well, have competent observers on hand to inspect every stage of the work, so that the truth may be fully known, and no claim afterwards be made that our officials, in uncovering the wreck, took steps to obliterate any incriminating or tell-tale evidences.

After all the talk that has been indulged in it is incumbent upon our Government to do something. If the wreck can not be raised and bodily removed, it must be got rid of in some other way, as it is an injustice to Cuba to permit an important portion of her principal harbor to remain obstructed by a wreck. Mere sentiment should not be permitted to stand in the way of doing this act of justice. The removal of the wreck in some way is the first consideration, and the desire to discover the exact cause of the destruction of the ship is but of secondary importance. If the money already appropriated does not prove sufficient to accomplish the task Congress will be compelled, in sheer decency, to provide more, as we can not reasonably expect that the people of Havana will consent to the obstruction of their harbor much longer by the wreck of one of our National vessels.

Religion may be like art: the people who paint the pictures do not belong to the art clubs.

Crooked people talk much about character.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotpe 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 Electrotpe Co.

H. L. Adzit, Manager Grand Rapids, Mich

High Grade Sausage

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

THE BEST IN THE LAND

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 a regular purchaser of Cudahy Milwaukee sausage, place an order at once with your local dealer.

Cudahy Brothers Co.
Milwaukee, Wis.

IF YOU CAN GET Better Light

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



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

Grand Rapids-Muskegon Power Co.

Grand Rapids, Mich.

City Phone 4261 Bell Main 4277

PURE FOOD LAWS.

Progress Made in Their Enactment and Enforcement.*

Ten years ago general food laws were new in America. The public and the retail trade had little exact knowledge of the way in which commercial foods were put together. Courts and juries were uncertain as to what was really fair play in the application of the food laws. Business ethics were in a state of confusion, competitions were correspondingly difficult and the consumer was a victim of all these disadvantages.

The year 1910 witnesses a very different condition of affairs, and as a result of a growth rather than a revolution. Thanks to numerous agencies, especially that of the public press, the people know to-day ten times more about market foods than they did then. What is fair play is a question far more easily decided by courts and juries than it was ten years ago. The people have come very largely to believe that whatever may be true in "love and war," ethics are practicable and that counterfeiting and clipping in commodities are, at least, as bad as the counterfeiting and clipping of the coins for which they are exchanged. With the wider acceptance of fair rules in the game and with wider knowledge of the real nature of commercial foods, fair competition in trade has been made less burdensome to the honest dealer.

My subject opens a wide field. I shall try to contrast the conditions ten years ago and to-day by a few illustrative statements rather than trespass upon your time by an exhaustive survey. Broadly speaking, all classes of adulterations have decreased. Dilution with worthless materials and the abstraction of valuable constituents is far more rare. Spices diluted with cereals or with worthless parts of spice plants were then largely on sale; to-day they are rarely found. Watering and skimming of milk are being rapidly suppressed. The wholesale adulteration of lard by the use of cheaper fats, once common, has now almost ceased. Formerly water was substituted for meat in various sausages; now that practice has largely disappeared. Then skimmed cheese was frequently sold; of late we have found no cases of this kind. Formerly mixtures of a little alcohol, much water, coal tar color to dye and a trace of oil of lemon was sold as lemon extract; to-day bottles bearing this label usually hold their full amount of genuine lemon with the proportion of alcohol necessary to dissolve it.

Likewise, the substitution of a less valuable for a more valuable substance is less fraudulently practiced, for such preparations are now generally so labeled as to warn the buyer of their true nature; whereas, ten years ago this honest practice was very generally disregarded. The olive oil labels decorated bottles holding cottonseed oil. Pictures of maple groves, accompanied by the name of "maple sugar," "pure maple syrup,"

beguiled the consumer into buying far inferior compounds and imitations and little of the genuine article of these descriptions were obtainable in the markets. The manufacturing trade admitted that 95 per cent. of the so-called maple syrups were really a compound. Oleomargarine was widely sold as butter. Simple distilled vinegar, almost without savor, and colored with caramel, was widely sold as cider vinegar; and when fresh peas ran short, dried stock was too often sold without warning to the consumer. To-day every one of these frauds has almost stopped.

Ten years ago the use of injurious antiseptics, and of colors and flavors for deceptive purposes, was very general. Hamburg steak, too often made of stale scrap, was freshened in appearance by the use of sulphites; potted meats very generally adulterated with boric acid; likewise, oysters and shell-fish, aged and unclean milk, was held over with the aid of formalin and boric acid. Mixtures of glucose, thickeners, artificial acids, coal tar dyes, artificial flavors and shell-fish, aged and unclean milk, were sold under the names of jellies, jams and preserves without the least indication of their compound or imitation nature. Canned goods frequently contained saccharin, sulphites and sometimes boric acid. The waste from tomato canneries, kept in unsanitary ways by the aid of preservatives and dyed to please the consumer's eye, thickened with starch, put up in handsome bottles with attractive labels, especially around the neck, formed a large volume of the goods sold as catsup. Candies, sold to tickle the palates of our little ones, were made of cheap materials, stiffened by the aid of sulphites. Over the counters of our beautiful marble soda fountains were sold under the name of our most delicious fruits, mixtures of syrup, artificial flavors and coal tar dyes, or fruits heavily loaded our pop drinks were chiefly sweetened with saccharin and made of other artificial substances, flavors and dyes. To-day all of these practices have been greatly reduced in volume and the canned goods in particular, conditions have been so greatly improved, largely by a vigorous co-operation on the part of the canners themselves, that the discovery of adulteration in this class of goods has become extremely rare.

I do not wish to be misunderstood as announcing the arrival of the "food millennium." I do not mean to say that we have wholly stopped adulteration and misbranding. Our country still holds men who are willing to profit at the expense of the health of their neighbors and by deceiving them. Public sentiment and the execution of our food laws have driven them to their inner works, but they are strongly united and ever alert to repel any further invasion of the territory they have wrongfully occupied. The progress of thought among buyers, as well as sellers, is such that I indulge the hope that before long we may clearly realize that life is worth more than property and that our acts and laws may be in harmony with principle. We all have

from birth a feeling that our own lives are worth more than other people's property. It is harder to grasp firmly the truth that other people's health is more valuable than a few dollars in our own pockets, but I believe we are getting a grip on this version of the Golden Rule.

It is an old saying that "Rome wasn't built in a day." This same applies truthfully to all great improvements in public practice. It is, however, too often used as an excuse for inaction and to cover the shirking of responsibility. We should not expect to build our Rome in a day, but we should expect of ourselves that in our day we should do a good, strong, honest day's work upon it. I would like to suggest a few "bricks" that ought to be laid by the retail merchants of Pennsylvania, and to make them easier to remember I will put them in the following words:

Don't allow the dust and flies to get on the foods you sell. The most of you are now already careful about this, but all of you should be.

Don't keep stale goods on your shelves. If necessary buy in smaller quantities so as to turn your stock more frequently.

Don't hesitate to dump stock that has become unfit for food. You will make more in the end by selling good goods and pleasing your customers.

Don't buy goods simply because they are cheap unless you have made sure that they are of good quality. For example, beware of quart jars of prepared mustard to retail at 10 cents with a glass dish as a "bait."

Don't hope to establish a fine rep-

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

Sawyer's
CRYSTAL
See that Top  Blue.50 Years
the People's
Choice.For the
Laundry.DOUBLE
STRENGTH.Sold in
Sifting Top
Boxes.Sawyer's Crystal
Blue gives a
beautiful tint and
restores the color
to linen, laces and
goods that are
worn and faded.It goes twice
as far as other
Blues.

Sawyer Crystal Blue Co.

88 Broad Street,

BOSTON - MASS.

Who Pays for
Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

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



Summer Candies

We make a specialty of

Goods That Will Stand Up In
Hot Weather

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

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

*Address by James Foust, Dairy and Food Commissioner of Pennsylvania, before Retail Merchants' Association of Pennsylvania.

utation by offering quart bottles of catsup for 10 cents.

Don't run the risk of losing your good reputation with your customers, built up only by years of honest dealing, through some failure to take the safe side in your buying.

Don't buy of unreliable dealers, whatever inducements they offer.

Don't fail to get guarantees that conform to the requirements of the Pennsylvania food law, and if you can not get them by acting individually, then make your demands collectively.

I have pictured to you a great improvement in food conditions. This improved condition should be of vital interest to every citizen of Pennsylvania. Her seven millions of inhabitants spends collectively about \$600,000,000 annually for food products and to each of them life and the hard bought earnings from the day's labor are most important. It is the duty of the Food Bureau to protect the consumers of the State from imposition by those who would deliver to them food products that are injurious to health, unclean or fraudulent in character. I can not fittingly close without expressing to you my appreciation of the strong position your organization has taken in favor of purity in foods and the suppression of frauds on the consumer. The officer of the law, however broad his authority, can not go far unless the people support him. Much of the progress we have made has been due to the vigorous support given by honest dealers and the public press.

How Needles Are Manufactured.

Any process of manufacture is interesting, but most so are those by which small and dainty articles are turned out in vast numbers, as are needles, watch springs, and the like. Many processes must be gone through with before a \$5 bar of iron is reduced and refined into \$250,000 worth of balance springs, but the making of \$250 worth of needles is more simple.

Needles are made from steel wire, which is first cut out by shears from coils into the length of the needles to be made. After a bath of such bits as has been cut out they are placed in a furnace, then rolled until perfectly straight. Next the needle pointer takes up a dozen or so of the wires and rolls them between his thumb and finger, with their ends on a turning gridstone, first one and then the other being ground. The little steel bobbins are next fed into a machine which flattens and gutters the heads, after which the eyes are punched.

They are now complete needles, but rough and easily bent. Careful heating and sudden cooling gives them the necessary temper, and nothing remains but to give them their final polish. On a coarse cloth needles are spread to the number of forty or fifty thousand. Emery dust is strewed over them, oil is sprinkled on, and soft soap daubed over the cloth, which, rolled tightly, is thrown into a pot with others, where it rolls about for twelve hours or more. When taken from this friction bath the needles require only a rinsing in

clean hot water, when they are ready to be sorted and packed.

An Accommodating Man.

"You see," said the old farmer, as he measured out the green tomatoes to the grocer, "I brought along my spade by accident; but it was a good thing I did."

"Wagon get stuck in the road?" was asked.

"Oh, no; I was coming along about a mile back when I saw a feller in a field. He had a crooked stick in one hand and a little boy with other crooked sticks was following him along. The man was knocking a wooden ball along the ground.

"Hello," I says, as I stopped.

"Hello yourself."

"What you doing?"

"Holing a ball in the ninth."

"Hard work, hain't it?"

"Mighty hard."

"Then lemme help you a little. Nothing mean about me."

"And I grabbed the spade, climbed the fence and dug that ninth hole out until it was as big as a bar'l, and the feller laid right down and rolled over and over and laughed so much he couldn't find words to thank me."

A \$100 bill got loose in the United States Treasury at Washington a few days ago and for a short time there was as much excitement as the missing of a million would cause. A clerk in the pension office wanted to give \$100 to his mother for her birthday. He trusted Slaughter Jackson, a negro messenger, to change his small money into a crisp, new \$100 bill at

the Treasury. Instead of putting the \$100 bill in his pocket Slaughter only thought he did, and tucked it into a wrinkle in his shirt. It fluttered out and landed on the floor in a hallway in Secretary MacVeagh's big department. When Slaughter discovered his loss he was told that the bill could not have gone far if it had wanted to. A \$100 bill at large in the Treasury has mighty little chance of escaping notice. It was picked up and put back into the vaults long before Slaughter rushed back from the Pension office, ten blocks away, to recover it.

Some Odd Uses for Paper.

Paper is entering into some of the important arts of Europe. The most novel use of it is in the manufacture of false teeth by the Germans, who say of the product that it is keeping its color well and is decidedly stronger than the porcelain imitation. When the winemakers of Greece found the lumber too costly with which to make wine casks, the manufacturers substituted paper pulp and have found it most satisfactory. A recent novelty is the work of an Austrian subscriber to a newspaper sheets of which he preserved as material for a sail boat. The boat is 20 feet long and for each paper board entering into it 2,500 copies of the paper were used and softened for final molding under hydraulic pressure. Several countries have experimented in making paving of waste paper, but the cost so far is prohibitive.

A sharp bargain cuts deep.



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK



Simplicity Keynote to Good Window Dressing.

The average merchant knows little of window dressing. He knows when the window looks well and when it is such as to bring results. He can judge of the ensemble, but the real work and thought connected with it is up to the window dresser, who must be a man of taste and good judgment.

In our store we have men who devote all their time to the windows. These men are in charge of a chief, who must plan, devise and make arrangements, frequently weeks ahead. All departments must be represented at times, and when one has to divide about seventy departments into thirteen or fourteen windows you will see what a problem in mathematics it is.

Window dressing is just coming into its own—it is only in recent years that the importance of the show window, as an advertising medium, has been realized, and still, it is surprising how many merchants there are to-day who really do not appreciate the value of their windows. Any kind of a display will do—just so the whole stock is represented.

The show windows, as has been cleverly stated, are the eyes of the store and reflect in a measure conditions as they exist within. It is therefore up to the merchant to see that his windows create a good impression on the public. The windows should always be as large as possible, i. e., consistent with the store front, as 12 to 18 feet windows 8 feet deep, with floor slightly raised above the sidewalk, neat background, neutral in design and color and some decorative effect to relieve its bareness and give life and color, would be ideal. The problem of dressing a window has been greatly simplified in the last few years. The market is now overflowing with decorative features of every description, chiefly among which is the floral.

Ten or twelve years ago window dressing was an entirely different proposition. The absence of decorations made the window dresser rely upon his own ingenuity and cleverness to make everything that was used in his windows. Cheese cloth was found effective and was used extensively in every conceivable color as a decorative feature. Its use became almost universal. Large and small stores alike used it for all sorts of displays, until it was worked to death, and is now seen no more. The mechanical fans, opening flowers and other old style motion windows have also gradually disappeared, yet each was good in its day and attracted

great crowds. However, the merchant of to-day appraises the value of a crowd in front of his window in proportion to the sales that are made. Background plays an important part in a window, and should be simple, yet rich and artistic. There is, however, a tendency to overdo the thing and many window dressers give most of their attention to backgrounds and make them so elaborate that the merchandise displayed is completely overshadowed. The interest of the beholder is centered on the work of the window dresser, rather than on the goods to be sold. Some of the larger stores are following heavy architectural designs for window setting. These, while admirable for the front of a building, hardly harmonize with merchandise displayed, when used as a window setting. Then, too, an elaborate background usually takes up more room than it should, costs more than is necessary and takes too much time and labor in the preparation.

There are, however, occasions that demand special windows, in which merchandise is but a unit of the display. Especially at the opening seasons, the public expects the store to be in holiday attire; they look for extra effort in window display, and while the goods sold directly from the windows amount to little, the effect of any much-talked of display is far reaching.

Affairs of local interest should receive special attention. During the Hudson-Fulton celebration in New York, the show windows all had some added touch in window background to suggest the affair. New fads and colors should also be featured. In the recent Chanticleer craze there was hardly a store in the large cities that did not devote at least one window for merchandise of that particular shade. One store in a distant city had a real Chanticleer window. With the aid of red satin, polka dot foulard and plenteous supply of coque feathers, a wax figure was dressed to represent a rooster. To further carry out the effect a farm yard scene was painted for a background. It attracted a great deal of attention, and every one who saw it was compelled to laugh at the absurdity of the thing. The men, especially, were amused, but it was considered the best window advertisement the store had ever had.

Window dressing in detail is dependant on the artistic ideas of the window dresser. There are no fixed rules to govern the work. He must ever bear in mind that he is presenting to the public a picture, so to speak, and assemble articles of mer-

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class
Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.



We Manufacture

Public Seating

Exclusively



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

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

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

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

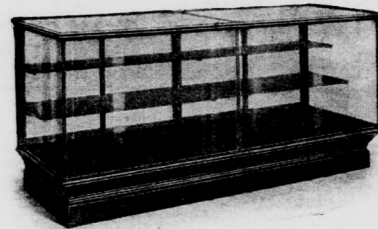
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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



Grand Rapids Show Cases

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

\$4 50 per foot and up.

Don't fail to get our catalogue "A" of display cases.

GRAND RAPIDS SHOW CASE CO.

Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

Branch Factory: Lutke Mfg. Co., Portland, Ore.

The Largest Manufacturers of Store Fixtures in the World

chandise that are related one to the other, and that harmonize in design and color. For instance, a plaid silk and a polka dot, while they might harmonize in color, would make an inartistic design combination.

Assembling merchandise is the most important point in a window. One thing will suggest another, yet everything must be in relation with the other—millinery would suggest ribbons, parasols, articles of jewelry, fans, dainty laces or furbelows, used for personal adornment. Silks or dress goods, laces or trimmings, fancy buttons, dainty slippers or anything that might be worn with a finished gown of the material displayed. Draperies, fine pictures, bric-a-brac, a piece or two of unique furniture, and so on, down the line. Care must always be used in the placing of color, for a window of perfect arrangement is often spoiled by combinations of colors that do not harmonize. It is this fact that brought the solid color displays to the front. Windows of merchandise all of one tone are most effective, except where window space is limited, i. e., a merchant with but one window putting in a green window would only interest people who wanted that color. The forcible point of solid color trims is that they attract the eye from a greater distance than a mass of mixed colors, which must depend on arrangement alone, and require closer inspection to get the detail. A solid color and a mixed color window, both viewed from the same point at some considerable distance, would show quite a contrast. One would be too far away to get the detail of the trim and the color of the solid window alone would stand out. The color value of the mixed window would be lost—each color apparently blending into some neutral tone.

One of the greatest mistakes made to-day in window dressing is in putting too much in the windows. There are seasons when full windows are permissible, such as the clearance season; but crowded windows, never. The idea to-day seems to be how little one can put in a window and make it look complete, and a particularly valuable window and one that will give a good general impression of the merchandise at a passing glance. Seventy-five per cent. of the windows to-day are too full and make it too great a task for the customer to single out the thing or things she may be interested in. The merchant is usually at fault in this respect, as he insists on the amount of goods displayed and generally against the ideas of the window men. The window dresser should be kept in touch with the new merchandise and should follow closely the new fads, colors, color combinations, or any suggestions that the department heads or clerk might make regarding their particular line. Most buyers make trips to the large mercantile centers and could bring home a host of good ideas for the window man. Days in which no windows are being changed should be spent in the pursuit of such knowledge, which all has to bear on future work. He

should keep an eye on the work of the "other fellow" and be quick to put to use any idea he can improve on. Proper fixtures to display merchandise are an absolute necessity. To be able to lay the hand on proper fixtures, instead of contriving what to use, and trying to fit up something altogether unsuited to the display, takes time and labor and tries the trimmer to such an extent that his best efforts are handicapped. Care must be taken in displaying goods, the plate glass floors and fixtures must be clean, delicate, fadable merchandise shown as far to the back as possible without spoiling the general effect, few pins as possible used in draping fabrics, attention given to all details. It is the little points that make or mar a window. Part of a stand showing here, raw edges, pins, price tickets and dusty merchandise all detract from any window. The last little touches may change almost completely a whole display.

How often should a window be changed? Well, that depends a great deal on the season of the year, the class of merchandise and the nature of the display. Most merchants think once a week is often enough, but twice a week when possible is a far better plan. There are special displays put in for a day's selling; these usually go in the day before the sale and are taken out when the sale closes. It is purely a matter of condition. The length of time a display remains is a matter of individual taste.

Smplicity, then, is the keynote to good window dressing. Make your windows look refined. Display merchandise so that each piece is distinct and is seen to its best advantage. Arrange a display that will give a good idea of the merchandise at a passing glance. Collect articles that are related one to another. That you have perfect color harmony. Show seasonable merchandise, always in advance of the season. Make suggestions and criticisms to your window dresser. Be first to show new things. Have a competent window trimmer. Don't make sensational displays. Don't crowd windows. Don't have too elaborate window settings. Don't put merchandise in a window to which it bears no relation. Don't overlook the final touches, concealing pins, turning under selvages, etc. Do not display goods in the window that are not to be found on the inside. It makes people skeptical. J. F. McCandless.

The Erie Railroad has just introduced a convenience that will be highly appreciated by travelers. The company has placed an order for several hundred thousand paper hat bags for use on all trains. Hitherto, a Pullman passenger could put her hat and coat or other articles in a paper bag and protect them from dust and dirt but the coach passenger had no such privilege. Now, however, each coach porter on Erie trains will have a supply of bags and each passenger, man, woman or child, can have as many as are needed to protect coat, hat or package.

Celluloid Crystals For Watches.

Celluloid has been put to many uses, but the latest is the manufacture of a watch crystal that is guaranteed not to break. Anyone who has carelessly let his watch fall and has mournfully watched the small pieces of the broken glass crystal fly in a hundred different directions can realize what a non-breakable, transparent watch crystal means. The Germans are responsible for the new use of celluloid. These crystals cost a little more than glass, but are proving popular because they are so much more durable. Dealers do not use them for the higher grade of watches, but great numbers of the cheaper manufacturers are being fitted with them.

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.



**Brighten
Up Your Store**



No Brightener on
Earth Like

American Lighting Systems

Brighter than the electric arc, cheaper than kerosene. Nothing so adds to the attractiveness of a store as a bright interior, and any lighting system that you may have in use can well be discarded for the marvelous American Lights, whose economy of operation will save their cost within a short time. We want to tell you more about American Lights, so please drop a card to

WALTER SHANKLAND & CO.
66 N. Ottawa St., Grand Rapids, Mich.
Mich. State Agents for
American Gas Machine Co.
103 Clark Street Albert Lea, Minn.



Just
suppose

you were in the kitchen and wanted to make a dessert and make it in a hurry too. A tapioca pudding would be nice but you couldn't make it of pearl tapioca because you didn't think to put it to

soak the night before. If you had
MINUTE TAPIOCA

you would be all right, because it doesn't need to be soaked. In fifteen minutes from the time it is taken from the package it is ready to serve. Besides, the pudding is not gummy or lumpy. One package will make six full quarts.

Then suppose

you instruct your clerks to tell this to every lady upon whom they wait to-day, and let them know why MINUTE TAPIOCA is better than the other kind. The quality of the product is such that they'll thank you for the suggestion. Don't forget that you gain too. There's better than an ordinary profit in it. Have you used Minute Tapioca in your own home? Send us your jobber's name and you'll get a package to try. Do you know what tapioca comes from and how it is made? When writing for the package ask for "The Story of Tapioca". It's free.

MINUTE TAPIOCA CO.,
223 W. Main St., Orange, Mass.

ANOTHER ANNUAL

The FIFTEENTH of the Citizens Telephone Company. Another year of marked, large GROWTH of SYSTEM and INCOME.

Another year of PAYMENT of quarterly DIVIDENDS, aggregating \$273,000. Directors and officers were unanimously re-elected.

Of the eleven directors, eight have served the company since its original organization in 1895, an indication of satisfied stockholders and successful management. July 1, 1896, service began with 832 phones in this city (other system then had 1,471 phones); now there are 10,964 in our Exchange.

GROWTH continues (112 more telephones in this city Exchange Sept. 27 than on Sept. 1.) More than 3,500 STOCKHOLDERS in the company, and there should be MORE.

Get further facts about it from the Secretary of the Company.

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES-60 IN CASE (120 lbs)
5 lb BOXES-24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!





An Observer Overheard Two Interesting Conversations.

A wholesale clothier of the East and a commercial man are discussing the present conditions of the clothing trade. The wholesaler speaks of a large retail firm located between Rochester and Chicago whose members during the course of the season are constant visitors to this as well as the New York market, and who are very large buyers and very promptly close out for spot cash all desirable lines found ready for immediate shipment.

The wholesaler is heard to say to the commercial man: "There is a sample of what can be done in the retail clothing business. These people some years ago started with a small borrowed capital, and in less than twelve years they not only own a large stock of merchandise clear but considerable property in their city."

"To what do you ascribe their success?"

"The closest attention to business, a perfect system and everybody on the constant move and lookout for all that might benefit the firm."

The commercial man here suggested that these are qualifications that pertain to and methods which are pursued by a great many retail clothing merchants, and to which even unreasonable hours are devoted; nevertheless in his experience too large a number seem to meet with but indifferent success.

The wholesaler's reply is that the similar methods seem to have no trouble in making money; that he ascribed a great deal of their success to the fact that they have no accumulations of stock; that they have no debts; that they buy what they can sell and pay for what they buy as close to the term called "spot cash" as is commercially possible.

"Then you would think that the merchant who buys his goods of you in September for January delivery would not stand a very good chance of attaining this same success?"

The reply was that the present conditions in the manufacturing clothing business made it necessary for everybody to buy a certain portion of goods in that manner. However, the house previously quoted by him buy such limited amounts at that time that when the season first opens their business absolutely compels them to search constantly through the markets to supply the demand.

"How do you account for these people finding goods in March, in April and in May when their early supplies were only calculated for the late February and early March trade?"

"The wholesale trade at this time is really not in a position to offer lines and assortments to the trade in March, April and May, nevertheless merchants who are in very good credit or who have the cash have no dif-

ficulty in finding all the goods they desire at these times, providing they will seek far enough. By which I mean that they are unable to fill the demands of their business in a limited number of those houses to which they might prefer to confine their trade, but a close search of the markets and a thorough knowledge of the character of goods manufactured by the different houses would reward such buyers in most instances by the discovery of sufficient merchandise in small lots to make up a good assortment. Anyway," the wholesaler continued, "if I wanted to go into the retail business to-day that is the only way I would do business."

The commercial man asked the question here: "If you had \$5,000 cash and you desired to invest it in the clothing business, would you consider that amount sufficient capital to enter upon a business based upon the plans to which you here allude?"

The answer was: "I certainly would not. A business requiring up-to-date location, high rents, luxurious fixtures, good variety of high-grade, medium and low-grade merchandise, can not do business with a capital of \$5,000 without incurring obligations which would be material drawbacks to success. To explain: A rousing, paying clothing business must be based upon advertising facts—advertisements which are extensive and facts which mean good, reliable merchandise—if possible, sold at less than what the same goods ordinarily are bought for. These results can only be attained by a constant watch of the market, by taking advantage of the newest and best styles and every possible opportunity for discounts which the merchant who is not as active is unable to meet.

It also means that a large average profit must be made, and must be attained through the power of superior buying. The merchant who has to go to the bank or to his good friend to borrow is subject to the disappointments of trade conditions and weather. One disappointment, one occasion when he is forced to renew his note instead of paying it, mortgages the business of a certain period in advance. The receipts must be used to pay the back indebtedness instead of paying for the merchandise bought for future use. Once a merchant has started to pay accounts of previous seasons from the present day's receipts, it is very difficult for him to get onto the cash basis. Credit is cheap and it is hard to pay cash when everybody is soliciting him and urging him to procure all the goods he wants and take his time. Then goods accumulate, depreciations occur, interest must be paid, goods must be bought at full value; the merchant is too busy figuring his accounts and how to keep square to plan extensively and devise profitable, advanced methods.

"But how did you find trade among the retail clothiers?" he asked of the drummer.

"Why, I found that most of them are not doing as much as they seem to think they ought to do to make money. I find a great many seem to be living in hopes and watching and

waiting for something to turn up in the future. But to refer to the point made by you: You tell us of this firm, who started only a few years ago with a small borrowed capital. Then why should not \$5,000 encourage sufficient credit in banks, etc., to offer a like opportunity?"

To which the wholesaler replied: "The proper character, disposition and ability to attain the necessary success, combined in one person, have proven always a great exception. Success without capital in many instances has come easier, and I believe a larger number have really worked up from nothing than have made marked success on borrowed capital. When success by the latter is attained it is in most cases much more pronounced and leads to more showy and substantial results, so that many are misled to believe it less difficult a method than it really is. For an established business systematically to use banks and borrowed capital is an entirely different matter than starting on borrowed capital or even on the calculation of a percentage of borrowed capital. A good, established business does not borrow its limit, so in case of a disappointment a reserve is provided. The starter on borrowed capital must meet with success immediately or the handicap of borrowed capital seldom will give him time to wait for success; \$5,000 is plenty, too much to go into the retail clothing business—but 'not for mine.' I'd sooner have a good job as managing clerk for a large firm, which allows concentrating one's special abilities, and is liable to pay as much and more fixed salary than a small or medium-sized clothing store would earn."

Another Conversation.

Here is another talk between two clothing merchants of a city of 12,000 inhabitants in Pennsylvania. The I. C. Co. has been in business there for forty-odd years, the sons succeeding the father. The Bargain Company has been established in the same city for the past three years. The two merchants, after considerable feeling, expressed sometimes in

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

Made in Chicago by
BECKER, MAYER & CO.

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

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

Sales Books SPECIAL OFFER FOR \$4.00
We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges. For descriptive circular, samples and special prices on large quantities, address The Oeder-Thomsen Co., 1942 Webster Ave., Chicago.

There is no risk or speculation in handling



Registered U. S. Pat. Off.

Baker's Cocoa and

Chocolate

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

52 Highest Awards in Europe and America

Walter Baker & Co. Ltd.
Established 1780. Dorchester, Mass.

H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF

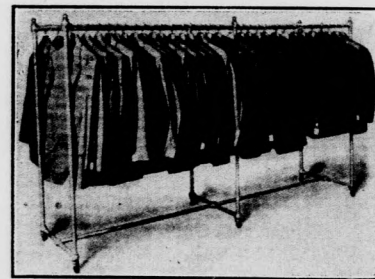
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BOYS' CLOTHES

Double Bar Polished Steel Tube **CLOTHING RACKS**

A 10 Foot Rack Holds 150 Suits

Price
\$12.50



Order one shipped on approval

Write for our new catalogue of Racks and Hangers

The Taylor Mfg. Co., Princeton, Ind.

their advertisements and by extremely cold greetings in chance meetings, are brought together through a merchants' association of their town and naturally discuss business.

The proprietor of the I. C. Co. has in the past taken advantage of every occasion to criticize the methods of the Bargain people in their advertising and expresses himself as very much against their policy of doing business. He says:

"We have been in business here for a great many years. We have the confidence of the people and we leave nothing undone to retain such confidence. From the early days when my father started in business in this town up to the present we have jealously watched that no inferior merchandise should be sold by us to our customers. We have in every instance preferred to pay the wholesaler or manufacturer a bonus for superior finish for material in preference to buying merchandise which might at first appear as well but which is cheapened in labor or through finish of any kind. In the early days my father economized and did much of the clerical work of the store so as to be able to sell at very slight advance over cost, and he made a great deal of money by economy—and thrift. We have accordingly expanded and with the requirements of the day have improved our building, our fixtures and increased our sales force, until to-day we believe we have as perfect a trading place as can be found in a town of this size in America. At the end of each season in all the previous years we have been in the habit of cutting the prices of all goods that are left over, to sell to all who like the leavings of each season. In that way we have kept our stock clear and made money. Now, since you people have come here, there has been a material change. You are crying 'bargains' from one end of the year to another and throughout the season. You are advertising goods under promised valuations which are in many cases stated by you above their value. You are doing business in a big, cheap room, in a part of the town where rents are not as high as ours.

"When the season is over we look over our high-class merchandise and honestly cut it down below its real cost for the benefit of that class of population who want what is good within their means. Recently we find our sales, particularly at that time, have materially shrunk, because these people can buy at your place for less money merchandise that has as good an appearance as ours. I need not tell you, for you know, that your merchandise is not as good nor as finished nor made as well."

The proprietor of the Bargain Company owned that some of these statements were correct, but he denied the claim of the I. C. Co. that his way of doing business was wrong and contrary to proper business methods. He said: "You own that in the three years I have been in business in the city I have done well. You insinuate that my success should be ascribed entirely to unscrupulous methods. The fact of the matter is,

you are satisfied that I am making money, that everybody in town knows I am making money and that I really have acquired a considerable capital in this short time. Is not the fact of my success really due to my methods, my merchandise and my prices being just what the people want? I positively stand back of all goods that I sell, and I do not represent goods to be other than what they really are. At the same time, if I have a value, I believe in talking that value to its full extent, every bit as great as it appears to me and as I believe it to be. Now, I sell great values because I buy great values. In my advertisements I enthuse about the goods that I offer my trade, and the consequence is, as you see, they come and buy them. I have no ambition for the 'class' who call for 'exclusive' trading quarters, who do not want to mass with the common herd of humanity, who want their clothes ready-made, but want them made over by so much tailoring that when you deliver them a suit you have made 33 1/3 per cent. profit on them minus 50 per cent. cost for alterations. Further, that trade insist upon charging their goods, taking time, and using up 6 per cent. of your money. My trade pays cash, and, if we make necessary alterations, inexpensive 'busheling' by the week does the trick."

Mr. I. C. here took the position that the main objection to the Bargain clothing people's merchandising was that it was done under false representations. Claims were made that \$20 suits were sold for \$15; otherwise he could see no objection to men "hustling" and telling intelligently about their goods. But his advertisements always were for full values and positively no misleading of the public.

Mr. Bargain Clothing replied that he felt fully convinced that under no circumstances should misrepresentations take place, that they never do in his place and he explains the difference in doing business with two classes of people.

"Now," he says, "if you sell a man a \$25 or \$35 suit, you not only furnish him good quality and material, besides artistic making, but you also give him style and assurance of the manufacturer's ability. When I sell a man a \$15 or \$18 suit I believe I can truthfully say it is as good as your \$25 suit to that man, because these people in my store do not look nor expect to pay for extreme style. The cost placed in your garments for style and for elegance in tailoring is really lost on a very great mass of men who have no use therefor—do not know its value and have a right to refuse to pay for it. I claim that a first-class piece of pure worsted material, made strong and cut in the design of the time, is worth absolutely as much to certain men as the same piece of cloth made artistically and in the latest fashion, and that the latter garment is of no more value to them, in spite of the fact that you originally pay more money for it. I further can not see, Mr. I. C., what is to prevent you from keeping the same class of goods that I carry, sell

them for what they are and advertise them as they are."

"My trade would lose confidence in my house if I were to advertise at the low prices that you do. That class of people never trade in my store."

The Bargain clothing man replied: "Your wide experience and business knowledge of course lead you to know exactly what is best for your own interests, but as the result of the discussion of this topic by two business men in the same town let me state frankly that when I arrive at the stage in my business when I want to expand I shall not hesitate one moment to add to my present stock goods of the same high class that you are now carrying, and I am confident that, in addition to the trade I am now commanding, the best class of men will gradually but surely augment my trade without making it necessary for me in any way to change my policy or manner of advertising."—Apparel Gazette.

The Hat Did It.

He was a young man of about 23, riding on the rear platform of a trolley car, and he had such a happy smile on his face and seemed to be so glad that he was alive that the conductor finally asked him if his aunt had died and left him a legacy.

"Better than that, old boy!" was the answer. "The nicest little girl in this town promised last night to be my wife."

"Oh, that's the reason?"

"Yes, that's the reason; and let me

tell you that I came mighty near losing her."

"Another feller trying to work you out?"

"No; but it was in May that I first met her. I was wearing a derby hat then. She seemed to like me in my derby. In June we all had to change to straw, you know?"

"Yes."

"And every man looked alike. Not one man in a hundred looks well in a fool of a straw hat. Got to wear 'em, however, to be in the swim. Had to wear mine. Girl seemed to grow cold on me. Acted indifferent. Wouldn't let me tell my love. I knew what was the matter, but I couldn't throw that fool hat aside. See?"

"Yes; but you are wearing a new derby now."

"Just got it yesterday. Stuck to the straw to the very last. Went up to see the little girl with this hat on last night, and, say—say—"

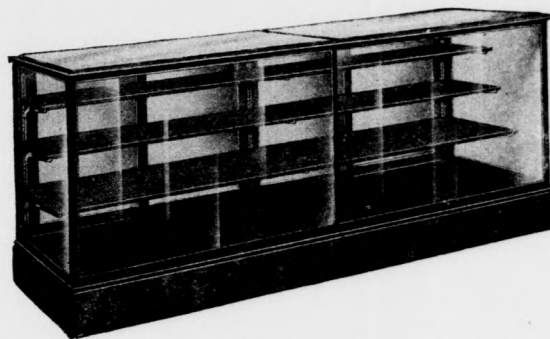
"Yes."

"The minute she saw me in a derby she was mine. Fell right on my shoulder, and the day is set for Thanksgiving. Here—take another fare—take two of 'em—take half a dozen cigars. The derby did it, and I can't keep my heels down. Bless derbys!"

There is nothing dreadful about old age—except that it has no tomorrow.

The dollar mark is not always a mark of refinement.

Prompt Shipments



We have 1,500 show cases in stock ready for immediate shipment, and can furnish any of our regular stock patterns in lengths of from 4 to 10 feet, immediately on receipt of order.

Write for our catalog and prices. Our figures will interest you.

This Trade Mark  Is your guarantee

Of Excellence of Design, High Quality
And Moderate Price

Wilmarth Show Case Co.

936 Jefferson Ave

Grand Rapids, Mich.

Downtown Showroom in Grand Rapids, 58 South Ionia St.
40 Broadway, Detroit, Mich.



Scarfs in Their Newest Form.

Everybody in Paris wears a scarf of some sort or another. It may either be in the form of decoration or it may have a real use, and be worn for warmth only, but whichever way it is the scarf is a necessity.

Before the time for putting on one's furs there are some most attractive scarfs being shown now which will be in use up to cold weather. They are made of ribbon, of satin, of velvet or of plush, and they are trimmed in various ways or plain as one desires. Some of the smartest are fashioned of black velvet about twenty inches wide and two yards and a half long. Some are caught near their lower edge in a shallow box plait, which is held in place with a handsome ornament of gold and bright colored passementerie. Down one side is a bordering of cloth of gold showing designs in Persian colorings. The scarf is lined with white satin having little frills across its lower edge.

Another model is made of black chiffon velvet, having sprinkled over its surface large dots of plain velvet. This has a narrow plaiting down one side of black satin ribbon and the ends are drawn together and finished with long silk tassels. One also of plain black velvet is perfectly straight and has across the ends stunning motifs of gold lace in the form of three deep points. These are set up onto the scarf and are then embroidered over in shades of reds, blues and bronze.

Seal plush is much employed for the making of these scarfs and these are quite as effective as those of velvet and are warmer. Most of them show a trimming of gold embroidery or gold lace and occasionally they are bound all about with satin brocaded in cashmere shades. One model of this sort was cut with deep points, three across either end, and all around its edge appeared a band of cashmere satin cut on the bias and three or four inches wide. It was exceedingly smart. For those who prefer plain effects there are wide seal plush scarfs, which are not trimmed, except on their inner side, and these show tiny plaitings of satin ribbon, applications of gold or silver lace or Persian and cashmere embroidery. This is not visible except when the scarf is thrown back over the shoulder when a glimpse of the trimming may be obtained.

For more dressy occasions scarfs made of colored ribbons are being shown in most beautiful tints. Most of them are of wide ribbon brocaded over in raised velvet designs, and to make them still wider and richer

looking they are bound with plain satin ribbons in the same color. One lovely model of the kind was in a deep royal blue shade, the design being a half wreath of flowers and leaves, in brilliant burnt orange and black velvet. The ends were caught together and drawn through a ring of heavy black passementerie, and they were finished with loops and ends of plain ribbon.

Another similar in design was in several shades of that most fashionable color, aubergine, which is not purple nor red, but something just between the two. This also was bound with plain ribbon and finished with huge rings and loops.

These ribbon scarfs are wide, but they are not as long as are those made of velvet or plush. They are intended to be worn around the throat once only and not crossed and thrown over the shoulder as are the heavier ones. To match a costume or accompany a hat of the same color they are perfect.

Modern Methods Are Different.

Merchandising is an evolution. Not only do the constant changes prove the survival of the fittest in business but they also prove that unseen and unrecognized forces are constantly compelling difference in methods that bring results desired. The man who began retailing twenty years ago is now either doing business radically different than he was compelled to do it at that time or he is being distanced by some other fellow who is up and doing after the manners compelled by the present. That statement bars, of course, the community that has not changed in size, shape and hardly individuals in that period—and such communities are small.

Where the advance of activity has changed and is changing the needs, the desires and the ultimate demands of the public, the retailing of the present is no more like the retailing of twenty years ago than is the retailing of to-day of the same sort as will be the retailing of twenty years hence. The man who has an idea that what he is doing now is the best that may be done is not the man who will be getting the business of his locality five years hence without a change in his opinions.

The pride of long establishment or the pride of having done business in the same place for a long term of years is nothing unless the proud one is willing to understand that such things have nothing whatever to do with the ideas and the inclinations of the public towards buying goods. There might have been a time when personality and possibly a credit sys-

tem could hold customers indefinitely and induce them to continue to buy in one store with scarcely reference to what another store might be doing, but it is impossible at present, and the store that contends or holds out for such a possibility is losing ground.—Drygoodsman.

A Successful Quest.

"Well, Bill, how did you come out with the trust company?"

"Fine."

"They accepted your offer, did they?"

"Yep."

"What kind of a job did they give you?"

"L'dn't give me any."

"Then how did they accept your proposition?"

"I offered them the refusal of my services, and they accepted 'em—refused 'em right off the handle."

Character is what we wrest from temptation.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



The HUB-ER-ETTE

Wood Display Fixture

UNLIMITED SHAPES

Changed in a Jiffy

ALL STEEL CONNECTIONS

No Screws—No Bolts

SAVES TIME MONEY

Displays Clothing, Shoes
Furnishings and Draperies

A SILENT SALESMAN

Send for Circular

P. STEKETEE & SONS

Wholesale Dry Goods Grand Rapids, Mich.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

Our Linen Department has been restocked
with a new line of

Irish Linens

Our own importation

Unbleached Table Damask
Bleached Table Damask
Bleached Pattern Table Cloths
Mercerized Table Damask
Pure Linen Table Napkins
Hemstitched Scarfs and Squares
German and Irish Fancy Huck-toweling
Fringed and Hemstitched Towels
A full range of Bleached and Brown Linen
Toweling

CO-OPERATIVE DELIVERY.

How It Is Accomplished in an Ohio City.

I give myself credit for being the father of co-operative delivery in my own town, that of Fremont, Ohio. The thought first struck me during the years of 1902 and 1903 that groceries and provisions and other goods like drugs, etc., could be delivered at a much less expense, and, in fact, in a more systematic way. Our plan is somewhat similar to that of the United States mail. At that time I was in partnership with a man by the name of Bingham—a Pennsylvanian by birth and a credit to the State was he. I explained my ideas to him. Finally he became interested with me in regard to my ideas of a co-operative plan. I talked the matter over with several traveling men who had heard of delivering goods on the same basis that we spoke of. Being the Secretary of the local Association at that time I called a special meeting of the grocers in our city and explained my ideas to them. We first met with some opposition, which is natural in starting any new project whatever. At this meeting we failed to get a follower, so I called another meeting of the butchers and grocers, our worthy President having by this time joined our ranks, and he explained what he had already learned of the co-operative delivery, and by his good words induced one of the members to make a motion that a committee of three or four be appointed to investigate the co-operative delivery plan and its workings, which was done. The Committee made their report to our Association, which was almost too good to believe, so we appointed a second committee, although none of its members had been on the first committee. They, in turn, made their report, which met with great favor among the members; after that site committees and committees of different kinds were appointed, such as organization committees, etc. Having taken the initial steps, we found the co-operative or general delivery plan is one of the best in the State of Ohio. We went ahead with our building, the Committee leasing a tract of ground 60x90 feet and erected a building, which we term a station. Our stables are in the basement, with a working floor space nearly the entire length of the second floor. This building sets lengthways on this piece of ground, with a working table three feet from the floor and about six feet wide, running the entire length of the building, which is 90 feet. This building or station is used for sorting orders, etc. You will now understand me. The city is laid out in routes. We figure about one wagon to a thousand inhabitants. This is a safe estimate, I should say. The route numbers are placed in the station on the wall above the table, the numbers beginning Route 1, 2, 3, 4, etc. Each wagon as it comes with its load of grocers' and other articles drives into their respective place in the station and each driver assists the other in sorting his load; the orders are placed back of the wagon in such a position that the

driver can so arrange his orders that the last one will be placed in the wagon first, and so avoid trouble in delivering. Beginning with the day's business we have a superintendent and a stable boss, who should be a good man and understand horses well in order to keep the expense of doctors' bills down to a minimum. The drivers gather at the station at 6 a. m., then each man cleans his own horse and hitches up and leaves the station for his respective stores. (Some gather goods from three or four stores and stop for special calls.) We deliver washing and anything that people may want delivered that is not too heavy for one or two men to handle. As these goods are brought into the station, they are sorted as I explained before. It takes on an average of about ten to twenty minutes to sort the loads and on a signal from the superintendent the boys start for their respective routes. You will note we see nothing of the wagons for fifteen or twenty minutes and sometimes an hour; then they will start coming in one by one, bringing with them the goods from their own routes. The same routine is carried on throughout the day, each day five deliveries being made. We make three deliveries in the morning and two in the afternoon. We deliver within a radius of four miles, two miles each way from the stations.

A contract butcher pays 2½ cents and a stockholder pays 2¼ cents for each delivery. Delivery is anything under 200 pounds. It may be one, three, five or seven packages. A dry goods merchant pays six cents for delivering. He simply ties his coupon to the package with the owner's names, Bill Jones, etc., Route No. 33, 1712 Lincoln street, and the boy picks it up and takes it to the station and then they find out where this order goes. When they come to this order at the station he tears out the corner of the coupon, retaining it. The coupon is filed at the central station. If next week Mrs. Jones pays her bill and states she did not get anything on the toth, they look up the coupon and that tells you whether she got it or not. We use a C. O. D. envelope, which is the finest collecting system in the country. If I want this C. O. D. I put "C. O. D." in the space in this margin (indicating). If it is not sent out C. O. D. the delivery boy knows if Mrs. Jones does not pay that it is all right. He knows if she does not say anything about the money he simply sets the order down and walks away. But if it is C. O. D. he knows he must bring the money or the goods. When this goods goes through the station the superintendent has a book. He takes down the name and the amount when it goes out. When the money comes in he also makes a record. When the envelope goes back to the store if it is not paid it is marked "N. P."—Not paid.

A. L. Munch.

Many who fear to walk under a climb over a law.

It is easy to show mercy to our masters.

His Blunder.

There were three men in the car talking over the political situation, and it was noticed that a little old man was leaning forward in an anxious manner to catch every word that was said. He finally butted in with: "Gentlemen, as near as I can make out by your conversation, you think Mr. Roosevelt will be a presidential candidate in 1912?" "We do," answered one. "Pretty sure of it?" "Yes." "Looks that way to you?" "It surely does, although one can not tell what may happen." "I guess you're right, and I have made a blunder." "Something wrong, eh?" was asked. "There is. A week ago I met a man who talked just as you do, and I got mad and bet him a barrel of cider that he was dead wrong. I guess I made a blunder." "Perhaps you can fix it up." "Mebbe so. I'll try, anyway. I'll offer him a gallon of vinegar now, instead of a barrel of cider in 1912, and perhaps he'll take it. It'll be a great lesson to me, though, not to do any more plunging."

The Feminine Point of View.

The Willoughbys had said good-bye to Mrs. Kent. Then Mr. Willoughby spoke thoughtfully: "It was pleasant of her to say that about wishing she could see more of people like us, who are interested in real things, instead of the foolish round of gaiety that takes up so much

of her time and gives her so little satisfaction, wasn't it?"

His wife stole a sidewise glance at his gratified face, and a satirical smile crossed her own countenance.

"Very pleasant, George," she said clearly. "But what I knew she meant and what she knew that I knew she meant, was that my walking skirt is an inch too long and my sleeves are old style, and your coat, poor dear, is beginning to look shiny in the back."

"Why—what—how?" began Willoughby helplessly; then he shook his head and gave it up.

Some sermons come near being demonstrations of eternal punishment.

The self-satisfied ought to be blind.

BAGS New and Second Hand
For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes
ROY BAKER
Wm. Alden Smith Building
Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

FLOWER POTS
RED BURNED
Strictly High Grade



Order

Now

Carefully Packed in Any Quantity
F. O. B. Factory No Package Charge

**The Ransbottom Bros.
Pottery Co.**

Roseville, - - - Ohio

SHOULD STAY DRY.**Some of the Evils Which Accompany the Saloon.**

Boyer City, Oct. 3—William H. White, the millionaire lumber manufacturer and railway operator, has issued the following appeal to the voters of Charlevoix county:

I understand there is some talk of circulating a petition among the voters of Charlevoix county to determine whether it will be voted at next spring's election to continue under local option or allow saloons to return to our towns and county. It seems to me the voters of our county are far too intelligent to sign such a paper. If they will investigate the conditions in the homes of the different families in their community now as compared with conditions when saloons existed, I feel sure that, if they are honest with themselves and want to do what they know is right, they will not sign this petition. I have confidence enough in the voters of this county to feel they will not make this foolish move.

If you have any doubts about the matter please make a thorough investigation of the homes and see the children now in school and the way they are clothed and cared for as compared with the manner in which they fared under a wet administration. This, I know, will be sufficient to convince you that you should leave matters as they are. Mothers, wives, sisters and children are the ones to suffer when liquor traffic is in vogue because the earnings of the father, husband and brother go to the saloons to buy intoxicants instead of into the homes to provide shelter, food and clothing for their families. I think it is a crime and one worthy of punishment to impose such trouble and suffering on innocent people who are helpless to defend themselves against it.

Then, too, there is many a good man who would not drink if the temptation were not in front of him. There is hardly a day but what I meet some man who has been troubled with this awful appetite and who hopes local option may continue so he will not be tempted by having drink before him. They want to take care of their homes and families but when they get the odor or taste of strong drink it seems impossible for them to stay away from it. Every man who has self denial enough to keep away from drink during the liquor regime should give up his personal liberty for those who are unable to protect themselves against this habit. It is an awful appetite and some men can not get away from it. There is no use of criticising a man with this appetite for drink. You should pity him because it is something he can not control. Keep saloons and the liquor traffic out of your midst. Keep it away from them and let us have happy homes, good neighbors, good workmen and honest citizens. A man who drinks to excess will lie, steal, do everything that is wrong, because he is not responsible and is grasping at the last straw. He is ashamed of himself. He may sober up and promise he will never

touch it again but as soon as the temptation is before him it is a great chance that he will be unable to resist it. A man who has not this appetite and who will not do something to protect his brother who does have it, will certainly have something to answer for.

The good merchants of our town and county do not want the liquor traffic back; the good mechanics do not want it; the good, honest laboring man does not want it, nor do the professional men. They all claim it is a curse to the community, and I am very sure the manufacturers of the county are heart and soul against it. They have an opportunity every day to see the trouble and misery it causes in the families of men who spend their earnings over the bar. The mothers, wives and sisters come to the offices and want to know if John, Dick or Harry has drawn his

of Charlevoix county to think well before signing a petition of this kind, which may be circulated by ex-saloon keepers or bartenders. I feel very sure that no responsible man would circulate such a paper among the people of our county and ask them to sign it. Let us have law and order, comfortable homes and let us keep the children of the community well fed, clothed and educate them. If this is what you desire to see done, refuse to sign any petition of this kind. If you want our county to go to destruction—which I am sure you do not—sign this petition which I understand is to be circulated. It is certain to destroy the county, financially, physically and morally.

William H. White.

He Had Skipped Something.

He was a well-dressed man and evidently a business man, but as he



William H. White

money, after pay day is over. We have to tell them he has because every man is paid. Then they say he brought nothing home to them. These terrible conditions exist when it is possible to prevent them, and when the cause of all the trouble, the saloon, is of no benefit to anybody.

If a man comes to offer his services to you he will tell you at once without asking that he is sober and temperate. If you want a man or a woman for any position of trust you do not want a drinking man; you will have nothing to do with them. There isn't one point to be brought out in favor of saloons. They make a community more lawless, and put the county to a great deal more expense to enforce its laws. They pull down men and women physically as well as morally. No good can come from the use of liquor in any way, therefore I earnestly appeal to the voters

stood on the rear platform of the trolley car, with the dead stub of a cigar in his teeth and a look of dejection on his face, it was evident that he missed something out of his life. He finally roused up a bit and asked of the conductor:

"What day of the week is it, anyhow?"

"Monday," was the reply.

"What is the date of the month?"

"The third."

"And the month?"

"October."

"And the century?"

"Twentieth."

Not another word was said for five minutes. Then the man breathed a long sigh and said:

"I get off at the next corner. Something's wrong. I thought it was Saturday, the 5th of December, year 2500 and the thirtieth century."

The Basis of Our Prosperity.

The crops are so near maturity that we are almost able to say they are as much as garnered and ready to turn into cash. A conservative estimate puts a value on them of over \$8,500,000,000, about the same as last year. Therefore, James J. Hill is not so bad a prophet. He put his estimate at \$9,000,000,000. Literally speaking, the country can comfortably spare the half billion we fall short of, for there will still remain enough to assure us a normal year of prosperity. For this we can feel thankful, considering the frequent vagaries of the weather which at times brought us close to a lean year. A good harvest was well nigh indispensable as it is in the end the new wealth it creates which is the very foundation of our prosperity.

Political agitation such eventualities as disputes over rates and wages, possible adverse court decisions over the present methods of organizing and operating large corporations and even our lumbering fiscal policy and our make-shift national banking law are all merely superficial troubles capable of adjustment by man. But a crop failure is prostrating to business until another season comes along to apply its corrective. Scratch a finger and while it hurts the pain soon passes away. However, if a vital organ is attacked a serious condition sets in at once. Thus it is with business. All the present agitation can but scratch and pain the body of prosperity temporarily, but allow drouths, pests or frost to ruinously attack our crops and a blow is struck at the most vital parts of prosperity.

So that, after all, we have nothing to fear for the next twelve months, as long as we are certain to turn Mother Earth's output in to over \$8,500,000,000 cash.—Financial World.

To Investigate.

All of a sudden one of the three men on the rear platform of the car began searching his pockets in the wildest manner, and when he had been through them three times over he was asked:

"Lost anything?"

"A roll of bills," was the reply.

"Sure."

"I—I had a roll in my pocket when I went to bed last night and now it is gone. Gentlemen—"

"Don't hint that any of us have picked your pocket."

"But, gentlemen—"

"Yes, this is the era of graft. There is grafting from one end of the land to the other. There is grafting in high places and low places. Senators—members of the Legislature—judges on the bench—"

"But my roll is gone!" shouted the victim.

"Oh, don't take on that way. Just appoint a committee to investigate your wife, and it will be found that she got up last night while you were asleep and helped herself to the cash!"

When a man climbs up to rob his neighbors he often uses a ladder labeled patriotism.

Some men are born great, only to have littleness thrust upon them.



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.

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

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Executive Offices: Dayton, Ohio

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

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

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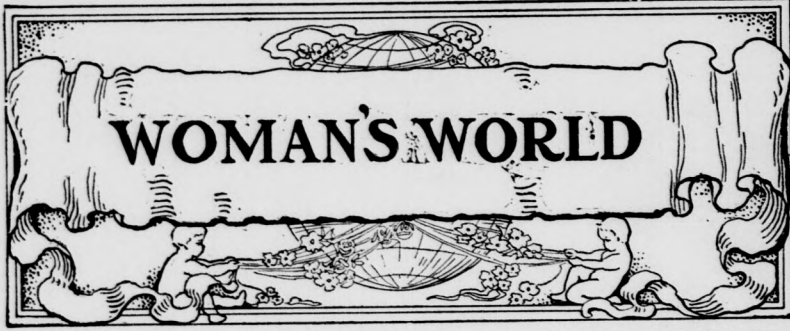


Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys



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Detail Strip
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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



Taking a Mean Advantage of Those Left Behind.

Written for the Tradesman.

A curious, perhaps even an interesting book, could be made by hunting up and compiling unusual and unheard-of last requests.

I knew a woman who lived on a partly cleared farm in a new, wild country. The only way to reach the spot by team was over a half-mile stretch of the roughest, bumpiest corduroy road the most heartless of pathmasters ever saw fit to construct. This woman knew she was about to die and issued the remarkable petition that her body never should be carried over that piece of highway in a wagon. When you saw the road this request might not appear so unreasonable; but when you considered that every day sentient human beings were transported over it in wagons, it might seem that the journey would not be intolerable to an insensate corpse.

The woman died and her funeral fell on a very hot day. A hearse or any other kind of a spring vehicle was unknown in those parts at that time; so there was no other way to carry out her wishes but to have the casket—and she was a large heavy woman—borne by hand over that half mile of road under the merciless rays of the burning sun.

There was in the community a man of great good sense and practical wisdom, and it happened that he, in the informal fashion common in newly settled sections, had charge of the funeral. Although the daughters tearfully implored him to have all done just as their mother had desired, he firmly vetoed the carrying out of that foolish last request and the dreadful task of bearing that burden for that distance under the fiery August sun was not imposed upon the friends and neighbors who had assembled to pay their last respects to the woman who had gone.

An old lady, of noble traits and sterling character, had noted with stern disapproval the extravagant expenditure and lavish display often made at funerals, and decided that in her own case an example of frugality should be set. Accordingly, although she had several children who were well-to-do, and she had means of her own besides, she named a price limit for her burial expenses, so low that the carrying out of her wishes, which was done faithfully to the penny, was a deep humiliation to all the near relatives.

It did no good. No one else ever spent a dollar less at such a time on account of the pain inflicted by that

well-intentioned but really inconsiderate request.

A young physician married a beautiful but thoughtless and willful child of a wife. Against his earnest entreaties, she persisted in exposing herself and caught a severe cold which developed into pneumonia, from which she died. It all came very suddenly, and yet there was time to get in a last request, and she seized the opportunity. She asked him to promise her that he never would marry again. For the momentary gratification of selfish vanity and foolish sentimentality she thus would have consigned a young man of only 27, naturally of domestic tastes—one to whom a family and fireside of his own were almost a necessity—to a life of loneliness. For ten years he held faithfully to his promise and knew no home but his dreary boarding house. Then he met and loved another, a lady of highest intelligence and genuine worth, and I am glad to say that Nature and common sense triumphed and, although he was a man with the keenest sense of honor, he wisely decided that a promise exacted under such circumstances should not be regarded as binding. He married this other woman, who proved to be ten times more his proper companion and helpmate than could ever have been the little Celeste whom he had buried so long before with many tears.

Examples might be multiplied. Sometimes a bequest of money is so overlaid with conditions difficult or impossible of fulfillment that it is practically valueless to the legatee and, if accepted, is a burden and not a benefit.

Sometimes a domestic tyrant who has ruled family and friends for a lifetime, seeing the end approaching, maps out a post mortem programme for the long-suffering slaves to follow; and proceeds to "cinch" this abominable device for prolonging a despotism that ought never to have existed by making a solemn last request of it. Sometimes a wife who has been a driver at work and a manager beyond compare, when she is about "to shuffle off this mortal coil," selects a successor to herself, the woman who, among all her acquaintances, she thinks would come the nearest to being able to fill her shoes, and requests that, after she herself has been laid beneath the sod a suitable length of time, owing to the wastefulness of hired girls, etc., this chosen successor shall be installed in her place. She has figured it all out that doubtless there will be a successor and, true to her domineering nature, she wants to have the "say"

of who it shall be. The plan does not always work as expected. The poorest worm of a man sometimes refuses to be ruled by a lifeless hand.

Women are more given to making last requests than men are and especially to such as are whimsical, unreasonable and prompted by fantastic and morbid sentiments. It is a grewsome subject to talk about, but it may save others much inconvenience and even great suffering, if we will firmly resolve to "cut out" this old-fashioned piece of nonsense.

When we pass to the Unknown Country those whom we leave behind can place no bans or restrictions upon us. In common fairness are not they entitled to a like liberty? Especially is it taking a mean advantage to use the solemn hour of death for issuing some senseless demand that would be promptly and justly refused if made during life and health. We never can tell under what circumstances or unforeseen difficulty even a trifling request may have to be carried out; and a sensitive conscience always is greatly pained to be obliged to disregard a slightest desire that has been expressed at such a time.

Any person who has taken a leading part in the affairs of life is very apt to feel that no one else is capable of assuming the same responsibilities, and that general rack and ruin will speedily follow his or her demise. It is natural for such a one to give much advice and lay down many injunctions and commands; but it is unwise. No matter if we have "run" everything and everybody for fifteen miles around us, it is best to face the fact that our beneficent sway must come to an end, and not try to project our wills blindly into the future, when brain and judgment will no longer be on the spot to direct. Let us leave those who must take our places as unhampered as possible; they may do better than we think.

Is there, then, no really good last request? Captain Jack Crawford, the celebrated poet scout, in his unique entertainments, often tells how, when he was a reckless boy of 19, his dying mother asked him to promise her that he never would drink intoxicants, seeking thus to turn his feet from the pitfall that had proved the ruin of his father. No audience but is moved to tears by the simple, pathetic story. To the fact that he has faithfully kept that promise, he attributes his whole career of fame and usefulness. All of us have known similar cases, where a life has been saved from degradation by such a final outreaching of purest and most disinterested love. Such instances as these are sacred above all criticism, and are as far removed from the selfishness and vanity and love of domination often manifested at this time as is finest gold from common brass.

Quillo.

Nothing disgusts a woman so much as to have her husband keep right on clerking in a downtown store after she has told his fortune in a teacup and found that he is going to become rich.

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He was just like the grocer who buys flour—only the grocer must protect himself as well as his customers and it is up to his trade to call for a certain brand before he will stock it.

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Is sold under this guarantee: If in **any one case** "Purity Patent" does not give satisfaction in **all cases** you can return it and we will refund your money and buy your customer a supply of favorite flour. However, a single sack proves our claim about

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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.
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Where Their Ways Parted.

When Mildred Preston announced her intention of going to Berlin for the purpose of completing her musical studies nobody was surprised, for Mildred was an unusual girl. She was somewhere between 28 and 15 and she wore picture hats. Sometimes she wore a blue coat and she always looked like George Eliot except when she played the piano. Then she looked more like herself. Everybody said she was a born musician, for her soul was wrapped up in music. It enveloped her and every one who came near her. Even the renters in the flat above complained to the landlord about it, for Mildred had a curious habit of playing pacons of augmented fifths and diminished sevenths to the rising sun, and of boiling her coffee to the sound of the chromatic scale.

She had come to Chicago several years after the Chicago fire and a few years after Roosevelt was made President. She had entered one of the musical colleges of the city and had obtained, besides her musical education, a good opinion of herself and a gold medal. This medal was her undoing.

It was a plain gold one, with the figure of a lyre on one side, and it measured a little over two inches across. Mildred would sit and look at it for hours at a time and would sometimes carelessly wonder how she ever came to win it from the other seventeen pupils who didn't half try. On lesson days she would hang it on a blue ribbon and would walk up and down the corridor of the college and then the seventeen other pupils would sit around and also wonder how she ever got it.

"It shall be my mascot," she proudly told them, and they politely hid in their hearts the hideous thought that the award was all a mistake and that Miss Jones deserved the prize, or Miss Brown, or even—but Oh, no, that would be too egotistical! "It shall hang over my heart wherever I go," she went on, "and encourage me whenever I feel discouraged; for, you see," confidentially, "I'm staking all my hopes for my future career on composition. I never could play Bach, you know."

But one day a change came over Mildred, for she had a talk with the Light under the Bushel. The Light under the Bushel was Mildred's nickname for an unknown composer who lived on thin food and good music in a tiny room somewhere on the fourth floor back. He was of a modest, retiring disposition, evidently considering the exercise of his talent as far as regarded others no important thing; availing to give them, perhaps, a little pleasure and a little information in a quiet, retrospective way, but in no way concerned with the turning points in the world's history of music.

To Mildred he was a mystery, for, although she knew that he was a genius, she also knew that she had never seen any of his compositions published. At last at the Amateur Art Club's reception, curiosity overcame her discretion and Mildred, beaming with the knowledge that she

would some day blossom out as a second Grieg, went up to the Light and asked: "What do you advise me to do with that minuet that won the prize at the college?"

He looked quizzically at her for a moment and then said: "Put it on the shelf and forget it."

"But I mean to take up composition seriously," she protested. "You see, I'm going to Berlin, and, although I know I'll never amount to much as a pianiste, I feel sure that I can do something in the field of composition. Now, you would help me a great deal if you would kindly give me the addresses of a few publishing houses which would be glad to receive original compositions—not popular pieces, you know, but good classical music."

The Light looked at her for awhile and then said, slowly: "I could give you the addresses of a number of such houses, but I can not vouch for your success. However, you may do better than I."

"Better than you!" gasped Mildred. "You do not mean to say that they have refused any of your work!"

"Up to three years ago they refused all my work," he replied, smiling. "I haven't sent any to them since."

"But why did they refuse it?"

"Too difficult, they said. Still, I do not know—they did not want my work, I suppose."

"Then you have given up writing?"

"Oh, no. Of course, I teach for a living, but I keep up my writing as a sort of recreation. I just finished an oratorio last week. One hundred and thirty-seven pages."

"Oratorio!" cried Mildred. "What did you do with it?"

"Put it with the others. I have a shelf reserved for my manuscripts."

"But aren't you going to have them published?"

"Not if the publishers can help it."

"But why do you write if they won't take your work?"

"I don't know. I can't help it, I suppose. It's in me. I'm working on a concerte now."

"But don't you get discouraged?" she asked.

"Discouraged! Why? Oh, you mean because I can't sell? Oh, no! If you ever expect to become a composer you must drop all such nonsense. Just go ahead and work—that's all. Write good music, but do not think that everybody is going to sit down and listen to it, much less pay you for it. Then, at all events, you won't be disappointed. Perhaps you may succeed, too. Who can tell? The popular song now—"

"I'll never write that!" interrupted Mildred, hotly. "I'd rather go back to Indiana."

"So would I," he said.

And she went
Hilma L. Enander.

Deep Dent.

Hambo—What am dat deep depression in yo' head, Lambo?

Lambo—Dat am when Sarah hit me wid de rollin-pin when Ah asked foh 50 cents ob her wash money.

Hambo—Huh! One ob dese heah financial depressions, eh?



Good Records Make Good Reputations

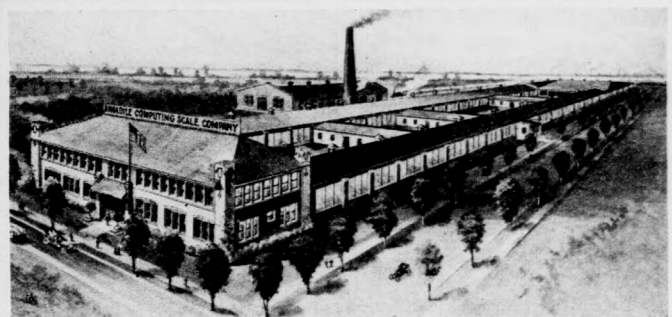
You cannot pick the best horse in the race by reading the score card, nor can you select the best flour by reading advertisements. The horse that does the best work on the most tracks is sure to become a favorite—and the flour that uniformly gives the best satisfaction is just as sure to win first place.

CERESOTA never loses—it always wins.

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The Scale that buys itself**



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

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

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

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

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



**Angldile Computing Scale
Company**

110 Franklin St. Elkhart, Ind.

MEAT MARKET

Gradual Development of the Occupation of Butcher.

"Butcher, butcher, kill a mouse,
Hang it in the market house."

This is what children used to sing a generation ago. In those days the bulk of the meat business with the exception of pork packing, was transacted at the market houses. Hogs were slaughtered there and packed during the winter months. In summer only hogs for home consumption were slaughtered and beef butchers killed only enough cattle for the next day's requirements. Beef killing was done toward evening; after the bullock had been split the exposed bones and marrow were sprinkled with pepper and a small fire was built for the smoke to drive away the flies. Early the next morning, the beef, still warm, was taken to the market. It did not look well, cut raggedly and was tough. In those good old days anybody could be a boss butcher who had enough money or credit enough to buy a bullock and kill it. In the market houses the butchers were all together and whoever wanted meat had to come to them to get it. Ladies were then, as they are now, butchers' best customers.

Boss butchers, being generally a body of intelligent men, familiar with the ways of the world and shrewd tradesmen, were a power in their community. Good fellowship, the settled faith of men in men the internal love of life and good cheer were kept up by them. "One for all and all for one" was their adopted rule, as it is yours to-day. It is a good one; stick to it.

For centuries the butcher business was carried on in this primitive way, in fact, until in our days, by the use of ice and refrigerating machines, a great change has taken place, resulting in a division of butchers into wholesale slaughterers or packers, and boss butchers or meat merchants. Before the advent of ice machines pork butchers who used ice for curing meats during the summer had their ice cellars away down in the ground, with a boiler plate division between the ice and meat compartments. These cellars were filled with crushed ice in winter and covered with straw to preserve the ice. Beef butchers used small ice boxes only for the pieces they had left over from day to day. Windows in ice boxes in those days were considered a luxury and ice wasters. This saving of ice in place of the meat seems to us now like saving started by an old German couple. Every night, before retiring, they used to drink a bottle of beer, for which they paid ten cents. One day the old man bought a case of beer, bringing the cost of each bottle down to five cents. That evening, after they had drunk the first bottle from the case, the wife said to her husband, "Father, you were smart; we drank our bottle of beer and saved five cents," to which father

replied, "Yes, mother, that is all right, but what's the matter with drinking another bottle and saving ten cents?"

Enterprising meat men who foresaw the great future of the dressed meat business and had the nerve and energy to create markets for their products in all parts of the United States by the use of refrigerator cars and cold storage houses soon built up a tremendous business. They made large profits by concentrating and systematizing the slaughtering of live stock and by utilizing the offal, which was considered waste and a source of annoyance to the small slaughterers. Of these pioneers of the dressed meat industry it can fittingly be said: "The man who wins is the man who works, who neither labor nor trouble shirks, who uses his hands, his head, his eyes and is full of pluck and enterprise."

The loss of work sustained by some butchers through this revolution in the meat business and by those who were not able to hold their own, naturally created ill-feeling against the successful packers. Wide-awake boss butchers, however, knowing that they could not alter conditions, shaped themselves accordingly. They discontinued killing and confined their efforts entirely to buying and selling meats and manufacturing specialties. They calculated, "I can make as much money and probably more if I spend the time formerly taken up by buying and slaughtering live stock, which is the strenuous and rough part of our business, anyway, by merchandising dressed meats. It pays me well to hustle around to the different cold storage houses to buy my supply of meats where I get it best and cheapest. There is not that risk in buying meats that exists in buying live stock. I see what each house has and can pick that which suits me best. Instead of waiting at the market house for customers I will open a market of my own, build up my trade by personal solicitation or telephone calls, and if desired by the customers deliver their orders. Home trade is truer and more reliable than the best transient trade. Home trade also appreciates and prefers homemade specialties such as sausages, lard, corned and spiced beef, etc."

These old boss butchers and the younger generation, all masters in the art of profitable meat cutting and also pleasing customers, have elevated the meat business to a higher level than it has ever been before. Just look at the meat markets to-day. Large, elegant rooms, equipped with beautiful, attractive fixtures, kept scrupulously clean and sanitary. Glass, mirrors, marble and tile are elaborately used. Meats are artistically and temptingly displayed under glass covers and in cold temperatures. Doors and windows are screened to keep out the flies. Electric lights in the refrigerators show the fine stock of meat and meat products on hand without entering the refrigerators. Electric fans circulate the air in markets and cool it. Electrically-equipped machines cut, stuff and mix the meat for sausages. Meat markets of to-day are things of beauty and a joy.

Charles C. Schmidt.

Cheap Hogs Are Improbable.

Much ado is being made about a heavy hog crop in the maturing stage and the probability of a steep drop in prices during the winter packing season. Undoubtedly more pigs have been raised this year than last, but this does not imply a low hog market. It will be noticed that speculators on the Board of Trade have been reluctant to sell distant provision options on a basis of \$7.50 hogs. The attitude of the packer toward the market has not yet developed, but the killer has every incentive to maintain prices as he still has reason for encouraging production.

Heavy marketing of sows and stags for months past betrays the existence of a large pig crop, which is the principal contention of the bear coterie, but the fact must not be overlooked that the major portion of the females of the new crop must be retained for breeding purposes, high prices having sent most of the old sows to the shambles this summer. This was a conspicuous phase of the supply last winter, that run being almost exclusively of barrows, the sows having materialized this summer after raising litters of pigs.

Hereafter, at least until pork production overtakes consumption, it is probable that barrows will be sent to the butcher during the winter packing season, the sow crop following after raising pigs.

With young sows held back for reproduction purposes the hog run of the winter packing season should not be burdensome and the same keen competition between packers, large and small, for a share of it will be a price-sustaining influence.—The Breeders' Gazette.

Be a Good Collector.

"Yes, I think I am a pretty good collector," said a butcher who does a large credit business "I lose very little through bad debts for the simple reason that I am very particular whom I trust. When people come to me for credit I begin by having a thorough understanding with them that the money must be paid when due or their credit stops. Not only that, I have also an understanding with them as to whether all the family are authorized to order goods. This I find to be necessary, as I have had cases of a daughter ordering goods and the mother saying afterward that she had no right to do so. The worst collector imaginable is the butcher who is lenient in the first place, but who afterward gets frightened and tries to bluff people into paying up. This is just what people want. It gives them an excuse to get angry and refuse to pay. I believe that quietly insisting on prompt payment from the very first is the only way to do business where you can not trust the law to help you. And the proof that my method is successful lies in the fact that I have often had accounts paid by people covered with attachments. Why, I have even collected money from people whose furniture was being carried out of the house by creditors."

Moral: Establish a reputation in your neighborhood for being a good

collector, and see how few people will try to beat you.

How About the Butcher's Wife?

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

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

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

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

A Bit of Game.

"I'm after snipe," said the man with a gun as he came along to where the old farmer was digging potatoes. "No snipe around here," was the answer.

"Any quail?"

"Noap."

"Any partridges?"

"Noap."

"Any ducks?"

"Noap."

"But there must be rabbits?"

"Can't say."

"This must be a funny locality," said the sportsman in contemptuous tones.

"Yes, it is."

"Nothing to shoot, eh?"

"Wall, there is a little bit of game once in a while—once in a great while."

"And what is it?"

"It's when a feller with a gun comes along and kills one of our calves for a deer. Then we take after him and have quite a bit of sport until he comes down with ten dollars' damages and leaves the gun as security for future good behavior."

One-Sided Enough.

Senator William Alden Smith says the evident desire of Colonel Roosevelt to listen to the complaints of both insurgents and regulars places him in a different category from an Irish justice of the peace in Northern Michigan. In a trial the evidence was all in and the plaintiff's attorney had made a long and very eloquent argument, when the lawyer acting for the defense arose.

"What you doing?" asked the justice as the lawyer began.

"Going to present our side of the case."

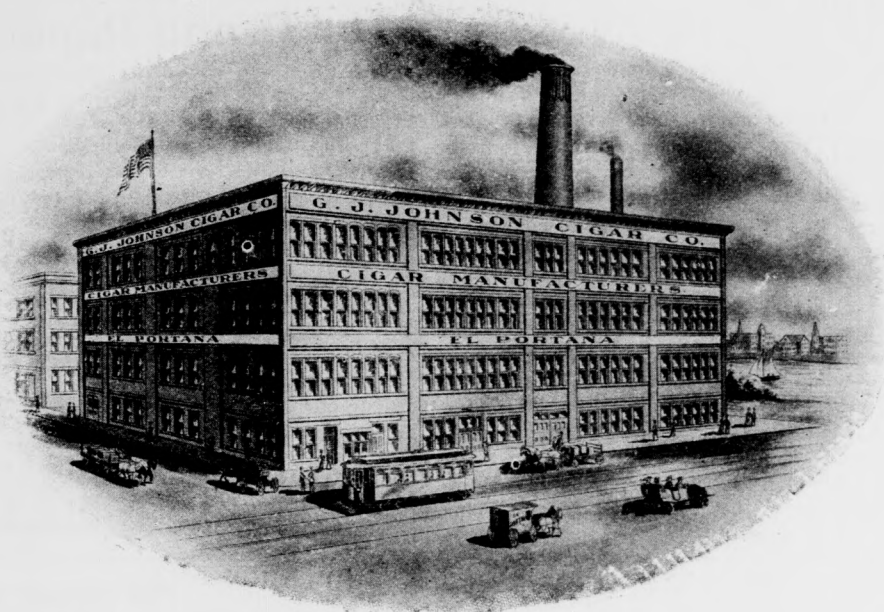
"I don't want to hear both sides argued. It has a tendency to confuse the court."

Nothing chloroforms a church quicker than a minister dosed with dignity.

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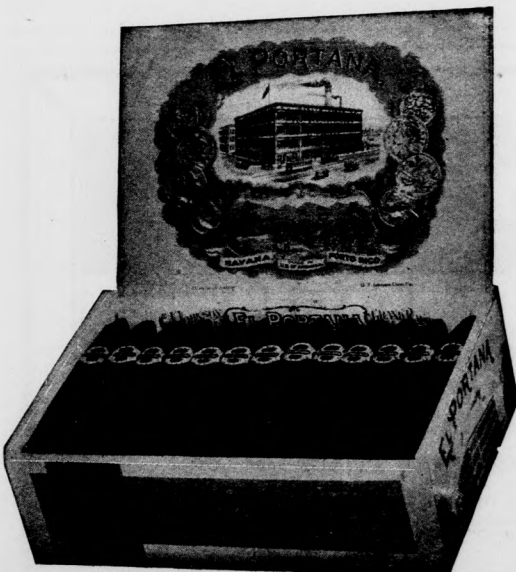
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Makers

Grand Rapids, Mich.



LAW FOR DRUGGISTS.

Profession To Be Represented at the Bar.

Written for the Tradesman.

"How to Run a Drug Store in a Local Option County Without Getting Pinched."

A volume with the above title would doubtless have a large circulation among druggists just at this time.

"How to Detect Poisons in Proprietary Medicines Without Getting Into the Clutches of the Undertaker."

This would also be a taking title just now.

"When is a Bottle of Dope a Tonic and When Is It a Cocktail?"

Here is another title which would look well on a blue book cover in letters of gold. In fact there are a good many legal questions touching the drug trade which should be discussed in books by some one familiar with chemistry and the English language.

Of course the druggist to write such works of erudition must be a lawyer. He must know exactly what the judge can do to a druggist who sells a proprietary medicine that will cause a man to go home and turn his family out of doors and sit down on the roof to wait for the procession of green lions with pink tails to pass a given point. He must also know how many times a druggist can toss a cigarette fiend out of his store and into the garbage can without getting into the jail yard where they make little ones out of big ones.

In writing these lego-drugo books the druggist would not necessarily be confined to the set rules of Eastern publishers. He would not be required to train every incident in line with the plot, to use only bright dialogue, or to put in plenty of curtains. He could go right ahead and tell his story on stage lines—which means that the reader would be next to the plot, while the characters would be as blind as anything and go blundering around in the dark. In a stage-line book the interest is not how the mystery will be solved but how soon will the characters get next.

However, it will take a pretty good sort of a druggist to make a lawyer cunning enough to bring his brethren out of the Wilderness of Red Tape Down in Southern Michigan there is a druggist who is already rehearsing for the part. Sid. Erwin, for a long time Secretary of the State Pharmacy Board, and one of the best known druggists in the State, is now attending the Detroit Law College. That is, he is now attending his classes if he is well enough after spending his vacation at Battle Creek.

A few years ago, after a candidate for a certificate had passed through the jolts of the third degree, it was customary for the State Pharmacy Board to back him up into a corner of the Morton House lobby and address him as follows:

"Do you believe that Sid Erwin is next to his job?"

If he answered in the affirmative, he was passed, if he answered in the

negative, he was run out to the scrap heap. Thus the reader will see that the fact that Sid. Erwin is studying law has a certain news value. He probably knows as many druggists in Michigan as any other dealer and, besides, he is well and unfavorably known to a large number of applicants who are not registered pharmacists on account of the unfurnished condition of their first floor under the roof.

As has been stated, Mr. Erwin has returned to the Detroit law school after spending his vacation at Battle Creek. He owns two drug stores at Battle Creek, and didn't see how anything could be done to him for it. He discovered what could be done to him as soon as he got off the train at the Michigan Central depot and saw the Ward Memorial Fountain splashing Lake Goguaac into the back yard of the Willard Library building.

A few years ago the city was presented with \$2,000, to be used in constructing and setting up a memorial drinking fountain for the late Charles A. Ward. It was the idea to set up a public fountain which could be patronized by horses and dogs and birds as well as men and women.

The wise men of Battle Creek got together and discussed several locations, finally putting the memorial fountain in the back yard of the Willard Library building, where only those leaving the town or arriving see it, and where a horse would be shot for stepping on the grass if it ever attempted to slack his thirst there. There was plenty of room for the fountain in front of the library, but it was poked away in the back yard as if the wise men were ashamed of having anything to do with it and wished to get the thing out of sight and mind as soon as possible.

Well, anyway, when Sid. Erwin got off the Michigan Central train and saw the waters of Lake Goguaac, looking meek and half ashamed, spraying out of the fountain in the back yard, he remembered that his two drug stores were in a local option county and straightway advanced upon his places of business to see that the new law, which insists that the druggist shall be a mind-reader, was being observed.

All he had to do during the remainder of his vacation was to feed and rub down the soda fountain at 5 o'clock every morning, put up prescriptions and answer questions from the feeble minded, and edit the ice cream department until midnight. But any druggist will understand what a restful thing is a summer vacation on the firing line in a drug store in a local option county.

Therefore, Mr. Erwin is now back in Detroit, resting up from his vacation. He has now been a disciple of Blackstone for a long time and will soon be graduated with high honors. It is inconceivable how a man who operated the State Pharmacy Board for several years should leave the school with anything except the best there was in sight. It is a sure thing that a man wise enough to understand the new laws regulating the

sale of drugs ought to be able to keep his clients out of the county house and out of the penitentiary.

Come to think of it, why shouldn't a druggist make a first-class lawyer? A man who is not a good mixer can

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not be a good druggist, and a man who was not a good mixer would not do at all in the practice of law. The more you mix things in a law suit the longer the suit lasts and the larger the fees. If there is anything under the blue dome of heaven, or sandwiched in between the Rockies, or palpitating on the bosom of any one of the seven seas that the right kind of a lawyer can not mix to a frazzle, it has yet to be discovered. The druggist is something of a mixer himself when he gets behind the prescription case, but the lawyer is the only one that has the real goods always on hand.

Honest, a good druggist ought to make a god lawyer. If not, why not? Anyway, he ought to be able to tell his brethren how to do business without getting pinched and that would be going some. And he ought to be able to tell his druggist clients what to do to a "detective" who comes snooping around, in the pay of the county, and under the advice of county officials; comes snooping around trying to coax a druggist to disobey the law. Every druggist ought to know just how near he can come to killing these "detectives" without being put into the coop for it.

Anyhow, Sid. Erwin is studying law and will soon have an office with his name in gold letters on the door. At first he may give a man Soothing Syrup when he calls for habeas corpus, or he may make a mistake and apply for a writ of Peruna instead of a decree of divorce, but these small slips of mind will pass away in time and he will probably soon be able to advise his bald-headed clients not to buy any hair-renewer of bald-headed barbers, which advice would be just and right, although, perhaps, in restraint of trade.

There are lawyers who started in life building ships, lawyers who opened up in life as rail-splitters, lawyers who were preachers at first, and lawyers who were grocers in the days of their hot youth. Now we are to have a lawyer who not only knew the composition of drugs in his early life but who escaped with his life from the State Pharmacy Board. Well, the situation is vacant. As is well known, there is so much money in the drug trade that a man once in it rarely gets out of it. Of course druggists mostly do business in rented stores and live in rented houses, but, all the same, there is a popular notion that every time a druggist takes in half a dollar he makes a profit of seventy-five cents.

So you see why it is that no Michigan druggist ever before thought of abandoning his business and becoming a lawyer. We who know Sid. Erwin well expect that in time he will become a judge, in which case the penal laws of the State will have to be revised up to an Erwin-esque standard, for he will surely sentence the drug store "detective" to be hanged. Here's luck to him!

Alfred B. Tozer.

Does your store attract the best citizens in your community?

Think your work out then work out your think.

Why Should Not Clerks Be Known By Name?

Written for the Tradesman.

Why should not clerks be known by name to store patrons as much as possible?

Would it not make business transactions more pleasant?

Would it not help trade?

Would it not lessen mistakes and misunderstandings?

Would it not aid in correcting and adjusting such contingencies?

Would it not serve as a check on indiscriminate complaints against the store and its employees?

Would it not prevent in a measure attempts to escape responsibility for error, neglect or failure in the performance of duties?

Would it not aid in improving the manners of all—clerks and patrons, and children in particular?

Would not clerks feel more honored than simply to be known by number or as the clerk in such a department or at such a counter?

Would they not entertain a better feeling toward their employers?

Would they not be more loyal to the store?

Where a firm desires to show the utmost courtesy to its patrons and is extremely solicitous about pleasing all who may come, is it not a serious defect that customers do not know the names of clerks or deliverymen who constantly serve them?

Who is to blame if they do not know?

Should customers always have to ask of this or that person his or her name?

Why should not each salesman have his name printed or stamped on the slips he uses as well as his number?

Are clerks so transitory that it would not pay to attempt to introduce them to customers?

Would prompt service or rapid delivery be interfered with if more were done in this line?

How do clerks feel anyway when some customer desires to communicate with the clerk who waited on them on a certain occasion and the whole "bunch" has to be looked over, like a herd of cattle, to pick out the one wanted?

Do such incidents add to the dignity of one's vocation?

Who would not prefer to have the proprietor call out: "Mr. Jones, a lady wishes to speak with you," instead of having her march along the line with the proprietor and point him out as though he were a culprit or an animal?

Right here it occurs to us that in the case of lady clerks there might be many who for the best of reasons do not care to be known by name except to store associates and particular friends. With men it should be different. If Tommy Reynolds, the delivery boy for Clark & Co., is the right kind of a boy and desires to make the most of his opportunities in the merchandise line, every friend he makes in serving customers will be a help to him. Acquaintance with those whom he serves diligently and honestly is a part of his initial cap-

ital. To know the people and to be known by them is of immense value in establishing a business. Even if one prefers to remain a salesman, it puts a premium upon his service. Other things being equal he has a great advantage over the one who is not well known. E. E. Whitney.

The Master's Words.

Tennyson was once walking in his garden. It may be that he was in the habit of walking in his garden more than once. But on this particular occasion he was observed by a group of curiosity-seekers who had come from afar to worship the great poet.

Suddenly they saw the master pause in his steady tramp and gaze fixedly as if he beheld a vision.

The visitors felt that they were to

witness the sight of a poet in a moment of great inspiration.

Approaching quietly, so as not to disturb the great man in his meditation, yet endeavoring to get close enough to pick up the pearly words that they were sure would issue from his lips, they stood in awe with note books in hands and pencils poised.

They waited patiently while the poet gazed with a vacant expression at a bed of lettuce. After prolonged cogitation he sighed and said, "Damn those rabbits."

Winning By Concentration.

Train yourself to like your business, to concentrate yourself upon it, and success will follow as naturally as crops follow sowing.

Edward P. Hatch.

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.

4 in 1. That is what you get in our shoes.

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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that the AMERICAN ACCOUNT REGISTER AND SYSTEM is fully protected by patents which amply cover every essential point in the manufacture of account registers, and in addition give AMERICAN users the benefit of exclusive features not found in any other register or system.

These decisions have been most sweeping in their effect. They effectually establish our claim to the most complete and most up-to-date system and balk all attempts of competitors to intimidate merchants who prefer our system because of its exclusive, money-making features. Every attack against us has failed utterly. The complaints of frightened competitors have been found to have no basis in law.



OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

Every American Account Register and System is sold under an absolute guarantee against attack from disgruntled, disappointed makers of registers who have failed utterly to establish the faintest basis of a claim against our letters patent. Here are the words of the United States

court in a case recently decided in the Western district of Pennsylvania: "There is no infringement. The Bill should be dismissed. Let a decree be drawn."

This decision was in a case under this competitor's main patent. Other cases brought have been dismissed at this competitor's cost or with drawn before they came to trial.

THE WHOLE TRUTH IN THE CASE

is that the American Account and Register System not only is amply protected by patents decreed by the United States Courts to be ample but is giving the merchant who uses the American, so many points of superiority that its sale is increasing by leaps and bounds. The American stands the test not only of the Courts but of the Dealers. It Leads the World. You should examine these points of superiority and exclusive features before you buy any account system. You cannot afford to overlook this important development in the method of Putting Credit Business on a Cash Basis. Write for full particulars and descriptive matter to our nearest office.

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SALEM, OHIO



One Thousand Dollars For a New Store Equipment.

If I were opening a new store and only had \$5,000 I'd spend half that amount in furnishing it with every modern convenience and appliance. I'd have everything of the best, no matter what it cost," said the old time merchant.

"That's where you and I differ," said the head clerk "If I had \$5,000 to start up a new business I'd spend as little as \$1,000 in furnishings and fixtures, but I'd make every cent count. I'd be content with a nice pine shelving rather than spend more money for oak, mahogany or some other expensive wood."

"I'd stick to oak if it busted me," interjected the old merchant.

"That's why I'd be contented with pine, because I wouldn't want to bust," laughed the head clerk. "But I'd put a few extra dollars in the finish and what little there is to show would be beautiful. You know in the newer stores the shelving is extremely plain: all the old-fashioned gingerbread brackets and heavy cornices are done away with. The shelving is built just high enough so that the highest shelf may be easily reached. The top shelf is often used for reserve stock when there is no stock room handy."

"I'm half inclined to think you are right," murmured the old time merchant. "The utility of a thing should be considered, and what is saved would buy some very fine cases."

"You bet I'd have display cases. I'd have a veritable glass exhibition. I'd have cases in every department. In the ladies' department there would be two or three, if my stock was large enough. In one I'd have street shoes, all the new and nifty ones, you know. In another I'd make a fine showing of dress slippers and boots. In summer I'd use this case for white and tan specialties. In another case I would show dainty, warm house slippers in winter, and daintier, cool slippers for summer wear. I'd keep the cases scrupulously clean and change the trims often; but I would not buy the most expensive cases, either. Cases costing about \$8 or \$9 per foot would suit me. If my store was small and I could only use a few cases I'd go \$10 per foot, because the better grade of case will require less time to care for and time is money."

"How about an outside case; would you favor one?" asked the old time merchant.

"You bet I think the merchant who has a store where an outside case can be placed and does not use it, even if it is only a little three by

four affair, is losing money on his investment. The window is the merchant's best selling medicine. You know how often we have people come in and ask for the shoes we have in the window?"

"I thought that all due to your special care in trimming the windows," said the old time merchant, taking a sly dig at the head clerk's choicest hobby.

"My windows would be as large and as handsome as the store front would allow. I'd have a large vestibule and a handsome case in the center near the street line. I'd use every means I know of to make the windows business attracters, too. But we got away from cases before I could say that I'd have a findings case. There are so many little things people forget they want until they see them that I would surely have a fine, large findings case and use it for stock and display both, but I'd keep it neat and tidy and not have it upset half of the time."

"You'd have to spend all your time trimming windows and cases, I guess, but that would please you more than anything else, and again the old time merchant made a thrust at his head clerk's chief hobby.

"Better to do that and have clerks steadily selling goods than to be doing nothing and waiting for customers to come in," retorted the head clerk. "If I ever have a store of my own, he continued, "I'll see that there will be business to do if windows and newspapers will bring it."

"Tut, tut. Don't get testy. It is pleasant to chat. What kind of a carpet would you have for the floor?"

"Carpet! I'd have no such thing in my store. If I could afford a hardwood floor I'd have a small rug, or runner, in front of each row of chairs. If I couldn't have hardwood floors I'd have the trying on part of the store nicely covered with linoleum and use the rugs at the chairs. I think chairs are best for customers, because the old settee is clumsy and people like to feel that they are not infringing on any other man's seat. They feel that a chair is for one person.

"And I'd have a cash register, perhaps not the most expensive one, but surely an individual drawer affair. Every clerk would be responsible for his mistakes, because I do not think the boss should stand for the clerk's mistakes in handling money."

"Everything in my store would harmonize. I'd have electric light fixtures of quaint and curious pattern, and I'd have an electric sign in front, winking at the people that pass in the night.

"Would you really spend a whole thousand in fitting up a store in a town like this when you could not expect to do a very large business? I do \$15,000 with the old-fashioned fixtures I have now, but do you honestly think you could do more than that with all the fine fixtures you speak so glowingly about?"

Fifteen thousand dollars! Why, I'd do \$50,000 annually. Here we have 5,000 inhabitants, and Clarksville, four miles away, has 1,000 more. Sandwich, a dozen miles away, has 2,000 more. Those towns are connected with ours by a railroad that runs two trains daily here and back, and—"

"Don't talk so fast; the people from those places and a dozen others within twenty miles of us go to Fordham. It is true that every town is connected with Ashton, but the trains stop here for the purpose of taking on passengers and not to let them off. They are all bound for Fordham. The big city eats us out of our homes; it gets the cream and we get the skim milk. Now, if it was a store in Fordham you might do right, but to spend your money on fine fixtures here, why, you'd be laughed at," argued the old time merchant.

"Not on your life," said the head clerk. "There are over a hundred thousand soles within our grasp to be shod; but old-fashioned store people, like yourself, are content to grub along, making a living, grumble about poor business and be contented with discontent."

The old time merchant jumped from his chair with a surprisingly young spring for so old a man, and said:

"That's the way with all you young fellows; you think you know more than your elders. You've got \$1,000 coming to you next month when you become of age and I've got a stock that's worth \$41,000 if it is worth anything. You put your \$1,000 against my stock. I'm an old man. I've no kin and you will be my heir. When I die you will have it all. At the present we'll share four-fifths and one-fifth. You get a \$2 raise of salary every two years. I'm content with what I'm getting. What do you say?"

The head clerk was so much taken aback at this display of emotion that he could scarcely credit his senses. He turned from the old time merchant, in his shabby black suit and rusty, dusty shoes, to view the old, painted, chipped and marred fixtures, the old, broken down sofas, the strips of carpet, worn threadbare, the floor filled with cracks, upraised knots and sharp slivers; the old wooden counter, whose historic top bore the imprint of many an unthinking customer's jack-knife; the smoky, broken cartons; he thought of the numberless odd lots and out-of-date styles, and old-fashioned styles, the old time merchant thought so much of, and his gaze wandered back to the bent form and he realized all that such a partnership would entail, a battle with old-fashioned ideas, and old stock to start with, perhaps a never-ending kick over the method of doing business, but even so, his heart softened and he longed to grasp the old man

by the hand and call him by some endearing name.

As he was about to do so his gaze wandered again and he looked out of the old-fashioned, small windows with their featureless background and remembered the hot battles he had had with his friend and employer in an endeavor to get him to spend a few dollars in modernizing the store and his heart hardened at the bare thought of a continuance of these methods. He turned, with his answer ready framed on his tongue, to face that bowed form, whose shaggy gray locks and rusty attire made such a pitiable sight, but his answer came.

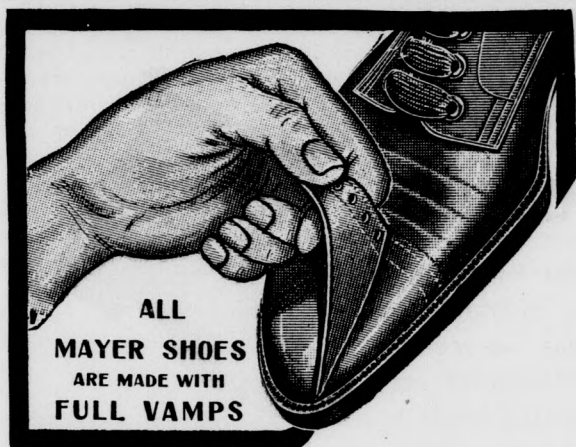
What think you, good reader, was it "Yes," or "No?"—Shoe Retailer.

The End of the Season's Business in Shoes.

The summer season is practically over. Retailers who are still making attempts to close out their summer footwear find that low prices are not particularly tempting to the shoppers. Just at this time of the year business is practically at a standstill and it is almost impossible to successfully force sales. It will be but a matter of a short time now before the fall shipments shall have arrived and the method of placing the new goods in stock plays a most important part in the general success of the season's business.

Now is just the time to get the entire sales force together and have that little talk about the arrangement of the stock. It is also the time to begin the work of transferring the oxfords from the selling floor to the stock room in order that the goods coming in may be placed in stock immediately upon being received. Of course, it is still a trifle early to move the best selling goods from their present places on the shelves, but the shoes that are broken in sizes and slow sellers are only in the way. The greatest amount of care should be taken in the placing of the low goods on the upper floor, as it is predicted that this fall will find many calls for summery footwear, and it is supposed that there will be a certain number of low cut goods sold throughout the winter. For this reason the goods should be placed where every person in the store will know exactly where to lay a hand on them in case they are needed.

The same theory which applies to the removal of the stock to the upper floor also applies to the bringing down of the goods that were carried over from last fall. This work is perhaps of greater importance, as it is possible to carry the same goods over from year to year until they finally become a dead loss and are not worth the space they take up on the shelves. A way to avoid this accumulation of dead stock is to insist that a certain amount of care be taken in the arrangement of the "carried over" goods at the beginning of the season. Now is the time to look after this matter, and to see that the early call for high cuts is met with a display of the shoes that were carried over and let the goods that are arriving daily get acquainted with the store before you become anxious



Mayer

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QUALITY SHOES

HONORBILT



Let this line of worthy shoes help you to a greater business and larger number of satisfied customers.

An examination will convince you that the name is all it implies. Mayer Honorbilt shoes have every element of style that attracts the trade, and the wearing qualities that enable you to "make good" with your customers. *Mayer Honorbilt Shoes are built on honor.*

Add to these features the tremendous popularity of Honorbilt Shoes, created by continuous and extensive advertising, and you have a trade-winning proposition that cannot be equaled for sales and profits. Our salesman is in your locality now and will gladly call on request.

SPECIAL BRANDS: Leading Lady Shoes, Honorbilt Shoes, Martha Washington Comfort Shoes, Yerma Cushion Shoes, Special Merit School Shoes.

F. MAYER BOOT & SHOE CO. MILWAUKEE, WIS.

Largest Manufacturers of Full Vamp Shoes in the World

about their departure. Almost every clerk needs an incentive to show the old stock. He wants them in a convenient location and he wants them neatly boxed. A clean carton often means as much to the salesman as it does to the customer, and it is important that the shoes of last year be reboxed before they are put in with the clean stock if the boxes in which they are placed show any signs of age.

There is much to occupy the time of the retailer who has determined to make this the best fall season he has ever experienced. It is during these few "go between" weeks that he will plan any improvements he may contemplate making in his store. He will do more than that, he will set right in to make these improvements before the season opens. Indications point to an unusually good fall season for the shoe retailers throughout the entire country, and in order to enjoy the full benefits of it each store must be in readiness to take care of the business when it comes. See that the stock is arranged properly. It is all in the beginning. The transferring of the stock is quite a problem and upon its solution depends in a great measure the success of the season's business. Make your store as inviting and as attractive as possible, and, above all, have confidence that you have bought the right lines of shoes. Show them tastily, boost them energetically and the result will surpass your most sanguine anticipations.—Shoe Retailer.

Left to a Worse Fate.

The business man was sitting in his office, thinking of starting for home, when a suspicious looking person came in with a leather bag in his hand.

"If you don't give me \$25," said the visitor, coming at once to the point, "I will drop this on the floor."

The business man was cool. "What's in it?" he asked.

"Dynamite," was the brief reply.

"What will it do if you drop it?"

"Blow you up."

"Drop it!" was the instant command. "My wife told me when I left home this morning to be sure and send up a bag of flour, and I forgot it. I guess it will take just about as much dynamite as you have there to prepare me for the blowing up I'll get when she sees me!"

He threw himself back in his chair and waited for the explosion, but it did not come.

"I'm a married man myself," said the dynamiter, and quietly slipped out.

No Necessity for Witnesses.

"You are charged with stealing nine of Colonel Henry's hens last night. Have you any witnesses?" asked the justice sternly.

"Nussah!" said Brother Jones humbly. "I 'specks I's sawtuh pecu!iar dat-uh-way, but it ain't never been mah custom to take witnesses along when I goes out chicken stealin', suh."

When the life is shifty as the sands the creed is sure to be proud of being like a rock.

TOUCHED ELBOWS.

Meeting of Association Officials at Lansing.

Port Huron, Oct. 4.—The Executive Committee of the Retail Grocers and General Merchants' Association held a very successful meeting at the Downey House, at Lansing, on Wednesday afternoon, September 27. Those present were M. L. DeBats, President, Bay City; J. T. Percival, Secretary, Port Huron; Chas. Wellman, Port Huron; L. P. Strong, Vicksburg; S. B. Nickles, Ann Arbor; A. R. Bliss, Muskegon.

Matters of interest to the Association, such as the parcels post bill, moving van ordinance and credit rating system were discussed and a programme outlined for the convention to be held at Port Huron in February next.

One feature at the convention will be the Traveling Men's hour, at which time the convention will be turned over to them for their use, and it is expected that they will have something that will interest every delegate at the convention.

Fred Mason, Ex-Secretary of the National Retail Grocers' Association, will be invited to address the convention.

Michigan Secretaries' Association.

The secretaries of the local associations of the Retail Grocers and General Merchants' Association met in Lansing at the Downey House on Sept. 28 with the following present: J. T. Percival, Port Huron; J. M. Wines, Detroit; F. S. Birdsall, Traverse City; E. L. May, Grand Rapids; A. R. Bliss, Muskegon; D. Glenn, Lansing; Jason Clark, Saginaw; W. H. Porter, Jackson; R. E. Cooper, Ann Arbor; D. B. Boughton, Bay City; B. R. Platt, Vicksburg; C. M. Gore, Wyandotte. There were also present and took part in the meeting M. L. DeBats, Bay City; C. L. Pray, Ann Arbor; L. P. Strong, Vicksburg; S. B. Nickles, Ann Arbor, and C. A. Day, Detroit. The roll call was taken up and each delegate was given an opportunity to explain briefly the details of the credit rating system employed in their respective cities. Literature, blank forms and other information were placed before the meeting for its consideration. Every member took part in the best way to get results and the President appointed Messrs. Pray, May and Birdsall a committee to recommend some credit system for use by its local branches, particularly where new associations are being formed.

The Committee reported as follows, which was adopted: "We recommend the adoption of a rating key to be used by all local branches, and that until such time as this key is generally adopted the local secretaries exchange their keys. We further recommend that all information obtained by the Credit Rating Bureau be kept in the office of the Association, to be given out only by the Secretary when called for by the members. We further recommend that the card system be adopted and the publication of the delinquent rating books be discontinued in the future. A central reporting system

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.

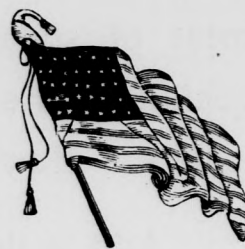
These shoes come in 8, 10 and 12 inch heights as well as regular. There's nothing better in the line of waterproof, wear resisting footwear on the market.

Send for prices or samples.

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



"Oh say"

Can't you see by the Dawn's early light

That Red School House Shoes are all the "go" and have been for forty years? New lasts and patterns add to this attractive line. Nothing more can be done for the quality. Don't forget we make Men's and Women's Shoes.

Watson-Plummer Shoe Co.

Offices and Stockrooms

Monroe and Market St.

Chicago

Our Factories Are in Dixon Illinois



will be established by the State Secretary, where delinquents who move to other cities and whose address is unknown will be reported and the list sent to each secretary to have on file.

The moving van ordinance was thoroughly discussed and each local association was asked to take steps to get one in its town.

Remarks were made by President DeBats and other members of the Executive Committee on the good of the Association. It was recommended that the secretaries hold a meeting one day prior to the opening of the State convention.

J. T. Percival, Sec'y.

Duty of a Clerk To His Employer.

Probably more clerks are trying to find a way to get out of doing work than there are trying to find work to do. It is only by looking for work, however, and by constantly working for your employer's interests that you can expect any advance, either in salary or responsibility—or both. The following pertinent suggestions are for clerks who really have the get-there ambition, and every one of them can be taken to heart and acted upon to advantage of both clerk and employer:

Your salary comes out of the gross profits you make for your employer. Make more money for him and you will make more money for yourself.

Study every customer and cultivate his acquaintance. It will help you increase your sales.

Learn the name of each customer who comes into the store.

Calling a person by name goes a long way towards breaking down that barrier of reserve which otherwise is so hard to get around.

Be glad to see people when they come in. It's just as easy, and you'll feel better and so will they.

Show goods to your customers as you would to your friends. Get out anything and everything which you think will interest them. Help them make the selections and don't get restless or impatient while the customer is deciding what to buy. It has spoiled many a sale.

When you know a thing from "A to Z" you get enthusiasm and sincerity from your talk. Your argument is convincing, and it is easy for you to sell goods. But it is hard work, and it is unpleasant, too, trying to sell something you don't know anything about.

Don't argue with customers. Give them the benefit of your experience and advice, but don't try to force upon them goods they don't want.

Don't make claims for your goods that you know the goods won't back up. The customer finds out the truth in the end, and few customers will let you have a second chance to give them the worst of it.

Try to send every customer away satisfied. A satisfied customer is the kind that comes back.

Don't hide the "stickers" under the counter. Get them out and try to sell them. Often the proper display of an article means the difference between "sellers" and "stickers."

Any one can sell new, well-advertised goods, but it takes a mighty good salesman to keep the odds and ends and hard sellers cleaned up.

Be a salesman, not a clerk. Learn to do things. Have a little initiative. Don't always wait to be told. Look around and see what there is to do, and do it. That is the kind of man who gets ahead nowadays.

Don't forget about the store the minute you get outside. Keep it in one corner of your mind all the time.

You often have a chance to drop a hint among your friends about new things "down at the store." It can't do any harm and may make business.

Get into the habit of doing these things. You know the way to get more money is to show your employer you are worth it.—Pacific Drug Review.

The Japanese Way.

Some idea of how Japan will gradually but thoroughly reform affairs in Korea, making that ancient empire as thoroughly Japanese as any other portion of the Mikado's dominions, can be had from a study of what that indefatigable race of little men has accomplished in Formosa, the island that was ceded to Japan by China at the close of the war between the two countries in 1894.

Formosa, which is near the south coast of China, is not as large an island as Cuba, but it has over 4,000,000 inhabitants. The coast and low country is inhabited mainly by Chinese, but the mountainous interior is held by savage aborigines, who have not yet been subdued. Under Japanese rule the cultivated land of the island has been made to yield abundant crops and large amounts of camphor are annually exported. The towns have been greatly improved, good ports created and railroads built. To prevent the incursions of the savage mountaineers into the cultivated areas the Japanese have for some time maintained a strong guard around the district inhabited by the wild tribes, and they are mercilessly shot if they attempt to rush the cordon that is maintained.

Having completely pacified and reconstructed the cultivated and civilized portion of the island, the Japanese have now turned their attention to exterminating or subduing the wild aborigines. A great wire fence has been built around their mountain fastness and this fence is kept constantly charged with a deadly current of electricity. This inclosure is being gradually narrowed section by section, and the savages caught in the process are disarmed and gathered into reservations. When the process is complete the wild tribes will be either driven into the sea or completely subdued.

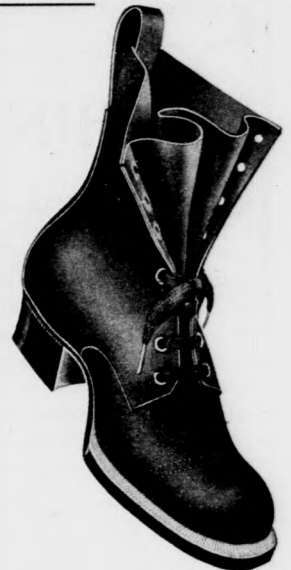
The thorough and effective method being employed in Formosa is typically Japanese, and it clearly foreshadows what will be done in Korea, although conditions in the last-named country which do not bow to the inevitable are certain to be utterly crushed out.

Moral paralysis often passes for patience.

A Name That Protects You



H B Hard Pans
For Men and Boys



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

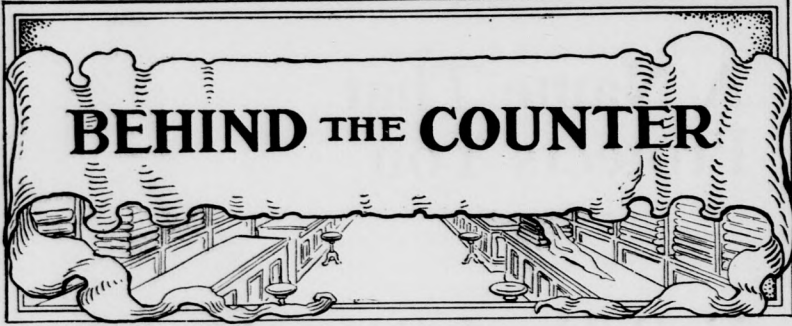


Change In The Price Of Rubbers



The discount on rubbers is this day changed back to the January 1st, 1910, prices 15 and the 5 for prompt payment when due, instead of 6 and 5. Any goods sold and delivered at 6 and 5 will have a corresponding reduction. Tennis goods are the same as April 11th, 1910, the prices they have been sold at this season. Send us your order for any additional goods you may need and they will have our prompt and careful attention.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.



SATURDAY NIGHT.

A Hideous Nightmare To Merchants and Clerks.

In the large cities where the Saturday half-holiday is an established feature, and early closing the rule in all except holiday time, the merchants and clerks know nothing of the trials and tribulations of Saturday night as experienced by workers in towns, villages and small cities. In many places the terrible habit of making Saturday night the shopping time of the week prevails and, as a result, churches of all denominations languish next day. Country people and town people alike swarm the streets until nearly midnight, leaving for their homes at last regardless of the tired workers who must put goods in order, straighten up accounts, leave stores in some semblance of order and then go home to bathe and drop into restless slumber. Is it any wonder that it is so hard to get clerks and business men out to early services or Sunday school next morning? And if they do drag their weary bodies to the church, is it any wonder that they go through the services in a sleepy, listless manner?

Perhaps if only buying were done the evil would not be so great, but men, women and children clog the stores to "visit" and have a social good time. The clerks, tired from standing on aching feet all week, must politely wait until the dress-making, the canning, the preserving, the social affairs and domestic tribulations are all gone over, risking the displeasure of the employer, and then perhaps hear the comforting news that the shopper was "just looking around." But clerks are paid for waiting upon people, some one is sure to say. That is true, but they are just flesh and blood like other people and get tired when Saturday night comes, just as we all do. There are women who call themselves good Christians who blandly argue that it is no harder for the clerk to stand behind the counter than for the shopper to stand in front of it, but the cases are not similar at all. One woman who always advanced that argument was in the habit of disposing of her moderate amount of work early on Saturday morning, the Sunday dinner in that family always being eaten outside the house, and then she would enjoy a refreshing bath, a long nap and a quiet period of reading or resting until supper time. Supper was little more than a lunch, and then, dressed in fresh, comfortable

garments, she would set out to enjoy the evening "shopping" here and there, meeting her friends and buying a few things that needed no special care in selecting and could have been purchased any time. To her the going from place to place was a recreation, but to the weary clerks it was anything but rest.

So if every Christian woman would have a real, vital Saturday night religion there would be less Sabbath desecration. I know there are people who say the clerks would not go to church if they had the opportunity to sleep all day Saturday, but that is not the point. Maybe some of them would not, but they should have the chance to say whether they will or will not. Just imagine that the girl behind the counter is your daughter or your sister or your intimate friend next Saturday night, when you aimlessly wander from store to store having goods pulled down that you never intend to buy, or really buying articles. It will enable you to see how tired she is and how very hard it must be to be pleasant and cheery when the weather is hot and her feet are tired and sore. And then think of the little delivery boys out on dark streets and back alleys delivering parcels that might have gone much earlier in the day, if only somebody had had enough grace and religion to order early. Every magazine and newspaper takes up the appeal to shop early at holiday time in order not to destroy the Christmas spirit in the hearts of clerks, but Christian women can ease the burdens of clerks all the year round. It is a very common thing to go into the stores and groceries early in the day, and find the employers and clerks standing about waiting for customers, and it is a well-known fact that one can get better service and better goods in the meat and grocery line early in the morning, but yet people linger until late before ordering.

It takes very little planning and very little foresight to make Saturday night shopping unnecessary. If any woman feels the need of rest and recreation let her go for a walk, instead of clogging up the stores and keeping the clerks until late. With a friend she can enjoy a leisurely stroll through streets that are not crowded, and really be refreshed after a day's work in the home. But nothing should be allowed to keep the little ones out of bed until ten or eleven at night. If the mother of the family can not or will not break off the habit of shopping toward the midnight hour on the last day of the week, she should at least have some

consideration for her little ones, and not drag them unwillingly through crowded streets and stores. A well-known physician said the habit that prevails in many small towns, of keeping babies up on Saturday night, and feeding them ice-cream soda, candy and peanuts, brings on many infantile disorders and makes the little ones fretful and nervous. They should have their sleep on Saturday night just the same as other nights, so if women have no regard for the clerks, they should at least have some consideration for their own flesh and blood.

And the best of it all is that one influential, good-natured woman, who modestly states her views and enlists help in her cause, can be the means of discouraging a dozen or more of her friends from shopping on Saturday night, and in a very short time the movement will spread so that the tired workers will at least be convinced that there are many women who really care for their physical and spiritual well-being. There are weary, discouraged mortals in every town and small city who have not been able to see Christ in the people who profess to be his followers, and if so little a thing as keeping out of the stores on Saturday night will help convince them, surely every woman who calls herself a Christian can arrange so to do. Instead of making the last night in the week a source of weariness to others, we had better go back to the old custom that made it a time of preparation for the Sabbath, when everything in the home was peaceful and orderly, and the "day of all the week the best" was ushered in in calm and restfulness. Of course the stores will not be enabled to close early the next week, but in time the little leaven will leaven the whole lump, and merchants and their helpers will be enabled to enjoy the Sunday morning services, because Christian men and women, especially the latter, had a

Saturday night religion as well as a Sunday one.—Hilda Richmond in Pittsburg Christian Advocate.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

Established in 1873

Best Equipped Firm in the State

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

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

Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys

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

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

"OUR TRAVELERS"

This is the special brand put on all goods guaranteed by

Clark=Weaver Co.

Wholesale Hardware

Grand Rapids, Michigan



FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

Merchants Sell Service as Well as the Goods.

There is something more to merchandising than merely handing out goods over the counter. That something else is personal service to the customer. As stated by the Sheldon School "Business men are coming to see more and more that their business is not merely the selling of goods but selling of service. That is, the business man is becoming an advisory along the line which he is representing, just the same as the attorney plays the role of an advisor or counselor."

The merchant who feels and displays an interest in his customers—who by suggestion or otherwise recommends certain goods which he knows have intrinsic value—who makes customers feel that it is a pleasant duty to serve them and who gets their confidence—will dare charge a fair compensation for this service beyond that which a less attentive competitor gets. All merchants ought to be in the position where they are at liberty to suggest and recommend goods for customers, and should strive to gain their implicit confidence. The merchant or salesman of this class, working on such a plan, thus may have full play for his knowledge of the goods he is selling.

A salesman is not a first class salesman unless he can obtain a fair profit on a very large proportion of the goods he sells, and unless he gives more than just the ordinary salesman gives in the way of good service he can not get the extra profit. We have heard of instances where one merchant in a town would get five, ten or fifteen cents more for the same article than would another merchant, and yet he was able to sell just as many goods. Pleasing personality, care of customers, and service, in these cases was worth the extra pennies his customers paid him.

There are many ways in which the service merchants give their customers may be improved, and every improvement will bring new customers, for people will come to the store whose service is most nearly ideal. The telephone, the correspondence, the deliveries and the window displays are all factors to watch. Some institutions depend largely on building business through the telephone service and a soft, cultured voice, with polite, courteous attention to customers, is a wonderful force when applied to this branch of the business. Deliveries should be looked after carefully, as there is nothing quite so exasperating as to have pledges of prompt delivery service unfulfilled. Neat packages also come under satisfactory service and tend to make a favorable impression.

The merchant who can incorporate all or as many as possible, of the qualities of good service, will surely reap his reward in large profits and many friends. — National Hardware Bulletin.

Window Cards Increase Sales.

The art of sign and card writing is not a difficult one to master if the beginner will just keep at it. Many times the dealer or clerk in the store becomes discouraged because he does

not become a finished artist at once. A great many dealers make but a very poor attempt; while some, because of their deficiency in penmanship, and through the lack of proper instruction, cease their practice at an early stage and give way to failure.

Some of the best card writers are very poor penmen, and those dealers and clerks who have become good show card writers have all had their beginning. All beginnings are but trials. Only time and patience lead to perfection. If you wish to become a good card writer bear this in mind. Practice and perseverance are the golden rules by which you can succeed.

The card writer should remember that a clean cut, distinct impression is best conveyed by short words and short sentences. The old, tried and constantly used words, the common words, are the best, because they convey your meaning plainly to the masses, and the masses are any dealer's principal customers. Originality alone does not amount to so much on a window card as is generally supposed. Certainly it is but secondary to clearness, brevity and naturalness.

Give imagination full swing. That is what counts. A vivid imagination sees many ways of stating facts, yet always adhering to the truth. This combined with a wide vocabulary, can astonish the people who look at the window, at the many different ways of expressing the same idea.

Force in writing, as in speaking, is always essential. Therefore, give force to your expression. However, try to be graceful at the same time.

An attractive display card will accomplish as much in proportion to the number of people who read it as any other form of advertising the merchant may use. In many cases it accomplishes more, because it appeals to the busy people. A busy man or woman can be reached more quickly by a window card than in any other way. The fact is that no person can resist looking at an attractive window card. It catches all the people as they come and go.

Descriptive and explanatory window show cards form a great advertising medium for drawing prospective buyers into a store. Many customers can be gained by window cards as a reinforcement to newspaper advertising. This is the principal reason window cards are necessary to make sales. The window displays that make everything clear, as to the uses and price of an article, will bring the most trade.

Window show card publicity is an important part of selling, and every dealer should give it serious study. —Brains.

Lure of the Catch Phrase.

An agency or a manufacturer frequently pays \$100 for a name or a catch phrase. But the two most widely advertised and successful names, Sapolo and Uneeda, were invented in the company's offices. Competitions for them with \$100 offered as the prize used to be very frequent, but with the steady decrease of word juggling in the business they have

practically gone out. Sometimes the advertiser offers a well-known writer or humorist a goodly sum for a half dozen pat words. "See that hump" is one of the oldest catch phrases, but it is rapidly becoming only a legend, for the firm which originated it—though once disbursing \$100,000 a year in advertising—is no longer on the list of "live" advertisers. The clever idea stuff, like Sunny Jim and Spotless Town, is nowhere near as popular as it used to be, probably because it was not found to be particularly profitable. Advertising, indeed, has grown soberer with age and rarely now is a subway or street car journey enlivened by mere cleverness. The Campbell Kid as the embodiment of sheer joy is of a vanishing race. "Cut out all foolishness," is the word in more than one agency. Even the smile that won't come off is no longer considered happy advertising; for psychology or imagination or something else which shapes the policy of advertisement nowadays has insinuated that a permanent smile is

suggestive of idiocy and is more likely to estrange than seduce the discriminating buyer, who is conscious that he rarely assumes one even in the face of the perfect cereal or collar button or stove polish or safety razor. What has turned out to be probably the best catch phrase ever invented has not the slightest trace of cleverness or humor. It was the product of an accidental circumstance seized upon by a quick brain. One day an employe in a Cincinnati soap firm beat a batch of soap too long and appeared to spoil the whole boiling. It turned white and it floated. There was a man in the firm who thought that white soap which floated might prove very attractive in the region watered by the muddy Mississippi and its branches. He rechristened the soap "Ivory," overbeat every batch, and "it floats" has doubtless been responsible for tremendous sales.

Algernon Tassin.

The wise know better than to try to live on the spice of life alone.

- ¶ 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.

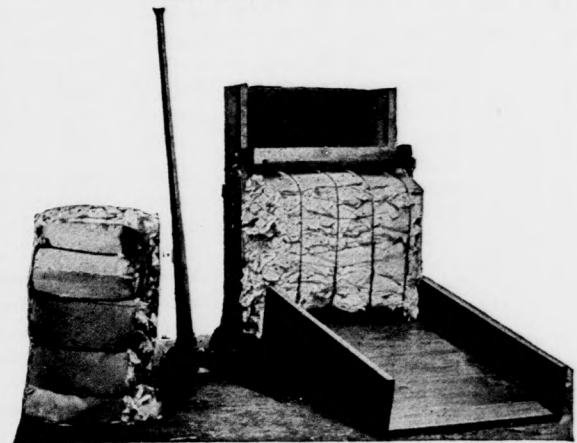
Your Waste In the Way

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

The Handy Press

For balling 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.

MEDICAL DISPENSING.

Reasons Why It Should Not Be Resorted To.*

Not long ago we received a letter from a physician who is also a pharmacist, doing business as both in a small town. He had thought favorably of joining our Association until he read, as nearly as we could judge, the address of Geo. P. Engelhard on Medical Dispensing, delivered at our last meeting. Mr. Engelhard's views on this subject are rather radical and take a blunt method of illustration at times. Evidently our mutual brother thought that this Association was going to wage war on the medical profession and endeavor to wrest from them some of their rights. We appreciate as keenly as he does that there are a number of things to consider in this subject and that changes in a practice that is widespread can not be made in a moment. And however much some pharmacists may feel that medical dispensing is an encroachment on their rights, and however surely some physicians may believe in their divine right to dispense anything they may see fit, without let or hindrance, we must get to the principle that both physicians and pharmacists are special creatures of the law and that their privileges end at just that point where they cease to serve the best interests of the whole people.

The diagnosis and treatment of disease has been delegated by the lawmakers to a set of men who have shown a certain amount of knowledge and skill of the subjects pertaining thereto, and the compounding and sale of medicines and poisons has been delegated to another set, who have shown a certain amount of skill in that line on the theory that it is best for the health of the people that these things should be done only by those skilled in these lines.

The sphere of these two specially privileged, specially protected workers overlap and causes some dissatisfaction. Both physicians and pharmacists have gone into politics, more or less, to increase through their influence the privileges of their chosen professions.

So far as we are able to see without prejudice we wish to present our argument on this question on the basis of service to the people. There is no doubt that the reason for the interest of the pharmacist in this subject springs from the selfish gain to be made by a change in the practice. If, however, the change advocated by the pharmacists is for the benefit of the people it should be made. It is rare that progress is made in any line until it becomes to some one's selfish interest to push that work, and it is not likely that the practice of medical self dispensing will drop off much until the pharmacist through his selfish interest convinces either the medical profession or the public that there is a large element of danger and bad service.

We do not believe that it would be possible nor right to absolutely prohibit dispensing by physicians; but

*Paper read by H. R. McDonald, Secretary Michigan Retail Druggists' Association, before Michigan State Medical Society.

as the practice exists there is almost no ban, almost no limit to which the medical dispenser may go, and in case of a mistake or criminality there are so many loopholes in the law that it is almost impractical to hold the dispensing doctor responsible.

The pharmacy law restricts the sale of medicines and poisons and the compounding of physicians' prescriptions to pharmacists except "that practitioners of medicine not the proprietors of drug stores may dispense such things as they deem proper for the use of their patients." The pharmacist in disposing of poisons must register the sale; in dispensing prescriptions he keeps a record. The doctor is under no restrictions at all, and should he, through error, cause the death of a patient he is the first party called and has all possible chance to cover up his mistake. In such a mistake on the part of a pharmacist there is little chance for him to side step the responsibility.

The law is supposed to protect the people, but in this case it gives the greatest latitude to the party least skilled in the particular line of work involved. Clearly this is not consistent.

There is only one logical defense of the practice of dispensing by physicians, and that would be the ability to give the patients better service. And here is the condition under which the work is done in the office of the average doctor: The dispensary consists usually of one small room which contains in stock of medicines and apparatus for compounding and dispensing less than \$150 worth. Compared with the stock and tools pertaining to the prescription part of a drug store doing a prescription business this is less than 10 per cent. of the value, and in the prescription room of the drug store we find a man who makes a business of dispensing and who takes a pride in the work. It is undoubtedly true that the average dispensing doctor detests that part of the work. And how can it be otherwise? It is not the work for which he has trained himself and he can not devote much time to it if he is to keep up with the end of the work for which he is fitted. If he is to make careful examination of the patients who come to his office, to call upon the others, to perform an operation occasionally, to read and keep himself in up to date condition he has little time nor inclination to study how this mixture could be best dispensed nor to ascertain the quality of that tablet.

Due to the conditions under which doctors dispense they usually fail to appreciate the real help that a competent pharmacist and a well stocked drug store would be to them and their patients. The greatest obstacle in the way of many physicians writing prescriptions is the influence of the representatives of the supply houses. These men argue that it is a money maker. A comparison of the physicians in a community where prescription writing is the practice and one where the doctors dispense will soon reveal the fallacy of that argument. In fact, the real condi-

tion is that the doctor is out his time and in many cases the money that the medicine cost him. One of the very worst features of the dispensing practice is the fact well known to pharmacists and to reliable manufacturers, that the dispensing physician, on the average, uses goods that are not high grade. On this question we wish to quote part of an article by Dr. Jas. H. Beal on "Why Doctors Dispense Poor Drugs:"

"At the request of the State Food and Drug Department the writer several years ago made a survey extending over several months into the condition and quality of drugs and medicines in Ohio, and candor compels the admission that some of the poorest drugs found anywhere were discovered in the offices of dispensing physicians, especially those located in small towns and rural communities.

"The results of this investigation have been repeatedly confirmed by drug inspectors in Ohio and elsewhere, and can be confirmed by anyone who has the requisite technical knowledge and will take the trouble to look into the matter.

"I would not be understood as intimating that such conditions prevail universally in the offices of dispensing physicians, for such a charge would be monstrously unjust. I gladly bear testimony that in many offices there is abundant evidence that quality alone is considered in the purchase of supplies, and that if any defective drugs are found it is due to the lack of technical knowledge that would have enabled the physician to detect the fault.

That the physician's knowledge in this particular should be defective is not to be wondered at when we reflect that in a regular medical course, even in the best of colleges, the amount of study put upon drugs themselves — their botanical and chemical origin, mode of manufacture and physical qualities, preservation and testing — would probably be less than the equivalent of three or four weeks of the work required of a student of pharmacy.

"In fact, the modern medical course is based upon the theory that the physician's supply of medicinal agents will come from those specially skilled in the art of their preparation and consequently the medical curriculum deals with the subject of pharmacy to a very limited extent. The tendency is still more in this direction and some colleges are considering the advisability of dropping even the present merely nominal course of pharmaceutical instruction.

"The ignorance of the physical and pharmaceutical character of drugs and medicines makes the physician an easy victim to the salesman with 'bargains.'

"Attracted by the bait of cheap prices the physician loads up his shelves with the inferior and not infrequently worthless goods, and once there he uses them. If his patients recover the medicine receives the credit; if they die the disease is blamed.

"The Ohio inspectors have found physicians using tablets of Codeine with other ingredients, costing less

The Diamond Match Company

PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

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

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

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

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

Young Man, Do You Want To Better Your Condition?

If you have been a successful merchant or clerk and would like to put yourself in a position to earn more money, write us, giving a full description of yourself and your success up to date. We have calls almost every day for MEN WHO DO THINGS, and, if you are worthy, we can, no doubt, be of service to you.

Tradesman Company
Merit Department
Grand Rapids

than the wholesale price of the Codeine alone, Elixir of Pepsin at \$1 per gallon and alleged Syrup of White Pine Compound billed at 50 cents per gallon.

"One of the Ohio inspectors reports that some physicians habitually make out lists of articles wanted and submit them to different houses for bids, the order going to the house that makes the lowest price. In one case the order went to a department store, which it seemed was able to underbid even the supply houses.

"Personally I have met pharmaceutical travelers who regularly carried two grades of Elixir Pepsin, and others commonly used pharmaceuticals offered to physicians and a more expensive grade designed for the use of druggists in prescription work. When reproached for this inconsistency they replied that there are many physicians who absolutely refuse to pay the price of the better article and they must either sell the cheaper one or lose the order.

"Again the fact that the physician is commonly unable to distinguish between the good and the bad in pharmaceuticals leads, with the best of motives, to select an inferior article.

"For example, I have known a physician to dilute upon the rich, dark color of a fluid extract of a highly resinous drug as indicating its superiority to the thin, light colored preparation of another manufacture. Naturally he was surprised to learn that the one preparation was thick and dark colored because it had been made with a menstrum composed mainly of water, which extracted practically everything except the valuable constituents, while the light colored liquid had been made with expensive alcohol, which extracted the resinous material and left most of the inert matter behind."

Time is money and the physician who is putting up medicine, unless time is heavy on his hands, is losing money.

Pharmacy is a profession but the druggist is a merchant. Physicians are supposed to be professional men strictly, but where they sell medicine they cease to be, and yet they can scarcely be called merchants. They really become peddlers of medicine. There is quite an amount of this done in Michigan. For instance, only a short time ago a doctor and a druggist were standing talking in the store when a man came in and said, "Say, Doc., I want ten cents' worth of those headache tablets." The doctor went over to his office and put up the tablets and came back to the store. Many doctors sell headache tablets, cathartic pills, castor oil, and even fountain syringes, Sal Hepatica, and such. Now, this practice is illegal. The doctor has no more right to sell medicine under the law than the grocer. We believe that this practice should be strongly discountenanced by this society.

On the other hand, when this subject is discussed there are counter charges brought against the pharmacist, the chief ones being that they substitute and counter prescribe. We have no defense to offer for these

things. The druggist who practices real substitution is a criminal, a thief. There is occasionally a criminal in all classes of workers; but the argument has always seemed to me a rather peculiar one to be used as a reason for a doctor to dispense. Of physical necessity the dispensing doctor must frequently substitute what he has for what his judgment dictates is best adapted to the case.

There are a few druggists who seem to think that they are competent to practice medicine, and so the charge of counter prescribing is against us. The number is small and constantly growing smaller. It is not countenanced by good pharmacists, and you will find upon the records of all pharmaceutical associations resolutions condemning the practice of counter prescribing. And further the physician has the remedy at hand. The practice is illegal.

Again some physicians say that when they prescribe their prescriptions are peddled. It is true that is done to some extent, but it does but little harm to the doctor's pocket-book, if any. And the remedy is in his own hands. He can at any time order his prescriptions "non-repeat." And in any community where prescription writing is the practice the druggists will go out of their way to assist the doctors to eliminate this peddling.

The most important work performed by a pharmacist is the dispensing of physicians' prescriptions. It is, then, chiefly in preparation for this work that the State of Michigan says that he shall have four years' experience, or two years' college training and two years' experience before he shall be permitted to take this responsibility. And it is anticipated that in a few years the college training will be compulsory. It is probable that over half the prescriptions of Michigan doctors are dispensed by the doctors themselves. Now, either the pharmacy law is wrong or this practice of medical dispensing is wrong, either the skill required of the pharmacist is unnecessary or the doctor is not up to standard. If it is not up to standard it is degrading to the profession and should be discontinued.

In practically all the European countries medical dispensing is prohibited by statute. In England the practice is declared unethical by the medical profession, and we believe that it should be so declared in Michigan. We do not believe at the present time, as some have advocated, that the law should be invoked in this matter, but if we have shown that the practice does not obtain the best results for the profession, and for the people, that this Association should call upon its members to break way, that dispensing should be resorted to only for the emergency and where a pharmacist is not available.

—◆◆◆—
We have no right to condemn the vicious as long as we make the path of virtue so hard.

—◆◆◆—
We easily lose more through daily indifference than death can take from us at the end.

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.

KEY-NOTE ADVERTISING.

Modern Advertisement Not Merely a Stock List.

Written for the Tradesman.

The days of slovenly advertising are nearly over. The merchant who demands fair returns on the money invested in publicity either takes plenty of time to write his own advertising matter or employs an expert to do that important work for him.

Even the grouches who contended for years that advertising was just "a graft" are now fighting for desirable space in the newspapers and magazines. Also the men who used to urge that if no one advertised at all there would be no need of spending any publicity money, are making yearly contracts.

The men who thought advertising a graft were finally convinced by the high-class men in the business that if advertising were a sort of blackmail the wisest business men in the world wouldn't be taken in by it year after year and thrive under the system. The men who thought that if no one else advertised they would not be obliged to, saw that people were attracted by well-written advertisements and bought articles they would never have thought of going to a store and asking for if their need of the same had not been shown by cunning publicity.

Now that autumn advertising is in full swing merchants ought to see that they get value for the money they spend. They should understand, right at the beginning, that it costs more to take care of a good-sized newspaper space than it does to secure the space. Of course it may not cost as much in money to procure the right kind of copy, but it will cost in time and thought. A man who will pay \$25 for space in a publication and then spend only half an hour making the copy for it ought to have a guardian.

Not long ago a solicitor for a well-known standard publication went into a store and took a contract for a page of space for four Sundays. While the solicitor stood by the desk talking with the merchant the latter called a young clerk to his side and handed him a copy of the advertising contract he had just signed.

"File that away," he said, "and supply the copy."

"Why do you trust your advertisement writing to such a boy as that?" asked the solicitor. "He is new in the store, knows very little about the stock, and probably knows less about using the English language in an effective manner. You ought to put the best man you have at that advertisement work."

"I have to keep that boy on the payroll for family reasons," smiled the merchant, "and he is no good at all, so I let him keep track of my papers and contracts, read the headlines of the newspapers and keep me posted on the news and write the advertisements. There is nothing of account that he can do."

"You have just agreed to pay me \$250 for space," said the solicitor, angrily "and you are going to let

that boy—admittedly good for nothing—fill it for you!"

"Oh, what he writes will keep the store before the public. That is all any advertising does," said the merchant.

The solicitor took the contract from his pocket and laid it on the merchant's desk, much to the surprise of the latter, for it had taken a lot of talking to get the signature he was now giving up.

"What's up?" the merchant asked. "I'm surrendering the contract," was the reply. "It wouldn't pay me to take it."

"Why not? You were mighty anxious to get it, just a few moments ago. What's come over you?"

"Your advertising would do you no good," was the reply. "You would pay me \$250 at the termination of the contract, but you would always feel that you had been cheated out of your money."

"I'm taking my own chances on that," said the merchant, pushing the contract back to the solicitor.

"Yes, you are taking your own chances," was the reply, "but you would go about among your business acquaintances saying that you got inadequate returns for money spent with us. It would not pay me to take the contract, if you are going to fill the space with cheap copy. We would lose more patrons through your grumbling than all your money could make up for."

"Write the advertising copy yourself, then," said the merchant.

"I can't," was the reply. "Haven't got the time. There's three days' work on each page and there are four of them. I can't give you two weeks of my time. There's your contract."

Later the merchant employed an expert and soon got out of the grumbler's row, of which he had long been a shining light. The best advertising writer is the man who best expresses himself. It is generally understood now that prices must be given in order to gain results, so there is little use in talking about that.

The advertisement writer who gives the best service is the man whose sentences dwell longest in the mind. The good advertisement writer must sound the key-note of the selling campaign. He must supply a slogan which will be passed on from a satisfied customer to a consumer who has yet to buy. In politics the key-note speech is the thing. It supplies a cue for spell-binders and gives the assemblage at the corner grocery something to discuss. Key-note advertising is going to be the thing from now on.

When Charles W. Post began advertising his Postum-Cereal he struck a slogan which was worth a million to him. I don't think he pushed it hard enough, but he used it on some of his printing.

"It makes Red Blood."

That was all there was of it, but it was enough. People want red blood. They know that it means health, prosperity, capability of enjoyment. Anything that will make red blood will not lack purchasers. Mr. Post should have strung those words in red letters all over the coun-

try. People would have discovered what it was that made red blood. Trust them for that.

Those words, "It makes Red Blood," came into the minds of millions of people every time they thought of Postum-Cereal. That phrase had more to do with the extraordinary success of Mr. Post's venture than any other one, or all the others combined. I don't know whether Mr. Post would believe this or not, but it is a fact. I have heard hundreds of people repeating it in connection with his admirable substitute for coffee long after the words were out of his advertising.

Another slogan used by Mr. Post—it is said that he writes most of his own advertising—made such a hit with the public that artists have made cartoons from it and editors and orators and preachers have used the words effectively in all lines of thought and argument.

"There's a Reason."

Do you ever see the words that you do not think of Grapenuts? Hundreds of imitators have used them in connection with their own goods, but they lose the benefit of the phrase because the mind of the reader goes back to Grapenuts. This is key-note advertising of the highest class.

"It Makes Red Blood" and "There's a Reason" signs ought to be in every grocery where the Post products are kept for sale. (Suggestion rates, please!) They would help the grocer sell the goods. This is not an advertisement for Mr. Charles W. Post, but an illustration of key-note advertising. Merchants everywhere ought to dig down into their brain-cells and see what they can produce in the way of sentences calculated to take a grip on the minds of possible buyers.

Another good illustration of key-note advertising is found in W. K. Kellogg's slogan which goes forth with Toasted Corn Flakes. It is neat and pretty and the man who invented it is a genius.

"The Sweetheart of the Corn."

There you are! That tells the story. Toasted Corn Flakes are made from the sweet heart of the corn, and the play on words reminds every possible purchaser of the fact. There is a picture of a sweet-faced girl and an armful of cornstalks in the picture which goes with the phrase, but the words form the winning factor. One never sees a package of Toasted Corn Flakes or reads an advertisement boosting the product without thinking of "The Sweetheart of the Corn."

The sentence tells him everything the makers claim for the food—that it is made of the sweet heart of the corn. That is the point. The hard shell has been ripped off and the sweet meat in the center utilized. It is a mighty good slogan and ought to be used more. Lately some of the firm's advertising has not contained the pretty girl and the words, but this is a mistake. They ought to be on everything that goes out of the factory, unless something better is invented, and it will not be easy to get anything half as good.

Another bit of effective key-note advertising is issued by the Kalamazoo Stove Company. "A Kalamazoo Direct to You." It tells the story of the elimination of the middleman and his profits. Can you imagine a sentence of five words which would tell that long story better?

Key-note advertising is coming in and old methods are going out, and merchants who want to reap the highest possible rewards from their publicity departments must be willing to pay about as much for the preparation of the copy as they paid for its first production. Alfred B. Tozer.

She Wanted the Credit.

Freedom of the will is a doctrine which children can understand and appreciate. The little girl in this story was not willing to have all her naughty ingenuity ascribed to supernatural sources.

"It was Satan," said a mother to one of her children "who put it into your head to pull Elsie's hair."

"Perhaps it was," replied the little girl, "but kicking her shins was my own idea."

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

The Handshake

If you have ever noticed any difference between one handshake and another you'll understand the reason why so many travelers prefer the

Hotel Livingston

Grand Rapids

New Field For Auto Makers.

Of the making of automobiles there seems no end, to paraphrase the wise man's saying anent books, but the auto factories are already beginning to cast their eyes longingly toward the skies. There are no present indications that the American public is beginning to tire of the gasoline wagons, though there is a tendency to look upon them more and more from the utilitarian viewpoint. The wise man doesn't wait until the end of a fad has arrived before looking about for a new way to utilize the old desire for novelty. That, perhaps, is the reason why the wise automobile makers are beginning to dream about building airships.

The airship craze is growing so rapidly, with a hopeful inventor in every other city block busily engaged upon the construction of a "plane" that will startle the world, that it may not be long before there will be a commercial model discovered. The result will be a big, sudden demand for planes. One extensive automobile factory in the West has already begun making plans for turning out airships. A number of automobile makers in Europe have started the manufacture of airships.

The transformation of a part of a well equipped motor car plant into an aeroplane factory can be brought about quickly and with little expense. The merely mechanical part of airship making isn't much. It is the manner in which the parts are fastened together, the quality of the engine, and the intelligence of the operator that make an earth-man into a full fledged bird-man. But when the engine in an airship can stop running at a distance of more than a mile from the earth and the aviator drop down that 8,000 feet without injuring himself or damaging his machine it would seem that the day of the airship was really upon us. Making automobiles is profitable—but it is not so profitable as will be the making of airships in the first few years after people realize they can fly without killing themselves.

The Boys Behind the Counter.

Kalamazoo—Dick Romine, for many years with the Bruen Dry Goods Co., has taken a position with W. W. Olin & Son.

Cheboygan—E. A. Jones, of Detroit, is the new pharmacist at the drug store of C. A. Thomas.

Sparta—Sherre Ballard has taken a position in M. N. Ballard's furniture and china store.

Allegan—Orlo McGeath will leave the Grange store Saturday and will start in business with Ed. Messinger.

Fremont—Nelson Farlin has taken a position in Ed. Jacklin's market.

Conklin—F. W. Hamilton, of Marion, and a graduate of the University of Michigan, is the new drug clerk at the Conklin drug store.

Greenville—Miss Anna Olsen, who has been with the New York Racket store the past three years, is now connected with the Greenville Dry Goods Co.

Grand Ledge—A. C. Baldwin has resigned his position at A. B. Schumaker's store, having other business

in view. Charles Aldrich, of Portland, is now clerking at the Schumaker store and will soon move his family here from Portland.

Grand Haven—Milton G. Gill, formerly for twelve years with the La Salle & Koch Co., Toledo, in the carpet and draperies and furniture department, has accepted a position with the Addison Co., Ltd. Mr. Addison engaged him to take charge of his carpet and drapery department.

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

Buffalo, Oct. 5—Creamery, fresh, 27@30½c; dairy, fresh, 23@28c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 27@30c; at mark, 25@27c.

Live Poultry—Fowls, 13@15c; chickens, 14@16c; 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; white kidney, hand-picked, \$2.75@3; marrow, \$3.15@3.25; medium, hand-picked, \$2.75@3.15; Medium, hand-picked, \$2.75.

Potatoes—New, 45@50c per bu. Rea & Witzig.

New Bank At Custer.

Custer, Oct. 4—Arrangements have been practically completed for the establishment of a bank at this place. The new institution will be a private bank and will be located in the new Israel Fisher building, a concrete structure erected the past year. It will be financed by persons connected with the State Bank at Ludington. Furniture and fixtures have been ordered and it will open its doors as soon after these arrive as may conveniently be done. The Grand Rapids Safe Co. was the lowest bidder on the safe equipment and secured the order.

Provisions—Hams, bellies and bacon are unchanged. There has been a slight falling off in the consumptive demand, as usual at this season, and conditions are barely steady. If there is any change it will probably be a slight decline. Pure lard is firm and stocks are light. Compound lard, owing to a decline in cottonseed oil, is dull at about ¼c decline. There may be further declines. The demand is fair. Dried beef, barrel pork and canned meats are in seasonable demand at unchanged prices, with the exception of an advance by some packers of 10c a dozen in No. 1 corned beef.

Salt Fish—Cod, hake and haddock are quiet as yet on the before quoted basis. The demand for Norway mackerel has been very good, owing to the comparatively low prices—about \$2 per barrel below last year. Irish mackerel have been ruling relatively high—too high in comparison with Norways—but show some disposition now to weaken. Shore mackerel, owing to very poor catch, are practically out of it.

Women usually make up in words what they lack in argument.

The Drummer.

Drummers seldom pray much, pay their bills—usually hate shams, dodge touches, have warm hearts, quick wits, much nerve and more courage, but are born scoffers. They have good memories, much humor and a fund of stories limited only by time. They can preach a sermon, lead in prayer, time a horse race, umpire a ball game, make a stump speech and have an opinion upon every known subject from prize fights to the nebular hypothesis. — Commercial Travelers Magazine.

In the Judicial Repair Shop.

"What's the charge against these two men?" enquired the police justice.

"They were havin' a quarrel over a busted auto tire, your honor," answered the officer.

"Well, we'll let them patch it up themselves," said his honor, with a slight closing of his left eye. "Call the next case."

Saginaw—In the opinion of F. R. Hathaway, of the Michigan Sugar Company, Michigan will soon be the leading sugar beet State in the Union. Last year Colorado was first, but Michigan beets are showing a much higher sugar percentage than those in the Western State. In 1909 the average price per ton was \$6. The percentage has increased from 13 to 17 per cent. Statistics given by Mr. Hathaway show that 80 per cent. of the farmers stay with the sugar companies year after year. Last year \$6,000,000 was paid out to them. Beets

raised in Germany, the home of the sugar beet industry, show more of a percentage of tons per acre than in Michigan according to figures. The average yield in this State is ten tons, while in Germany it is thirteen and one-half. In every other respect Wolverine beets are the equal if not better than the German beets.

Cheese—The consumptive demand is only moderate and the market no more than steady. The outlook is for a continuance of present conditions for the next few days at least. The present arrivals are showing very fine quality and the make is about normal for the season.

Syrups and Molasses—Corn syrup has declined two scales and ½c per gallon. Sugar syrup is being absorbed as fast as made, at unchanged prices, but not for straight consumption. Molasses is dull at ruling prices. The crop will be late but probably very fair.

B. H. Comstock has sold a half interest in his special sales business to F. W. Grisier, of Columbia City, Ind., who has been carrying on the same line of business in the West. The new style will be the Comstock-Grisier Co. and the headquarters will remain at 907 Ohio building, Toledo.

Starch—Muzzy bulk and all Best gloss grades have declined 5c per 100 pounds.

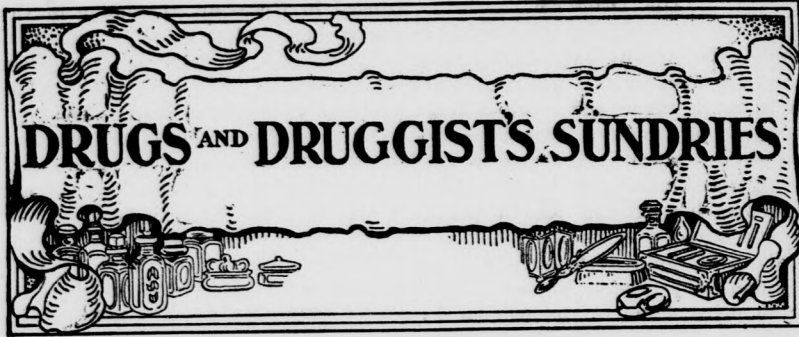
If you can whittle your convictions down men will soon see your real motives.

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



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.

THE ROAD PROBLEM.

Use of Tar, Petroleum and Asphalt Products.

Written for the Tradesman.

It is a curious anomaly in the advance of highway construction that the principle of solubility, or insolubility, should be so slow in becoming a factor in the vast problem. From time immemorial and world-wide there seems to have been no thought of other than mechanical compacting of the hardest materials and the exclusion or removal of water by any available means, excepting the use of cements or asphaltum. The use of the latter material has been quite extensive as a paving material on account of its insolubility, but in northern climates the use as a sheet surface has proven a failure and its use as a block material bids fair to create no serious competition with the harder and more durable vitrified brick. Indeed, these uses of such material can hardly be called a factor in highway construction so much as in city and town street paving.

The idea of adding to the materials for road construction an oily substance to render them impervious to water and to secure cohesion to prevent dust is new. It is true that in England and some other parts of Europe tar products have been employed in road building for a number of years, but the attendant expense has confined it to localities where it might almost be considered a pavement. Increasing demand has perfected and cheapened these products until now they are coming into competition with the newer use of petroleum and asphalt products.

The use of petroleum as a means of laying dust originated in San Francisco or some of its suburban towns some half dozen years ago.

This use quickly spread to the still dustier towns farther south. It is generally known that one of the greatest drawbacks to the vaunted climate of Southern California is the long annual period of persistent dust. To control this with quickly evaporating water is manifestly impracticable and so the experiment with oil received early and widespread attention. It was soon discovered that to be effective and durable the application of oil must be in the way of mixture with the material of the road surface to varying depths, according to local requirements of traffic, etc. The idea was not long in crossing the mountains and for several years the experiments, begun in Boston suburbs, have been extending rapidly over the country.

An early result of the experiments with petroleum was the turning of attention to the use of other oleaginous minerals and products, such as tar, asphaltum, etc. As noted above, these had been known as road materials in certain localities, but it remained to be demonstrated that there was a wide field depending on the nature of the service, facility of obtaining, etc. The companies exploiting such materials have found a sudden demand taxing their capacity and compelling them to enlarge their facilities to the utmost in these directions.

That the oil principle is to be a constantly increasing factor is already demonstrated beyond the possibility of a doubt. As yet the application has been confined to localities where other materials than clay are available. Its use seems to be peculiarly adapted to sand and gravel as road material, but it has not proven practicable in the heavy clay roads of the prairies except as sand, gravel, crushed stone, etc., are provided. For the vast extent of clay highway, with its hopeless periods of bottomless mud, it becomes a question of transporting not only these insoluble products, but, in addition, enough of the coarser materials to form an impervious and manageable roadbed.

That the use of the oil or insolubility principle is still in its earliest stages of experiment, notwithstanding its already wide employment, is beyond doubt. The immensity of farm values to be affected by the development of good roads in the vast area of the most fertile lands preclude a pause in the work until the mud and dust question shall be finally solved. Of course, the cost of this solution must be infinitely varied in the varying costs of transportation of materials. And the same varia-

bility will obtain in the employment of the different insoluble agents, depending on cost, adaptability to conditions, bulk and distance of transportation. Warren N. Fuller.

Phosphate Deposits of America.

A recent report of the geological survey shows that in the northwest country of Idaho, Wyoming, and Utah the United States possesses probably the largest and richest phosphate deposits in the world. From surveys recently cast up in totals these deposits show evidences of 267,000,000 tons of high grade phosphate rock, while the chances are that millions more tons may be added to this total before the pay rock is exhausted.

These deposits show the rock in pebble formation, closely cemented in masses and containing some calcite. These round particles vary from a microscopic size to pebbles half an inch in diameter. In color the phosphate rock ranges from a gray to a jet black, the black probably due to carboniferous matter. All public lands suspected of containing valuable deposits of phosphate now are withdrawn from public entry until such time as the value of the deposits is tested, preserving the status of the land until congress shall take action.

Duralumin New Substitute for Steel.

With practically an unlimited field in which to use it, an English firm has begun the manufacture of duralumin, a new alloy of aluminium, which may in time become a substi-

tute for steel in work where lightness, strength and flexibility is required. H. B. Weeks, head chemist at Vickers' Sons & Maxim's works at Barrow, England, is the discoverer of duralumin. It is a little heavier than pure aluminium, but is as strong as steel and about one-third the weight of brass. It can be rolled, drawn, stamped, extended, or forged. It does not corrode so easily as other aluminium alloys.

The one big drawback to the extensive use of aluminium aside from its expensiveness, is the fact that while its tensile strength equals that of steel, it is far less flexible. The new alloy overcomes that defect, according to the inventor. The firm has such faith in duralumin and of the future demand for it that it is building new works at Birmingham to manufacture it, and has patented it in all countries of the world.

No man goes far forward who has not strength of will to back down at times.

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M up. Write for samples or tell us to call on you any where in the state.

We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

Citx. Phone 6238

42-44 South Ionia Street

Bell Phone 3690

Grand Rapids, Mich.

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

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum. Includes a large advertisement for 'HOLIDAY GOODS' by Hazeltine & Perkins Drug Co., and another for 'LaBelle Moistener and Letter Sealer'.

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 listing various market categories (A through Y) and their corresponding column numbers for the price current.

Main table of grocery prices, organized into columns 1 through 5. Categories include Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brooms, Brushes, Butter Color, Candles, Carbon Oils, Canned Goods, Cereals, Cheeses, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Flour, Fresh Meats, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Continuation of the main table of grocery prices, covering columns 3 and 4. Categories include Limburger, Pineapple, Sap Sago, Swiss domestic, Cheating Gum, American Flag Spruce, Beeman's Pepsin, Adams' Pepsin, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Yuccatan, Spearmint, Chicory, Bulk, Red, Eagle, Franck's, Schener's, Chocolate, Walter Baker & Co's, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Lowney, Sweet, Morgan's, Regular barrel, Trade barrel, Boiled, Hard, Cocoa, Baker's, Cleveland, Colonial, Epps, Huyler, Lowney, Van Houten, Dunham's, Bulk, Coffee, Rio, Santos, Maracalbo, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Arablan Mocha, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Holland, Extract, Felix, Hummel's foil, Hummel's tin, Crackers, National Biscuit Company, N. B. C. Sq. bbl, Seytaour, N. B. C. boxes, Saratoga Flakes, Zephyrette, Oyster, Bumble Bee, Cadets, Cartwheels Assorted, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coffee Cake, Coffee Cake, Iced.

Continuation of the main table of grocery prices, covering column 5. Categories include Champagne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, Cream Tartar, Barrels or drums, Boxes, Square cans, Fancy caddies, Dried Fruits, Apples, Sundried, Evaporated, Apricots, California, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Cluster, Loose Muscatels, Loose Muscatels, L. M. Seeded, California Prunes, 100-125, 90-100, 80-90, 70-80, 60-70, 50-60, 30-40, Farinaceous Goods, Beans, Dried Lima, Med. Hand Pk'd, Brown Holland, Farina, 25 1 lb. packages, Bulk, Hominy, Flake, Pearl, Maccaroni and Vermicelli, Domestic, Imported, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, Sage, East India, German, broken pkg., Tapioca, Flake, Pearl, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Athena Lemon Cake, Baronet Biscuit, Bremner's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, Graham Crackers, Label, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzelettes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Cracks, Soda Cracks, S S Butter Crackers, Sultana Fruit Biscuit, Unedda Biscuit, Unedda Jinjer Wayfer, Unedda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, Nabisco, Eclipse.

Main table with 6 columns (6-11) and multiple rows of commodity prices including items like Flour, Sugar, and various meats.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand

Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
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 @ 6

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 1.

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs .. @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra..

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

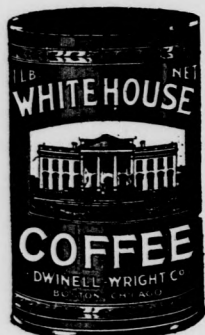
Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

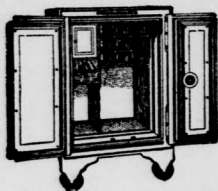
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 35
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Variety The Key-Note Of Net Profit

The bane of three retail stores out of four—possibly nine out of ten—is too many goods in proportion to sales.

The sales of the average general merchant run from two to two and one-half times his average investment, twice is more common, and we have known merchants who thought themselves prosperous whose turn was as low as one and one-half.

No wonder the end of fifty-two weeks of hard, drudging labor finds the average retail merchant with so scanty a showing of "net"—and that probably on his shelves and not in the bank.

Why is a straightout variety store handling popular priced specialties only, the best business proposition on earth in proportion to investment? Simply because it handles popular priced quick sellers only, buys a minimum stock of each item, and turns its stock four to ten times.

A suggestion: Experiment with a \$200 lot of 5 and 10 cent and other popular priced variety goods, such as we put up every day for general stores. Not only will it earn you more money than any other equal investment in your store, but it will teach you that the principle of minimum-quality-maximum-turn applies equally to all parts of your business.

A study of our October catalogue will help you. If you haven't a copy, send for No. F. F. 830.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Omaha, San Francisco, Seattle

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Old-established ladies' furnishings and fancy goods business in live manufacturing town. Must sell on account of health. Address No. 949, care Tradesman. 949

For Sale—Box factory, two-story brick building, newest, best economically equipped machinery, on railroad, 1 acre land, handy to connect lumber yard, planing mill, barrel factory. The best field in Pittsburg for business, 75 men working now, enough orders. Long sickness, reason for selling. Bargain, easy terms. Call owner, Jos. Exler, 300 Grant St., Pittsburg, Pa. 948

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—Grocery and market in growing town 10 miles from Chicago. Best location in town, low rent, doing a good paying business. Owner retiring. Address No. 947, care Tradesman. 947

For Sale—Two 8 foot plate glass, oak frame, electric lighted showcases. Three 8 foot, oak, wall hat cases, with sliding glass doors. One outside marble base, electric lighted display case. One triple mirror. One single mirror. All in good condition. Will sell any one or all. Gannon-Paine Co., 84 Monroe St., Grand Rapids, Mich. 946

For Sale—Good paying furniture and piano moving, storage and general teaming business in a live town of 35,000; doing a cash business of \$1,500 a month and constantly growing; has been established thirty months; selling on account of family and ill health. This must be seen to be appreciated. Address Lock Box 37, Aurora, Ill. 945

For Sale—21,000 acres Virgin timberland in Northern Louisiana, will cut 7,000 feet per acre; 40% white oak, 20% red oak, 40% red gum. One railroad runs through the land and another 3 1/2 miles west of it. The land is suitable for raising cotton, corn, oats, rice, etc. Price \$12 per acre; 1/3 cash, balance on reasonable terms. Address Max Fleischer, 258 Lewis St., Memphis, Tenn. 944

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me, JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Variety store in good location, stock about \$1,000 or \$1,200. My reason for selling is that I am going to pay strict attention to my hardware business. Enquire of E. W. Kierst, 819 Chisholm St., Alpena, Mich. 943

Sixty acre fruit farm, 50 apple trees, blackberries, gooseberries, currants, etc. 500 peach, 500 pear, 2,000 grape vines. First-class buildings, fine lawn; 3/4 mile from interurban road at Walker station, eight minutes ride from city limits. Address the owner, A. A. Wilson, Grand Rapids, Mich. R. 13, Phone 4945 3 rings. 942

For Sale—Furniture, undertaking and general house furnishing business. North Central Michigan. Large territory, without competition. About \$3,500. No trade considered. Address X. Y., care Tradesman. 941

Wanted—Experienced traveling furniture salesmen to handle a high-grade line of patented automatic reclining chairs ranging in price from \$6.25 to \$18 on commission basis. Splendid seller wherever introduced. Faultless Chair Co., 1142 N. Campbell ave., Chicago, Ill. 940

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

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

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

The Comstock-Gusier Co. Merchandise Sale Specialists

Stocks reduced at a profit, or entirely closed out. Results that always please. Highest references as to character of work.

907 Ohio Building Toledo, Ohio

For Sale—Twenty-five years established hide, wool and fur business, as the owner retires. The place of business and residence with all the conveniences. \$200,000 is about the amount of business done a year and more could be done. It will be sold for a great deal less than its cost. Address No. 922, care Michigan Tradesman. 922

Newspaper For Sale—The Kalkaskian at Kalkaska. Oldest paper in county. Largest circulation. Only two papers in county. Owner selling on account of poor health. Rare opportunity. Part cash, rest on easy payments. Address Will N. DePuy, Kalkaska, Mich. 916

For Sale—Or trade, hustling clothing, shoe and furnishing business in busy town of 4,000 population; splendid opportunity to enjoy good live business, price \$8,000. Further particulars address M. M., Box 42, St. Louis, Mich. 915

Auctioneer—Stocks of merchandise closed out or reduced anywhere in U. S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. Holman, Harvey, Ill. 914

For Sale—At a bargain, a nice stock of china and bric-a-brac and glassware. Address C. C. Sweet, Benton Harbor, Mich. 925

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

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

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

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. R. W. Johnson, Minneapolis, Minn. 913

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

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

Restaurant—Good trade, good location for bakery. Mining town, 1,500 inhabitants. Must retire. Price, \$550. Address John Tracy, Benton, Wis. 894

For Sale—Two-story brick block with \$1,000 stock of furniture. All new. Address No. 892, care Tradesman. 892

For Sale—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—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

For Sale—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—The only music store in city of 8,000. Exclusive agency for Victor talking machines. Stock includes 8 pianos, sheet music, small instruments of all kinds. Will sell at invoice price. A snap for the right party. Must give all my time to my drug business. Apply at once to J. E. O'Donoghue, Negaunee, Mich. 877

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

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. Stocum, 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—A good clerk, one who understands tin and sheet metal work preferred. Steady position. Hardware & Supply Co., 660 E. 47th St., Chicago, Ill. 951

Wanted—Competent dry goods man for good, permanent position at once. Young man, single. All particulars first letter, age, nationality, experience, references. Address Box 418, Rhinelander, Wis. 950

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.

Wanted—Position as manager of general store or clerk. First-class references furnished. Address No. 952, care Tradesman. 952

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.

EUROPE AND SOUTH AMERICA.

Despite the many protestations of European powers that they have no designs on South America, recent developments prove that the interest taken by some of the continental countries in South America matters are not as disinterested as might be supposed. For instance, France is at the present time much wrought up over the fact that the new President of Brazil, Marshal Fonseca, has employed a number of German officers to train the Federal Army of Brazil. As Brazil has always looked to France to aid her in floating big bond issues, the French Government naturally expected that the Brazilian Government would call for French instructors for its army.

It appears that when Marshal Fonseca made his recent trip to Europe he was induced to take passage in a German ship, and from the moment he came on board he was considered Emperor William's guest, and during his entire tour in Europe he was overwhelmed by attentions by the German Government. It was not difficult, therefore, to induce him to decide to employ German officers in training the Brazilian Army. It is well to remember that there is a large German element in Brazil; in fact, in two provinces the Germans are numerous enough to wield a powerful influence. It is, therefore, natural enough for Emperor William and his government to desire to foster most friendly relations with Brazil and to Germanize the country as far as it can be done by colonization and the training of the army. Moreover, Brazil possesses three of the biggest dreadnought battleships in the world, recently built in England, hence in looking to the possibilities of the future it is probable enough that Germany is courting Brazilian friendship.

While these rival efforts of European countries to wield influences in South America do not conflict with the Monroe Doctrine, they imply possibilities for the future that should warn our Government to maintain a careful watch on developments. Germany has frequently denied any intention of creating a purely German zone in Brazil, and the denials have been, no doubt, sincere. Time, however, may bring about changes, and the growth of German influence in the country might easily cause a change in sentiment at Berlin on the subject of the creation of a great German colony in South America.

WOULD YOU EXCHANGE?

When the spirit of discontent enters your heart, when you feel that you have not been given a fair place in life's battle, just stop and consider with whom you would be willing to exchange places. Of course, there are many better off than you are; but—when you take a second thought—would you not prefer to stand in your own shoes?

Certainly there would be no incentive to exchange with a monarch, who must have a guard around him every moment, day and night. The money of a Rockefeller would seem a convenience, yet do you wish to be

transformed into one, taking his position, his characteristics and his relations with his fellow men? Even the presidential chair might not prove restful.

Looking about in your own community, there may be some who have an easier life, yet is it a more desirable one? Are there not thorns of some sort along every path? Do you not have evidence that there is some skeleton in the closet of even the most stately mansion? Has not the most highly favored some trouble which you would not wish to assume?

We have each our own niche in this world and he is wise who determines to fill this to the best possible advantage. We may not all be able to grasp the great possibilities toward which we have been grasping from childhood, but "Small pleasures, depend upon it," says Jerrold, "lie about us as thick as daisies." The burdens of each are so nicely adjusted that we can carry our own better than that of any other person. We have become accustomed to them and our very gait is shifted accordingly. The load may seem heavy at times, but to exchange with another would but increase the burden on both sides. Certain obligations are ours, not to be shifted as we would; and to the discontent and downcast may come this thought with satisfaction: "There is not one soul with whom I would exchange places completely if I could."

THE HABIT OF DRAGGING.

"The teacher whom pupils admire," says a prominent educator, "never allows a recitation to drag." It is made so interesting that pupils simply can not help listening. Work in any field requires the same degree of enthusiasm to be successful. The boy who drags his hoe over the ground rather than drive it into the soil never raises a banner crop.

There are salesmen who drag and in so doing eventually drag their patrons hopelessly away. They may not be discourteous. There may be attention to every detail, but it is given in a half-hearted manner—one which lacks enthusiasm in itself and inspires none in those with whom the cold-blooded clerk may come in contact.

There may be a dragging in time, even though interest seems to be present. The man who makes three times the work for himself in doing anything seldom has a steady job. Look over the situation carefully and determine the best way; the one which will save both time and steps. Make your head work as well as your feet. Practice speed as well as thoroughness. There is a quick way to tie a package and the man who has a nervous team at the door or the one who has five minutes to catch the train will appreciate this. The ability to size up an order or a situation grows with practice. Make it a point to do your best and to do it speedily.

Then there is the habit of dragging duty into the next hour or day or week, a habit which grows most rapidly. We may call it deliberation,

but others will denounce it as procrastination. When a disagreeable thing is to be done, the sooner it is off our hands the less trouble it will give us. Anticipation in this case often counts for the major part of the trouble. In any case, allowing a load to drag makes it harder to handle. Give it a boost that will send it along before it becomes weighed down with being dragged through the dirt.

THE RICH MAN'S SON.

We have not got past the stage of pitying the rich man's son on account of the many cords which are popularly supposed to fetter him. But he has passed the stage where he needs our sympathy and is fast showing that he can make good, even though there are millions back of him. Look about you on every side and you can find some sons of wealth who are making good; who are not only managing the business in such a way as to hold it, but are adding to the capital stock as well as to the profits.

If Roosevelt has done nothing else for the Nation, he has at least shown the fallacy of rearing aristocrats. His children went to the public school and mingled with the people, and when the eldest son was through school he was not given a gentleman's home, but set out to earn his living.

There are millionaires whose sons are in the fields superintending the work and are not afraid to lend a hand if occasion demands. They have worked their way up, just as their employes are expected to do, thereby learning the details of the business. There are sisters of these young men who are keeping the books of the firm, and society is thus being shorn of some of its butterflies.

There are mercantile firms in which the mantle of responsibility has shifted from father to son so gently that regular customers can not see when it was done. But this commenced in early years. There was the preparation in school, the gradual working in; and when this was fully prepared for, the transferring of duty.

The best way to keep a jar of fruit—the only way to keep it in a perfect state—is to exclude the air, the breeder of fermentation. The exclusion of misspent time is the foundation for a useful life. Keep the boy busy, be he rich or poor; lead him in the way he should go. The heritage of wealth is not a weight, but a lever, if rightly managed.

HOBSON'S CHOICE.

There is a disposition among some business men to say that Roosevelt is too much of a radical and that ranting around he is liable to create disturbance and uncertainty and interfere with the swift and smooth running of commerce. It is true that he has said repeatedly something about the square deal for poor as well as rich and something to the effect that corporations ought no longer to be allowed to buy their way through legislatures and that they ought not to be especially favored by officeholders in any depart-

ment. He said a good deal on these subjects at one time and another, always adding, however, a handsome tribute to the correctly controlled corporation and an acknowledgment that without these concerns the country could not do business and flourish. What Judge Parker said at Rochester and reported the other morning is supposed to be the keynote speech for the Democrats. "Malefactors of great wealth" can scarce find in that anything for comfort or consolation. He arraigned the combinations as vigorously as the keynoter at Saratoga. Indeed, he was rather more emphatic about it. It follows then that those who are deeply interested in corporation can with difficulty find very much of a choice between two parties if the speeches referred to are real keynotes.

Improved Service To Upper Peninsula Points.

Detroit, Oct. 4—The board of directors of the Wholesalers & Manufacturers' Association of Detroit have approved the report of their transportation department, which has been extremely busy during the past year. The report states that the railroads have shown a disposition to meet the Association half way in any proposition looking towards better shipping conditions.

The amendment in the service to the Upper Peninsula, inaugurated as a result of the Association's trip to that territory, is proving most satisfactory. This has resulted in the diversion of considerable trade to Detroit, which would otherwise have gone to Chicago, Milwaukee and St. Paul. In addition to the improved service given by the Michigan Central, the Copper Range railroad, cooperating with the Pere Marquette and the Chicago, Milwaukee & St. Paul, has inaugurated a service which gives Detroit the same rates over these lines as are enjoyed by Chicago, Milwaukee and St. Paul.

The Association, which numbers 160 active members, ships in less than carload lots each year freight and express amounting to over \$70,000,000, and the efforts to obtain cheaper rates, service, classifications and other betterments that would appeal to the shippers and enable the Detroit dealers and manufacturers to extend the scope of their market and compete with other large shipping centers, are its leading activities.

B. E. Quick is fitting up the vacant store at 207 Michigan avenue for the reception of a shoe stock. Business will be conducted under the style of the Hill Top Shoe Store, which will be a corporation with a capital stock of \$5,000, all paid in in cash. Mr. Quick has had a wide and varied experience as a business man and will undoubtedly achieve success in his new undertaking.

Whether you will ever be free depends on the use you will make of your freedom.

BUSINESS CHANCES.

For Sale—Furniture store in one of best little towns in Michigan. No opposition. Good opening for undertaker. Proprietor wishes to retire. Address J. care Tradesman. 953

Bookkeeping Without Books

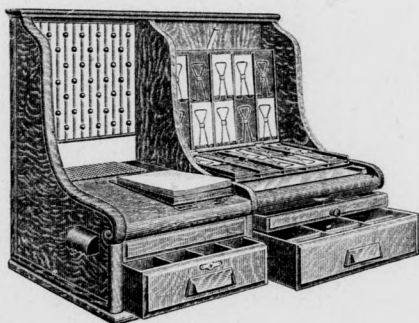
Sixty thousand merchants in all parts of the United States, Canada and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

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The McCaskey System, with one writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality. Information about the System is free.

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Grand Rapids Office
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Detroit Office
1014 Chamber of Commerce Bldg.

BOOMING

Yes, "White House" Coffee has surely reached that point of prosperity where the liveliness of its success is fairly expressed by that word—"BOOMING," which, better than any other, expresses the FACT that its splendid quality has really excited people to the point of getting right hold of the "pole" and helping the good work of personal "pull." When a coffee can interest folks to the point of figuratively erecting a statue in its honor, it MUST be pretty good stuff. THAT'S WHAT "WHITE HOUSE" HAS DONE.

Distributed at Wholesale

Judson Grocer Co.
Grand Rapids, Mich.

Kellogg



invented the goods,
made them,
advertised them,
gave them their reputation,
helps you sell them,
deals square,
packs no private brands,
protects quality, because
owns the brand.
believes in his goods and
stands for
reciprocity.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.