

MICHIGAN TRADESMAN

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Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 12, 1910

Number 1412

"Life Is a Dream"

BY CALDERON DE LA BARCA

(1600-1681)

IN CALDERON'S drama, "Life Is a Dream," the King of Poland, acting at the bidding of astrologers, has cast his son, Segismundo, into a dungeon, where, when the story opens, he lies laden with fetters. Soon after, his father's caprice changing, he is released and brought to the palace. There he bears himself as might have been expected; he has been treated like a brute, and like a brute he behaves. At the king's order he is cast back hastily into prison. In the scene which follows Segismundo's return to the dungeon, Clotaldo, a faithful old courtier, visits him and tries to persuade him that his brief hour of light and liberty was no more than a dream. Thereupon the wretched prince acquiesces with the words, "'Tis true," and utters the rapturous soliloquy from which the play takes its name.

'TIS true; then let us cast away
Ambition's feverish, mad display,
And dream in sooth, while dream we may.
For in this world of stress and strife
The dream, the only dream, is life;
And he who lives, 'tis proved too well,
Dreams till he wakes at fate's loud knell.
Dreameth the king upon his throne,
A phantom, to himself unknown;
And all the praise he seeks and finds
He writes upon the fleeting winds,
Till death, alas! turn all to dust.
How shall he, then, his kingship trust—
A dream that's broken at a breath
And wakens to the dream of death?
Dreameth the rich amid his store,
Heaping up sorrows evermore;
Dreameth the needy in his dearth,
Dreameth the thrall who spurns his birth,
Dreameth the proud who toils for fame,
Dreameth the foe who works him shame;
All, all men dream, though no man knows it;
So comes man's hour of life, so goes it.
I dream these fetters bind me here;
I dreamt that throne was mine—ah, where?
The flattering vision melts in air.
What, then, is life? A frenzied fit,
A trance that mocks man's puny wit,
A mist where flickering phantoms gleam,
Where nothing is, but all things seem—
All but the shadow of a dream.



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Manufacturers

Picklers and Preservers

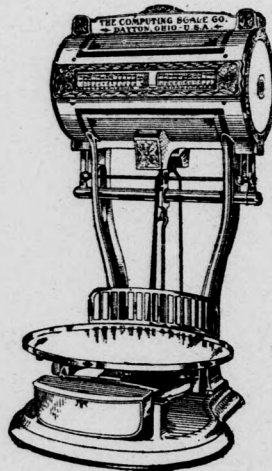
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Our New Gold-Finish, Glass-End Scale



We are proud of the fact that our auto-
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most important part of our scale, we built
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beautiful piece of plate glass at each end of
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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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Nineteen years of practical experience proves to us and our cus-
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EXCHANGE. If you have a computing scale of any make which is
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it as part payment on the purchase of our modern scale.

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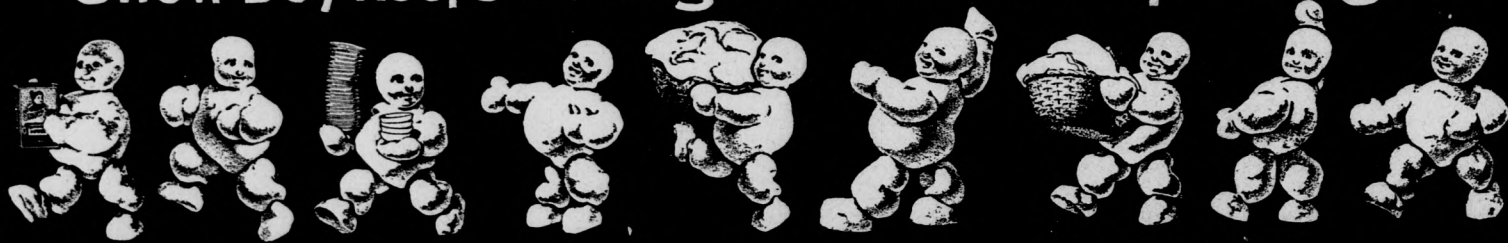
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Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 12, 1910

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CAUGHT AT LAST.

For a good while longer than it is pleasant to remember, everybody has been on the alert for the man higher up. He has been looked upon as the center of all the dishonesty and graft and mischief generally that has been going on until we are all sick and tired of it. Aside from the amount pilfered, a far more important feature presents itself and one that will continue long after the wrong doing has been committed—the pernicious influence upon everybody, especially upon the young. The full purse took the lead. Tainted? That idea did not count. It was the Almighty Dollar in all its glory that held sway, and as the owner of it carried himself, so did the covetors of it yield to his unwholesome influence until, from the top round to the bottom one, every man, woman and child who was old enough to catch the idea was following strictly to the letter Iago's advice, "Put money in thy purse."

The result is not satisfactory. Not to put too fine a point on it, we have become a nation of thieves. The Story of the Seventeen Holes is a true one and we are getting tired of it. We want the man with the influence higher up, confident that with him where we want him, the rest will take care of itself; and we have caught him at last—this man with the influence—surrounded by his advisers, plotting with all the cunning of the keenest brains to entangle in its coils the crowd ever ready blindly to follow the man highest up, who in this instance happens to be the President of the United States. He and the men higher up, his Cabinet, have for days been seated around the council board of the Nation, devising ways and means to cut down the country's running expenses, thus furnishing an example which every household in the country and every member thereof can not too closely follow.

With the highest man caught at work with his schemers, it remains

to be seen whether the good example will find as faithful a following as that which the baneful influence of money furnishes; whether prudence shall control the family purse strings or the wasteful notion that popular extravagance shall dictate the expenditure; whether we must have an automobile because the family next door has one, and whether, if their boy Tom is going to college this fall, ours must.

This is the way the President and his Cabinet have gone to work: "The total appropriation for the current fiscal year amounts to \$146,900,000, while the estimates for the next fiscal year will aggregate about \$137,000,000.

This from the men highest up. They show a determination to cut the garment according to the cloth; in other words, to live within their income. It now remains to be seen whether the ninety million of their fellow citizens will follow their illustrious example. Let every household or bread winner with those dependent upon him, sit down, cut out the needless expense here and the extravagance there and all absolute waste wherever it shows itself and, what is hardest, determinedly carry out the design, and the result will be simply astounding. The fact is, we have followed the other course too long. Whims have become wants and then necessities, to be met only by graft and what comes from it. We have reached the end of the rope, and he is the lucky one whose neck does not get into the noose.

With the cutting down now going on in the Cabinet, for example, it may be easier for the rank and file to copy them. Should they do so, we may be sure of this—that the country will enter upon an era of prosperity which it has not so far seen.

CHRISTIAN FORGERY.

The attempt to secure funds for the erection of a new rescue home for the Salvation Army is being prosecuted with vigor.

Edward Lowe has very generously renewed his offer to give \$15,000, conditional on an additional \$15,000 being secured. John B. Martin, with equal generosity, has offered to donate five acres of land, which is equivalent to \$5,000. Up to this time it is understood that only about \$5,000 of the \$10,000 necessary has been pledged.

While the Tradesman has nothing but commendation for the rescue work of the Salvation Army, because it is probably conducted as well or better than the rescue work of any other organization, yet the Salvation Army is hardly in a position to ask the citizens of Grand Rapids to contribute any money to any cause which bears its name until it sends from

headquarters in New York a written apology for the criminal and reprehensible work its representatives have done in this community in the past. It will be remembered that two or three years ago, New York officials sent a staff officer to this town to solicit funds for the Industrial Home feature and that he started out in his work by forging the names of several persons to his subscription paper. He was exposed by the Tradesman and a warrant was sworn out for his arrest. On learning this he was spirited out of town. At the same time the officials at headquarters were asked to furnish information as to his whereabouts and apologize for his action. They not only refused to do either, but continued to employ the same man in other places to pursue identically the same tactics, apparently with the full knowledge and consent of the officers at headquarters, who wrote back to Grand Rapids letters bristling with threats and epithets which were anything but Christian in either tone or character.

Of the religious work of the Salvation Army the Tradesman has nothing to say except that it believes it is conducted on wrong principles and that the financial system of the Army is rotten from stem to stern.

Of the Industrial Home work of the Army, perhaps the less said the better. The Industrial Home is a fraud, masquerading under false colors, because it goes out under the guise and name and auspices of the Salvation Army, soliciting contributions with the understanding that they are to be distributed among the worthy poor, whereas, as a matter of fact, they are disposed of in the highest markets and the money devoted to other purposes than religious instruction. A business house that would undertake to conduct its affairs as the Industrial Home conducts its affairs would be banished from the community and its managers sent to States Prison.

The Tradesman regrets to say these things at this time, because it dislikes to throw any stumbling block in the pathway of any worthy organization, but certainly no self-respecting citizen of Grand Rapids—with a full knowledge of the situation—would give a dollar to any branch of the Salvation Army until a public apology is made for the unchristian methods pursued by the New York headquarters, which, judging by their arrogant and unscrupulous letters, are dominated by the demons of the lower world, rather than the devotees of the meek and lowly Nazarine.

The doors to Heaven are in retired places of helpfulness.

THE REAL REASON.

Probably no two cities better illustrate the prevailing idea in regard to the publication of the census than New York and Philadelphia. New York, strenuous with life and energy, rushes away, with breakfast or without it, for the gain that is just ahead, and Philadelphia, having made sure of the morning meal, concludes to wait awhile before going downtown; and each opens his morning paper to read that New York stands first on the census list with 4,766,883 to her credit while Philadelphia, with 1,500,000, takes the eleventh place.

It is not difficult to picture the immediate result. New York, wild with delight and jubilant beyond control, makes a pennon of his morning paper, and with a, "That's the stuff!" rushes down town to exchange congratulations with his equally delighted fellow citizens, while the Quaker City, large of girth and moderate of movement, drops his mouth corners with a "Nay, verily"—if Quakers talk that way now—figures out the difference between the two numbers and wonders why.

If the genial old citizen will be true to himself, he need not ponder the matter long. His antecedents have settled it. The long flowing locks of William Penn, the Cavalier, are full of suggestions, and from that worthy ancestor to himself the spirit of the Cavalier will be found all along the line, believing that it is well to let well enough alone and living up to that belief. Not so the "Round Head." With head close-clipped and hands ready to clutch and cling to whatever they come in contact with, he has come striding down the centuries, his eyes wide open for the main chance and wit enough when he saw it to make the most of his chances, and here he is: London, the first city of the world in population, 7,500,000, and New York, 4,766,883. "What's the matter with buckling to and wiping out that 2,733,177 in short order?" and at it he goes. Nothing can oppose him. Does a mountain range object? Does a river, the Hudson, for instance, protest? At both he laughs and with that knotty round head of his butts through the one or under the other, as the case may be, and almost before anybody knows what is going on, Lo! a terminal and a station that excite the wonder and the admiration of the nations of the earth.

It is the Saxon push and drive that has done the business, and it is those same qualities that are going to make New York the leading city in population of the earth.

He who looks for thorns finds the desert.

THE HAND OF FATE.

Too Many Retail Merchants Are Governed By It.

Written for the Tradesman.

Permanent happiness can be secured only by living up to our highest possibilities. If our thoughts are not higher than those of a common laborer we can obtain the highest happiness by doing our work well. But the soul never lived that was fit to be only a common laborer. Every craft is, or should be, a phase of education. If we try to educate ourselves in the work we have at hand we will soon learn that there are creative powers in and around us that will help us to climb higher than a mere laborer.

Too many of us retailers never stop to think that working with our hands alone day in and day out is a bad habit. We ought to begin to work with our brains. There is more energy stored up in our brains than there is in our arms. Success never comes by working with our hands. It springs forth from within our brains. There is enough power within each and every individual to make him a successful man if he would only develop it.

Happy is the man who tries to develop his mental forces. Every merchant can be a happy mortal.

Let us try to live in a happy state. Our highest possibilities are in our happiest thoughts. We will never reap the harvest of profit we are looking for if we do not live in peace with our inner selves.

Let us stop this idea of working so hard with our hands and take a few moments each day to think about the store house of knowledge. Let us stop abusing our mental energy and begin to use it rightly.

It takes hard work to build a fine house or a nice large business, but where is the merchant who can really enjoy or hold what he has gained? It is true that almost every mind is a counterpart of every other mind. Too many of us retailers are thinking the same thoughts. We think that we have to work as hard to retain what we have as we did to gain it. We never stop long enough to enjoy our houses or our business. We keep right on thinking the same old thoughts over and over again, and while we are keeping these thoughts alive they are feeding thousands of other minds.

Let us stop our manual labor long enough to give original ideas a chance to enter our minds. Let us stop following customs and tradition. Exercising our mental forces is as essential as eating.

All of our unused faculties will weaken or die. If we hide our talents from the public by not making good use of them they will be taken away from us by the All Wise Intelligence.

The right to our possessions is determined by the uses to which we dedicate them. The powers of mind, the attributes of soul, reason, preception, intuition and faith and hope are ours on like conditions. Ours to de-

velop, to unfold, to use, to enjoy, but never to abuse or neglect. The moment we become aware of our duty, our calling, we should fall in line and wait the order to advance.

Let us be ready to act when the moment for mental action comes. We all wish for peace and happiness, but we give too little thought to being worthy of such.

The awakened soul perceives that all things work together for the good of all, and that there is not one useless thing on earth, but that there are some that are happier than others when they realize that there is a new life for each one who will develop it.

Too many of us retail merchants are governed—to a large extent—by the hand of fate. We fully believe that circumstances and our environments control our business career. We allow thoughts to make us believe that some trifling circumstance or incident is the cause of our slow progress in the business world.

We seem to hold on to the tradition of our forefathers and are not inspired with the thoughts of progression.

Our natural human nature is governed by and through thoughts of ambition, achievement and virtue. Our higher intelligence creates things that are protection against the opposing influences that are within and around us.

The evolution of plant and vegetable life ought to attract our attention and make us think about the wonderful development mind has attained. If we could only realize the sensitive and delicate hand of progress that is ready to lead us to a higher sense of activity we would soon drop our fears of fate.

There are no circumstances nor environments in and around you or me that we can not overcome. We all choose our own way. Our course of life is of our own making. We stumble over the hard rocks or we sail smoothly over the path of life by and through our own acts.

We ought to make our own laws and, after we have written them in our book of life, we ought to follow them. Let's stop following laws made by other men; that is, laws that are intended for us to follow in our daily work.

The most important achievement for each one is to frame his own constitution. We should hue out every plank with our own minds. When we hue to the line for the purpose of gaining a good reputation or a successful business the secrets of success are revealed to us NOW, we do not have to guess and wonder what is going to happen to us tomorrow.

Our present environments were made by the thoughts we entertained yesterday. If we are happy within ourselves; if there are thoughts of mental peace running through our brains; if we have time to think and reason about things other than the Almighty Dollar; if our love for all humanity is alive and full of energy; if we are awake to the new things that are springing up from all sides;

if we have lost all of the evil thoughts of our competitors; if we have made up our minds to try to develop the spirit of progression; if we have learned the lesson of self-control; if we have learned that as yet we are but small children who are taking lessons from the All Wise teacher of human nature; if we will keep our minds as busy as some of us have kept our hands, our environment in the future will be one of permanent happiness.

There are but few of us who are really pure in thought and nature, but some time in every man's life he is sensible. We know that the All Wise Intelligence has knocked at our door and we know how ungrateful we have been to it. We know we have insulted it by not listening to its good advice and for that reason we are to work hard each and every day with our hands when the same work could have been done otherwise.

Edward Miller, Jr.

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

Buffalo, Oct. 12—Creamery, fresh, 27@30½c; dairy, fresh, 23@28c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 28@30c; fancy, 33@35c; at mark, 26@28c.

Live Poultry — Fowls, 14@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, \$2.60; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.75@3; marrow, \$3; medium, hand-picked, \$2.65.

Potatoes—New, 45@50c per bu.

Rea & Witzig.

That's Enough.

"How often does your road kill a man?" asked a facetious traveling salesman of a Central Branch conductor the other day.

"Just once," replied the conductor sourly.

Syracuse Clothing Co.

Manufacturers of Fine
Union Made Clothes
Syracuse, New York

Quality, quality and nothing but the best quality is used by us. The quality of the cloth, the quality of the lining and trimming, the quality of the tailoring is the very best.

Our 25 years' experience in manufacturing gives us that knack of knowing how. Write us for swatches.

Syracuse Clothing Co.

Grand Rapids Office:
267 Turner St. in charge of Mr. T. J. Host

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Owosso is considering the adoption of a commission form of government.

Detroit continues to grow. The building permits for the nine months of this year exceed those for the corresponding period of 1909 by about \$1,300,000.

Charlotte citizens will meet Oct. 12 to complete the organization of a Board of Trade. The city has not been securing as many new industries of late as the fine advantages of the city would seem to warrant.

Flint has about 2,500 men at work now at the Buick plant and a return to near normal conditions is expected within a few weeks.

Stock subscriptions are being secured at Grand Haven for a corporation organized to build homes for workmen. The plan is fathered by the Board of Trade and the Commercial Men's Association.

Port Huron is planning for an industrial exhibition, to be held at the auditorium during the winter.

The exhibit made at the State Fair by the Northeastern Michigan Development Co. has been taken to Bay City and opened for the inspection of the public.

Saginaw still has a prominent place on the map of the State, as the recent annual meetings of the Board of Trade and the Merchants and Manufacturers' Association plainly indicate. An appropriation for deepening the river, new factories, better roads,

more parks, improved water transportation, an auditorium, armory, free dock and open air auditorium are among the results secured through the two organizations.

Traverse City will again entertain the annual meeting of the Michigan State Grange in December and arrangements are under way for a big display of fruits and farm products.

E. J. Owen, of Cleveland, who was in Big Rapids a little over a year ago to establish a pottery plant, has instituted suit against the Big Rapids Board of Trade, claiming \$100,000 damages for alleged refusal of the Board to consummate the deal.

The Merchants' Committee of the Manistee Board of Trade has asked the Council for more stringent legislation covering the matter of peddlers and itinerant vendors.

The Eastern Michigan State Fair Association has been formed at Saginaw. The removal of the State Fair to Detroit, the southeast corner of the commonwealth, has resulted in the West Michigan State Fair at Grand Rapids, the Inter-state Fair at Kalamazoo, the Southwestern Michigan State Fair at Benton Harbor, the Northeastern State Fair at Bay City, the Northern District Fair at Cadillac and some others.

Manistee has closed up contracts for two new wood working industries.

Port Huron's new auto factory will employ upwards of 100 men within the next thirty days.

Work is being rushed on the new factory of the Fountain Specialty Co. at Grand Haven. A number of fami-

lies will remove from Chicago to the Haven when the plant begins operations.

The Michigan Implement and Vehicle Dealers' Association will meet in Jackson Nov. 9, 1911.

Almond Griffen.

Selling Fruit and Vegetables by Weight.

Columbus, Ohio, Oct. 11—After Nov. 1, acting under resolution adopted by the Retail Grocers' Association, all members will sell by weight fruits and vegetables and everything else now sold by measure. This action was taken as a means of fighting the market man, whom the grocers charge with flim-flamming the public by short measure.

The Association represents 60 per cent. of the 500 grocers in and about this city, and members are confident that dealers not in the Association will be compelled to sell by weight when the public has been educated up to buying by that method. It will assure them that they are getting a square deal. If grocers buy by weight and sell by weight they will lose nothing by it.

As the first step in the campaign of education the Association has authorized Secretary Snyder to have printed 10,000 cards upon which will be the names of grocers who sell by weight and a table giving weight and measure comparisons. In addition 1,000 placards are to be printed to be put in the stores of members.

Perry D. Hawley advised that people weigh the stuff bought at marked houses. He was convinced, he said,

they would find they had been cheated in many cases.

Another speaker said a market man had told him he had cleaned up \$2,400 in a year and was on the job only every other day and went fishing about half the time. He continued: "The average grocer or butcher works every day in the year and does not get time to go fishing, and he does not make any such sum as that."

The grocers adopted a resolution to sell no more packages of butter unless they bore the "full pound" print of every pound package. This was a move against a local firm which, it was alleged, put out packages which did not contain a full pound. As there was no stamp on them the firm could not be prosecuted.

You Will Get the Chance.

When your employer finds out that you are competent to shoulder some of the burdens he has been making his own especial charge, do not fear that he will discharge you for presumption. You are just the one he has been looking for.

The man at the head of a big business works tremendously hard, as a rule, not because he likes it but because he finds it impossible to secure subordinates who will do the work satisfactorily. Show him that you can do it as well as he does and that you will be as faithful as if you were working for your own interests and he will give you a chance.

Life is too short to miss a kindness, too long to cherish hate.

ROYAL

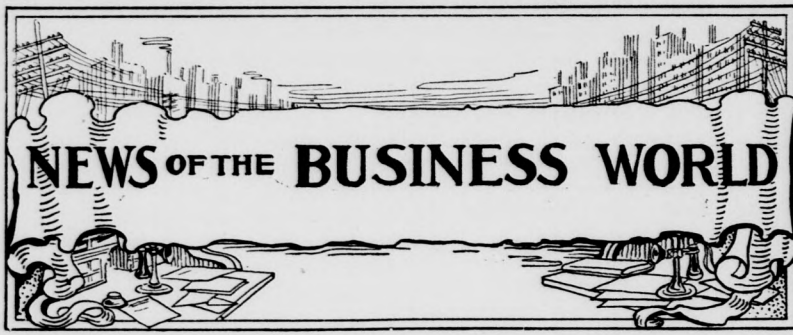


BAKING POWDER

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

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

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



Movements of Merchants.

Deland—R. J. Chick has engaged in the shoe business here.

Ann Arbor—Clair Booth has opened a confectionery store here.

Reed City—A. Curtis has opened a cigar store in the Curtis block.

Boyer City—C. E. Chase has sold his grocery stock to William P. Triplett.

Negaunee—Hugo Muck will open a meat market on Pioneer avenue Nov. 1.

New Era—Abel Postema has added a line of baked goods to his stock of meats.

Allegan—Fred Sawyer, Jr., succeeds E. F. Sherman in the feed business.

Otsego—J. A. Collins, recently of Howard City, will open a general store here.

St. Clair—The McConnell Shoe Co., of Flint, will open a branch store here Oct. 15.

Monroe—C. H. Diekman has opened a cigar and tobacco store on Bridge street.

Hudson—Atkinson & Son have sold their bakery to L. Folsom, recently of Albion.

Hudsonville—Henry Jonker succeeds S. E. Morrill in the general merchandise business.

Alpena—W. E. Belknap has sold his bakery to John Reynolds, who took immediate possession.

Hudsonville—Gerrit Mulder is succeeded in the grocery and meat business by Edson & Cory.

Sigma—Bice & Yeomans is the name of the new firm who have opened a general store here.

Boyer City—C. E. Chase is succeeded in the dry goods and grocery business by W. P. Triplett.

East Jordan—A new bank will be opened here Oct. 15 under the style of the People's State Savings Bank.

Saginaw—D. A. Pierce & Son is the name of the firm who have opened a grocery store at 925 South Weadock avenue.

Hastings—The Bradley Shoe Shop is the name of the store opened here under the management of Miss Emma Bradley.

Menominee—Edward Buckley has engaged in the cigar manufacturing business here under the style of Buckley & Co.

Detroit—D. Jones has purchased the stock of the Nairn Pharmacy on Brush street and taken immediate possession.

Alma—John Grover has sold his interest in the drug stock of Grover Bros., conducted under the style of the Central Drug Store, to F. O. Grover, who will continue the business at the same location.

Dildine—W. A. Wood has sold his general stock of merchandise to Guy N. Reynolds, who will take possession Nov. 1.

Adrian—F. B. Earl has sold his meat and grocery stock to W. O. Maynard & Son, who took immediate possession.

Reed City—The Berger-Brown Co., grocer, is succeeded by Berger & Son, Mr. Brown having sold his interest in the stock to Earl Berger.

Detroit—Fenwick & Froman have opened a clothing store at 212 Woodward avenue, under the style of the Fabric & Fashion Shop.

Greenville—Inkley & Wyckoff, dealers in shoes, have dissolved partnership and the business will be continued by J. E. Wyckoff.

Hancock—Joseph Gaberson has leased the Mason building on Quincy street and will occupy it with a stock of general merchandise Oct. 15.

Otsego—G. W. Bingham has sold his stock of wall paper to Richard Brown, and will devote his entire attention to his furniture business.

Owosso—Roth & Sullivan, dealers in men's furnishing goods, have dissolved partnership, J. B. Sullivan taking over the interest of his partner.

Grant—Jorgensen & Son have turned their general stock over to the Judson Grocer Co., which has placed S. E. Morrill, of Hudsonville, in charge.

Lansing—Robert H. Kelly, of Holly, has leased the store building at 1135 South Washington avenue and will occupy it with a stock of hardware Nov. 1.

Nashville—O. G. Munroe, clothier, has made an assignment to C. A. Hough, cashier of the Farmers & Merchants' Bank and the stock will be closed out at trustee's sale.

Portland—Edward M. Fineis has sold his interest in the hardware business of Green & Fineis to Charles L. Crane and the name has been changed to the Portland Hardware Co.

Portland—Edward Fineis has sold his interest in the hardware stock of Green & Fineis to C. L. Crane, of Clinton, and the business will be continued under the style of The Portland Hardware Co.

Alanson—F. D. and George D. Merchant have disposed of their interest in the F. D. Merchant Lumber and Manufacturing Co. and have retired from the management of the company at this place.

Ludington—W. D. Tanner has sold his stock of grocery and bazaar goods to W. N. Sweet, formerly of Lake Ann, who will continue the business at the same location, under the style of Sweet's Variety Store.

Wexford—B. Plotler, who conducts a drug as well as a general store at Harrietta, is erecting a store building here, which he will occupy when completed with a stock of general merchandise as a branch to his Harrietta stores.

Detroit—A new company has been organized under the style of the Miller & Miller Co., to buy, sell and deal in lumber. The company has an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Allen—Station Agent Lloyd C. Frank resigned his position at the L. S. & M. S. depot October 1, to enter more active life for benefit of health. He will take over the Whitmore stock of groceries, adding other lines, and continue the business at the same stand.

Perry—B. F. Brown has sold his stock of clothing to W. H. Dutton, recently of Bath, and J. L. Cottrell, of New Haven, who have formed a copartnership and will continue the business at the same location. Mr. Brown will devote his entire attention to his store at Laingsburg.

Evart—W. W. Chesney, who has been in the employ of Forester Bros. & Co., at Munising, during the past four years, has returned home and with his brother, John, has bought a portable sawmill now located on Joel Perry's farm in Evart township, and will operate the same in cutting material for potato crates, lath, etc.

Whittemore—Rowley & Broadworth, blacksmiths, have merged their business into a stock company under the style of the Rowley-Broadworth Co., to manufacture and sell farming implements. The company has an authorized capital stock of \$8,000, of which \$5,000 has been subscribed, \$500 being paid in in cash and \$4,500 in property.

Rochester—Washington I. Taylor and John R. Taylor comprising the firm of W. I. Taylor & Son, well-known Rochester grocers, have filed a voluntary petition in bankruptcy in the United States district court at Detroit. Their assets are \$2,000 and their liabilities \$2,300. George A. Hammond, of Rochester, has been appointed temporary custodian of the stock pending the hearing on the petition.

Lansing—After several years of suffering and ill health George F. Vetter, well known grocer of North Lansing, died at his home, Sunday. The deceased was born in Ann Arbor, February 17, 1867, coming to this city to live in April, 1883. For five years he worked for Daniel Hurd in the dry goods business. Following his employment there Mr. Vetter went to California for his health and since that time has made several other trips West and South. During the past eight years of his life Mr. Vetter has been an almost helpless invalid. For five years he was a familiar figure about the grocery and crockery business which he and his brother started in June, 1888, on East Franklin avenue. In 1907, he retired from the business which has since been conducted by his brother, William B. Vetter. Since that time George Vetter has been helpless and unable to

leave his home except at such times as his friends have been able to take him out for rides.

Manufacturing Matters.

Detroit—The Detroit Shear Co. has increased its capitalization from \$100,000 to \$125,000.

Muskegon Heights—The capital stock of the Morton Manufacturing Co. has been increased from \$100,000 to \$150,000.

Manistee—The Evan L. Reed Manufacturing Co. and the Crown Chemical Co. are two new industries about to locate here.

Detroit—The capital stock of the Nelson-Peterson Manufacturing Co., manufacturers of auto parts, has been increased from \$10,000 to \$20,000.

Detroit—The Partridge Manufacturing Co., manufacturers of liquid court plaster, has increased its capital stock from \$5,000 to \$100,000.

Pontiac—The Pontiac Motorcycle Co. has engaged in business with an authorized capital stock of \$600,000, of which \$339,000 has been subscribed and \$60,000 paid in in cash.

Detroit—The Columbia Disinfectant Co. has engaged in business with an authorized capital stock of \$12,000, of which \$6,850 has been subscribed and \$1,200 paid in in cash.

Detroit—The Hydraulic Oil Storage Co. has been merged into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Allegan—J. Ford Stratton has purchased the interest of the late J. E. Young in the flour mill business of Young & Stratton Bros. and it will be continued under the style of Stratton Bros. & Co.

Kalamazoo—The Clark Engine & Boiler Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

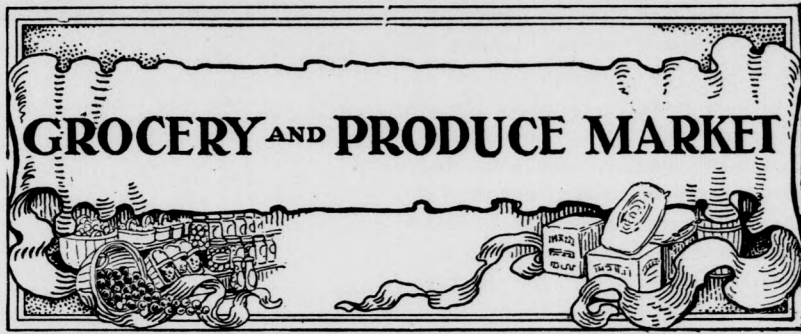
Wiley—A new company has been organized under the style of the Wiley Co-Operative Creamery Co., with an authorized capital stock of \$5,000, of which \$3,800 has been subscribed and \$3,500 paid in in cash.

Detroit—The Detroit Metal Forming Co. has been incorporated to manufacture tinning and roofing materials, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$3,500 paid in in property.

Detroit—A new company has been organized under the style of the Bennett Axle & Transmission Co., with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed, \$200 being paid in in cash and \$74,800 in property.

Falmouth—With the dam in Clam River about completed work on one of the most modern grist mills in the State, to be erected at this place, is now under way. All the machinery is on the ground and the foundations for the mill are awaiting the structure. It will not be in readiness for custom work until spring.

Praying for ease is praying for many temptations.



The Produce Market.

Apples—Northern Spys, \$1.50 per bu.; Baldwins, \$1.35; Greenings, \$1.25.

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

Beets—50c per bu.

Butter—Receipts show some increase, but the percentage of strictly fancy butter is very small and meets with ready sale at top prices. Under grades are not quite so firm, being more plentiful, and concessions must be made to move them promptly. The weather is favorable to buttermaking and the make is larger than last year. Apparently the market is likely to remain steady. 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, \$6.25 per bbl.

Cucumbers—50c per doz. Pickling stock, 20c per 100.

Eggs—Receipts of new laid eggs are very light and the market is very firm at an advance of 1c per pound. Held eggs are firmer in sympathy with fresh and the market on both grades is strong. The consumptive demand for eggs is good and receipts of fresh are cleaning up every day. Also, withdrawals of storage eggs are very large. Local dealers are paying 24c f. o. b. shipping point.

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

Honey—17c per lb. for white clover and 12c for dark.

Lemons—Messinas, \$6.25; Californias, \$7 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.

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 10c for hens, 10c for springs; 7½c for old

roosters; 10½c for ducks; 7c 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 market has declined to the 3.90c basis for raws, and with Europe in a demoralized state over the beet situation there is no reason to expect any marked recovery this year. As a result of the high prices which the planter received for his cane sugar the past campaign the production was stimulated and the prospects for next year favor a big crop with lower prices, something which the refiner can view with equanimity. The beet sugar crop abroad promises to be over 7,350,000 tons, according to the estimates of Licht, the leading authority in Europe, and options in London reflect this depressing influence in almost daily new low levels. The main source of disturbance in the New York market, however, was the unsold Java cargoes, for which owners were compelled to accept marked concessions rather than to incur the expense of storing. While the refiners are not fully provided with supplies until the arrival of the Louisiana cane sugar and the beginning of the Cuban movement next year, they can afford to hold off, realizing that the control of the market remains with them. It should not be forgotten that the meltings are smaller, which also makes for ease in raws. So far as the small cut in refined goes this did not have the expected effect of stimulating withdrawals, as distributors were of the opinion that this was only the beginning of the decline and bought merely for needs. At the 5c basis the list price is merely readjusted to the actual situation, since independents have been shipping sugar for some time on contracts made at that figure. Domestic beets will soon monopolize the market in the Middle West, but from all indications there will be a much smaller profit since the trend of prices is lower.

Tea—The movement in Japan teas, while slow on account of the high prices demanded from primary mar-

kets, shows a somewhat improved condition and sales in low grades of all kinds show considerable improvement at firm prices. The sales of country green in China have been active at firm prices with ready buyers. The arrivals of Pingsueys have been large and easily disposed of. The demand is especially strong for low grades even at high prices, holders not being willing to shade quotations. The market in China blacks is not active, although prices remain firm. Ceylons show no change except in the better qualities which are distinctly higher.

Canned Fruits—The market is quiet in all lines, buyers awaiting deliveries on contracts. The general tone of the market is firm, with little offering from first hands.

Canned Vegetables—Tomato packing has been brought to an abrupt end in the State of New York by the frosts of last Friday and Saturday, and offerings made on Friday were withdrawn Monday, as canners were satisfied that the pack under the circumstances would not come up to expectations. The recent rain and consequent floods along the Ohio River have done considerable damage to the pumpkin crop of the Southern Indiana section, and an offer of 60c f. o. b. factory for No. 3 cans was declined, as stock is at present not obtainable. The corn situation is strong. A small quantity of standard Indiana and Ohio is obtainable at 70c f. o. b. factory. Illinois and Iowa corn is being held at 72½@75c, with offerings of limited volume. Offers of 82½c for New York State extra standard were declined; 1,500 cars New York fancy were quoted at 95c del., and an offer shading this price was not considered. Local jobbing circles are complaining about the action of some Eastern canners who sold futures and are now showing no inclination to ship. It is stated that in some cases buyers have had to purchase at an advanced price.

Canned Fish—There is reported to be an excessive demand for salmon, as buyers are beginning to realize that the scarcity is actual and there is no longer hope that by holding orders they may be able to cover their requirements below the current market quotations. A large business has been done in 1911 pack subject to approval of opening prices, and according to some reports the packers, even the largest, have contracted to supply goods up to the limit of their capabilities. A feature of the situation is that Europe, which not long ago had surplus stock from the 1909 pack to resell to America, is, after having bought its usual quantity out of the 1910 pack, seeking to make further purchases. This is said to be the first time on record when Europe, having completed its season's purchases, came back for more. Prices are strong, although in the opinion of some the limit of the advance has been reached, as above \$1.75 New York consumption is likely to be checked or diverted to some cheaper commodity. There have also been a good many sales of 1911 Sockeyes made subject to buyers' approval of prices, and it is said that practically

all of next season's spring pack of Columbia River chinooks is under contract on the same basis. Pink salmon on the spot is firmly held at \$1.20 under light supplies and continued demand.

Dried Fruits—The demand for prunes is light. Peaches are a little weaker on the coast, but show no change in the Eastern markets. The demand is light. Apricots show no change; the market is steady and healthy. Raisins are not so strong, and purchases can be made at a shade off. The crop damage proved not to be quite so serious as was believed. Currants unchanged and quiet. There are some new arrivals of figs, which are selling moderately at unchanged prices. Other dried fruits quiet and unchanged.

Cheese—Considering high prices, the consumptive demand is fair, and the market is healthy throughout. The future of the market depends on the consumptive demand; the present outlook is steady.

Rice—There is a feeling noted reflecting advices from the South. Distributors would anticipate, were the situation less uncertain, the news of late from primary points being hardly calculated to encourage buyers. Telegrams at the weak end, however, are more stimulating. One received by a local broker says that not much rice is moving in Texas, as the farmers will not sell at present prices. The brokers and commission men, it is said, have made up their minds not to sacrifice the farmers. Rains have checked the crop movement and a reaction in prices is looked for shortly. Mills are still declining offers as too low.

Syrup and Molasses—Glucose is without change. Compound syrup is dull on account of the continued warm weather; prices are unchanged. Sugar syrup is quiet at ruling prices. Molasses is dull and unchanged.

Provisions—Bellies and bacon, are dull at ¼c decline. Stocks of everything are ample and the consumptive demand is only fair. Pure lard remains steady at unchanged prices. There is a fair demand which cleans up stocks very closely. Compound is dull at ¼c off, and the outlook is for a further decline, owing to much lower prices of cottonseed oil. Dried beef is unchanged and in fair consumptive demand. Barrel pork is unchanged and moderately active. Canned meats unchanged and in seasonable demand.

Salt Fish—Cod, hake and haddock are dull on account of warm weather, but steady to firm. Salmon of all grades remain scarce and firm; demand fair. The demand for mackerel has been very large and is still brisk. Low prices seem to be the cause. As reported in detail in another column, Norways are ruling from \$2 to \$4 less than last year, mainly on account of a larger catch. Irish mackerel, which must compete with Norways on a lower basis, are also very low. Shore mackerel are hardly to be had on account of failure of catch.

The capital stock of Wegner Bros. has been increased from \$80,000 to \$100,000.

INDIANA ITEMS.

Business News From the Hoosier State.

Decatur—Charles Heckman has sold a half interest in his flouring mill to his brother, Fred Heckman, and Martin Reinking, two prominent Preble township farmers. Charles Heckman purchased this, one of the oldest mills in the city, five years ago, since which he has operated it, enjoying a large patronage and the best of success.

Indianapolis—Prizes amounting to \$100 will be awarded to the members of the Indianapolis Trade Association having the most attractive float or display in the big industrial parade to be given on Tuesday night, October 18, as one of the features of the merchants' buyers meet to be held October 18, 19 and 20. This announcement was made at a meeting of the Parade Committee of which R. P. Van Camp is Chairman. Mr. Van Camp expects to provide one of the most elaborate industrial pageants that this city has ever produced. "This feature of the buyers' meet," he says, "will be of double value to the members of the Association. In the first place, it will provide a most excellent and interesting entertainment for the several thousand retail merchants who will be guests in the city at that time. And in the second place it will be an opportunity to impress Indianapolis citizens with the magnitude of this jobbing and manufacturing market." The parade will be in the evening and the line of march will be through the specially lighted downtown streets. Mr. Van Camp will name a number of military men as aids with the view to obtaining the best possible formation and freedom from vexatious delays. At a meeting of the General Committee in charge of buyers' week entertainments it was decided that the parade will be held the first night, which is Tuesday, Oct. 18. The smoker and concert will be on the second evening, Wednesday, Oct. 19, and the theater party the final night, Thursday, Oct. 20. The place for holding both these entertainments was left in the hands of subcommittees. But it was the sentiment of the General Committee that expense should not be spared in providing the best theatrical feature of the week for the guests.

Ft. Wayne—W. C. Kaiser, who with Emil Weihe founded the People's drug store seven years ago, today becomes sole owner of that establishment by purchasing his partner's interest. Mr. Weihe has decided to retire from business temporarily and will take a long rest. He will probably make a trip through the West this fall and winter. Mr. Kaiser is one of Ft. Wayne's progressive young business men and success will attend this as it has his past ventures.

Indianapolis—J. H. Hill, formerly with Marshall Field & Co., of Chicago, has bought a one-third interest in the Marott department store and has become general sales manager of the concern. The new sales manager began his mercantile education with

Marshall Field & Co., starting as a salesman. He became a floorman and later was the European buyer for the company. He was in the Field store in days when it was under the management of H. G. Selfridge, who has lately opened a department store in London that is said to be the largest concern of the kind in Europe. Since leaving the Field store Mr. Hill has been manager of the Claffin syndicate, one of the important factors in American merchandising. He came to the Marott store from the Stewart Dry Goods Co., of Louisville, one of the big business houses of the South. He expects to make numerous changes in the Marott Co.'s store from time to time to the end of placing it on a plane in administrative methods that it may rank with the Field concern.

Vincennes—To satisfy a judgment of \$31,965.57 given in the Knox Circuit Court in favor of the Melville R. Bissell Company, of Grand Rapids, Mich., all the personal property of the Vincennes Light and Power Company, which absorbed the natural gas franchise of the Blackhawk Light and Power Company, a few years ago, is to be sold at sheriff's sale Saturday, October 15. In addition to the judgment in favor of the Grand Rapids firm, there is also \$2,376.68 delinquent taxes.

Kendallville—The Central meat market is again owned by Chas. Sherwood, who purchased it from Geo. J. Clark. Mr. Sherwood sold this market last winter and moved to Topeka, where he entered the hardware business. Mr. Clark and family will move to Lawrenceburg, Ky., where Mr. Clark will conduct a furniture manufacturing business.

Decatur—The Baughman five and ten cent store of this city has become a member of the National Association of Five and Ten Cent stores, and has received matter from the bureau of information of the Association, putting them on the inside line of three hundred of the best and largest factories handling goods in their line.

The Invoice Corpse.

Bill Smith runs a small hardware store in a back township. A few days ago he came into town to add to his stock of goods. The same were shipped immediately and reached his store before he did, as Bill remained in the city to visit an old friend. Among the lot of cases and packages was a box shaped something like a coffin. When Bill's wife saw this one she uttered a scream and called for a hammer. The drayman, hearing her shrill cries, rushed in to see what the trouble was. The wife, pale and faint, pointed to the following inscription on the box: "Bill inside."—Advertising World.

Work is the grand cure of all the maladies and miseries that ever beset mankind.—Carlyle.

Some hymns must be designed to prepare for eternal harmony by present poetic purgatory.

Many imagine they are traveling on the gospel train who are only arguing over the time card.

Bread and Cost of Living.

In an article on this subject the Canadian Miller comments on the agitation in favor of curtailing the use of meat, and says, further: "The movement may exercise some indirect benefit in calling attention to the comparative cheapness of foods other than meat, and perhaps to their greater wholesomeness for the average man. He would doubtless thrive better on a little more bread and a little less meat. But bread is just the commodity, the high cost of which usually excites the most resentment on the part of the public. Dollar for dollar, one may purchase more nutriment in the shape of flour than in that of meat. Yet bread represents in the average family less than 5 per cent. of its total expenditure for food. It is calculated that the per capita consumption of flour on this continent is but slightly over one barrel per year, from which can be seen how slight a difference in the consumer's pocket ensues from even a considerable advance in the price of wheat. As a matter of fact, the margin of profit reaped by the miller is small, in fact, too small when considered on a basis of parity with wheat, while few will be found to question the farmer's right to every dollar he gains from growing it, taking one year with another. Two or three facts brought out by statistics should be borne in mind in this connection. With the advance of civilization both the number of consumers of high-grade wheat throughout the world and the per capita consumption have shown a marked tendency to increase. Thus, in the year 1871, the wheat-consuming population of the world was estimated at 371,000,000, with a consumption of 4.39 bushels per head. In 1909 the wheat-consuming population was 590,000,000; consumption, 5.55 bushels per head. This in itself is enough to account for the increase in cost, not only of breadstuffs but of other food, which is naturally, although indirectly, affected by the price of the staff of life."

Getting Rid of the Time Killer.

"The man who comes and stays when you want to work—you know him," said a Springfield machinist who opened up a shop a few years ago and since then has fought the "visitor" pest with good results.

"Springfield is what I call a visiting town—your best customers may want to drop in the shop and spend an hour or two, theoretically 'talking over the job,' but practically eating up the shop profits by a low grade line of entertainment.

To one customer who used to spend an hour a day in the shop I sent a bill for the time at the straight rate of a dollar an hour. He was enough of a business man to pay it. This cut him out.

"Then for the five or six customary drop-ins who started to make the shop home ground I had my foreman keep a good stock of odd jobs on hand—lifting, replacing stock, as a help in working the jack on automobile repair work—and similar small jobs where a man could always be

worked in. As soon as a man found he could be utilized at hard labor his calls stopped.

"With the man who tends to overstay in the office, that is still easier to get him to go. Simply take him out in the shop and lose him on a trip around. The customer will be impressed and the bore can be left at the door.

"By having my men use these methods and impressing upon them that shopwork is never a visiting job I keep them speeded up and eliminate the bore almost entirely.—System.

How the Cat Falls.

The time-old legend of the cat's nine lives took its origin in the fact that the feline falls always on its feet. A scientist has constructed a model to show why a cat lands on its feet. This model consists of a cardboard cylinder, wherein are stuck four rods to serve for legs, together with a tail devised on similar principles. The object of the experiment is to show that a feline's peculiar faculty depends on the rotation of its tail with sufficient vigor. This faculty is specially developed by climbing and leaping animals, such as members of the cat tribe, monkeys, squirrels, rats and most lemurs. The tail plays an important part in the turning process. According to the scientist, all tree-inhabiting monkeys have long tails, and these are of aid to all climbers in enabling them to turn in the air. The tail also serves as a balancer, as evidenced in the case of a squirrel, which may be seen walking along a tightly stretched wire or string, swinging its tail from side to side, much after the manner of a tight-rope walker balancing himself with a pole.

Economy.

Economy no more means saving than it means spending money. It means the administration of a house, its stewardship, spending or saving; that is, whether money on time or anything else, to the best possible advantage. In the simplest and clearest definition of it, economy, whether public or private, means the wise management of labor, and it means this mainly in three senses: applying your labor rationally; secondly, preserving its produce carefully and distributing its products seasonably.—Ruskin.

A HOT SELLER

**WEILER'S
PURE
COUNTRY
SORGHUM**

**Your Customers
Like It Because**

It is the purest, sweetest, most delicious syrup on the market.

**You Will
Like It Because**

It will always satisfy your customers. It will bring to your store the best class of new trade. It will sell as it is called for again and again.

IT'S FREE

Selling plan and pointers worth \$25.00. Drop us a postal card with your name and address and we will send full particulars and my delivered price. Reference, The Modern Grocer.

Address

Jos. A. Weiler, Olney, Ill.

BANK ADVERTISING.

How This Feature Has Increased in Grand Rapids.

The banks in this city, and in other cities as well, have become liberal advertisers in the newspapers. It was not always so. Not so very many years ago to carry more than a simple card in the newspapers was regarded as undignified and unworthy of the banking profession. Now they take generous space in the choicest positions the newspaper has to offer, and in each advertisement endeavor to convey a genuine message to the newspaper readers. This message does not, like the dry goods advertisement, tell of marked down to 98 cents bargains. It does not announce bankrupt or fire sales. It is so worded as to arouse the saving spirit, to encourage thrift, to promote a desire to have something laid away for the rainy day, and almost incidentally a hint is dropped as to where an absolutely safe and reliable depository can be found.

Although the word "bargain" never appears in the bank advertisement, in reality it is not the rarest and best of bargains that the banks offer? The assurance of security—is not that a bargain? The depositor does not have to pay for this security, the bank pays him in the form of interest compounding semi-annually for making use of it—is not this a bargain? And then the man or woman who is influenced by the bank advertisements becomes a saver instead of spending all—is not he or she getting the greatest and best of bargains in the habit of thrift? Safety for your surplus income, good habits and a feeling of independence, which grows as your dollars pile up—these are the bargains the banks offer, and are they not as desirable as dress goods at 25 per cent. off or six bars of soap for

a quarter? The depositor, however, must put in something more than dollars. He must put in self denial, and sometimes sacrifice, and this intangible quantity comes back to him in a strengthened character, a higher manhood and a better citizenship. Both financially and morally the bank depositor wins.

To what extent newspaper advertising by the banks has encouraged the saving habit can not be estimated with any degree of accuracy, but some interesting statistics can be given and those who may be interested can draw their own conclusions. In 1890, twenty years ago, the city's population was 60,278, and the total savings and certificate deposits were \$3,314,705 and the per capita about \$55.25. In 1900, ten years later, the census gave us a population of 87,567, and the total savings and certificates were \$8,218,131, or a per capita of \$94.45. Now the city's population is about 113,000 and the savings and certificates show a total of \$14,506,224, a per capita of \$128.37. As a matter of fact the savings deposits are about \$4,000,000 greater than they appear in the published statements. The National banks have savings departments, but instead of reporting the deposits as savings they are counted in with the deposits subject to check. The actual total of savings and deposits is around \$18,500,000, or a per capita of \$163.75. Ten years ago the National banks had very little savings money—scarcely enough to make any material difference in the total. In the first ten years of the period named the deposits increased \$4,903,426 and the per capita jumped from \$55.25 to \$94.45. In the second decade the bulk increase was \$10,281,869 and the per capita grew from \$94.45 to \$163.75. The great increase may be explained in either of two ways: Each depositor

may have more money to his credit or the number of depositors may have increased in numbers. No doubt many of the depositors have added to their accumulations, but there could be no such increase as the records show without a large increase in the number of those who contribute to the total. What influence the newspaper advertising has had in bringing new depositors into line and in holding old depositors in line is for the reader to judge for himself. It is only in the last ten years that the banks have been advertising systematically and scientifically. Prior to 1900 they did some advertising, but not to any such extent as in the last decade.

School Day Opportunities.

The first bell has rung! Some of you alert advertisers had better get a move on or you'll be tardy—in noting the unusual opportunities that are yours for a season, to reach the home promptly with your message, through the great army of school folks that are again coming together regularly.

It requires little reasoning to determine that the children are an important factor to be taken into account for advertising purposes. And when they can be found gathered together in large numbers, representing practically every home in a given community, the advertiser's opportunity is apparent.

It is well, however, to size up the situation from several viewpoints before any attempt at utilizing the school folks' medium of "sending a message home." For instance, it is unwise to be persistent or too frequent in billing the schoolhouse. The School Board may object. The children soon tire of monotony and the premises are strewn with the bills you had hoped to get into the home.

Novelties of the most inexpensive variety, with or without advertisement, are appreciated by school children and they will carry them right home, together with your bill, folder, booklet or what not, without the loss of one in a hundred.

Then, too, the introduction such messages get on arriving at home is worth considering—beats all your throw-ins. Parents anxious to greet children, the youngsters over-zealous about what "a man" gave them. You can imagine how it is.

What won't a school child do by way of courtesy for a cheap colored lead pencil? Try them! Paper dolls will get the girls to doing and talking for you every time. The point is, if you expect to enlist school folks as a means of assistance you must at least occasionally make it interesting for them. When there are novelties to pass out for profit's sake do not overlook the schoolhouse.

There are good and bad times to present yourself on school premises for advertising purposes. Never give children anything to take to school with them that you want taken home. At the noon hour or in the evening when they are homeward bound are the accepted times.

School day opportunities for the advertiser will bear detail investigation, and the fellow who works out a system for handling them is bound to come out on top.—Advertising World.

Luck.

Luck means rising at 6 o'clock in the morning, living on a dollar a day if you earn two, minding your own business and not meddling with other people's. Luck means appointments you have never failed to keep, the trains you have never failed to catch. Luck means trusting in God and your own resources.—Max O'Rell.

WM. H. ANDERSON, President
JOHN W. BLODGETT, Vice President

ESTABLISHED 1868

L. Z. CAUKIN, Cashier
J. C. BISHOP, Asst. Cashier

**GROWTH OF
THE FOURTH NATIONAL BANK
OF GRAND RAPIDS, MICHIGAN**

From Oct. 1, 1891, to Oct. 1, 1910

RESOURCES	Oct. 1, 1891	Oct. 1, 1895	Oct. 1, 1900	Oct. 1, 1905	Oct. 1, 1910
Loans and Investments	\$ 936,133 21	\$1,130,878 05	\$1,620,117 27	\$2,199,921 74	\$2,706,947 39
United States Bonds	57,500 00	111,500 00	250,000 00	426,000 00	450,000 00
Banking House Furniture and Fixtures	2,856 00	4,500 00	2,500 00	125,000 00	125,000 00
Other Real Estate	55,000 00	17,159 00	12 000 00	None	None
Cash on Hand and in Banks	162,757 13	459,715 01	596,165 21	712,257 22	811,697 53
	\$1,159,246 34	\$1,723,752 06	\$2,480,872 48	\$3,463,178 86	\$4,093,644 92
LIABILITIES					
Capital Stock	\$ 300,000 00	\$ 300,000 00	\$ 300,000 00	\$ 300,000 00	\$ 300,000 00
Surplus and Undivided Profits	42,790 15	42,287 03	95,394 05	189,187 42	235,435 91
Circulation	45,000 00	45,000 00	50,000 00	300,000 00	300,000 00
Deposits	770,982 19	1,336,465 03	2,035,478 43	2,673,991 44	3,258,209 01
	\$1,159,246 34	\$1,723,752 06	\$2,480,872 48	\$3,463,178 86	\$4,093,644 92

Dividends paid during same period, \$435,000.00, and Surplus Account has increased \$192,645 76.

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DEVOTED TO THE BEST INTERESTS
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Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
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Subscription Price.
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Five dollars for three years, payable in advance.
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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 12, 1910

TO HELP UPLIFT MAN.

This is the special mission of woman, declares Mrs. Carnegie, the modest woman who prefers to be known to the world as "the unknown wife of a very well known man," and who has been styled by W. T. Stead as "Skillful in that larger housekeeping which makes a harmonious household."

After a practical talk by Mr. Carnegie on the last Founder's Day observance in the Carnegie Technical Schools at Pittsburg, his wife surprised those knowing her retiring disposition by stepping firmly on the platform against the suffragette.

In her address to the girls of the school she said:

"The beautiful motto surrounding the entrance court of this school especially impressed me. I remember one particular line about woman finding her noblest aim in 'aiding mankind.' I feel that woman ought to consider that her biggest prerogative.

"Nowadays when we hear so much about woman's rights, let us not forget these prerogatives, that the greater work is to make the home better, to help man and lift him to the highest standards and ideals. In the future, when people talk to me of woman's rights, I shall be able to point with pride to the Margaret Morrison Carnegie School and say: 'There is an evidence of the finest type of work done by woman for the benefit of mankind.'"

It may be proper to add that the school referred to comprises, like the others of the Scotch millionaire's system, an extended industrial course. Cooking, sewing, millinery and art are among the prominent features in the plan of one who believes that the head should be trained to direct the hands; who has gained his millions in the workshop and has no room for the classics in his category, yet who believes in a broad and liberal, as well as a practical education.

THE ATHLETICS CRAZE.

"I do not expect to play football or do any track work or rowing," says Robert Taft, who has transferred his work from Yale to Harvard law school. "College athletics are all

right for the under graduates, but I will not have any spare moments here in the law school to fritter away."

Every glance at the morning papers, metropolitan or local, attests to the fact that the rage for athletics is more than a fad. It has come to be a mania. While as a healthful exercise it should be given every encouragement practicable within reasonable bounds, is it so profitable, educationally or morally, that a band of school boys hustle from one town to another for a test game?

School days are supposed to be given to work. The ball game furnishes the needed recreation. The challenge to distant towns, requiring several hours in the transit and several dollars in the added expense of school life, is bad enough; but add to it the excitement of preparation and of getting off, one in which the girls of the school participate to a greater or less extent, and the regular school work must suffer every time. It can not help it. Then take into consideration the wear and tear of the game, the tumult of home coming, especially if victorious—there is a loss, educationally, which it will take much physical culture to replace.

But is it real physical gain, this rushing about getting ready, violent exercise during the game, which is literally one of the life battles of the young enthusiast? Now that the contagion has extended to even the rural district, is it not time that a plea for sanity in recreation be sounded?

THE QUEUE MUST GO.

Our former Minister from China, Wu Ting Fang, is making an eloquent plea to the imperial power for an abolishing of the absurd, uncomfortable and inconvenient rule, the wearing of the pig-tail. Strange to say, this is a commemoration of the Manchu conquerors, the custom being imposed upon them nearly three centuries ago and at the time bearing all the punishment intended; but like many other crosses, it has now come to be a thing of fancied glory.

Their Americanized statesman, in his personal inspection of his countrymen in Mexico, Peru and Cuba, as well as in our own land, finds that they are not only teased and mocked by foreigners as a result of the ancestral heritage, but that is it so great an inconvenience in their work, soiling their clothing and even endangering the lives of the mill men, that those who have not shorn it have at least, in many instances, concealed it by coiling on top of the head. While still loyal to their country, its customs and traditions, they have literally been forced into this violation. And now is it any wonder that a broad-minded man like Wu Ting Fang should protest against so unreasonable a badge?

There are a great many Americans wearing queues without taking the trouble to conceal them; in fact, they do not recognize the presence of the useless appendage, although it is apparent to all observers. They go on in the same rut that their fathers and grandfathers have trodden, although a paved highway is not far to seek. They flatter themselves that what was good enough for these revered

ancestors is good enough for them, oblivious to the fact that times have changed, and the plaid shawl and spring wagon have lost their relative value. That which impedes progress should go with the Chinaman's queue. Old traditions must give way to up-to-date ideas and methods.

THE BEST FORTRESS.

The matter of general culture may not seem practicable in this busy every-day world, yet there is scarcely a subject which may not aid at some time and in some way. The better we are conversant with all the topics of the day and of our special trade the more fully are we prepared to meet the varied situations. The minister or lecturer who has a fund of stories from which to draw to illustrate his point is never voted dull by his hearers. He does not know just what one he will use until the proper moment comes; but it is in reserve, where he can put his finger upon it at just the right time.

We do not know just when we may be asked some leading point in the composition, wear or mechanical make-up of our goods, but the more we know about them and the more fully we understand their process of manufacture and their possible uses the more efficiently can we keep up our part in any conversation.

Confidence in one's own ability begets an ease in manner which inspires confidence in others. If you show yourself intelligent on general subjects, others will assume that you are likewise well posted regarding your stock. If, on the other hand, you betray gross ignorance regarding the topics of every day life, you will be forced to prove your fitness in the element chosen. While you should be an acknowledged master, your ability is questioned and you are pushed back so that you have not a fair start in the race with competitors.

Some one has said that it is not what we know but what we use that is of worth. This is all very true in one sense; and yet there may be so much indirectly used, if we but have it at our command that the line of demarcation is difficult. It is safe to say that while we should specialize along our own lines, a well-rounded general information is a most formidable bulwark. To be able to state facts and stand by them is a power which is felt in the trade circle.

CONTINUOUS SCHOOL WORK.

And now Chicago University has come to the aid of Cleveland in the plea for a continuous term of school. The reasons set forth are, in brief:

All school activity must be so organized as to furnish its own aid against exhaustion. Amusement should be mixed with work and guided intelligently. Nature's calendar of individual development recognizes no interruptions. The teacher is not crowded out of her vocation because forced into idleness for several months of the year.

The question has evidently two sides, much as we might at first thought pass by the suggestion with a condemnatory regard. It can not be questioned but that there is over-

work in some instances. Would the homeopathic treatment the year round be more beneficial than the spasmodic doses of the other school? We are accustomed to regard the regular year-round system of eating and drinking the best for physical development, although Thanksgiving and Christmas are notable exceptions,—too often attended with dire results. Can it be that in the school and vacation plan we have been guilty of a system akin to that of fasting and feasting?

Certain it is that moderation in all things brings its reward. We must take the joys and sorrows of this world together. If we say we will work now and have a good time after we have gained an independent competence, the good time rarely comes. How much better to resolve to take our work and play from day to day.

THE CHOLERA CURSE.

While all Europe is in consternation at the encroach of the disease, America, as a whole, has little to fear. There is a close guard kept over our maritime approaches and immigrants from dangerous districts are detained until danger is past. Yet despite precautions isolated cases will appear, and to be not only watchful but hygienic is a part of the gospel of humanity.

Theoretically, a city with a pure water supply is in no danger of an epidemic of cholera. The disease is communicable not through the air, like smallpox, but through the discharges from the patient finding their way in food or drink into the mouths of healthy persons.

The Journal of the American Medical Association says: "It is more rational to expend our efforts in improving general sanitary conditions in this country than to establish a quarantine and attempt—probably in vain—to prevent any person harboring cholera vibrios from landing on our shores. Attention to the ordinary demands of civilization, the elimination of sewage from our water supplies, the insistence on clean milk and bread, the banishment of the common drinking cup and the roller towel, the extermination of the house fly and other vermin, the observance of a decent degree of cleanliness in the streets and in the house—such measures will go far to avoid the danger of cholera epidemics now and henceforth."

Our own special menace, typhoid, may be successfully fought on nearly the same grounds. At this season it is rampant, and a violation of any of the above rules may be the means of admitting it to our homes. Look carefully to the water supply, and if it is in the least questionable, use boiled water only, and make free use of lemons. Even although the virtue of warding off malaria, imputed to them even in the time of the Romans, has no foundation, the sprightly acid flavor tends to quench thirst with less of the liquid. While differing from cholera in that it is lingering instead of quick in its methods, it is as truly infectious and its ravages are as widely spread.

HOME-MADE BREAD.

Do Housewives Prefer It to the Baker's Product?

An opinion on this subject, to be of value, should be based on the experience of more than one person. I have availed myself of the kindness of a number of housewives, especially the members of the Committee on Bread and Flour in the Housekeepers' Alliance of Washington, D. C., and friends, to answer certain questions that have occurred to me in studying the matter over. The investigation was planned on a small scale only, to secure details on the use of home-made bread and relative amount of bakers' bread purchased by housewives. No attempt was made to ascertain how much the housewife depends on the baker for rolls, biscuits, cake and pastry or other confections. The questions were distributed to about seventy-five people interested in the subject, women of intelligence and in various stations in life. Sixty answers were received from all quarters of the United States; from Portland, Maine, to New Orleans; Plainfield, New Jersey, to Pasadena, Cal.; Port Edwards, Wisconsin, to St. Louis; so that North, East, South, West and Middle West are represented in the replies. The greatest number of replies came from Washington, D. C., and outlying districts in Maryland and Virginia. After consultation with your President and also with the Committee on Bread of the Housekeepers' Alliance and other individuals, bakers and housewives in Washington and elsewhere I arranged the questions as follows:

1.

Do you prefer baker's bread to home-made bread?

a. Why?

b. As grocers do not consult the taste of their customers, but frequently supply poorer grades of bread than they might, it is desirable to know whether you would prefer the soft, spongy loaf of the large size usually offered, or, if you could get it, a close-grained, crusty small loaf.

c. Do you object to the delivery of unwrapped bread?

d. Which kind would you prefer to buy from the counter, unwrapped bread, or bread wrapped at the bakery, provided you could see through the paper what kind you were buying and that the paper was labeled instead of the loaf?

2.

Do you prefer home-made bread to bakers' bread?

a. Why?

The following order of reasons for preference is suggested: Because of good taste and signifying quality; certainty of good quality of materials (flour, yeast, lard) used; economy; sanitary conditions in making and supplying to the table or others that may occur to you.

3.

Do you depend on bakers' bread entirely?

a. Why?

b. If not entirely, do you depend on it partially, and why?

4.

How much would you be apt to use

bakers' bread if you were satisfied with it?

The answers are to be used as a basis for general conclusions and no names will be mentioned.

Will you kindly co-operate with the Committee of the Housekeepers' Alliance by answering these questions, basing reasons on experience or facts and in fairness to all concerned, avoiding prejudices?

Nearly all the replies showed the greatest interest; one even expressing thanks for the opportunity to speak on the subject and delight that housekeepers could be at last heard on a subject which might be supposed to interest them. Another housewife wrote that she was glad people were waking up; by that, possibly meaning bakers. Several have asked to hear the results of the investigation, one of them, the "Ceres of National Grange," saying that she is working on the same line of investigation in the National Granges.

The comparison of the opinions and preferences of sixty people shows conclusively that the majority prefer home-made bread, but that with few exceptions they would use entirely the manufactured article if they could find what would suit them. The exceptions are apparently due to the traditional pride of the housewife in furnishing home-made bread, a feature that for generations has been associated in the popular mind with a well-regulated home. The feeling refuses to bow even to the complex and exacting conditions of modern living and persists most strongly in New England.

Reasons For Preferring Baker's Bread.

The tendency of housewives to use bakers' bread seems to increase southward; a number of them describing the inefficiency of colored cooks in breadmaking and their unwillingness to make it properly even when shown how. Six out of sixty replies were unreservedly in favor of bakers' bread, while fourteen preferred it only when good home-made bread could not be obtained. Their reasons were because of the uniformity of the product, uncertainty of help, to avoid heat and labor and loss from failure. Some thought it better than average home-made bread as it was usually lighter and better baked. One person preferred "French water bread," because she could not bake that kind at home.

Kind of Bakers' Bread Desired.

Three only of the answers showed preference for the soft, spongy large-sized loaf usually offered by grocers. Fifty-four express emphatically their liking for a close-grained, crusty loaf. One of them describes the kind preferred as a long, slender loaf, but spongy, i. e., dry and not sticky. Another avoids the usual dry, chippy and tasteless kind, but wants it close-grained and crusty. Still another would like to find a "full-weight loaf, weighing more than twelve to fourteen ounces regardless of size."

Objection To Unwrapped Bread.

A source of dislike to bakers' bread is in the handling of unwrapped bread in direct delivery; at the counter by middlemen; at rural railroad

stations from train to delivery wagons and on dumb-waiters in apartment houses, where it frequently rests on garbage cans on its way to the purchaser. It is evident that to suit the majority of housewives bread must be handled in a cleanly way at bakeries from start to finish, and wrapped there before transportation. Fifty-three objected to the delivery of unwrapped bread; only two stating that there was no serious objection if baskets were clean. One person has not felt like insisting upon wrapping of bread, because "wrapping has raised the price of bread and has consequently been an added hardship to those less able to bear hardships (poor, overworked women being the greatest patronizers of bakers' bread)" in her opinion. One replied that she never thinks of using bakers' bread without cutting off the entire outside crust, which must be thrown away, because she knows it is handled in a filthy manner. She writes, "I have watched delivery of bread frequently and have never seen a driver who wore gloves or who hesitated to drop the reins or use his handkerchief—and immediately handle bread or cake." Others have had to return bread because of evident neglect in handling. Another states, "We object to the label being pasted onto the crust. From the way some of the men delivering the bread handle it, one has a feeling that possibly all bakers' bread is handled in the same careless way." As for buying from the counter bread that might be wrapped at the bakery with transparent labeled paper through which one can see what kind of bread it is as is done in certain localities in New Jersey (see samples) the housewives were unanimous in their preference over unwrapped bread ("provided the loaves were of equal excellence").

Home-Made Bread Preferred.

The reasons given for preferring home-made bread were chiefly because of its good taste and satisfying qualities. It was said to be more nutritious, to have more substance, to be more easily digested and more wholesome; secondly, because they were sure of the quality of materials used and freedom from added chemicals; thirdly, because they were sure of sanitary handling in making and supplying to the table. About the economy of home-made bread there was a difference of opinion. It was proved conclusively by at least two that in batches of from four to six loaves at a baking it was cheaper and more satisfactory than bakers' bread. Some like the finer texture because it is more finely kneaded and not too light, as bakers' bread usually is. A number liked it because it is "sweeter," better baked, has more and browner crust and not so doughy, goes twice as far and does not get stale so quickly and because they do not tire of it so soon as of bakers' bread. Several wish that they could get old-fashioned water-ground flour instead of flour made by the new process.

Reasons For Depending on Baker's Bread.

The most interesting point is brought out by the facts gained from

TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you **10W BARLOW BROS., Grand Rapids, Mich**



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO. GRAND RAPIDS, MICH.



Evidence

Is what the man from Missouri wanted when he said "SHOW ME."

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.

"Purity Patent" Flour

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

"Purity Patent"

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

the answers to the last two questions on the relative dependence of the housewife on the baker under present conditions, and if bakers would or could supply what she wants. The answers disclose the fact that only eleven of the sixty persons use bakers' bread entirely, either being forced to do so by necessity, the difficulty being chiefly in finding cooks able to bake bread, or from choice, to take the labor out of the home chiefly.

Thirty-eight depend partially on bakers' bread to avoid heat in warm weather, to avoid expense and labor, to save time, for convenience, in emergencies because of difficulties in having home-made bread properly made as often as necessary to have it fresh. A number use it only for toast, sandwiches, fillings for puddings and poultry. As many as sixteen reasons were given why they used it partially only. But four-fifths of the entire number answering the questions agreed that they would be apt to use bakers' bread entirely or almost entirely if they were satisfied that they would use from two to five loaves a day, only a few using less than five loaves per week.

Can Bakers' Bread Be Made as Good?

There can be no doubt from the testimony given that, as one housewife says she believes, the number is legion of women who think as the majority of these answers indicate, i. e., that all over the United States the average bakers' bread is poor and unpalatable, with apparently very little substance or nutritive quality. "It is a question how bakers' bread for the masses can ever be as good as home-made, because to make it as good, and to furnish as much flour in a loaf would probably mean charging a higher price per loaf, and the greater mass of buyers can not be made to do that," as one housewife puts it.

Personally I know of some bakers' bread as good as the average home-made (and I patronize the baker who makes it), the cost being about the same as that made at home.

It is encouraging, however, in the face of this situation, to recall how much poorer bakers' bread used to be than it is now, as made in the good, up-to-date bakeries, and to observe that there is a readjustment at present taking place towards better conditions. When women write widely-read articles like that in "The Survey" for June 18, 1910, by Mary Brown Sumner, on "A Strike for Clean Bread," describing the appalling state of affairs in New York, there are sure to be lasting results. The tendency of the times is towards the handling of bread entirely in a centralized way by professional bakers.

A step is gained in this direction, and the community helped, whenever the housewife (by investigation) satisfies herself that her baker is doing the proper thing, and patronizes his goods. That this is occasionally being done in a quiet way by housewives has been shown by Isabel Whiting in "The Outlook" (Aug. 15, 1908) in a description of the problems that confront the employers of do-

mestic labor. And so I say, that a slow readjustment is taking place and we shall soon forget the time when we saw with our own eyes bread kneaded by feet in troughs and no more think of making bread in our homes than of spinning the wool for our clothes.

So much for the relation of the housewife to the baker as it appears to be.

The Relation As It Might Be.

Now account must be taken of the fact that the housewife has had an ever-increasing complexity of problems to meet, as conditions of living have been steadily changing since colonial times, until now the difficulties in housekeeping are so great that many women shun them, living in hotels or apartments or leading professional lives altogether.

Possibly a gain to society would be secured if remedies could be found for this. One way to simplify housekeeping is obvious and has been mentioned, i. e., the doing away with bread-making in the home. If bakers would strive or contrive to acquaint all housewives, even the most fastidious, with the best they can produce, and housewives could be certain of its continued excellence, a greater dependence on bakeries would result without a doubt and would be greatly to be desired for the good not only of homes and bakeries but of the nation.

How To Further the Relation.

Inasmuch as some housewives are really satisfied with bakers' bread, and find the uniformity in the quality of the best grade the chief reason for using it—the difficulty seems to lie not so much in the lack of good bread made by bakers as in the ability of the housewife to find what will suit her and in getting it handled, from start to finish, in a clean, sanitary way.

To accomplish this interdependence bakers should zealously avoid, as the good, conscientious bakers do—

1. Sacrificing quality to produce quantity by adding too much water to increase the weight and volume of their loaves.
2. Too much use of so-called "family flour" and "bakers' flour," using clear and patent flour such as the housewife uses. Needless to say, this should be unbleached.
3. Selling two kinds of bread at the same price, made to look alike, but those for sale at counters of a larger size than the loaves sent out for delivery.
4. Keeping employes who lick labels to stick on bread, and who deliver bread unwrapped after they have handled their horses and harnesses and worse; and, in general, avoid all unsanitary conditions in making and delivering bread.

By the assurance that these matters are avoided or remedied, and by suiting the taste of the housewife, the bakers can vastly increase their trade. As the only way a housewife can discover where she can find the bread she wants is to sample all kinds of bread she sees in stores and markets, unless she trusts in advertisements, I suggest that bakers hold regular exhibitions of their wares, so

that housewives may become familiar with the best that can be bought, without depending on the judgment and taste of their grocers.

Conclusion.

While I do not wish to digress from the relations of the housewife to the baker at the point of concluding, I shall mention at the suggestion of one of the housewives (a sister of an officer in the army) who knows the conditions, that the need for good bread is appreciated by our army and that the soldiers on this account are obliged to take regular instructions in breadmaking and bake their own bread. That may be one of the reasons why they can not devote so much time to drilling and marching as the armies do in Europe. There is authentic proof that far back in the year 1777, one, Christopher Ludwick, was appointed "Baker-General" of Washington's army by Congress. George Washington was said to address him as my "honest friend," and they often dined together and held long conferences. When he was instructed to furnish one pound of bread for every pound of flour, he replied, "Not so; I must not be so enriched by the war. I shall return one hundred and thirty-five pounds of bread for every one hundred pounds of flour." (Amer. Monthly, March, 1910, Magazine.) No description has been handed down of the quality of his bread, but for his faithful services he received a written testimonial from the Commander-in-Chief, General Washington.

To-day the bakers of this country

have not Washington's army to feed (not even the present army), but a mighty nation. I beg of them most earnestly to keep in mind that they are partly responsible for the nourishing not only of the nation's men but of women and children. Let them remember the example of the famous Christopher Ludwick, who sought not so much to enrich himself as to render faithful service in plying an honest trade—the baker's.

Mrs. F. L. Ransome.

How To Wash Windows.

Strange as it may seem, there is a right and wrong way to wash windows, and as this question is usually dreaded the following method will doubtless be appreciated, as it saves both time and labor.

Choose a dull day, or at least a time when the sun is not shining on the windows, for when the sun shines on the window it causes it to be streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass.

The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used and the result will be brighter windows.—Storekeeper.



Minneapolis is the greatest milling center in the world. Its flour is famous in every civilized country and CERESOTA is the standard by which other Minneapolis flours are judged.

JUDSON GROCER CO.
Distributors
Grand Rapids, Mich.



Hot Biscuits and Honey

Are a delicious treat for the evening meal these days.

And they're nourishing, too.

But have them right!

They must be light, sweet tasting, tender and well baked, with brown, crisp crust and fine grained, flaky inside.

The Melt-in-Your-Mouth kind.

Don't be satisfied with less. Don't get your mouth watering for the kind we're thinking about and then disappoint yourself with biscuits made out of flour which some one who is not hungry for hot biscuits and honey tells you is "just as good."

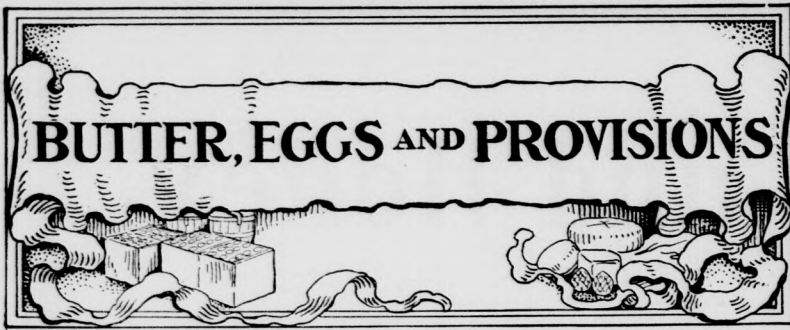
LILY WHITE FLOUR

"The Flour the Best Cooks Use"

We've told you this before and you've allowed yourself to be disappointed before just because you were too good natured to insist that when you want Lily White you want Lily White and not the "please-take-me-I'm-just-as-good" kind.

There isn't any "just as good" kind, and as long as we're on earth there never will be.

Valley City Milling Company
Grand Rapids, Mich.



Butter and Egg Notes From the Big Market.

New York's receipts of butter are now running just a little ahead of last year, and unless there is a change in the favorable conditions for production the fall make will be considerably larger than in 1909. Shipments from a good many creameries, while showing some falling off of late, are holding up better than usual. This could hardly be otherwise as the fall pasturage in most sections and especially in the territory that suffered most in the spring and summer from drought, is fine. Weather conditions are also good.

The reports of storage accumulations and receipts for September show an improved distributing trade, but it has come very gradually and we have seldom gone so far into the fall when the buying was on such conservative lines. The extent to which oleomargarine will displace butter during the winter is uncertain and dealers have been afraid to operate much beyond current wants. Reports from the internal revenue office show a long list of licenses taken out in this city and vicinity, and it is assumed that the competition with the substitute article will be very much greater than for many years. In order to retain as much of the demand for butter as possible it has been necessary to keep prices reasonable, and at no time during the past two weeks was it difficult to buy very fancy fresh creamery at 30½¢, which is now the quoted rate for specials.

The full supplies of fresh butter have removed the necessity of drawing on any of the storage holdings, and only occasionally have the freezer doors been opened. The fancy stock in storage cost owners, carrying charges included, 31 cents or better, and no one would be inclined to make a loss so early. Receivers have, therefore, felt that the fresh goods should be sold just enough under that price to retain the trade until receipts fall off considerably more.

Much has been written of late about the poor condition of the market for undergrade butter, but it is difficult for shippers to appreciate the situation as they are inclined to form their opinion from previous years. This season seems to be peculiar to itself and without a parallel in recent years. Unless the creamery is satisfactory to finest trade and can be sold in that channel it falls away in price so rapidly that one scarcely knows where to stop. Imagine inspected extras selling on the open market at 28½¢@29¢ and thousands of tubs of good, sweet butter seeking custom at 27¢@28¢. If the quality falls

down to seconds the price drops correspondingly to 26¢ or less. There is now a range on creamery of fully 6½¢, possibly more, but the unsatisfactory part of a situation such as we have at present is that nothing sells with any degree of promptness except the finest.

From the milk producers' standpoint there has always been an element of sameness in the annual conventions of our various state dairymen's associations. We had worked into a rut in catering for the dairymen's attendance and the attractions offered him seldom consisted of more than the exhibit of dairy machinery and appliances, the dairy products competitions and the sessions. These we had come to regard as all sufficient.

But the opening convention of the season of 1910-11 will mark a noteworthy departure from the stereotype. For the dairyman who attends the annual meeting of the Iowa Dairymen's Association at Waterloo next week there will be something more than a machinery hall, an exhibit of butter and the usual number of addresses and discussions. For him the center of attraction will undoubtedly be the large exhibit which will represent the highest stage of development of the special purpose dairy animal. It seems strange, now that this step forward is about to be made, that the opportunities it offers were not recognized and taken advantage of long ago, for our state dairy conventions offer to the breeders of high grade cattle a field of unquestionably valuable business possibilities.

The officers of the Iowa Dairymen's Association deserve general congratulation for their 1910 innovation, and we hope that other association workers will profit by it, giving to the dairy cow a permanent place in the state dairy conventions of the future.

Our esteemed correspondent, J. H. Monrad, makes some comments this week on the sale of eggs by weight. He agrees that compulsory sale of eggs by weight is indefensible, but seems to consider the method practical at wholesale and states that a large quantity of Danish eggs is sold annually by weight, chiefly to England. Now while we are willing to print what Mr. Monrad has to say on the subject we firmly believe that he is wrong in his premises and still more so in his conclusions. We are not certain as to the custom of selling eggs at wholesale in Denmark and can not make a positive assertion; but we are familiar with the

market quotations of eggs from all parts of the world in British markets and have never seen a quotation for any kind, Danish or Egyptian, in any other way than by count, usually per ten dozen, or what is known in England as the "great hundred." To the best of our information there is a weight standard for other European countries by which certain grades are required by trade custom to come up to a minimum weight per dozen, but we have never heard that eggs are sold at a price per pound or by any unit of weight in Europe or elsewhere. If we should, perchance, be wrong in this we are still very sure that the sale of eggs by weight in this country is not only useless as an improvement on existing customs, but impractical, and especially in wholesale transactions, owing to the enormous labor and expense involved and because weight is not a true indication of value when dealing with eggs of irregular quality. Under the methods of collection and distribution in vogue here it would be much more reasonable to sell eggs by weight at retail—after they are graded to some degree of uniformity of quality—than at wholesale. But even at retail the change of custom would be of no advantage to consumers and to enforce it by law would be the height of folly—at retail or wholesale.

Among the interesting dairy exhibits at the recent Wisconsin State Fair was one showing a cheap and effective means of preventing mold development on parchment paper used in wrapping butter. The exhibit showed butter wrapped with both moldy and clean parchments, the latter rendered free from the spores by being placed, a package at a time, in a fairly tight box and steamed for half an hour.

The importance of the tub as a factor in the mold problem is not properly appreciated by many of our buttermakers, and it not infrequently happens that a maker will exercise the greatest care in the treatment of the tubs to render them clean of mold and then line his treated tubs with parchment paper of questionable cleanness, simply soaking it for a time in cold water or a weak brine.

The necessity of freeing tub liners as well as tubs from mold spores before mold can be controlled with any degree of certainty was well emphasized by Prof. E. G. Hastings, of Madison, in a talk at the last convention of Wisconsin Buttermakers' Association. He drew attention to the fact that the mold usually found on our butter as it comes to market generally grows on the tubs or liners from which it penetrates the butter, which of itself is not a very favorable medium for mold growth. He recommended soaking the liners in fresh lime water for two hours be-

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OTTAWA AND LOUIS STREETS

fore using or placing a package in a pan of water and bringing it to a boil, as safer methods than even long continued soaking in brine.

Our makers therefore have a choice of a number of cheap methods of destroying the mold spores on their parchment paper, and since their destruction is so easily accomplished the precaution is one which should not be overlooked.—N. Y. Produce Review.

Concerning the Peanut.

When you invest a nickel in a bag of warm, appetizing peanuts and munch them contentedly at the ball game or throw them to the squirrels in the park, you do not pause to think how much is spent on those nuts by the country's population each year. Do you realize that with that nickel you are contributing to an industry that last year farmed a \$1,000,000 crop, which, placed on the market in various forms, reached the astounding sum of \$36,000,000? 'Tis a seductive nut. When you make up your mind to eat "just one more," that one goes on in an arithmetic progression. The peanut was born in America. From a humble beginning as an infant industry it has grown to be a pretty husky youth. Scientists claim that the peanut is the only food staple which will at once nourish man, beast, bird and the soil. It is the most nutritious of nuts, rich in tissue-building properties and containing glucose and carbohydrates. It is, too, the cheapest of nuts. As regards price, average number in a pound, edible part, waste, fat and economy, the peanut is in a class by itself. A pound contains about 350 nuts, costing 10 cents. The edible portion is 73.6 and 26.4 waste. The amount of fat is about 80 per cent. The Texas pecan is the nearest competitor to the peanut. It sells, however, for over a third more, averaging but 216 to a pound. Its waste is 61.8 per cent. and it contains 68 per cent. of fat. At present about five-sixths of the crop comes from Virginia and most of the balance from Tennessee, Georgia, West Virginia and the Carolinas. Most of the Southern States contribute some.

Plucking Asparagus.

They were very young and very happy, and very foolish, and very newly wed.

And they kept a kitchen garden. "Angelina, darling," said the youthful husband, "as I was passing through the garden I saw some asparagus ready for cooking. Perhaps you'd like to go and gather the first fruit of the season yourself?"

She would love to, but she wasn't expert in horticulture and didn't want to "let on." If she went alone she might commit some egregious blunder.

"I tell you what, Edwin," exclaimed the girl-wife, enthusiastically; "we will go out together. You shall pluck it and I will hold the ladder!"

Some people treat the sermon as a table d'hote dinner, picking out the things that will not agree with them.

Some meetings are arranged on the theory that misery loves company.

Death of a Long-Time Kalamazoo Grocer.

Kalamazoo, Oct. 6—Following an extended illness from heart trouble, complicated with asthma, Miner S. Scoville, 71 years of age, and for 35 years a resident of this city, died yesterday at the home, 144 South Burdick street. Mr. Scoville was one of the pioneer grocers of this city, continuing in that business until about eight years ago, when ill health compelled him to retire. Though his condition had been serious for some time, he was not taken critically ill until about three weeks ago.

Mr. Scoville was born in Hawinton, Connecticut, February 3, 1839. His father was of French extraction and his mother, Scotch. About two years and a half after his birth the family moved to Columbia county, New York, where the elder Scoville purchased a farm and later did a considerable business as a contractor. Here Mr. Scoville attended the district school, from which he went to the Claverack academy. On leaving school he was apprenticed to the carpentering trade, mastering that and also millwrighting, both of which he followed for 20 years.

In 1866 he went to Richland and for two years clerked in a store there. He then opened a general store under the style of M. S. Scoville. He continued in trade six years. He sold out at the expiration of that time and was engaged to manage the late Senator F. B. Stockbridge's big supply store at Monterey, which was the base of supplies for thirteen lumber camps.

He resigned this position in 1875 and moved to Kalamazoo, where he accepted the superintendency of the Merrill Milling Co.'s business, comprising four large mills. During his management of the business the mills were thoroughly rebuilt and remodeled. Mr. Scoville managed this business with distinguished success for ten years, at the expiration of which time he resigned and again embarked in trade, opening a grocery store at South and Burdick streets, the style of the firm being Passage & Scoville. Two years later he bought out his partner and continued the business under the style of M. S. Scoville.

To the two essential elements of energy and intelligence those who knew him best attributed much of his success. To these were added great native shrewdness and a grasp of detail which enabled him to see all sides of a business problem.

Forty-eight years ago Mr. Scoville was married to Miss Madeline F. Harris, of Hillsdale, New York.

Mr. Scoville had no hobby, but was an independent investigator in some branch of learning in almost every department of learning—philosophic, scientific, or political. He was an omnivorous reader, dipping indiscriminately into the above branches and learning with equal avidity from each. During his extended business career he never sued a man for any reason nor was he himself ever sued. He did not know that he had an enemy in the world.

He was charitable to an extreme. He was a regular attendant at, though not a member of, the First Presbyterian church and was one of the oldest members of the Masonic order. He was also an Odd Fellow. He was known over a large portion of Michigan and wherever known was honored and esteemed. Only the widow survives him.

The Real Cause of High Prices.

No consumer loves high prices. They are the delight, however, of every producer; and as we are all producers, except the idle, the pauper and the helpless, each person strives to get for his product, whether it be labor or goods, as much as possible. One thing we can not do—sell our own goods at high prices and buy our neighbor's cheaply at the same time. We must give and take on this question. The free trade theory has the postulate, "Buy in the cheapest and sell in the dearest markets"—a happy condition if it could be realized. Unfortunately, that economic maxim is a theory and not a condition; for the moment we all become purchasers in the cheapest market the prices rise, and the moment we all become sellers in the dearest market the prices fall, and the free trade dream is therefore never realized. Advancing civilization brings increased expenses. It does not cost the savage so much to live as it does you, but you would not change places. He has no schools, few clothes, no music, no art, none of the refinements or graces of life. Reform costs money. Honest elections, as conducted under our election machinery of to-day, are more expensive than the old methods where fraud was easy, but no one would advocate a return to the old system. So you pay for what you get and you get what you pay for. Unless there is an abnormal scarcity of production the cost of living will be no greater than what the average man can pay for.

E. C. Stokes.

No man is ever good enough to dictate the terms of real goodness to another.

The heart is bankrupt already when it counts on the profits of love.

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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



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PARKS AND PLAYGROUNDS.

Effect They Have in Securing Manufacturing Industries.

The convention of the American Association of Commercial Executives which was held in this city last week was one of the most interesting, useful and instructive conventions that Grand Rapids has had in many months. The commercial organizations of about seventy cities were represented in the attendance, and these cities were scattered across the continent from New York to Tacoma and south to New Orleans. Those who attended were bright, brainy fellows, men of ideas and experience and who had made special study of organized effort along civic and commercial lines, and their purpose in meeting was to help and be helped through a general discussion of association problems. Five sessions were held in two days, and they were filled with direct to the point, quick fire speeches and addresses. Not a speech was made nor a paper read during the two days that took more than fifteen minutes in the delivery. The subjects discussed were those that come most frequently before boards of trade, and it is hardly to this city's credit that Grand Rapids was almost unanimously absent from the meetings. The opportunity to learn how other cities do things was offered, and scarcely a handful of local citizens availed themselves of it.

It is not the purpose to give a detailed or circumstantial report of this convention, but merely to touch some of the high spots, to tell of some of the impressions received. And at the beginning it may be said that one of the most interesting features of the entire convention was the apparent unanimity of opinion that the way to make a city grow in population, industry, business and wealth is first to make it healthy, safe and beautiful, a place worth living in. The popular conception of boards of trade, chambers of commerce and similar organizations is that the commercial spirit dominates, that business is the first consideration and also the last, and yet in this convention of commercial organization, executives from such cities as St. Paul, Kansas City, Memphis, Louisville, Detroit, Chicago, Buffalo, Worcester, Dayton, New Orleans, Tacoma and Des Moines were constantly iterating the importance of making the city worth while before trying to make it grow commercially. It may even be said that the key note in all the discussion as to how to secure new industries and conventions was to first have good streets, good schools and churches, parks, playgrounds, good water and good municipal government. Given these good things, and it was declared repeatedly by these experienced city promoters, that trade expansion and new industries will in a large degree take care of themselves. This spirit of civic betterment is of comparatively recent development, and it is significant of the change that has been taking place in the commercial world. Beauty, health, safety and

good government are now regarded as a city's best assets, the very foundations for success in trade and industry.

How to secure new industries is a problem that interests every live town, big and little, alike. At the convention the opinion was almost unanimous that the bonus method is vicious in principle and ineffective in practice, unjust to the industries already established and demoralizing. There may be instances when special inducements may be warranted, but as a general proposition it was declared bonus giving and site offering are unworthy of any self respecting town. Even the subscription of capital to aid a new industry was discouraged as a board of trade policy. The sure and safe way to secure new industries, it was declared, was first to make the town attractive as a place to live and do business in, and to make the transportation conditions the best possible, and the new industries will come of their own accord. Better encourage and strengthen the old industries than to try to get more factories was the sentiment expressed by several of the executives. One successful old concern is a better breeder of new industries than any amount of bonus, said one of the visitors. Mr. Clement, of Kalamazoo, said his Board of Trade tried several years to secure new industries by means of bonuses and free sites, but without satisfactory results. Two years ago the policy was changed to an endeavor to make Kalamazoo a better city, and since then eighteen new industries have been established without a dollar in special inducement being given, and still more industries are in sight.

A discussion that would have been worth many dollars to the business men of Grand Rapids to hear was that on fake advertising. In Topeka the business men have an organization to deal with all advertising outside that which all recognize as legitimate. The daily newspapers and a few other publications are recognized as legitimate, but boom editions, souvenir programmes, church and society booklets, telephone directories and similar publications are in the hold-up class. About sixty of the merchants are in this league against fake advertising, and when other than legitimate advertising propositions are presented they are referred to the Secretary, who, if in doubt, consults with a secret committee of five members. If a proposition has some merit, a charity or public enterprise, a contribution is made to the cause from the general fund in behalf of all the merchants, but the individual members keep out. By assessment the Association raises about \$8,000 a year and \$2,000 of this goes as donations to worthy causes and the balance is used in securing conventions and for publicity for Topeka. This united action, it is estimated, saves the business men of Topeka about \$40,000 a year, which formerly was spent for advertising that brought no returns. Day-

ton has a similar organization with a saving estimated at \$6,000 a year.

How to hold the membership was another interesting problem. The big down town merchants and manufacturers are easily kept on the list, but the small business men in the outskirts are not so easily made to realize the benefit of membership. The Buffalo Secretary said his method was to see every member either personally or by telephone at least once a month and ask if the Board could do anything for him, if he had any grievances that could be remedied or suggestions to offer. This direct interest in the members serves to hold them. In Des Moines they cultivate the social side by having Board of Trade club rooms, with parlors, card rooms, billiard tables and a restaurant. The noonday luncheon is a feature for those who find it convenient to eat down town and once a month a general luncheon is served, to which the entire membership is invited for a general discussion of live topics. This plan it was declared is effective in maintaining interest and inducing team work for whatever may be undertaken. In Kansas City the noonday luncheon and once a month luncheons are observed, and Buffalo has a modification of the plan. In Cleveland the Commercial Club is separate from the Board of Trade proper, but they are closely allied. In several other towns the monthly luncheon has been adopted on lines similar to the Grand Rapids Committee of 100. In Traverse City the business men used to take luncheon together once a week, but the restaurant service was not satisfactory and the plan was given up, but will be resumed as soon as arrangements can be made. At all these luncheon meetings the plan is to start promptly at 12 and quit at a stated hour, and the table talk covers all sorts of civic and business topics and even politics, and the result is better acquaintance among the members, good fellowship and a better public spirit.

Welton Carmichael, of the Detroit Convention League, led in the discussion as to how to secure conventions. He said he could not himself tell how to get conventions, but he could give some wholesome do nots. He especially warned the executives against

over-zeal in promising. Do not promise the associations invited reduced railroad fare when such reductions may not be obtainable. Do not promise free entertainment when the delegates may have to pay their way. Do not promise the home people an attendance of thousands when only hundreds or even scores may measure the crowd. Do not let hotels, restaurants or other public services overcharge the visitors. Do not over-entertain the conventions, for those who come to the conventions who are worth while come for business and not for a good time. This rule is flexible as it relates to the women who come to the conventions with their husbands and for whom time often drags unless something is done for them.

The industrial exposition was declared to be a good thing by the executives from Detroit, Cleveland and Kansas City. The expositions as conducted in these cities are for the home manufactured products, and they serve not only to advertise these products to the outside world but an even more useful purpose is to let the people of the town know what is made at home. The Detroit Exposition was open ten days and the attendance was 103,000.

Three delegates came from Memphis and the message they brought was especially cheering to the Grand Rapids people who are campaigning for the \$200,000 park bond issue. In Memphis the matter of securing additional park lands was taken up nine years ago and a proposition to issue \$250,000 in bonds was submitted to the popular vote. After a spirited campaign the bonds were voted, but by so narrow a majority the Council refused to act. The Park Board proceeded to secure options on two tracks of desirable park lands, one of 300 and the other of 400 acres, and after a delay of two years the Council issued the bonds. By act of the Legislature the maintenance of the parks was provided for by a fixed tax equivalent to 10 cents on the \$1,000 valuation, which netted about \$65,000. This was later increased to 20 cents. The money was so well expended by the Park Board that last year a bond issue of \$1,000,000 was asked for and it received the popular sanction by an almost unanimous vote. Half of this

Be Sure and Vote YES for Park Bonds

Grand Rapids has reached a point in population where immediate steps must be taken to acquire land for additional parks and playgrounds; another year's neglect will ruin the possibilities of ever acquiring land suitable for recreation grounds properly distributed to meet the requirements of a comprehensive park system.

Certain districts are built up at this time in a way that make grounds for children possible only in the street; this is not only dangerous but a breeding spot for crime.

The average home owner will only be called on to contribute fifteen cents per year as his share for such an important civic necessity.

Board of Park and Cemetery Commissioners.

money will be used in acquiring additional lands and half in development. The 700 acres purchased nine years ago, at a cost of \$230,000, are now conservatively estimated to be worth \$2,000,000, and the parks that have been created are regarded as the most important factors in the city's growth as a business and industrial center and in its prosperity.

The transportation problem came up several times during the convention and the importance of friendly relations and co-operation between the transportation companies and the shipping interests was dwelt upon. The interests of railroad and shipper are mutual. Neither can prosper without the other, and if one suffers the other is pretty sure to feel pain, too. When grievances arise on either side the easiest and surest way to secure relief is in frank and friendly conference. It may sometimes be necessary to resort to harsh methods, but even in litigation care should be taken to maintain an attitude of fairness and the desire to have no more than is just.

The convention elected Clarence A. Cotton, Secretary of the Grand Rapids Board of Trade, as President for the coming year. The next convention will be held at Louisville.

The single big organization was declared by several of the executives as preferable in every way to the smaller separate and independent associations. In Macon, Ga., there were five or six organizations, each representing a different trade or interest, and through lack of concerted action little was accomplished. The separate associations were merged into one big association and the results are much more satisfactory. In Buffalo there were two organizations, often working at cross purposes; now there is one and it represents united effort. In Des Moines the single big organization is divided into groups according to special interests, and they come together in matters of common interest; in addition are several affiliated associations which make headquarters at the Board of Trade building, have secretaries and other officers of their own, yet work in harmony with the central body. The feasibility of having separate organizations, with delegates to a central body, was not discussed nor suggested. The dues in the Grand Rapids Board are \$10 a year; several of the executives reported annual dues of from \$50 to \$100, or even more, and these dues seem to be cheerfully paid. In Macon firms and corporations rated at above \$25,000 pay \$50 a year; below the \$25,000 rating, \$25, and individuals pay \$12, and the Board has over 500 members.

True Literature.

A work of literature should give us ourselves idealized and in a dream, all we wished to be but could not be, all we hoped for but missed. True literature rounds out our lives, gives us consolation for our failures, rebuke for our vices, suggestions for our ambitions, hope and love and appreciation.—Sherwin Cody.

CITY DEVELOPMENT.

Sentimental Factors Which Appeal To the Idealist.

I believe in a great big strong central organization in every city. Call it what you will—Board of Trade, Chamber of Commerce or Municipal League—the name is of little importance, but the purpose is. That purpose should be the material advancement of every commercial interest and should also call for unselfish, civic service from every member. This combination and this alone will popularize this kind of work, will get close to the hearts of every citizen, rich and poor, and will breed a spirit of unity that will lead toward success in every undertaking.

The purely practical man of affairs longs for the larger city, the increasing bank balance, better transportation facilities and a big manufacturing output for the year.

The idealist wants more parks and play grounds for his children, better housing for the very poor, freedom from the abuses of child labor, attractive grounds for both home and factory.

To some men the sound of the curfew is but the whistle of one more big factory; to others it means the guarding of children from the temptations of the street at night.

To one class the belching smoke of the great chimneys spells prosperity and good times; to the other, a city unnecessarily begrimed with soot, its citizens forced to breathe an impure air.

Neither view is complete in itself. Only in the happy combination of the two does there lie the broadest vision of the more perfect city and this is really the practical view.

Boards of Trade and Chambers of Commerce, until recently, have dealt almost exclusively with material things. To-day the great Chicago Chamber of Commerce, by the most pains-taking enquiry, is planning for the effective endorsement of all philanthropic and charitable work in that city. The Cleveland Chamber of Commerce grapples with the question of a civic center which involves millions partly as a matter of convenience but also as an influence that will lend dignity to the city and will appeal to the pride and patriotism of its citizens and call from them their best effort in holding Cleveland to her best, not alone as a commercial city but as a residential city; a place in which to live.

And after all, is not this the most pressing need of the present day? Environments make and break more men than we realize. Why not help them by the best environments rather than the ordinary. Just make our cities better places in which to live; the material side will care for itself, rest assured. The commercial instinct is being intensely developed in our big cities; trade excursions; competition, fair and unfair. The necessity from which springs our manufacturers and contractors' associations, labor organizations and the like plainly show the pressure that we are under commercially. These condi-

tions, however, adjust themselves under the strain and struggle for supremacy and the city grows big and strong and lusty. Her product is sent to every corner of the world. But how about her people? What is she producing in men? What price is she paying for her material advancement? Is she caring for the health of her citizens with an effective tuberculosis hospital? Has she ample hospital facilities where emergency cases can receive immediate and satisfactory care? Does she lead cities of her class in the care of her criminals, defectives and delinquents? Has she a great farm like Cleveland where those arrested for drunkenness and minor offenses may go and grow strong in body and will or do they lie in idleness in her jail? Does crime and disease fester in her alleys and congested quarters or has she wisely planned her growth so that she has no congested quarters? Has she medical inspection in her schools that will give a child a better fighting chance in life? Is she pauperizing her dependent poor by lavish and indiscriminate giving or is she helping to put each one on his or her feet and make them self-supporting? Is she backing a rescue work among her unfortunate girls and women or does she simply segregate them and let it go at that? What about her housing conditions? Has she a building inspector condemning places unfit for human habitation and either forcing their removal or their repair? Is she enforcing a building law that ensures light and ventilation in every room,

sanitary plumbing and safe construction? Is her government corrupt because her citizens take no interest? Has she a typhoid death rate four times what it should be simply because of an impure water supply that she has almost criminally neglected to remedy?

These are a few of the sentimental factors in a city's growth—fundamental factors—and upon their successful solution as a foundation depends the superstructure of a commercial city, successful in the largest sense.
John B. Martin.

A New Use For Vacuum Cleaners.

Dog fanciers realize the difficulty of separating the animals from the fleas which often inhabit them. Few of the older methods are entirely satisfactory, but a Chicago electrical man is authority for the statement that the use of the vacuum cleaner is most efficacious. This man has a pet dog which is troubled with fleas and at intervals he has considered it his duty to endeavor to relieve Ponto of the parasites by the time-honored water method, partly immersing the animal in water drawn in the bathtub and laboriously pursuing the elusive insects to a watery death.

But one day he had a brilliant idea and he tried the effect of the vacuum carefully going over the dog's skin and hair. Ponto did not like the operation very well, but he has been free from fleas ever since. The vacuum removed not only the full-grown insects but their eggs as well, and the experiment has been a complete success apparently.



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- It is the simplest.
- It is the easiest.
- It is the most compact.
- It is ball bearing.
- It washes in *half the time* of any other make.
- It uses four processes, all at the same time.
- It has largest diameter of agitator.
- It will wash one article or a whole tub full.
- It washes dirtiest places fastest.

It can be set on the stove to boil water in. Tub and stove nest together, when not in use can be put under the table or hung upon the wall.

No heavy and cumbersome castings so objectionable to other machines. No chance for accident or pinched fingers. It has as large a capacity as any other. Splash plates cause automatic recoil of both water and clothes, making motion of agitator easy. No washing compounds used, only soap and water needed. Exclusive agency given.

THE VICTOR MFG. CO., Leavenworth, Kansas.
Gentlemen—We are pleased to state that in our opinion the "WONDER" is the greatest washing machine of the age, the easiest sold of any machine we have ever handled, and one that never "comes back."

We have sold them a little more than two years and in that time have sold about 175 of them, 35 motors and 140 hand power, all under a positive guarantee, if not satisfactory to be returned, and only one of the number was returned.

We have a town of 10,000 people and are safe in saying that we have sold more washing machines than all the rest of the town put together, the past two years, and there are twelve other dealers handling washing machines.

We would be pleased to answer any inquiries from other dealers about Wonder Washers.
Yours very truly,
L. SCHMIDT & SONS, Grand Junction, Colo., and Columbus, Ohio.

July 20, 1910. **Send for Prices and a Souvenir**

Manufactured only by **THE VICTOR MFG. CO., Leavenworth, Kan.**

GETTING TOGETHER.

How One Man Handles the Railway Situation.*

The benefits of co-operation are so self-evident that it hardly seems necessary to discuss them before such a body. You represent organizations from all parts of the country and the basic or fundamental idea of practically every organization represented have become so used to co-operating or, at least, trying to, when anything comes up where others are interested as well as ourselves, we do not stop to think what the condition of affairs would be if the idea of co-operation were not as general as it is. Without it we would have individualism only to cope with the problems of the day. If our progress was entirely dependent upon individual work, the reformation of the world and the many things for the benefit of mankind, in which so many here are interested, would not be realized for a long time to come.

There is no part of our commercial system where the general principles of co-operation can be more largely applied than between the railroads and the shippers. Their interests in so many ways are mutual that it would seem this fact would be so self apparent there would seldom be occasions where both parties could not get together for the benefits of all concerned.

The manufacturer, the merchant and the jobber all want railroad conditions which will enable them to successfully compete for business. Their successful competition means the development of the territory in which they are located, and this development means greater possibilities for the railroads. It means more factories to haul supplies to and from, more people to keep supplied with the necessities and luxuries of life and more passengers as a result of the growth in population.

I question if there is a place in this country where the officials in charge of the railroads are greater believers in co-operation than those in charge of the general and local offices of the Grand Rapids roads. Our local organization, the Grand Rapids Board of Trade, has always been an exponent of the idea of co-operation, and whenever conditions have arisen that should be rectified the instructions to the committee having it in hand have always been to co-operate. See the officials in charge, tell them your troubles and, if your demands are reasonable, you will get relief.

Many of our local railroad men were born and raised in Grand Rapids and take an active part in public movements for the betterment of social conditions and the commercial advancement of our city. Therefore, we look to them in matters in which we are interested, over which they have jurisdiction, as public spirited citizens, interested in the welfare of the city, as well as the property in their charge. We have seldom been disappointed, as is evidenced by what the local Board of Trade has been able to accomplish by this means.

These railroad men have co-operat-

ed with that broad spirit ever prevailing, that whatever is a good thing for the city is a good policy to adopt for their roads, even if immediate increases in earnings would not seem to justify the added expense.

Within the last year the Transportation Committee of our Board has held semi-monthly open meetings, to which the large shippers and shipping clerks were especially invited. These meetings have been addressed by some of the best posted transportation men of the country and have resulted in a better understanding on many points in controversy between the shippers and the railroads.

Through this medium of co-operation we have secured through passenger service, with ample trains, to all metropolitan points and daily through car freight service for less than carload shipments to almost every large city in the East and Middle West. This service is second to none in the United States. City ticket offices have been established within the last few months by all the roads entering Grand Rapids, as well as the adjustment of minor matters important to the shippers of our city. However, it is not always a love feast—our dealings with the railroads in Grand Rapids. If the full power to adjust all matters were placed in the hands of the local representatives I believe satisfactory arrangements could always be made, but, unfortunately, this is not the condition. The man, or men, higher up must have their say, and thus the local interest is more than likely to be lost sight of.

The railroads of the country have so become a part of the very life blood of our commerce that it is well that the principle that the rights of the people must be considered has become so generally accepted.

In these days of the concentration of great wealth and power in the hands of so few, it is absolutely necessary that the peoples' interests be safeguarded by proper laws in the matter of the railroads—such laws as will give the Government the right to determine what is a just and adequate charge for the railroads to make.

The railroad, while private property, and I think it should remain so under proper Government supervision, can not be classed with a manufacturing institution, unless it is with one having a monopoly through the control of raw material or otherwise. It is impossible to have competition in the same way. You can not always have competing lines and if, perchance, they are competing lines to-day, the chances are that one group of men, if not one man, will control both to-morrow.

The railroad law passed by the last Congress, which gives the Inter-state Commerce Commission the right to determine the reasonableness of rates and to suspend proposed advances, pending an investigation, was a great step in the right direction. I regret that Senator Lafollette's amendment, authorizing the Inter-state Commerce Commission to inventory the value of the physical properties of the railroads of the country, was not adopted. By authorizing it to deter-

mine the reasonableness of rates we claim for the Government the right to fix the charge.

How is the Commission to determine the amount upon which earnings should be based unless it knows the value of the property—the amount of real money it would take to replace it? Can any man here imagine himself called upon to determine a proper charge for an article, say the price of gas in his own town, and be denied the information as to the actual replacement value of the plant? Under such conditions, should he be asked to take the owner's word for the value or should he start at the bottom and first ascertain the actual value?

The railroads are entitled to a fair earning upon the value of their property, and that property value should be determined other than by reference to the amount of stock issued.

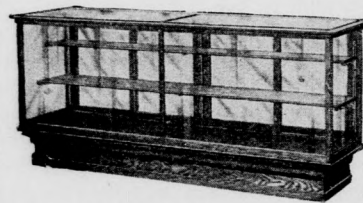
The amendment was so manifestly in the interest of the people it is surprising that more of our representatives in Congress did not consider that their duty was first to the people and not to the railroads. Legitimate railroading, for legitimate earnings for services rendered, has nothing to fear from such legislation, but the day has gone by when financiers should be allowed to issue \$2 worth of securities on \$1 worth of property and then exact from the people earnings upon the larger amount.

The American people are fair and when the full information is laid before them they are going to be fair to the railroads. They will be contented with any necessary charge to pay a fair return upon the money invested, but they are not going to be satisfied to let a few Wall street promoters mortgage their future for private gain.

When this time comes investment in railroad securities will be safe, and the person fortunate enough to own them will not have to look in the morning paper to see who has been elected or what some great public man has said to know whether he wants to sell or hold on. Like the appointment of a permanent Tariff Commission, it will be a move tending to do things on a more scientific basis, conserving at all times the interests of all of the people.

Some folks never praise others except where the echo is working good.

GET OUR PRICES ON THE



DEPARTMENT STORE SPECIAL

Complete catalogue on request

WILMARTH SHOW CASE CO.
936 Jefferson Ave. Grand Rapids, Mich.
Downtown showroom in Grand Rapids at
58 S. Ionia St.
40 Broadway—Detroit, Mich.

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

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.

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.

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.

*Paper read by Robert W. Irwin at annual convention Commercial Executives.

What Do You Eat for Luncheon?

What do you eat for your noon-day luncheon? Do you select it for the good it will do you, or because it appeals to your taste? And do you take time to chew it properly? Thousands are compelled to depend upon the lunch room for their mid-day meal. The restaurant may be good, bad or indifferent, but no matter how bad the food may be, there is always some room for selection. If people would only choose with discretion the food which makes the needed energy for their daily work, how many outraged stomachs would gratefully respond and do their duty well, instead of making life a burden to the foolish ones, who eat whatever they think "tastes good." Wholesome, nourishing food is what is needed. Milk, eggs, rare beef, soups, vegetables and fruits—all take their place in favor of the worker, as against the soggy pastry, poor coffee, worse tea and the countless other "bakery" lunches offered to the public. And if we are tired, have had a hurried, busy morning, it is well to rest a few moments before giving an already tired system more work to do in the labor of digesting a meal. Far better at such a time it would be to do without, instead of eating hurriedly. Those mothers whose children can not return from school for a simple home-cooked meal should investigate conditions around the school house and insist that the children be given nothing that is not nourishing and good. The safer way is to give them a little luncheon to carry from home than to allow them

to ruin health and future strength and vitality by poorly cooked, indigestible food, or quantities of pastry and candy—stuffs that are now so easily procured at the stores and lunch rooms near the school house.—Chicago Department of Health.

Get Busy.

The world rolls on, from day to day, and idle men are in the way; the loafing graft will never pay; get busy, then, get busy! The man who loiters in the shade to watch the busy men's parade will find his hopes of fortune fade; get busy, then, get busy! If you in feeble style depend upon assistance from a friend, you are sure to fail before the end—get busy, then, get busy!

Make up your mind that you will pack your burden on your own broad back, and, brave and buoyant, hit the track—get busy, then, get busy! Just feel that you are of equal worth with any doggone man on earth, regardless of his age or birth; get busy, then, get busy! And, having made your mind up quite, show by your acts that you are right! Cut grass, cut grass, by day and night! Get busy, Oh, get busy! Walt Mason.

No man ever loved a great good without hating that which stood in its way.

It is no use a church advertising the Bible when it is dodging its bills.

A truly good piece of work is always a piece of good work.

The man with no aim is soon able to boast of hitting it.

Navy Target Practice Costs Fortune.

Aside from the question of inhumanity in war, nations of the world are considering it because of its immensely increased cost. Merely to fire broadsides from the guns of a first class navy for a week is sufficient to bankrupt the treasuries of many of the smaller countries of the world.

England has been taking some account of its newest and greatest battleship of the Dreadnought type, which has a battery of ten fourteen inch guns as its main armament. The charge for one of these guns is a 1,400 pound projectile backed by 450 pounds of powder. Each of these guns weighs a little more than sixty-three tons and is fifty-three feet in length. Its muzzle energy is sufficient to move 65,000 tons of dead weight one foot, while the missile, flying, travels a half mile in one second. These ten guns for the new vessel at \$85,000 each will represent an expenditure of \$850,000, while in action and serving three shots a minute the enormous pressure of the explosions may ruin the best of them in seventy minutes. Thus not only \$850,000 of armament may be destroyed in an hour; the cost of ammunition for a little more than an hour would reach the enormous total of \$2,520,000.

In these days much is said of the accuracy of the man at the gun. Why shouldn't he be accurate when his \$85,000 gun lasts for only 210 shots and the cost of one shot is \$1,200? But accuracy at the increasingly long

ranges that becomes necessary from these increasingly large and powerful guns requires practice shooting—and a practice shot is as costly in ammunition and as destructive to the gun as is the shot fired in war. Peace has its costs no less than war.

Banner Year in Cement Industry.

More cement was used in the United States in 1909 than in any other one year in its history, and the price by the barrel was lower. In 1908 the production was 52,910,925 barrels, valued at \$44,547,679; in 1909 the production was 64,196,386 barrels, worth \$51,232,979 at the mills. In 1908 the average price of a barrel of Portland cement was 85 cents; in 1909 the price averaged 81 cents produced at 103 plants in the country. Twenty-one plants were in Pennsylvania, twelve in Michigan, ten in Kansas, eight in Ohio, seven in New York, six in Indiana, five in Illinois, and five in California.

In 1880 a barrel of Portland cement brought \$3, due to the scarcity of the material whose production devolved upon slow, crude processes. To-day it is manufactured to sell at 80 cents a barrel and show a profit. Most of the cement produced is consumed in the United States, the export product ranging from 1 to 3 per cent. annually. With the immense natural resources for its manufacture, however, it is anticipated by government authorities that in the near future the foreign trade in cements will show large in the sum of the nation's export trade.

“Advance in Coffee

Alarms both Importer and Retailer—Demand Exceeds Supply—Prices Higher.”—*Interstate Grocer.*

The above news item is interesting.

Do you realize, Mr. Grocer, that your profits on

POSTUM

are equal, if not more than on coffee?

And some Grocers feel better when they drink POSTUM

“There’s a Reason”

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

POSTUM CEREAL CO., LTD., BATTLE CREEK, MICH.

BUSINESS OBLIVION.**Fate That Invariably Awaits Price Cutter.**

In spite of all that has been said and written, and in spite of the obvious folly of it, price-cutting has continued unabated, and many grocers still believe that the way to attract trade and increase their business is by cutting prices, utterly ignoring the plainly obvious fact that the more goods one sells below cost the greater are their losses.

How it is possible to overlook this self-evident proposition is a problem that has staggered many investigators. If you sell ten pounds of sugar at a loss of 20 cents wouldn't you lose 40 cents if you sold twenty pounds? If not, why not? This seems so plain and applies so forcibly to the discussion of this subject that one sometimes wonders where the reasoning faculties of the price-cutters are. It would seem as though the veriest tyro in the business could understand that.

But some grocers figure that they get back on other goods what they lose on those upon which they have reduced the price. And then they go farther and say it is not a regular thing, only a temporary expedient to draw trade and get people to coming to their stores. All this sounds well and possibly has some grain of truth in it; yet when considered in its entirety it is wholly false. The self-evident proposition that reduced prices bring no profits because they can not should be understood by every man in business. The time has passed when that sort of argument will prevail with a larger proportion of the live grocers, if they stop to think how it works out.

Then there is another class who declare that they must cut prices because some one else does. Or, if the matter were put into plain English they permit their competitor to name prices for them. The falsity of this position need not be argued. It is too plain to require further consideration.

The truth is that too many grocers still permit what their competitors do to influence them altogether too much. The action of this or that grocer should work no influence upon you. There should never be any consideration given to the prices which can be obtained up the street, or down the street, or around the corner. You are concerned only with what you do yourself. The profits are what you must consider, not what someone else is selling goods for. The question of how the other man does is not of sufficient consequence to make any particular difference with you, anyhow. Your own problem is at home, and there you must work it out for the benefit of your business, otherwise you will lose and in a few years will wonder what has consumed your capital.

You must learn to figure your prices upon a fair profit basis, otherwise you will live to regret the day you began to cut prices. You must understand that quality wins with most buyers and that good goods at a reasonable price, which will allow

you a profit for your work, will conduce to better business for you and your store will be more prosperous than it can ever be upon a price-cutting basis.

The price-cutter invites disaster. He offers his profits to purchasers in the vain supposition that they will run after his place of business in the future and give him their profitable business. On the contrary, the one who seeks lower prices will continue to seek them and because you have offered them you have no guarantee that you can obtain any more trade from this or that person in the future. Quite the contrary situation will prevail. Instead of obtaining more business from these, purchasers will obtain less, and the fickle buyers will be discovered at some other store taking advantage of the action of some other grocer who fondly believes he has discovered the way to build up a business.

Good goods at straight prices which cover cost and incidental and fixed charges. Otherwise you will come to a calamitous end in the not far distant future. Probably this rock has wrecked many a grocer who would otherwise have done a profitable business.

Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don't themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap and you must not be surprised if they use your place only as a sort of stop gap or take advantage of you when you do offer lower quotations. This is one of the perversities of human nature. And when you are arranging to sell goods you must make your plans with this idea in view. Human nature will still prevail and it will still exert a most potent influence. You must undertake to take advantage of it. Otherwise your establishment will suffer somewhat in its volume of trade and the profits which accrue from it.

Closely connected with price-cutting is the question of advertising the goods one has and how. That is, if an article is marked lower and announcement is made of the fact, it advertises itself. While if that article is sold at the regular price it is only one of the great number offered and attracts no particular attention. In most instances it will be discovered that the question of sale is more in attracting attention than in offering goods at low prices. For example, you can clear your window and place just one article in it, marking it with the regular price. The sales will largely increase because you have singled it out and have thus attracted attention to it. It is not the price so much as it is the fact that your lower prices attract more attention than the regular figures. If, then, you cater to this curiosity-loving im-

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

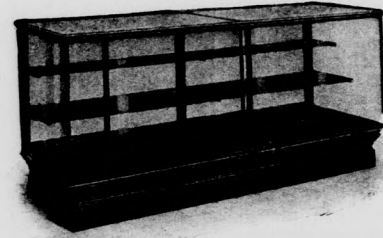
Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

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

Corner Ionia, Fountain and Division Sts.

Opposite Morton House

Grand Rapids, Mich.

**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



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

pulse you will accomplish the same purpose and develop a more liberal business without being compelled to sacrifice your profits.

Many dealers do not believe in advertising; yet they sacrifice more in price-cutting than advertising would cost. They create an impression that their store is more or less cheap and they attract the class of trade that is always shopping, looking for the most favorable opportunity to buy. It would be better to expend the same amount of money in advertising and maintain prices at the regular range.

This subject has been brought up in many of the associations, but it has never been so forcibly discussed as it should be. Very many retailers are confident that they are doing what is right in cutting prices. They never stop to figure the cost to themselves and they never consider the reputation it gives their store. These matters could be made subjects of considerable elaboration in the associations. The more the dangers of the method are impressed upon the minds of dealers the better it will be for them individually and the better it will be for the trade as a whole. It should be the aim of every grocer to make the people with whom he does business believe that his trade is quite as important as that of any other, and that there is no means of obtaining goods below a certain fixed and profitable figure. This old idea that trade follows the price-cutter, even after he has restored his prices to their original level, is erroneous and needs to be so forcibly denied that the remotest grocer will understand it and cease doing what at best is a questionable method of attracting business.

Offer your goods in a vigorous way, but keep your prices steady. Do not allow another grocer to make your selling figures for you. Let him cut all he wants to. Perhaps you will lose now and then a customer. But see that your goods are the best obtainable. See that your service is prompt and see that you are in position to gratify every requirement of your trade. These features are of far more importance than a reduced price, as you will discover if you make the experiment. You will see that the trade of your vicinity will look to you for good goods and will feel sure that it is going to get them. You will find that shortly the best buyers will come to you and that you have a profitable trade, which is always ready to take the best stock at the best price. This means a steadily increasing trade, and as you are not cutting prices it also means steadily increasing profits.

The grocer is entitled to his profits and if he will take them he can have them. It is a matter which is for him to decide, and upon his decision will rest the question of his ultimate success or failure.

Profits are essential in any business. It is impossible to secure profit when you cut prices. The lesson is, therefore, plain. Don't cut prices. Let the other fellow do that, and you secure his profitable trade, or else put your money and effort into something in which you can make a

profit. The old idea of cutting prices and thereby securing additional trade must be forever covered with the dark waters of business oblivion.—
B. H. Allbee in Grocers' Review.

Don'ts For the Housewife.

Clement J. Driscoll, Commissioner of Weights and Measures, has prepared a pamphlet which is to be distributed to the householders of New York City, pointing out means by which they may prevent themselves being cheated by tradesmen who use fraudulent measures. The booklet is entitled, "What Every Housewife Should Know." The advice on which Mr. Driscoll places the most stress is that every housewife should equip her kitchen with a good scale and set of accurate dry and liquid measures and that she should be careful to satisfy herself by the use of the scale and measures that she is getting what she pays for.

He also deprecates telephoning orders to tradesmen. "Why do this," he asks, "when by going yourself you can be sure you are getting what you pay for?" Further Mr. Driscoll has inserted these "don'ts" in his pamphlet:

Don't allow your grocer or dairyman to weigh in the wooden butter dishes when he is weighing your butter.

Don't let the fancy package goods fascinate you, because you are frequently paying very heavily for fancy packages.

Don't buy in a careless manner. Always ask for whatever the commodity is by a known weight or measure.

Don't buy in small quantities if you can avoid it.

Don't understand cheapness for economy.

Don't be afraid to carry a bundle unless you are prepared and willing to stand the expense of having it delivered at your home.

Don't gossip with your merchant while he is weighing your purchases unless you are absolutely sure of the honesty of your tradesman.

Don't be ashamed or too proud to do your own purchasing.

Don't be afraid of your tradesman.

Don't neglect to test the weight of packages at home and compare them with the weight of the same commodity purchased loose.

When you purchase vegetables by the dry measure be sure to examine the measure the merchant uses before making your purchase to be sure that it has not a false bottom.

Thought It Was a Bird.

A farm laborer once espied an escaped parrot sitting on a cottage roof. It was the first time he had ever seen such a bird, and, getting a ladder, he proceeded to climb up after the unknown treasure. But when he reached the roof the parrot flapped its wings at him and sternly demanded: "What d'ye want?" There was a pause; then the laborer touched his cap and stammered, "I beg your pardon, sir, I thought you was a bird."

No woman is a heroine to her cook.

The Grocer As Viewed by Elbert Hubbard.

The most numerous of all the various divisions of trade is that of the retail grocer.

There are two hundred and fifty thousand retail grocers in America. We can not eat a meal without first interviewing our grocer. You can omit the preacher, waive the lawyer, but you'll have to send for the doctor unless you deal with the right grocer.

Our lives are literally in his hands. He supplies the fuel that keeps our vital processes in motion. Just a little of the wrong kind of food and our outlook on the world is disturbed, and the young men carry us out.

"Of all the men in my employ the only one with whom I dare not break friendship is my cook," said Frederick the Great. He would better have said "my grocer," for the cook cooks what the grocer provides. Of all the men the retail grocer should be a man of integrity and intelligence.

The grocer has often stood to us as a glib and oily party, who sold us sand for sugar, chicory for coffee, alum for cream of tartar and axle grease for butter. Then another reason why we have despised him is the ease with which the sheriff has sold him out. He hasn't made enough money to be really respectable, and we all recognize that a man hopelessly in debt is dishonest. No man on half rations can ever tell the truth.

A clergyman does not necessarily minister to society as much as does the grocer, and should not be granted any more privileges or honors.

Elbert Hubbard.

The easiest way to lose your soul is to "sit and sing" it away.

It is better to seem green than to have got beyond growing.

"MORGAN"
Trade Mark. Registered.
Sweet Juice Hard Cider
Boiled Cider and Vinegar
See Grocery Price Current
John C. Morgan Co.
Traverse City, Mich.

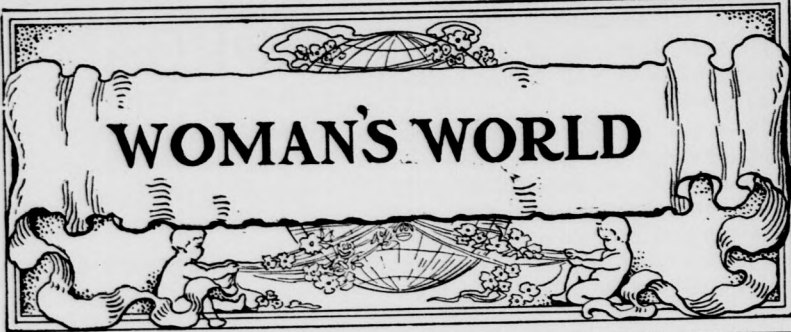
Don't Write!
USE THE
LONG DISTANCE SERVICE
OF THE
MICHIGAN STATE TELEPHONE CO.

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 Inconsistency of the Masculine Mind.

Written for the Tradesman.

The proneness of the masculine mind to manifold inconsistencies should always be regarded in a broadly charitable manner, as something for which the owner is not to be reproached nor blamed, for he was made thus. Neither is it well to try to argue him out of these vagaries; most of them may best be quietly ignored. My sole object in bringing up the subject at all is to put women on to some of the more glaring ones and to such as relate to themselves especially, in order that they may be saved worry, anxiety, misapprehension and even grief and tears.

If you ask nine men out of ten, old or young, married or single, what a girl ought to be like, they will proceed to erect before your imagination a creature made up of the most substantial virtues of which their minds are capable of conceiving.

She must be a saint in goodness and a Hypatia in wisdom. She must be sensible and prudent and economical. She must know how to cook and sew and love to help mother in the kitchen; and she must be quiet and demure, and even shy and coy, and never in the world will she put herself forward the least little tiny bit, but she must wait to be sought. Just how long she is likely to have to wait they neglect to state.

In their category of desirable qualities, style and looks and good clothes and fascinating manners and fashionable accomplishments have scant showing if mentioned at all.

In the depths of his honest, blundering heart a man believes that the kind of girl he has conjured up in his mind is the kind he really admires; and that if some happy day he should meet the walking embodiment of all these excellencies—supposing his affections to be without previous permanent anchorage—he would fall dead in love with her at first sight.

The young bachelor will solemnly deliver himself of these fundamentals of belief as to what he thinks he admires and then go straight to the telephone and make an order for larger than he can afford of the most costly roses or orchids, to be delivered to some artful little minx who never did a duty in her life nor had a single serious thought; or buy expensive theater tickets for some much-admired belle who makes an open boast of her ignorance of all kinds of household work, and who, it is well known, is driving her father to the verge of bankruptcy by her extravagance. Very rarely does

he hunt around and find the modest, unassuming little body whom he eulogizes in his imagination and shower his attentions upon her.

Any society matron will tell you that the quiet, home girl is a hard kind to keep afloat socially, and that even when backed by a father with many dollars and a good dressmaker, she is apt to make a very ordinary marriage or else drift into old maidhood.

While a man is young and giddy, and merely coasting along in society, so to speak, it may not appear so strange that his actions do not always correspond entirely with his expressed opinions; but it would seem that when he has launched determinedly forth upon the high seas of matrimony he would drop all nonsense and love his wife for being just what he holds that she and every other woman ought to be.

He, of course, wants she should be domestic, that she should be absorbingly interested in her family and in her home and find her whole life and happiness within its walls. And at any time he is ready to deliver a bitter screed against the woman who lets her mind wander off in artistic or intellectual pursuits.

There are such women as he forever is extolling—women so pre-eminently domestic that they scarcely ever have a thought that does not relate to husband and children or to cooking and housework. What is more, they look domestic. Every tone and gesture shows it. Since from the abundance of the heart the mouth speaketh, such a woman's conversation is a perpetual running on about the details of her all-absorbing daily occupations, from a medicine to cure baby's sore mouth to a sure way to keep the dumpling dough from falling. Moreover, a man, when he finds he has married this kind of woman—the very kind he has been loudly calling for all along—if he is at all bright and brainy, is just frankly and openly bored. Whether he stays within the matrimonial harness and jogs doggedly along his dreary way or kicks over the traces entirely depends on how much of a man he is; but this much is certain—it is not in human nature for him to stay madly in love with a woman whose conversation never rises above remedies for colic and recipes for sweet pickles.

Gail Hamilton, in one of her brilliant aphorisms, said: "I want my husband to be submissive without looking so." A man wants his wife to be domestic, but if he has any pride or is at all intellectual he does not want her to look so or to talk so. To the clever woman this yawning

gap in a man's mind between what he actually wants and what he thinks he wants presents no especial difficulty, because she makes a sharp and necessary distinction between the things that minister to his comfort and those which awaken and hold his admiration.

She sees to it that her husband's meals are well cooked and his children properly cared for, because these things are essential to physical well-being and mental serenity, and she knows that you simply can't do anything with a man unless you first make him comfortable. Then these are her duties, the fulfillment of her part of the nuptial contract, and she must do them in order to keep his regard and esteem and also to maintain her own self-respect. To all practical intents and purposes she is just as domestic as the other kind of woman. Often she does her work far better, for she can perform her tasks more intelligently; but she talks very little about them, for she knows that they are wretchedly uninteresting as topics for continued conversation.

Furthermore, she realizes that no man ever fell in love or remained in love with a woman simply because she was doing her duty or because she was good and patient and industrious. She knows that if she would retain the admiration and devotion that are the very sine qua non of a woman's life she must not abandon the graces of dress and manner, the little alluring traits of conversation and personality, the sympathy with his tastes and aims that first attract-

ed the favor of him who is now her husband and made his heart captive. Quillo.

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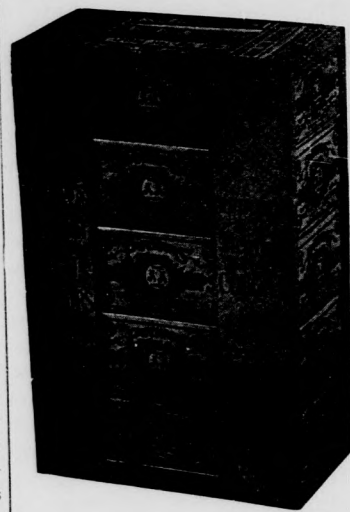
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Who Pays for Our Advertising?

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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.



MEN WHO MAKE GOOD.

Expedient American Farmer May Be Driven To.

The Michigan Tradesman, in discussing this subject in its last issue after citing the reason why industrial enterprise has gone forward with such leaps and bounds, states that "adequate labor can be secured easily for the factories and the rest, much of the supply even being drawn from the farm because the work is systematized and organized, which involves the classification and segregation of labor and of individual efforts. Money has been readily invested in these highly organized industries because of two facts: 1. The material and processes are understood and control is certain. 2. Labor can be obtained and is under directed control; consequently the products of labor are certain." And the Tradesman adds: "These conditions must be realized in agriculture before capital can or should invest. That these conditions can be realized by the efforts of agriculture alone is doubtful; that they can be realized by a combination of existing agencies, including agriculture and capital, is not doubtful, nor is it doubtful that the result would be to the natural advantage of both agriculture and capital.

"It is full time that this necessary change was being recognized. It must come sooner or later to supply our own hundred millions of population with food. The land will be taken hold of by capital, supplied with the requisite houses for the workers, with barns for the storing of the products and with all the machinery that can be used in preparing the land, sowing the seed, caring for the growing crop and harvesting it when ripe. Thousands and tens of thousands of workers will be employed, all told on in companies, regiments and brigades, all under the direction of expert agriculturalists and working according to organized system.

"The wives and children of the workers will be with them, and the settlements which they inhabit will be virtually towns supplied with all that is required for the use and comfort of the dwellers and for the maintenance of public order and security. If the Italians, Huns and other Southern Europeans who are crowding into this country will not do the work Chinese will not only be permitted to come but they will be invited and imported by the million to do the work. This is what our American farming has got to come to, as it is the only way in which our vast population with its overgrown and overcrowded cities can be fed."

We are inclined to think this position of the Tradesman is not a dream; at least, it is not a dream unless the present farm labor market is decidedly reformed. The average farm laborer to-day must either put himself in position of reliable responsibility to his employer or give way to the Italian, the Hun or the Chinese.

But if the American farm laborer surrenders to the Italian, the Hun or the Chinese he will surrender voluntarily. If the American farm laborer

will place himself on a plane of responsibility to his employer, if he will make himself dependable, if he will educate himself in agriculture so that he has something indispensable to sell to the employer of farm labor, the American farmer would very much prefer to employ the American farm laborer to any other class of citizens. But so long as the average American farm laborer considers himself under no special obligation to his employer, just so long will he invite a class of citizens (even although inferior to himself in familiarity with the needs of American farmers) to take his place.

It is the altogether too frequent experience of farmers to find an American farm laborer coming along in the spring and applying for work and making all kinds of promises of his proficiency and his dependability. The farmer will hire him for the season or for a year. He will remain during the short rainy days in the spring when he can do little but help with the chores. He will get his board and his room and laundry work done until the longer days in May and June, when the farmer needs him the most, when the farmer is supposed to get the consideration for employing him for a year and paying him larger wages during a greater part of the year than he is worth, in order to get him for what he is worth during the busiest time of the year, he will then quite likely get a chance to get larger wages through the busy part of the year and, without any notice whatever, quits, leaves, fails to report for work, and if he has worked two or three days beyond the first of the month when he got his pay for the preceding month, he will add insult to injury probably by sending in a bill to the farmer for those two or three days' work, and threatens to sue him if the farmer sug-

gests that he has to employ somebody else in his place at an advance in wages of \$10 or \$15 a month during the busy season.

So long as the American farmer is subjected to such injustice as this, and can get no redress because the average farm laborer is irresponsible, financially—just so long as this condition of irresponsibility continues will the American farmer continue to get improved machinery and foreigners to do his work. And another thing which the average farm laborer will need to learn is that he must be as dependable as the foreigner if he is to compete with him in his own farm labor market. So many seem to think that they ought to have a horse kept for them and that they ought to be all done on Saturday afternoon about 5 o'clock, so that they can then leave and perhaps not show up again until Monday morning. The when they do show up, they have gone to such excesses in the way of imagined enjoyment that they are not worth more than half a man during Monday, and it is not until about Wednesday that they get back to their normal work, to the normal condition which they held forth as an inducement for their employers to engage them for a year's service.

Until they recognize a mutual responsibility for representation and for services rendered, as well as the responsibility of the employer to see that they get their wages when earned, they may expect those who are more dependable to take their places. It is up to them, by reason of their better familiarity with our local needs and with the agricultural education which they can readily acquire, to hold their ground against all the world; and no one will be more pleased to have them hold it than the American farmer himself.

If they persist in failing to make good the American farmer will be driven to secure someone in their place who will make good.—Ypsilanti Press.

How To Get Results.

The best and surest way that has ever been learned to get desired results in any undertaking is to know your work—your business; to know it well—to know it better than any competitor. If you would succeed as a lawyer you must know law better than the average practitioner—you must know more law than you can learn from experience; you must study, practice and develop in the work.

It is the desire of nearly all men to make money, and the desire or ambition is a laudable one. Money makes business; money buys the necessities and the luxuries of life; it is a good thing to have and it is a good thing to be able to spend it properly, for the betterment of one's self and mankind. Energetic, ambitious and progressive men desire wealth, a desire both commendable and proper, but in the many ways of attaining it too many forget that the surest means is knowledge—knowing how to do the things we attempt better than average men. Such knowledge gives an advantage at the very beginning, and enables us to maintain it through life. If men would spend one-tenth the energy, one-tenth the time and one-tenth the money in acquiring knowledge that they do in a desultory search for wealth, the world would be happier and men would be richer—richer in dollars and cents, richer in ability, stronger in personality and nobler in character. John K. Goin.

Some seem to think that the tree of life has a soft soap bark.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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



KEEP UP THE STOCK.

One Country Dealer Who Listened To the Salesman.

Written for the Tradesman.

"What's the use?"

It was a little town on an interurban line, and it was a little store. That is, the stock was a small one, although the building was very large.

The merchant pushed the salesman's samples away and straddled over the counter.

"What's the use?" he repeated.

"When a merchant asks that question," replied the salesman, "it is time for him to take a brace or go out of business."

"That is just what I am thinking of doing," observed the merchant, scooping up a fly from the counter.

"What is it you are thinking of doing?" asked the other.

"I am thinking of going out of business."

"You'd better do the other thing. Better take a brace—get a move on, as they say in Chicago."

"What for?" demanded Crane, the merchant. "Every condition of business is against the small retailer. The department stores manufacture their own goods, and we can not compete with them."

"But the department stores are a long ways off," urged Scruby, the salesman.

"The rural routes make the distance mighty short," growled Crane.

"Fight 'em," said Scruby.

"Fight 'em? Huh! They've got the railroads and the United States post-office department working for them. How can we fight 'em under such conditions? I reckon you don't know what you're talking about."

"What has the United States post-office department to do with it?"

"Do with it?" repeated Crane. "You see that building down on the corner? Well, we used to have a post-office there. It is used as a junk shop now."

"Exactly. I noticed that. What has that to do with it?"

"You're dense!" cried Crane. "A year ago the farmers used to come to this town for their mail. Now they walk out to the roadside and take their letters and papers out of a neat little tin box. What is the answer to that?"

"Go on!" laughed the salesman. "Go on and tell me about the interurban."

"Of course. A short time ago farmers who hadn't time to drive to the city came to me for their goods. Now they can take a car at their front gate and be on the pavements

in half an hour. As I said before, the railroads and the United States post-office department are in conspiracy against the small retailer."

"Well," said the salesman, "I never yet knew a man to make a fortune by sitting down and waiting for some one else to bring his buyers to him."

"I don't see what you're getting at."

"The man who succeeds," continued Scruby, "must draw his own customers."

"That looks all right in the trade papers," growled Crane.

"You admit that the farmers who came to town for their mail bought of you only incidentally?"

"Well, they bought. That is the main thing."

"And the farmers who hadn't time to drive to town bought of you only because they were obliged to?"

"The answer is that they bought," replied Crane.

The salesman walked to the front door and looked out over a handsome, well-tilled farm country.

"This is one of the best counties in the State," he said, walking back to the counter where Crane sat. "The farmers about here have nicer things in their houses than half the residents of the large cities. Their sons and daughters dress better when they go out evenings than do the middle-class people of the cities. Now, you are right under their noses, and it seems to me that you ought to be able to sell them what they want."

"Well, I can't and that's all there is to it."

"You've got to show me," laughed the salesman.

"Well, for one thing, the farmers like to go to the city for a frolic when they have money to spend. They like to go to the theater, and have a glass of soda, and look at the crowds in the streets."

"But that is no reason why they should do all their buying there, if they could do just as well, or better, right at home."

"But look at the stock they have to select from!" exclaimed Crane.

"I have been waiting for you to say that!" cried Scruby. "It is not the mail-box by the front gate, then, nor the interurban which takes them to town in half an hour! It is the advantage of large stocks?"

"Yes, and the advantage of competition," said Crane.

"You mean that city merchants cut prices?"

"Certainly."

"Well, they do nothing of the kind. You can sell goods here cheap-

er than any one of them. You own your own building, you have money to discount your bills, you don't have to pay clerks large salaries, because living is cheaper here. Besides, you can buy their products at a profit and save long hauls to town."

"It is a beautiful dream!" cried Crane. "I've heard all this before. In the first place, everything new is shown in the city. The latest things are there and the farmers have quite a notion of being up-to-date."

"Also," laughed the salesman, "I have been waiting for you to say that. Now, look here. The last time I called on you it was the mail order houses. You still have them on your list?"

"Sure! Thousands of dollars go out of here every year to the mail order houses. I've tried to stop it, but can't."

"Then it is not the going to town altogether that robs you of the trade of your neighbors! It is not the closing of the postoffice nor the frequent trains on the interurbans that is beating you out, my friend."

"What is it, then?"

"It is a desire on the part of the farmers to have a large stock to choose from. It is the desire of the farmers to buy the latest things out when they buy at all. The mail order catalogues give them the stock to select from, and the fact that the goods come from Chicago or New York gives them a gloss and a finish in the minds of the buyers that the goods do not make good."

"What's the remedy?"

"Tear the insides out of this building and arrange for a big stock. Put in everything there is a call for here and make sure that you always have the latest styles and the latest novelties."

"That would require a lot of money."

"Well, I presume you are not getting over 6 per cent. for your money. Don't you think you might get that in business?"

"Of course, if I sold the goods. I wouldn't if I had to carry stock for a couple of years."

"You wouldn't have to carry a stock a couple of years. You fit out a little department store here and keep up-to-date goods and the interurban will be bringing buyers to you instead of taking them away. Be sure you have the very latest in furnishing goods. Then the young farmers will come here. You shade the prices a little. You can well afford to. In three months you will hear your

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Corl, Knott & Co., Ltd.

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

Grand Rapids, Mich.



Cloth Gloves and Mittens

Buy from the largest factory direct and save 10 to 15 per cent. We ship promptly from 14 different points and save you freight.

We make gloves with wide palms and fingers—the best that money can make.

Samples sent for comparison.

We also make Horse Blankets.

Write us today.



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PROGRESS MFG. CO.

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We Offer at Special Prices

10 cases Downette 27 inch Flannelettes 6 cents.

15 cases Foule 28 inch Flannelettes 7½ cents.

All good colors and patterns.

Unbleached Dometts 25 inch at 4 and 4½ cents.

Bleached Dometts 23 inch at 5 cents.

Mail your order for a few sample pieces.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

customers saying that they can buy the latest things here just as cheaply as in town."

"I'll think that over," said the merchant.

It wasn't very long before the salesman received a note from Crane asking him to give him a call. When Scruby got to the little town on the interurban he found a modern store building where the old warehouse had been. Goods in all lines were being rushed in and customers were on hand, watching the bustle and waiting for goods boxes to be unpacked.

"What about the interurban?" laughed the salesman. "Are they still taking customers away from you? Is the United States postoffice department still in the conspiracy against you?"

"Not on your life!" said Crane. "The interurbans are bringing customers to me, and the rural carriers are taking my advertisements to the farmers. I got to thinking about what you said of a merchant who sat down and waited for others to bring patrons to him instead of bringing them himself, and got busy. I'll have a town here yet."

"Well, I presume you sent for me to bring you a supply of the latest things in furnishing goods?"

"No. I need a partner. You know something about buying and you seem to know what to do in an emergency, so I thought you might like to come in here and help me keep this store up to date. What?"

"Are you beating the mail order houses now?" asked Scruby.

"Beating them? I should say yes. I'm working from their catalogues! When the customers come here they can see the goods before they buy. They don't have to send their money to Chicago and buy a pig in a poke. The best thing you said to me that day was to put in a stock that would compete with mail order houses and with city men. I've done it. What about that partnership?"

If you go out there now you will see a country store that is run on city lines and the sign above the door is Crane & Scruby. The only merit about this story is that it shows that people will buy where the goods are, where the latest things are kept and where they are sure of fair treatment.

Many a country merchant who is kicking about the interurbans and the rural mail delivery ought to stop long enough, now and then, to ask himself what he has in his store to bring people to him. Keep up your stock.
Alfred B. Tozer.

He Was So Unselfish.

Harry and Charlie, aged 5 and 3 respectively, had just been seated at the table. Harry saw that there was but one orange on the table and started to cry.

"Why, Harry, what are you crying for?" asked their mother.

"Because there isn't any orange for Charlie," was the reply.

It is easy to mistake an empty mind for an open one.

It is easy to be patient with profitable wrong.

Catch Phrases for Window Cards.

Try before you buy.
Here's dates for all.
Lunches almost free.
Train to higher things.
No doubt in our goods.
Eatables that appetize.
Price-compelling values.
Bargains of the real sort.
Good news—lamb is cheap.
Aim high and hold the aim.
Make your store your store.
Pure honey for less money.
If you can't come, telephone.
Summer has values sacrificed.
Quality that speaks for itself.
These values invite comparison.
Good things are always praised.
Crisp crackers and tasty cheese.
The cheese that's sure to please.
It's clear that our jellies are best.
Our flour is bread in every home.
At this season—here's the reason.
Our ready-to-wear suits wear well.
"Lookers" always come back to buy.

Our butter is the epicure's favorite.
No competition "beats" our quality.

There's no "lemon" in our bargains.

The best goes farther and costs less.

We please the inner man—that's sure.

We want it back if you do not like it.

You'll eat these with real satisfaction.

If you are particular this will please you.

A "pinch" of our spices goes a long way.

Our canned goods are equal to the fresh.

We furnish the soup—you furnish the water.

There's no limit to our willingness to please.

Our goods create "back-for-more" customers.

The time to enjoy figs is while they are new.

Just a hint of what's inside—come in and see.

When too hot to bake try this delicious cake.

Palate pleasing confectionery, popularly priced.

Sulphur candles light mosquitoes out of the house.

Our candies please palates of particular people.

We are looking for a new customer—you'll do.

Every little bit helps—try these and leave a dime.

Join the Smile Club—become one of our customers.

Here's the best life insurance—these reliable foods.

Sparkling, healthful, hot water drinks at zero prices.

The bugs, they bite with all their might—kill 'em.

The trial order to-day makes a customer to-morrow.

We cater to your taste and protect your pocketbook.

Cigars from these boxes are sought by those who know.

Canned fruits plucked from the world's best orchards.

Buying here in quantities pays better interest than banks.

Prices that attract customers and quality that holds them.

Values that plead for a purchase by their inviting appearance.

Odds and ends at cut prices—attend the funeral of our profits.

Down rush the boys pell-mell—it's the breakfast bell—pancakes!

Canned soups of top-notch quality—simply heat and they are ready.

Not a hot-tasting gingersnap, and most people like them on that account.

"The frost is on the pumpkin"—the best pumpkin is in the cans labeled ———.

Ice cream freezes quicker if the best salt is used. You'll use our kind regularly after one trial.

Hitch your ear to a telephone and we'll tell you about our daily arrivals in fresh vegetables and fruits.

Hot biscuit and honey—good! Here's the most exquisite flavored honey you ever tried.

One need not hesitate to eat these canned meats—they are pure and clean and packed in the new sanitary tins.

Keep a few cans of canned fish or meat on ice, ready for unexpected company. Chilled meats and fish taste mighty good. — Advertising World.

We seldom know our besetting sins when we meet them.

The loss of one flower may be the gift of many seeds.

Looks do not make lives, but lives make looks.

Not From Headquarters.

Murphy was a new recruit in the cavalry. He could not ride at all and by ill luck, at his first attempt, he was given one of the most vicious horses in the troop.

"Remember," said the Sergeant, "no one is allowed to dismount without orders."

Murphy was no sooner in the saddle than he was thrown to the ground.

"Murphy!" yelled the Sergeant, when he discovered him lying breathless on the ground, "you dismounted."

"I did."

"Did you have orders?"

"I did."

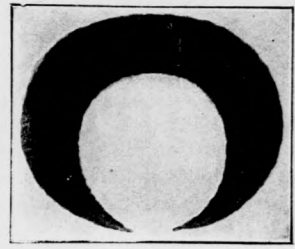
"From headquarters, I suppose?"

"No, sor, from hindquarters."

A fad is an ornament that will fit only a fool.

Ideals and ambitions are easily mixed.

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



**Human Hair Goods
Are In Demand**

Look over our stock. It contains items any dry goods merchant can sell at a good profit.

HAIR NETS

- Silk, invisible, tied ends, colors light, medium and dark brown, per dozen, 35 cents.
- Silk, invisible, tied ends, extra large, colors light, medium and dark brown, per dozen, 60 cents.
- Real human hair, extra large, colors blonde, light, medium and dark brown, per dozen \$1.50.

HAIR ROLLS

- "Special," 24 inch, each wrapped in separate paper, per dozen, 90 cents.
- "Superior," 24 inch, extra fine stock, net covered, per dozen, \$2.
- "Pompadour," 24 inch, washable, each wrapped in separate paper, per dozen, \$2.15.
- "Coronation," light weight, wire roll, hair and net covered, per dozen, \$2.

TURBANS

- Light weight, wire frame, covered with real hair and net, per dozen \$2.
- Switches, 18 inch, real hair, good quality, per dozen, \$8.50.
- Coronet Braids, 24 inch, packed one in a box, per dozen, \$7.
- Coronet Braids, 18 inch, packed one in a box, per dozen, \$4.50.
- Cluster Puffs, real hair, good quality, packed one in a box, per dozen, \$6.50, \$8.50 and \$13.50.

Give this line a trial. Mail orders receive prompt and careful attention.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale Grand Rapids, Mich.

WILL MOVE MOUNTAINS.**Give Bright Minds All the Room They Want.**

Written for the Tradesman.

When we as retailers will become broad minded enough to believe that all progress, prosperity, expansion and evolution is a gift of Nature and that she has no favorites and that the ruling principle of the universe is no respecter of persons, we will find success coming our way so easy that it will all appear like a miracle to our friends and neighbors.

If we could only have the pleasure of enjoying a heart-to-heart talk with some of the most successful men in this country we would soon learn that they believed in the broad and beautiful philosophy that Nature does more for us than we give her credit for.

Why is it that some men achieve greatness apparently without effort? Each one who has been a success learned early in life that ignorance or idleness causes failure and that observation and wise persistency is the cause of success.

There is only one road to travel and that road is the one on which the observer and thinker travels each and every second of the day. We can not afford to get side-tracked. If we do, destruction is bound to come, for the fast train of thought will run us down and we will never be able to rise if we are not very careful.

Don't let a lying thought make you believe that you are not a child of Nature; a child who has not been blessed with all the good power there is in the human family; a child that can not help itself; a child that must depend on some one else. Tell such thoughts to never trouble you again and get up early every morning and work with your good and bright ideas each and every moment of the day and you will soon begin to find that Nature has something in store for you.

Let us all believe in prosperity, expansion and evolution in our own business and make our lives progress with the laws of the Universe.

Too many of us retail merchants, and others as well, live on the surface. We are walking around on the earth looking at things already made by minds that think, and we never think about trying to do something to help make the many beautiful things we see.

Let us be just a little more than a merchant. Let us be a builder of the Eternal Foundation of mental force and activity. Let us attract the substance of which we are to build from the creative power of thought. Moment by moment every thought is building something, and just as we desire things to be, just so we build them.

Gold, silver and all other costly things are not found on the surface. They must be dug out of the depths. We are to build of the substance that is within our minds. We can not build a beautiful house while thinking of something else. It is our

privilege to do just as we please—and just as we desire things—so they will be.

There is no use in saying that we desire a great business when our minds are filled to overflowing with other thoughts. To simply say that we wish for this or that is not the right way to desire a thing. What we desire the most is what we can catch ourselves thinking about the most. Now if we will never allow our minds to be taken off of our business and we will make business a pleasure, we will begin to dig down under the surface where all good things are found.

Let us begin at once to develop our mental forces and attract business thoughts to our minds by reading our trade journals more carefully and see if we can not attract some new, bright and intelligent thoughts that will make our desires for a great business come true.

Let me tell you, my dear fellow merchant, we are in great danger when we sit down and claim that we have reached the limit, that we can not increase our business any more, that there is no use in trying to go any higher, that the stores up and down the street are getting all the business. There is no greater sin than for us to place limitations on our enterprises. The expressions of all new laws are in the new steps we take each and every day. Business is a sort of a mysterious ladder that but few have been able to climb. The man who will not place a limit to the height he wishes to climb will soon find that while he may not have the largest store in the world, he will be making an honest living and at the same time will be building a bank account that will help him in his old age.

There are no limits to the thought of man. Thought is quick and strong. It bursts forth from all sides. It expands over all and rides the high waves of success. Some of you will not accept my remarks regarding my idea of a great sin. Sinning against progressive thoughts, by placing limitations on them is sinning against Nature; and when we sin against Nature we are sinning against God.

Put your individual soul into your business and you will put a power behind it that will move on and upward. Read your trade papers as much as a preacher ought to read his Bible and you will soon learn why there are no limits to the laws of progression, which are the laws of Nature. Let us try to find out who and what we are and what we are here for, if we can. Thousands of merchants know how to climb the ladder of success. Why can't we?

Everything we see that is good is a suggestion of what we ought to be. If we see there are no limitations for some men, why should we place them on ourselves?

Some of us retail merchants are a lot of foolish fellows. Every time we can get a chance we run out on the sidewalk and look up and down the street to see what the other fel-

low is doing. If we are wise and honest gentlemen; if we attend to our own business; if we are equal to every relation concerning our own affairs; if we are virtuous and gifted with the laws of friendship and brotherly love; if we are filled with courage, wisdom and unity; if we can congratulate ourselves of being filled with the universal power of noble thoughts concerning those we call our competitors; if we cultivate our business by our own experience; if we surround ourselves with the original circumstances—that is, those ideas that made us embark in business; if we will do the work we are made to see on all sides; if we take a pleasure in waiting upon each and every customer who comes in; if we can learn to smile at what ever happens—we will not be troubled very much about our competitors.

The retail merchant who will let his competitor trouble him is a man that needs overhauling. There is surely something the matter with him, and he knows it much better than any one can tell him, but he forgets. Now let us think along this line and make ourselves over and instead of spending so much time looking up and down the street let us get into a corner and think up something new and different and make our competitor walk the floor. Let us turn the tables on him and try to get him out on the walk watching us. If he will not come out, he will be a wise man. The only key note for success is—keep busy.

There are thousands of reasons why men fail and why men make a success. The reason most of us fail is because we do not have an accurate perception of things. The reason we do not see things correctly is because we are dealing with thoughts that confuse us.

Too many of us fail to discriminate between the right and wrong way of doing things. The shiftless and unhappy merchant is the poor unfortunate fellow who is not true to his senses. He knows better than he does. Those who are selling their goods on credit are in a bad state of affairs if they fail to know just how to discriminate between the men who pay and those who will never settle their accounts, and no man can have the right perception of these things if he allows his mind to be controlled with thoughts that cause only confusion.

The only way to have accurate perception in all things is to begin to try to be correct in all things. The only possible way to be correct in all things is to be honest with ourselves.

The beautiful laws of time and space are correct. They do not disturb the prudent thinker. On the other hand, they make him as perfect as they are. Don't misunderstand me. None of us are perfect. We all fail in some things, but why should we? Let us try to be true to our own intellect and our own talent, which will convert into money every thought running through our minds.

Money is a commodity made by the minds that think. It is something

very valuable to the men who know how to use it. If we want lots of money we must learn to be accurate in our perceptions of things in and around us.

How true it is that money never stays with a man who does not know how to use it.

The retail merchant who is not open to conviction and who is one of the fellows who thinks he knows it all is the man who is standing still. He will never make a great success. If he, is a good boss, one who is on the heels of every clerk in the store every time he sees a good customer looking for something to buy; one who thinks that his clerks do not know much and will not let them arrange the store and stock to suit themselves, but wants it just so and so; one who thinks he can not trust any one with the most important part of the business; one who must look after each and every little detail; one who will raise the roof off the house every time the least thing happens—he is a man who needs a boss instead of wanting to be one.

The less bossing that can be done in any business the better for the business. We should try to find people to assist us who know their parts of the work better than we do.

To limbo with the boss; that is, the fellow who likes to cause friction between those working under him. Many failures can be traced to the cause of friction. Where there is friction there is loss of energy. If we want everything to run nice and smooth we should be very careful and try not to do everything or have things done just so and so. There are thousands of good minds in this world and their service is for sale at so much per day. Let us employ those we know are good workers and thinkers and then turn them loose and let them develop and I am sure they will make the business a success.

Give bright minds all the room they want and they will move mountains.
Edward Miller, Jr.

Too Honest For a Lawyer.

A noted Grand Rapids lawyer tells one on himself. He left his native town in Cass county some years ago and came to this city to practice law. He had been uniformly successful. His brother, upon the other hand, remained behind at the family homestead.

Returning to his native town some time ago, the attorney met an old ducky in the road.

"Hello, uncle," he said, but the old man did not recognize the boy he used to know in the prosperous looking citizen who addressed him.

"Well," asked the lawyer, "how are the Blank family?"

"Oh, they're all right" said the old ducky. "Jim Blank has gone to Grand Rapids and done made a lot of money. He's a lawyer, sah."

"Is that so," answered the attorney. "And his brother, Tom, how is he; has he made a fortune, too?"

"Lawdy, no," answered the old ducky, shaking his head, "he ain't no lawyer. Marse Tom wouldn't take a dishonest penny from nobody."



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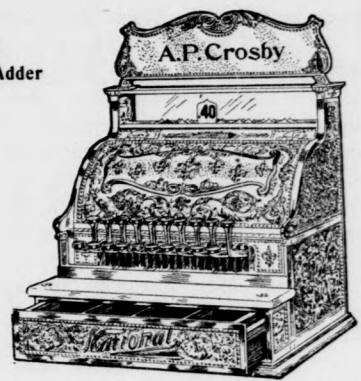
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THE HARDENING PROCESS.

It Does Not Always Work Out Just Right.

Written for the Tradesman.

"There's such a prevalence of pneumonia and other troubles throughout the land it's enough to discourage a saint."

The doctor had just gone from the house across the way, where one of the inmates lay sick with a dangerous cold. It was Mrs. Shotwell speaking, the wife of a prominent citizen of the village.

"Yes," assented her listener, who was none other than our old friend, Tom Tanner, of ancient school fame. The veteran of rod and rule was on his way home from a visit in the south part of the State, accompanied by his wife. The latter was even now at the house across the way, interesting herself in the illness of one of her friends. "Yes, what you say is in a measure true. This cold backward spring gives one the chills all right enough. I shall be glad to get back to the farm and to the good old heat of our parlor fire. You see, we oldish folks have to be a little careful how we expose ourselves, Mrs. Shotwell."

"Why, to be sure."

"And your mentioning the prevalence of lung troubles awakens my old ideas into life. To me it's no wonder there are so many dying off in the chilly spring weather—it's the cold that does it."

"And yet it's not exactly cold, you know; nothing like winter. Somehow the dull, rainy mornings and damp disagreeableness of the atmosphere is what goes to the marrow of things. Seems as though there's more sickness now than right in the severities of winter."

"To be sure there is," declared old Tom, "and there's a reason for it, my dear woman."

"Well, I don't know—"

"But I do, Mrs. Shotwell. During the winter months everybody expects to keep hot fires going. The cold is hurled back by the heaters, while open windows among the sensible class of people give plenty of fresh air. It is the neatness of the housewife that spoils everything in the spring."

"You interest me, Mr. Tanner."

"In the first place, come house cleaning time, every stove that has seen service during the winter goes into summer quarters, quite out of the house. No sooner does this happen than along comes a norther, freezing things to the marrow. There being no stove in the living rooms poor mortality has either to bundle up or sit around and shiver."

"And the most of us sit around and shiver," laughed Mrs. Shotwell.

"That is as true as preaching," echoed the schoolmaster. "Let me tell you something: Helena and I have been gone a fortnight, visiting friends in Southern Michigan. I'll be honest with you and say that I haven't been comfortable an hour during that time."

"Why, Mr. Tanner!"

"After we left home we turned our backs on comfort. The weather you

know has been beastly, rain, chill and frost, sometimes a flake of snow. Well, at Aunt Martha's, our first stopping place, we stayed two days. The Hardners have a big house in the edge of a thrifty village, are well to do, have two boys—had a girl, but she died last spring of pneumonia. That house was a veritable ice box. No fire in it save at meal times in the kitchen, which was so situated that no heat could penetrate from the range to any other part of the house."

"They had thrown out the heaters for the summer I suppose?"

"No, that was not the excuse. Only last year, at the earnest solicitation of Aunt Martha, her husband had installed an expensive furnace in the basement. You see Aunt Martha is a pink of neatness, hence she discarded heaters for furnace and registers. The house was usually as cold as the proverbial barn before; it was now absolutely uncomfortable save in the hottest weather."

"And you and Helena stayed and suffered? How sad."

"Yes, you might call it that. The whole family hugged themselves and went about shivering and anathematizing the cold."

"But the furnace—"

"Was in the basement in all its glory, with a big pile of hickory wood piled high all about it. You see, that wood couldn't warm up things unless it went, some of it, into the furnace and had a match applied."

"Why, of course not. But—"

"One of the boys, in a timid voice, suggested to his mother that he start a fire in the furnace. My wife sat with ice cold feet, her shoulders enveloped in a shawl, having very nearly a congestive chill. 'The idea!' exclaimed good Aunt Martha. 'Child, if you are cold go put on an overcoat or run out and exercise. The idea of one's feeling the cold the last of May!'"

"And Helena stood all that?"

"Couldn't very well help it," and old Tom smiled dismally. "The other boy was coming down with a cold at the time and lay coughing on a lounge. It's no wonder to me they lost the girl with pneumonia; they'll do well if they aren't all under the od before many years."

"Such queer people."

"Why, no, I don't think so, Mrs. Shotwell."

"Don't you indeed? It seems to me such folks are very foolish."

"Such folks! Why, my dear woman, more than half the people you see about you are in the same boat."

"No indeed!"

"It is true all the same. Right among the farmers you'll find as many what you call foolish folks as anywhere else. Early in the spring the house-cleaning takes place; heaters go out of parlor and living room to stay out until next fall or winter. For two months the inmates hover about the kitchen stove or shiver in the living room, with blue noses and shrunken muscles, inviting death at every breath. And all because the frugal housewife must needs fix up the best rooms to look nice regardless of the comfort and health of herself and her family.

"Where we were visiting we found but one family who were not freezing half the time. Every blessed one among our friends had their houses in ship-shape to receive company. We were entertained in a dozen different ice-boxes, denominated parlors, during our short visit. When we went away it was our intention to spend at least a month, but, great Caesar! I should have contracted a fatal disease had we stayed longer. Do you wonder there are so many deaths in the spring of the year, Mrs. Shotwell?"

"Well, no, not if what you say is really true."

"You think it the prejudiced whim of an old crank?"

"Oh, no, not that—"

"I see," and there came a twinkle to the eye of the speaker. He knew how very particular Mrs. Shotwell was with her own household affairs. Even now the big heater was stowed safely back in the woodshed, while the prim yet chilly parlor waited to receive callers.

"I think you have exaggerated the danger, Mr. Tanner," declared the woman after a brief silence. "Of course one can get things arranged for summer a little too early. As for me I generally wait until I am quite sure it's going to be warm before moving my stoves."

"That's what most of them think, but as for me, I wouldn't move the heater out at all. There are many days even in summer when the mornings are damp and cool enough for a little fire."

Just here the schoolmaster's wife was seen turning from the house across the street. She had to report that the sick one was holding her own, and that a fire had been started in the furnace.

"It was dreadfully cold when I first went in," explained Mrs. Tanner. "The doctor seemed to think so, too, I imagine for he ordered the house kept warm, even although the calendar indicated the approach of summer."

"I have always heard that fresh air was very essential in cases of pneumonia," said Mrs. Shotwell.

"That's true, and it has been the want of fresh, mild air that has produced the present illness over yonder. You know, my dear, that close rooms, however cool, are not wholesome."

"I suppose not. The idea with me is to have a room both cool and ventilated. Some people feel the cold more than others anyhow."

"Yes," said Tom, with another half smile. "There's nothing like getting used to the cold, I am told. It may do for some people, but not for me. The hardening process is too severe for my old veins. The family I mentioned, where good Aunt Martha presided, seemed always anxious to harden their children. This, in fact, was one of her excuses for freezing them and everybody else who came to her house at this time of year. It's all right in theory, but in practice this hardening process doesn't always work. Aunt Martha hardened her only daughter into the grave; one of her boys has developed lung trouble which promises to end either in pneu-

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monia or consumption. There's no use talking, it is better to be comfortable even if you have to keep fires in the summer time."

With that he turned away. "I think," remarked Helena as they were driving homeward, "that the cause of the sickness of Miss Edwards, where I called, was on account of the damp cold air about the house—"

"Of course," said Tom. "It's a wonder the family don't all die."
Old Timer.

Busbey's Amateur Doctor.

L. White Busbey, Secretary to Speaker Cannon, appeared one day about six weeks ago with a limp.

"What's the matter, Busbey?" asked a friend.

"I'll be hanged if I know," Busbey replied. "My knee hurts and my leg hurts and my ankle hurts and I don't know what it is."

"Ha!" shouted his friend gleefully, "I know. It's rheumatism, that is what it is. Our old friend, uric acid, has got you."

"What shall I do," asked Busbey.

"I'll tell you," replied the friend, and he glibly rattled off the diet for such sufferers as he had proclaimed Busbey to be. Busbey made a note of it and for a month ate no red meat and nothing else that he wanted. He lost fifteen pounds and he felt no better. The knee hurt just as much.

So he went around to his doctor and said: "Doctor, I've got a bad case of uric acid, and I don't get any better although I have followed the diet carefully and have taken all the eliminants I know about. My knee, where the deposit is forming, hurts just as much as it did before I began and I have lost fifteen pounds."

"Let's have a look," said the doctor. He made a short examination of the knee and began to roar with laughter.

"What's funny?" asked Busbey. . .

"Uric acid?" shouted the doctor. "Uric acid, my eye! You've sprained your knee."

The Last Stop.

One cold, wintry morning a man of tall and angular build was walking down a steep hill at a quick pace.

A piece of ice under the snow caused him to lose control of his feet; he began to slide and was unable to stop. At a crossing half way down he encountered a large, heavy woman. The meeting was sudden and before either realized it a collision ensued and both were sliding down hill, the thin man underneath, the fat woman on top.

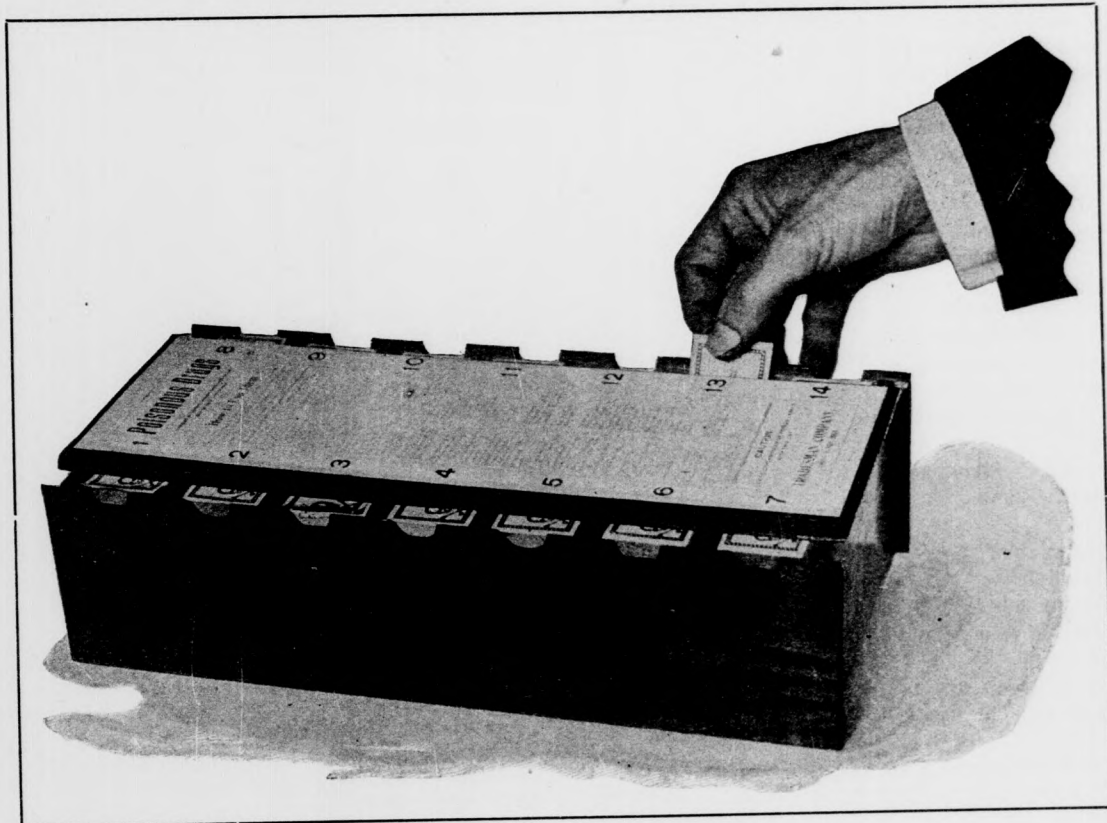
When the bottom was reached and the woman was trying to recover her breath and her feet, these faint words were borne to her ear: "Pardon me, madam, but you will have to get off here. This is as far as I go."

A Sure Shot at Livers.

"I hear, doctor, that my friend Brown, whom you have been treating so long for liver trouble, has died of stomach trouble," said one of the physician's patients.

"Don't you believe all you hear," replied the doctor. "When I treat a man for liver trouble, he dies of liver trouble."

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



WAS NEXT TO HIS JOB.

What the Mail Order Man Did to the Farmer.

Written for the Tradesman.

The clothier sat at his desk wondering what had happened to his fall trade. So far as his business was concerned, a whole township had dropped out of the county map. The State-made road leading out into Shipley hadn't brought him a dollar in a long time, although several of his best customers lived out that way.

While he puzzled over this undesirable situation Higgins walked into the store with a large bundle in his arms. Higgins was a wealthy farmer whose custom was ordinarily worth a good many dollars a year to the clothier. He now advanced to where the clothier sat and dropped his bundle on the desk.

"There!" he observed, seating himself, with a grin on his good-natured face. "I'm in the market for sealed proposals."

"For this?" asked the clothier, stretching a hand out toward the bundle.

"Yes, for that," was the reply. "only you'd better not open it until you hear my tale of woe."

"Where did you get it?" asked the merchant.

"Took it from the express office about half an hour ago," was the reply.

The clothier opened a drawer, took out a box of cigars and set it before the farmer.

"I'll gamble," he said, "that you've been monkeying with the mail order con. game once more. Thought you had sworn off on that?"

"I'll tell you about it," began the farmer, but Dewey, the clothier, stopped him.

"Own up, now!" he said.

"Well, you can't exactly call it a mail order game," Higgins replied.

"Of course it is a new trick every time," observed Dewey. "Those fellows are next to their job most of the time. They don't go around the country with any shelf-worn dodge. If they did the farmers would set the dog on them."

Higgins lighted a cigar and puffed thoughtfully for a moment.

"It was in this way," he said, then. "I'm out in the south cornfield busy earning my corned beef and cabbage by the sweat of my hired man's brow when along comes a good-looking chap with a keyster and a case of cigars."

"If you'll come up here under the shade of this tree" he says to me, "I'll let you in on the ground floor in a bargain sale that beats hogs at fifteen cents on the hoof."

"There won't anything beat hogs at fifteen cents on the hoof," I said, "unless it is aigs at thirty-six cents a dozen, and I don't believe you've got any new kind of hens in that keyster."

"You come up here and see," he says, and up I go, like a blamed old hayseed that I am. What?"

"The plot deepens," laughed the merchant. "What did he sell you? It wasn't the Government building at Grand Rapids, was it?"

"Clothing," grinned Higgins. "He sold me clothing. He also sold clothing to the hired man, and Higgins, junior, and Tom Martin, whom Fate sent head-on into the game before the good-looking fellow got away."

"Winter clothing?" asked Dewey.

"Winter, spring, summer and fall," replied Higgins. "We've got enough clothes out our way to set up a store in town. The clothes I bought are in this bundle."

"Open it up and let us see how they fit," urged Dewey.

"They don't fit," replied Higgins.

"I don't expect they would."

"Because," continued Higgins, with another exasperating grin, "because they ain't made up yet."

"And you've come to town to find a tailor?" asked Dewey.

"No," replied Higgins, "I've come to town to hold a post mortem."

"I hear what you say," smiled the clothier, "but I don't know what you mean."

"The bearings of the observation lay in the application of it," grinned Higgins. "I want an inquest to see who is to blame for the calamity."

"In other words, you want to find out if you have any remedy at law?" "You've guessed it."

"I haven't seen the goods," replied the merchant, "but it is dollars to apples that you have been skinned according to law. You signed a contract?"

"Oh, yes, I signed a contract."

"That settles the point, then. The other fellows made the contract and you didn't read it? Well, what can you expect?"

"When he got me under the shade of the tree," Higgins continued, "he opened his keyster and drew out suitings that would have made King Solomon think he was out of date in the clothing line. All wool and a yard wide, and colors warranted not to rip, ravel, or run down at the heel. And he had shoes, too, the noblest shoes you ever saw."

"Cheap, of course?"

"Sure! Cheap as butter at a cent a pound. I ordered a swell dress suit at \$10, and second-best suits at \$7.50, and working clothes at \$5 the suit. Overcoats were almost thrown in, and every man in the first group of fifteen buyers got a coupon worth \$4 in trade."

"The coupon will bring a farmer over a barbed-wire fence," grinned the clothier. "You sent little Johnny over to Beers, and Babcock, and Talmadge, and Whitcomb, and Ward, and all the rest of the neighbors so they could get in on the \$4 coupon before fifteen men got into the game ahead of them?"

"How did you know that?" asked Higgins.

"Go on!" laughed the clothier. "Go on and tell me all about it."

"Say, the clothing was so dodgasted cheap that the whole township bought. The agent explained that

the linings, buttons and little things like that would be extra, but we didn't see how he could do anything to us with those little ones. After he had taken about \$1,000 worth of orders he went away. The goods came to-day."

"Up to sample?"

"Never you mind the quality of the goods," said Higgins. "This is a session of the Finance Committee. What I want to know is if they can charge me \$2 a dozen for ten dozen buttons."

"If it was in the contract they can."

"And can they charge me \$3 a yard for ten yards of lining?"

"I guess they can. You see the contract was constructed along lines suggested by the mail order house."

"Well," said Higgins, "I've been to see a tailor about making up these bargain-counter garments and I find that the suits will cost me about a third more than he would have made them out of better material for. Now, can they do that to a man, according to law, I mean?"

"They have your money, haven't they?" laughed the merchant. "Now go on and come to the climax."

"There ain't going to be any climax, unless that agent comes back here," said the farmer. "Then there'll be a climax, and you'll have to come and bail me out of jail. Say, he sent a man around to measure us for the suits and charged \$3 for the job. And he charged for the buttons on the shoes! My \$10 dress suit is going to cost me about \$60. What do you know about that?"

"Let me see the goods," replied the clothier.

The opening of the bundle disclosed a mussy lot of cheap cloth.

"What are you going to do with it?" asked Dewey.

"I'm going to put some of it up for 'skeeter netting," was the reply, "and some of it will answer for a screen when I sift gravel. Oh, I'll use it, all right, but what I want to know now is whether I can get that agent in behind the bars for false pretenses."

"The chances are that you can't," was the reply. "These fellows don't stack the cards against themselves. The only way you can beat them is to let them alone."

"But that won't get my money back. Say, the other sons of toil out there are red-headed at me."

"Of course they are. Only for you they might not have been caught in the swindle. Serves you good and right. When you do business with one of your home merchants anything wrong will be made right. You know whom you are dealing with, and your money is safe with us until you know that you have not been cheated."

"Now don't rub it in!" grinned Higgins.

"I don't suppose it will do any good to advise you in the matter," continued Dewey, "for you'll probably get caught the next time just the same, but I'm going to give you this warning. Don't do business on the representations of a stranger. Do you get that? Don't send your money away to Chicago or New York because the fellows out there know how to write attractive advertisements, because they hire keen agents."

But Higgins and his kind will keep right on buying of agents and mail order houses until local merchants educate them out of the notion.

Alfred B. Tozer.

Why He Objected.

Upgardson—Your wife insists on filling the house with furniture different from anybody's else? She must have some peculiar plan in view.

Atom—She has. Installment plan. That's why I'm kicking.

The bigot is always blind to the difference between toleration and indorsement.

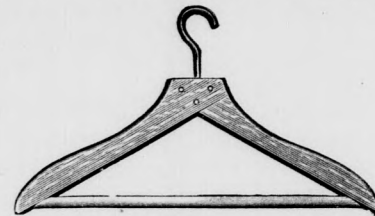
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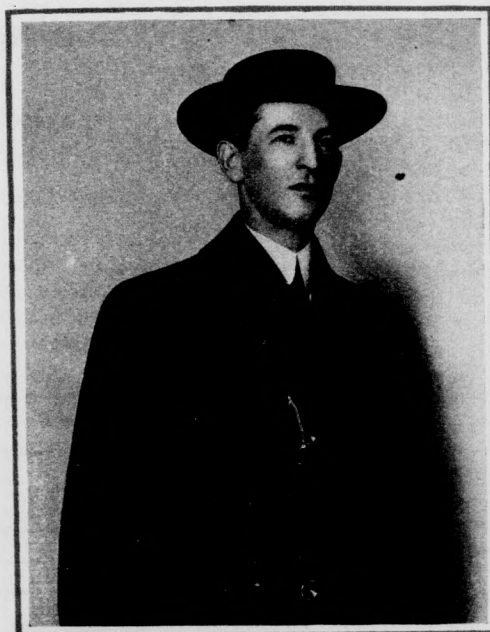
CLOTHING RACKS

Send for our Catalogue No. 16 How to Hang up Clothing

The Taylor Mfg. Co., Princeton, Ind.

THE "MILLER-MADE"

Adjustable Two-Collar Coat—Ready for Fall—Now. Immediate delivery. Send us a mail order. Try this coat out. See what a wonderful trade-winner it is.



No. 1



No. 2



No. 3



No. 4



Our Michigan man—Mr. Lamb—is on the territory now with a complete showing of "Miller-Made" clothes for next spring. Say the word and he'll call.

Miller, Watt & Company Fine Clothes for Men
CHICAGO

THE SECOND WEANING.

Critical Period Every Boy Must Pass Through.

Grand Rapids, Oct. 11—I am sure a large majority of the readers of the Tradesman felt grateful to it and to Alfred B. Tozer for his recent article urging that American boys be kept off the streets.

The data given in Mr. Tozer's article shows very clearly that there are serious defects in the home training in the average American home or in the American educational system or both. Mr. Tozer's behest that the youngsters be kept off the streets is timely and pertinent, but is it adequate? Why are they on the streets instead of doing something toward the accomplishment of some useful purpose? If ordered off the streets by those having authority over them, what then? The streets are not the only places where time and health and energy can be wasted. If the impetus back of these young lives was to "Glorify God"—to enjoy the blessings of life and make them greater, instead of throwing them away—the warning to keep off the streets would not be needed. If that impetus is lacking what can be done for them? Complaints are frequently heard among men that women and girls are taking the places of men in all departments of life. Employers of labor will generally tell you that female help is preferred because women are quicker, more faithful and more efficient than men. Why? This is one of the results of city life. In the home, be it tenement or hovel, flat or an elegant residence, the girls are kept busy. There are always useful things for them to do. They can hardly get time to do the things they think they need to do for themselves. They hurry to school and back from school to hasten the accomplishment of useful things. On the farm the labors of childhood between the sexes are equalized. There are as many necessary things for the boy to do as for the girl. The things have to be done. If there are not boys enough the girls have to turn in and help. If there are not girls enough the boys have to turn in and help. The bulk of time is spent in doing necessary and useful things.

It is not safe to assume that city parents are less right minded or less competent than farm parents. Here are four boys in a city flat. The mother does the housework. The washing is sent out. The father's wages support the family. What are the boys to do with their spare time? It is an hour or two in the morning, an hour or two in the afternoon, the evenings, Saturdays and Sundays. There is no home work to occupy them. The problem for those parents is a difficult one. The schooling takes up so much of their time that the profitable occupation of spare hours, now and then, is a difficult and a most serious one, because the crop of youngsters is the most important crop the country grows, and to have a large proportion of them placed, during their developing years, under conditions which do not favor normal

and wholesome development is a national calamity. Favorable conditions should be secured if possible at whatever cost. And the boys—these boys that Brother Tozer finds on the streets—what have they to say for themselves? One of them said to me the other day, "I don't know how long I will live, maybe not long. It looks to me as if my stunt was to get all the fun out of life I can while it lasts." Happy-go-lucky platform for a youth of 15, isn't it? Where did he get it? He has always been well housed and fed and clothed without effort or thought for to-day or tomorrow on his part. If this bit of mending or pressing was needed a fond mother was always eager to do it. She is fond of her boy. Although the family is far from well-to-do, everything has been furnished to this boy. How many are there like him? His school work dragged. He acquired a dislike for it and could not keep up, although his mother's greatest ambition was to have her boys well educated. So he quit school, got outdoor employment and is healthier and happier and getting a better education than he was in the school grind.

The trouble with this boy was that the stimulus of necessity was not given an opportunity to work. Everything he needed was supplied. Not only his home needs, but the schools are free, with parks and fun-fields thrown in. In school—and echoes from colleges show the same spirit is there—it is base ball or tennis or foot ball or some kind of useless sport that the body of students are interested in; not in their studies or in useful accomplishments. The daily newspapers condescend to give the names of honor students in the high schools and colleges, but they give columns and pages, week after week, to the wasteful sports.

They say necessity is the mother of invention. Is it also the father of all useful endeavor? The history of all savage nations shows that it is, in that field of life. In conditions of semi-civilization the same conditions are shown. Only when forced by cold and hunger is effort put forth to maintain life.

Civilization is supposed to have changed this. Men look far ahead, strive to provide for the future in a thousand ways, instead of looking only at the dire necessities of the day. But the youngsters? It is not their fault, necessarily, that they are not yet civilized, that they have not the foresight experience only gives, that they can not wisely answer the question, "What is the chief end of man?" and steer their lives accordingly.

How can the lesson be taught them? Is it necessary that the boy of 14 have the lesson of dire necessity put before him in order to start him toward a useful life? If there are other methods—and there surely are—is this the best method? Will it bring the largest proportion of good results? Certainly, in the broadest sense, the first step toward "the chief end of man," whether it be to "Glorify God" or some different phrase is used, is individual indepen-

dence and self support. Anyone, child or adult, who permits some one else to do for him something which he can do for himself incurs a needless debt. If he accepts without thought of payment, or returning the service rendered, his self respect drops a notch. He has thrown away an opportunity to strengthen himself, to build himself up. Each service so received weakens, helps toward failure and disintegration.

The little child is helpless. Things have to be done for it. If, as it develops, it acquires the thought-habit of expecting everything it wants to be furnished it without effort, it will come sooner or later to a rude awakening. It will think the world is cold and cruel. No greater misfortune can befall a child than this. This second weaning, the teaching of the child the necessity, the wisdom, the honor and glory of independence, self reliance and the necessity of effort and application in developing ability to accomplish things, to bear its full share of the world's burdens and help in the advancement of the race. This second weaning, from helplessness to helpfulness, is often tedious and difficult, but it is the crux of the whole matter.

A well-known manufacturer said to me the other day, "The labor prob-

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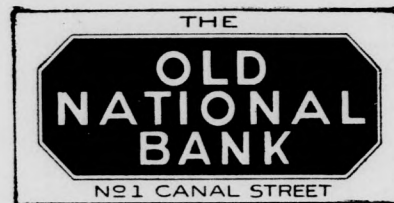
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Are better than Government Bonds, because they are just as safe and give you a larger interest return. $3\frac{1}{2}\%$ if left one year.

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Of This City Have Increased More
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Have YOU increased yours in that proportion?

Saving is a personal matter. It is arranging your **OUTGO** to your **INCOME**, so there will be a little left, not so much, but something. **IT GROWS, IT IS SAFE, IT IS GET-AT-ABLE.** You do not regret what you save, but often regret what you spend. If you have an account, build it up. If you have not, start one with us next pay-day.

National City Bank
Grand Rapids National Bank

In process of consolidation
to become the

Grand Rapids National City Bank

Capital \$1,000,000

lem seems to be becoming a more vexing one as the years go by. I can remember, twenty years ago or more, when the men at the benches would, as a rule, scorn to do less than a full day's work for a day's pay. They were glad to do their best, to deserve their employer's good will, to be upright, manly and above board in everything they did about the shop. In recent years the 'spirit of the hive' seems to have changed. To-day the man who can do the least for \$2 a day is thought the smartest man in the bunch. Perhaps employers are to blame for this great change—this revolution in feeling and action. I am loath to think so. They should, most of them at least, be wise enough to not work against their own interests. It seems to me the cause is a general, deep-seated one and must be looked for elsewhere than in the manager's office."

If this change in "the spirit of the hive" has really taken place, as this manufacturer believes, it is surely a most serious matter. Some Board of Trade committee, or an educational or industrial committee, would do a splendid work if they can get at the real root of the trouble.

Some boys who have been kept in school, perhaps against their will, until they have passed this grade or that, think they have earned the right to an easier living than their fellow workmen. Some boys think they are following the right ideal if they are smart instead of honest, if they are clever in evading work instead of efficient in doing it. All this trend of thought comes from an incomplete second weaning or failure. The schools help but little in solving this part of the boy problem. Warning them off the street will not finish the work even if it be a good beginning. "What is the chief end of man?" Some one has said that all of Christ's teachings can be condensed into the two words, "Be kind."

Whatever be the "chief end of man," one can be assured that he is not on the road to that goal unless he is doing his full share of the world's work and devoting his energies to useful accomplishments, doing at least as much for others as others are doing for him.

Frank W. Ball.

Recognition of Efficient Services.

The man at the head of your concern sees more and knows more of your ability and your service than you give him credit for. Business men are not throwing bouquets at their help. Silly women do that when a "pretty" matinee idol sings a sentimental song. You are in a different business—you are in business and you are working for hard-headed business people that have a different way of showing appreciation. It comes in the envelope. It comes when you are told to "take charge" and it comes, too, with mighty little flourish. So keep at the game good and strong and forget bouquet recognition.

W. E. Sweeney.

It never brings heaven nearer to stand on your neighbor's corns.

Love lays down its own life; zeal quenches that of others.

Clock Work and Clock Working.

The ideal workmen are ignorant in a degree.

The man who can not tell time is an asset to his employer. The learned person who can and does tell the time to himself and everyone else; who starts by the clock and quits by it is too wise for any progressive institution.

When a firm's duties are executed like clock work that firm is on the way to success. When a concern's tasks are done by clock work something is going to drop and that something possibly will be the curtain which tells the business world that one more performance has come on, started its act and has been given the hook.

If you are one who keeps company with the time of day throughout your labors, the "Situation Wanted" sign is being painted for your use.

If you are one of the energetic army which takes the clock down and forgets to put it back, nor cares whether it ever is put back, a better position is on its way to meet you.

The reason most men fail to meet success is that they are too busy looking at the clock when success comes in view. You can not watch the hour-hand and be up to the minute in your work. The sooner the toiler in the ranks learns this the sooner will he cease to be of the ranks and join the commanding forces.

There is no more inspiring sight than the man at his bench or desk lost in the maze of his work. You will never find a clock in that man's office. If you do it probably was purchased to help out a poor relative who is in the clock business.

Divide your time into moments of inspiration and perspiration. When your work strikes 12 in the realm of perfection it is time to quit.

He Did Not Watch the Clock.

How many clerks measure up to the standard of the young book-keeper in this story from Human Life? He was employed in the passenger department of a great railroad. It was just a little before luncheon. Some of the clerks were putting on their coats, some leaving for the washroom, some consulting the clock; some were still busy. Suddenly the "boss" entered. He glanced about him and then approached the young book-keeper.

"What time is it?" he asked.

The young man kept on figuring, and the boss put a hand on his desk and repeated the question.

Instantly the other looked up, surprised to see the chief at his elbow.

"I beg your pardon, were you speaking to me?" he asked.

"Merely enquired the time—that was all," said the other.

The book-keeper glanced about the room, located the office clock and said, "It's ten minutes to 12."

"Thank you," said the General Manager and Vice-President, and strolled out.

That conversation cost the young book-keeper his place—in the passenger department—and put him under a higher officer, "on the firing line."

Nine years later he was Assistant General Manager, and while still in the thirties became a General Manager, full-fledged.

The Workingman's Right To Work.

The right to combine for the purpose of calling out the workmen of other employers who have no grievances or to threaten owners, builders and architects that their contractors will be held up if they or any of their sub-contractors use the complainants' trim is quite another affair. May the employer agree not to sell to or contract with any one who deals with an employer who uses union labor? Either of these propositions is destructive of the right of freemen to labor for or to employ the labor of any one the laborer or employer wishes. If the struggle is persisted in between labor and capital to establish a contrary view, ultimately either the workmen or the employers will be reduced to a condition of involuntary servitude.

Justice Ward.

A Tipless Curse.

"Talk about the tip evil," said the traveled girl. "Now, last summer, just before I left London, I got cursed awfully. It was like this: I had tipped everybody on the place—the man servants, the maid servants, the slavey, the bootblack. Then just before I got in a cab a man up and threw an old soiled cloth over the wheels to protect my skirts as I got in. Nobody asked him. It didn't protect my skirts, because it was worse than

the wheel, so I did not think it was necessary to tip him.

"I wish you could have seen his face. It scared me. He swore an awful oath. Then he said, 'I honly 'opes the boat goes down wid ye, that's what I 'opes!'"

"I was pretty wabbly all the way over, thinking it might, but the boat did not go down."

Hoping for the best from a man helps him towards it.

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You can transact your banking business with us easily by mail. Write us about it if interested.

The U. S. Courts Have Decreed

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

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

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

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

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

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

THE WHOLE TRUTH IN THE CASE

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

THE AMERICAN CASE & REGISTER CO.

Chicago Office, 17 Wabash Avenue, E. C. Tremayne, G. A.
Detroit Office, 147 Jefferson Avenue, J. A. Plank, G. A.
Des Moines Office, 421 Locust Street, Weir Bros., G. A.

SALEM, OHIO





Kind of Salesmanship Required To Sell Findings.

From observation and experience I find that there are two ways in which a customer gains possession of findings. Either he buys them because he needs them or they are sold to him. Of course it is always best to sell to the customer, first making him think that he is buying what he really needs.

The salesman that can show up a good book on findings is one who is working with the confidence of all of his trade. They can not be sold in a hurry and it is necessary to get the customer into conversation in order to ascertain his needs and ideas in regard to the articles under the head of findings. It is better to interest the man first and switch him after you have gained his good will.

Way to Approach a Customer.

Some people would be insulted if you thought they polished their own shoes and tried to sell them blacking, or if you would mention silk laces to another customer he would say that silk laces were for "Candy Boys," or he would think that the laces should be given him with the shoes. There are so many arguments to meet that it is necessary for the salesman to leave no loopholes to stumble into, because a single blunder will mean the loss of the customer's confidence.

Some of the ways that findings have been pushed have been a great setback to the business. The plan has been to make each salesman's sales show a certain per cent. of findings and it has been necessary for him to make good on this ratio because his salary came from this source.

Get the Salesforce Interested.

It is but natural that if the management does not consider the salesforce, the salesforce is going to look to their end of the game regardless of the consequences to the business. This means that every customer is going away from the store with everything that the salesman can load upon him and it also means that this same customer is going to some other place the next time he needs shoes. People do not like to be made to buy things they do not want in order to be able to get out of the store. This sort of "barber shop tactics" must be well "worked over" before they can be used in the retail shoe game.

Use the "P. M." System.

The best plan of making the findings department pay is to use the "P. M." system, giving the salesman a reasonable salary and let him work

the findings end for his extra money. Under this arrangement the trade is not so likely to be forced to buy, and although the salesman will try to sell all that he can, he won't resort to means that he would otherwise use. In one place the salesman suggests and talks the findings, while in other cases they are "pushed."

During the clearance sale season is a good time to make a good showing in the findings section. The odd prices placed on shoes give the customer loose change and he will buy findings more readily. Many times a customer may need polish or laces, but will put off buying rather than break a bill. It is the bother more than the lack of inclination that keeps many persons from buying the extras.

The Best Findings Salesmen.

The best salesmen are the men who are "handy with the oil can," and it is surprising what a good line of talk will do. Not the "hot air" kind, but facts, backed up by plausible reasons; it is the sound arguments that count.

All findings possess good talking points and if "talked" in the right way are easily sold. The rubber heel cushion has some very good "points." For instance, tell the short person that they will increase his height. The heel seat is too deep for some people and their heels slip—rubber cushions fill this space and stop the heels from rubbing. There is the nervous person who needs them to avoid the jar in walking; he will be surprised how much they relieve his nerves. They are just as good as rubber heels and the person does not have that stealthy tread that is so much disliked.

Method of Introducing Findings.

And there is dressing. Of course, the polish you have is the best made and is the one thing in the world to keep the leather soft and pliable. "We have it made up for us and advise its use on all the shoes that we sell, because so many dressings are harmful and we know that it will keep your shoes in the best of condition." (Here it might be said that all retailers should have their own name on all findings.)

In regard to silk laces for low shoes, it is easy money. After the shoe sale is made have the laces handy and ask the customer which width he likes better, the 15 or 25 cent ones. Let him understand by the inflection of your voice that he wants them, the only question being as to the width he may desire. Nine times out of ten he will buy without even hesitating, just telling you the kind



EXPLORER

One of our superior wet weather welts. Made unlined from specially tanned French veal skins. Is as near water proof as leather can be made. Is strongly constructed to stand severe service. Made 12, 15 and 18 inches high it gives splendid satisfaction to hunters, lumbermen and surveyors everywhere.

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

Big Saturday Sellers

One dealer says: "It doesn't seem to make much difference what shoes I show in my window, the boys all come around Saturday and insist on buying



THE BERTSCH SHOE

GOODYEAR WELTS FOR MEN

The man who has seen them can't forget them when it comes time to buy shoes. The Bertsch Shoe will increase your trade—increase the prestige of your store—and will unmistakably increase your profits.

Take two minutes' time to mail a post card request for samples today.

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Michigan

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



he prefers. Do not ask him if he wants them, but give him the impression that he needs them.

Easy Sales of Necessary Articles.

Didn't the customer say that he had trouble in keeping his shoes in shape—that the insoles would roll, that the vamps always looked wrinkled and that the toes wanted to turn up? He couldn't account for it because his friend's shoes didn't act that way. You could explain the reason, though, couldn't you? He needs shoe trees! That is all. If he does not like the regular wooden trees you have just what he wants, the light-weight trees that can be carried in a trunk or a grip as he travels.

You do not want to forget the man who takes the time to tell you all about his foot troubles. There seems to be such a lameness all through the instep and ankle, pains that shoot up the calf of the leg, that awful tired feeling after a little walking, big callous spots on the bottom of his feet. Didn't you ever hear this tale of woe! You have had the flat-footed customer and the high-arch crank. The person with the high arch has his troubles because there is too much weight resting on the ball and heel of his foot and the arch of the shoe is not high enough to give support to the foot through the instep. The arch support fits in this space very nicely and distributes the weight through the entire foot.

Use the "Oil Can."

Then the man with flat foot has his troubles because his arch is becoming weak, the bones of the feet are gradually lowering under his weight and the muscles are being strained. The foot is not naturally flat and something is needed to hold it in its correct position and, of course, the arch support is the best thing in the world to do it. It is made on scientific principles by foot specialists who have studied treating the feet.

Whatever you do, do not forget your talk! Make the customer believe that you have done him a great favor in telling him what he ought to have. Do not let him think that you care for the sale, but that you would like him to have them for his own good.—Shoe Retailer.

Advantage of Keeping It To Yourself.

Keeping your mouth shut is an art.

It convinces the doctors that you are not afflicted with adenoids and assures your friends that you are not a victim of gossipitis.

The man who can hold his tongue in abeyance when the door of his mental storehouse of confidence would fly ajar is to be depended upon.

The knowledge friends have of your ability not to repeat confidential statements which it gives them pleasure to repose in you is in proportion to your utterances.

The man who tells all he knows never knows all he tells.

For him was created the uncertainty of having or not having told the things intended for confidential treatment. This state of mind is a small

sized edition of Hades. "The only hell is uncertainty," said a philosopher.

To be trusted is to be complimented on your penchant for being close mouthed.

Men who are stingy with their money are close fisted. Men frugal with their words are close mouthed. Be saving of your words and the man in a position to do so will employ you to be saving of his cash.

Men at the head of great institutions are not given to telling all they know. In the first place it would take too long, and, second, it is none of the other fellow's business.

When you make your business that of every man you meet you cease to have any.

Smith told Jones a secret fact on which hinged the fate of Smith's business. Jones went home and told Mrs. Jones. She whispered it in confidence to Mrs. Black and Mrs. Black without waiting to put on her bonnet went over and put it up to Smith's wife. The neighbors had their collective ears over the back fence and Mrs. Smith's denial became common gossip.

The moment you are called upon to deny anything affecting your business adversely the world listens and the world always believes what you say—isn't so.

A well-meaning father advised his son to invite the confidences of friends and to then keep his "trap" shut. Homely, but to the point.

The man in whom you may confide is the one who exemplifies true friendship. Some people have more confidences stored in the recesses of their brains than others have pores in their bodies. A true secret is a confidence reposed in you, the reposing of which gave another ease of mind and the feeling that the bond of brotherhood really is worth while.

Keep confidence with your friends. Respect their trust. Encourage them to seek the strength of your personality, and the joy of having you share the things which are the large part of their lives.

Only by this principle of conduct is it possible to gain the height from which you may look down on the man who betrays a confidence.

Marketing the Crimson Gulch.

"What makes the butcher put both hands in the air? Is he afraid you are going to shoot?"

"No," answered Bronco Bob. "He knows I ain't going to shoot as long as he keeps his hands out of reach of the scales while the meat's bein' weighed."

Its finer being a small hunk of sunshine than a big bank of fog.

Take care of your living and your dying will take care of itself.

Often a tide of sorrow carries us over a shoal of self.



"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

Rouge Rex Shoes



This name has come to stand for much to those who require footwear possessed of an extraordinary amount of serviceability.

Shoes made under this name and trade-mark have been put to a thorough and convincing test by farmers, teamsters and mechanics with a result most satisfactory to those merchants who have secured the agency for them, for the colored Indian-head-on-a-skin trade-mark has come to be recognized as a reliable guide to genuine foot comfort and serviceability.

Now is an opportune time to secure the agency in your town if it has not already been placed. Drop us a card and our salesman will call.

Hirth-Krause Company

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan



Leading Lady
Fine
Shoes for Women
SATISFY THE TRADE



AUTUMN SURPRISE SALE.

Designed To Move Stocks Quickly at Good Profit.

Written for the Tradesman.

The purposes of this sale are:

To move odds and ends and overstocks, making room for the new and fresh fall, winter and holiday lines.

To give opportunity for the proper showing of Thanksgiving specialties and novelties.

To turn the entire stock quickly and supply capital to make an advance showing of quick-selling holiday novelties and staple lines.

To introduce toy specialties and art paper novelties and to secure the co-operation of children for the heavy competitive holiday season.

The First Thing To Do.

Select new and popular priced staples as bargain leaders and attractive advance new goods.

Create confidence at the start by advertising articles that are constantly needed by men in the offices and women in the homes, at prices which they know are genuine bargains.

Feature all "leaders" in clever window displays at the same time they appear in the advertising.

Getting Rid of Overstocks.

Move dead stocks at any sacrifice. Clean out the summer and early fall accumulations of all stocks that have ceased to yield a profit.

If you can not sell them you will make money by giving them away as souvenirs and premiums. Give the public a surprise by a generous offering of unheard-of bargains.

Even if you do lose money on these unsalable goods, you will make it up on increased business in other lines.

The small cost of the article given away is a good advertising investment when the results in continued patronage are considered. It means that a little gift will make an appreciative customer concentrate all his buying power on one store.

Window Decorating.

This plan represents a fall event. The basis of both window and interior decorations should be typical of autumn. All the beauty of October and November colors should be brought out prominently by Nature's emblems of Indian summer. If the dealer is unable to secure material from the country, crepe papers produce splendid effects in window dressing. Decorated crepe in autumn leaves, goldenrod, pine cones, corn in the husk, etc., may be used against a background of brown or red leaves to produce a scene of perfect color-harmony and typical of the season.

Window display cards can be made by pasting decorated crepe-paper fruit designs on an ordinary cardboard. The lettering can be done with any color crayon or lead-pencil. The rich colorings of the various fall designs in crepe paper furnish excellent material for attractive and seasonable placards.

Background.

Take a piece of wide chicken-netting and stretch it tightly to cover the back of the window space. Branches, leaves, flowers and fall foliage of all kinds—either natural or artificial—should be attached to the netting to give it the appearance of a solid bank and to bring out all the radiance and splendor of autumn coloration.

Festoons of grapevines, with clusters of grapes—artificial ones can be obtained—should complete the decoration. This will give the entire window a charming woodland effect.

Next erect two pillars, about eighteen inches from the background, to divide the space into three sections. These pillars should be lightly decorated with specimens of autumn foliage and the merchandise being offered in each day's advertising should be suspended from the pillars in various trims.

In the center of each section place a square or circular pyramid of specials. The merchandise can thus be arranged to give it good display.

Interior Decorations.

For the interior of the store the varicolored foliage of the trees, shrubs and material from the harvest fields furnish such a wide range of beautiful decorative material that the departments can be made most attractive, and each one will appear different, yet have the same artistic effect.

In selecting this material the choicest colors should be used, and when contrasted with white the beauty of the colorings will be greatly enhanced.

Large branches can be used as fixtures on which to display merchandise, or the leaves can be removed and arranged in wreaths, fancy borders, etc. The fall patterns in decorated crepe paper furnish a large variety of artistic designs, beautiful in coloring.

Window Cards.

Words, pictures and prices can be made all-powerful selling factors for this sale when properly used in display windows.

Price is the key-note of resultful window advertising. Be sure that the price tickets are on every article on display and that these prices correspond exactly with the prices given in the advertisements.

The window cards and the price tickets may be decorated with leaves, ears of corn or some emblem typical of the fall season. They can be produced in bright, warm colors, such as reds and browns, to be in harmony with the general decorative scheme.

The sales of each day can be kept up by attractive window trims, in which are used the features brought out in the advertisements.

All goods on display should be marked in plain figures. The new goods should be marked with more than the price. People desire to buy only the goods they know about, and when you have a new line a few words of description or explanation will make the people buy more readily.

Arrangement of Stocks.

Have all the goods so well displayed that the store will have the appearance of being most complete in its equipment.

Have everything in full view. Do not allow anything to be hidden in the shelves or on the counters. Every special bargain should be labeled so plainly that a sale can be made promptly.

Nothing will turn a customer away from a store more quickly than to find a clerk who does not know about the specials being advertised in his department.

Place all bargain counters so that it will be convenient for the customers to sell goods to themselves.

The bargain counters, as well as other displays of seasonable goods, should be made to look entirely different for each day's sale. After one of these sales clear the windows and bargain tables and place this stock out of sight, so that the new goods to be presented in the following day's sale will have absolute preference.

Suggestions For Arranging Sale.

In following out this sales plan be sure that all the ideas substituted, or incorporated, are newsy and timely. The advertising should insure a steady increase of business during the sale. Make all prices on "leaders" as close as possible and emphasize in particular the value of the bargain.

Quote prices plainly and make comparisons clear. All new goods should be played up strongly in the newspaper advertisements.

In connection with the exploitation of the "leaders," new lines, etc., it

is the purpose of this sales plan to offer special inducements of various kinds to win the public to the store for both present and future business.

Use dead stocks and new, inexpensive articles, such as crepe paper novelties, for free souvenirs.

Give away these souvenirs while they last with every 50 cent purchase.

Be sure to call attention to the next day's advertising; also mention briefly the special features or bargains to be offered on that day.

Sample Advertisement for Advance Hour Sale.

From 9 to 10 a. m. everything on bargain table No. 5 for 5 cents.

From 10 to 11 a. m. everything on bargain table No. 6 for 10 cents.

From 11 to 12 a. m. everything on bargain table No. 7 for 25 cents.

From 2 to 3 p. m. everything on bargain table No. 8 for 40 cents.

The various bargain tables should be placed in the center of the store, near the front, and each table should be numbered to correspond with the position of the number in the advertisement.

Special Inducement Scheme.

This plan is to start the children of the town working for the merchant to earn Christmas money. The boys and girls are invited to come to the store and get cards, which they are to distribute among their friends.

Whenever the bearer of the card buys goods to the value of \$1 the child is credited with 5 cents. One week before Christmas \$5 in gold will be given to the child whose card shows the largest amount. This is given in addition to the money already earned. A suitable advertisement to help out this scheme might read:

FIVE DOLLARS IN GOLD FREE.

We will pay money to boys and girls who will distribute our shopping cards among their friends. They earn money on everything that is bought. A \$5 prize will be given to the one whose card shows the largest amount of cash purchases up to December 19.

There is on the market a great variety of toys and paper novelties made to sell for a penny or more. Lay in a stock of these penny goods and give them away to each child making a purchase of some article on "Boys' and Girls' Day" of the

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.

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**
Selling Agents BOSTON RUBBER SHOE CO.

"Autumn Surprise" sale. This is a starter to get the children acquainted with your toy department before the other merchants start in on their holiday advertising.

The "penny surprise" department is to be advertised as containing articles at penny prices, but the department is to be supplied with all kinds of articles at higher prices. These prices should be low enough to appeal to children. Here are some specimen advertisements for this department:

PENNY DELIGHTS FOR GIRLS.

Candies, pictures, books, paper, tablets, crayons, pencils, pens and holders, thimbles, thread, perfume, bead necklaces, boxes of beads, musical toys, dolls, paper dolls, doll houses, hats and all sorts of pretty paper things.

PENNY DELIGHTS FOR BOYS.

Toys, transfer pictures, garden tools, papier-mache toys, puzzle mirrors, noisy toys, paper hats and caps.

FREE.

Beautiful transfer pictures to every girl who buys something from our Toy Department.

FREE.

Noisy red and black whistles to boys who buy something from our Toy Department.

Limit the time of buying and restrict the number of articles to be purchased and you will stimulate a desire which is sure to result in many sales and large profits.

Do not fill telephone orders. This will compel people to visit the store and see the other goods on display.

Charles L. Pancoast.

The Whining Clerk.

A bad habit is whining. No man under 80 should whine. After that age there are cases when it is excusable. A whiner is not a business getter. He is too busy. A whiner has no faith, no hope, no health—according to his way of thinking.

To grow you have to be told something that hurts. The more it hurts the more you grow. A big word is invulnerable. It means you never touched me. A man that is not touchable is in a bad way. If you whine, cut it out. Turn right about face, boy, and believe in truth. Truth is all faith, all hope, all health. God made these and "they were good."

You can not get ahead if you whine. But you can and you will get ahead when you say and believe that "My work is right back of this counter and I will do my duty to the letter and do it cheerfully and hopefully."—W. E. Sweeney.

Early and Late.

The sound of your hammer at 5 in the morning or at 9 at night, heard by a creditor, makes him easy six months longer; but if he sees you at a billiard table or hears your voice at a tavern, when you should be at work, he sends for his money the next day.—Benjamin Franklin.

ORIENTAL METHODS.

Some Peculiar Features of a Chinese Grocery Store.

Down on Apablaza street, Los Angeles, is a grocery store that would give the average grocer many surprises if he was permitted to look into its way of doing business. N. N. Sing is the proprietor and his grocery store is in the heart of Chinatown. He has no bad bills, yet does a large credit business. He contracts for large shipments and makes large transactions yet no notes or contracts are ever signed where the business is between Chinese. The book-keeping system used in this store is practically the same as is used in American stores, yet it is one that has been used in China for hundreds of years. In other words, the American grocer is using the Chinese methods of keeping books. This strange store sells goods on the least profit possible and yet makes money and furthermore, it is a link in a really practical co-operative system.

Mr. Sing's store is not different in its way of doing business from other Chinese stores, but Mr. Sing is different than other Chinese merchants in that he was willing to give to the Bulletin man a few interesting facts in regard to the Chinese grocery business. Mr. Sing said:

"The Chinese merchant makes little profit on his goods. Hardly any article is sold at a gross profit of more than 10 per cent. and many things show much less profit than that. However, in addition to our book profit, we make money on money exchange. China does business on the silver basis and in the exchange between the United States and Hongkong Mexican dollars are used, as their value is based on the price of silver. We watch for a low exchange rate. For instance, say to-day the exchange between gold and silver at Hongkong is \$42.80 to \$100. In other words, \$42.80 gold will buy one hundred silver dollars worth of merchandise and we make the difference between \$42.80 and \$50. The rate of exchange varies, sometimes running up to \$50 and above. When it gets high we quit buying, and when it gets unusually low we stock up.

"The expense of running a Chinese grocery business is much lower than the American store. We do not deliver goods except very large orders, and the buyer pays the cartage. We pay our clerks about \$35 or \$40 and the book-keeping is handled by the clerk or proprietor. The book-keeping system of a Chinese store is very simple and is one that has been in use in China for hundreds of years. We have two books, a small one and a very large one, made of blank paper, bound together with string. The orders to be charged are put down as they come, one to a page, in the smaller book, and at the end of the day we transfer the amount of the order to the large book, putting it on the page which is kept separate for this man's account. Each Sunday the book is gone over and a statement is made out for each account, but never

itemized, the customer being required to remember what he bought."

When asked whether it was not hard to handle books with the many characterized Chinese numerals, Mr. Sing said: "The Chinese numerals are not so complicated as Americans think they are. Ten numbers are used in conjunction with themselves to make the higher numbers just as with the English numerals. The first ten numbers are Yit, Gay, Sloom, Say, Oom, Look, Tit, Waat, Gue and Sip. Now for eleven we just say "Sip Yit," or ten and one, for twelve "Sip Gay," or ten and two, and for twenty we say "Gay Sip," or two tens, for thirty its "Sloom Sip" and so on.

"The Chinese merchants all deal with each other and buy together. I, for instance, am the importer of liquor, rice and tea and receive two shipments of these goods a month. I sell these goods to the other merchants at a small profit to cover my trouble in handling and they, in turn, sell me nuts, fish, meat and canned goods that they import. Occasionally the different merchants here and in San Francisco charter a steamer and buy goods for all the stores at once, and in that they save freight. Yet with all these deals no merchant signs a contract of any kind, as a Chinaman's word is sufficient to bind him. And this is true with the giving of credit. We have few bad bills and most of them are made bad by the debtor dying. There are no specific terms of credit with the Chinese. Sometimes a bill is paid in a week and sometimes in two months, but never does a bill

remain unpaid after the Chinese New Year, except in rare cases. If a Chinaman should fail to pay his bill it soon gets from one merchant to another and he would never be given credit again.

"If a Chinaman's credit or responsibility is questioned we never go a roundabout way to find out about him, but go right to his family and they tell us exactly what we want to know, good or bad. The Chinese take the position that if they don't give the information about their relatives somebody else will."

The staples in a Chinese grocery store are rice, fish and tea. Next to these is imported dried duck and pork. The dried duck is considered a great delicacy among the Chinese. These ducks are dried whole, legs, bill and all, pressed flat and preserved in peanut oil. Different cuts of dried pork and a kind of dried sausage also is sold in the grocery stores, but it is nothing like the seller that fish is. Fish is imported from China and is either dried, salted or preserved in peanut oil. Almost all Chinese dishes are either made by boiling or steaming and so a Chinese grocery store carries many things for flavoring, such as dried olives, dried lemon peels, ginger and many other things which are strictly Chinese.—Los Angeles Commercial Bulletin.

Keeping Friendship in Repair.

If a man does not make new acquaintances, as he advances through life, he will soon find himself left alone. A man should keep his friendship in constant repair.—Johnson.

Reynolds Granite Shingles
Made of Genuine Asphalt

Here is a proposition for thinking people. We are offering to the trade that can sell construction materials, these excellent shingles at a price which will enable a decent profit to be made. They take up but little room, as enough shingles to cover a good sized house can be stored in a small space; put up in neat corrugated board cartons and are a ready seller.

We are sure an inquiry will cost but a trifle, and we can substantiate everything we say as regards quality, durability, appearance, etc.

The demand is growing rapidly and we invite the attention of good live dealers in construction materials or contractors to our proposition which will make you some money. The death knell of the wood shingles has been sounded, and don't fail to get in on this splendid SHINGLE deal while you can.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.



Pricing Goods So As To Insure a Profit.

No steadfast rules can be laid down for pricing the many articles handled by a general hardware merchant.

While the average cost of doing business, computed on the delivered cost of goods, is above 22 per cent. it is folly to assert that everything handled by the average dealer should be marked 22 per cent. above that cost to make the selling cost before the net profit is added. A considerable amount of common sense must be used in pricing, so as to make all things carry their true share of selling cost, regardless of what some should be sold for.

This for the reason that it actually costs more to handle some articles of merchandise than others, and vice versa.

Stock which turns less than three times per year is, at average prices, unprofitable at the average per cent. of cost of doing business. It is patent that if a line turns but once a year, it will cost more—actually—to sell than a line which turns three times. In the same way a line for which there is a constant and steady demand turning five or six times every twelve months truly costs less to handle than the per cent. found by dividing the gross cost of doing business by the delivered cost of all goods sold during the year.

This can best be illustrated in the case of children's sleds and ice skates.

Last winter, an unusually severe one, created an active demand for these two articles. Hardware dealers, generally, did a thriving business. Whether that trade was profitable or not the writer is unable to say.

Taking last season's sales as a basis for next winter's requirements, a dealer might decide that he could use two dozen sleds, costing \$8.40 per dozen at jobbing point, and six dozen pairs of skates at \$7.20 per dozen. Freight on the sleds would be around \$2.40 and on the skates \$1.80. This brings the cost of sleds, delivered, to 80 cents each, and skates 63 cents per pair.

Applying the rule of marking up 22 per cent. to get selling cost and 10 per cent. net profits, the sleds would sell for \$1.07 (say \$1.10) and skates 81.2 cents per pair (85 cents for even change).

This would be a very satisfactory business if every one of the two dozen sleds and six dozen pairs of skates moved quickly and there was no overcarry. But there is no depending upon seasons. Next winter may be goods stored in the attic, basement or

warehouse, has advanced 11 per cent., or the amount of the net profit made on the stock sold.

In other words, if these conditions were to arise (no worse or no better) the dealer would only have made good by adding 20 per cent. net profit to his selling cost price when the stock arrived.

If, as such goods have a habit of doing, the sleds and the skates should turn out shopworn and rusted, requiring them to be placed upon the bargain counter and worked off in that way, 20 per cent. net would then be all too small. He would still be a loser on this shipment of winter goods.

A careful student of selling costs and practical store accounting would have foreseen this contingency and marked his sleds and skates at least 50 per cent. above the delivered cost, plus cost to sell. The sleds would have sold for \$1.47—department store prices—and the skates at \$1.12.

This may look out of balance to some dealers, this marking a sled which cost 70 cents at the factory to sell for \$1.47, and the skates which cost 60 cents to sell for \$1.12. It is more than 100 per cent. gross profit, and some who have not gotten well advanced in the course of practical store accounting may denounce it as polite robbery.

These goods will make good "fag-end" sellers when winter is almost over. Sleds that sold for \$1.47 marked down to \$1.23 and skates which were \$1.12 reduced to 89 cents. Some will be worked off in that way, causing fewer to be held over until another winter and turning them into money which will be needed for new goods.

Then when the annual or semi-annual inventory is taken they can be depreciated with a knowledge that no matter what price the sleds and skates are finally sold for there will be no actual loss. Besides, sleds and skates are not profitless staples like nails, screws and some other lines, and the heavy profits they carry when studied and marked right will offset the lack of profits in the other goods.

Even the tail-enders can be sold at an actual loss to dispose of and yet show a good margin of profit on the entire invoice of sleds and skates.

It is the secret of the many bargain sales conducted by department stores and big hardware concerns in the larger towns. It is the persons who must have what they want when they want it who pay the shrinkage in prices when the goods get shop-worn and frouzy and out of season. It also accounts for the close figures often

an extremely mild one and sales of children's sleds and skates will, as a natural consequence, be small. Then such goods, if marked by the rule of 22 and 10, would not prove so profitable after all.

Suppose for the sake of argument that only half the stock were moved—sales were twelve sleds and thirty-six pairs of skates. This would leave a dozen sleds and three dozen pairs of skates carried over. The dealer would carry over sleds which cost delivered \$9.60, and skates which cost him \$26.64—total, \$36.24.

On the \$36.24 so tied up must be charged at least 6 per cent. interest, 3 per cent. for storage and 10 per cent. for depreciation, making a total of \$3.91 added to the delivered cost, or \$40.15 for what the hardware dealer had paid \$36.24 for. The bill of made on staples which seemingly are priced at an actual loss.

It is the turn, its frequency or infrequency, which most often makes the price, and when goods are sold very close to cost there is a reason—they are either rapid movers, costing less to sell than the common run of goods, or else they are articles in which a big first profit has been made from first sales.

It might be well to remember that in the big stores the pricing is left to expert price makers who understand the cost of doing business from the first to last letter of the alphabet.

It might be well to remember that one can not classify his selling expense too closely. One must be a good judge of what lines are free movers and what stick at the end of the season. Close classification and the use of the perpetual inventory will lead to care in buying and save loss from carrying over a big stock of goods that move only in certain seasons.

The best buyers are always pessimists. They are ever on the outlook for poor seasons, depressions, panics

and such distressing features of trade. If an article has had a phe-

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



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

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

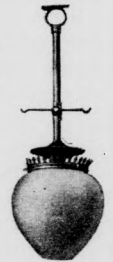
LIBERAL TERMS.

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

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

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

"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.

nomenal sale this season they do not rush into next season's requirements without consulting the conditions and judge that their sales will not come up to this season's record.

They know that the market is always open for them to add to their stock, if necessary, and say it is better to replenish often and in small lots rather than take a chance in loading up the shelves and warehouses with goods which must be considerably depreciated in order to dispose of them, or carry over at the expense of the net profits.—F. E. Goodwin in Iron Age-Hardware.

The Profit in Stoves.

When stove manufacturers have met and discussed the outlook for trade, the condition of the pig iron market and the disposition of the stove dealer to buy at the lowest prices, the fact has come strongly to their attention that the margin of profit is smaller than should be returned from the capital invested, the energy required and the fact that the stove trade has largely become a seasonable business. The old saying that "Well bought is half sold" can be carried to such an extent that a condition may arise when it is possible to buy well, due to the fact that those who have suffered from small profits have come to a realization of the fact, and have taken steps to recompense themselves sufficiently to make up for past shortages. The change in the price of pig iron of one or two dollars a ton is hardly worthy of consideration in the selling price of a stove that may weigh from 200 to 400 pounds. This is particularly true when taken in connection with the fact that there has been no change in the wages of stove molders or other mechanics engaged in the production of stoves and no possibility of a change in view of the high cost of living which all are feeling.

There is nothing to warrant a reduction in the cost of stoves or the selling prices to stove dealers, and there is every reason why the stove dealer should bring these facts to the attention of stove buyers this fall and devote careful thought to the formation of ideas and the explanation of the entire situation to customers, with the further explanation that the expenditure necessary for high-grade stoves is in itself an economical expenditure and one that, in the long run, will best serve their needs. This will enable the stove dealer to make the larger profit himself from the sale of the better goods and also enable him to assist the manufacturer in disposing of that character of product which is supposed to bring the best return to the foundry.

There never was in the history of the stove trade a greater need of salesmanship than at the present time. It is not that character of salesmanship which induces a buyer to take something which he does not want, but rather that higher class of salesmanship in which an honorable man can take pride and which gives the customer a feeling of confidence. It will leave a lasting impression for

good upon all customers if they are induced to purchase high-class articles capable of giving the best possible service, and those who expect to derive a return from their enterprise, as the result of being engaged in the stove business, owe it to themselves, to the stove manufacturers and to their customers to rise above the level of the salesmanship which has been characteristic of the past to a new level that is certain to revert to the credit and advantage of all concerned.—The Metal Worker.

Hints on the Care of Showcases.

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

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

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

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

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

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

The Panama Canal has its troubles just the same as any other ditch where an effort is made to make water go where it was not intended it should. A big section of the canal prison was filled up by a great landslide on the night of September 16. The earth and rocks not only covered up all of the tracks on the east side and filled the canal ditch, but spread over one track on the west side. The slide occurred in Culebra cut at Cucuracha, where the cut is deepest. There are 500,000 cubic yards of earth and rock slowly moving down the mountain side, and hav-

ing exhausted every other means to stop it, the engineers have made up their minds that all of this material, representing more than one-half of 1 per cent. of the total excavation in Culebra cut, must be slowly dug out and removed.

Where Our Safety Lies.

The safety of our country lies in its representative institutions. The reason why the people can not take the place of their own representatives in legislation and administration is that there are far too many people to act and far too many and too complicated affairs for this multitudinous population to attend to. In America, as in Rome, the end would be a paralysis of public business, from which the demagogue would emerge a dictator or despot. The sure way to breed a Caesar or a Napoleon on American soil is to abrogate the American system of representative government. Jacob G. Schurman.

Letting truth in freely lets it in fully.

Faith waits but never keeps its work waiting.

Trials weaken only those who flee from them.

Much piety expires by expiating.

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

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.

- ¶ 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.

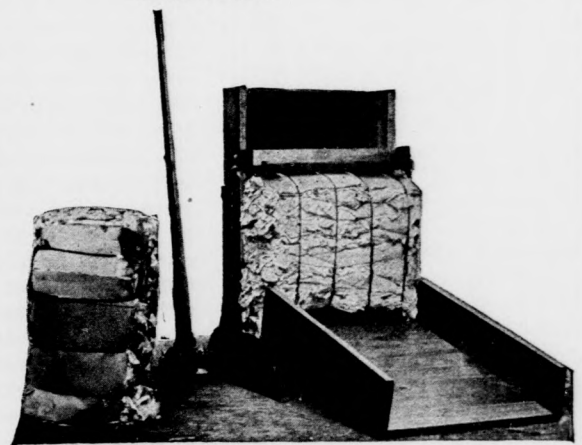
Your Waste In the Way

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

The Handy Press

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Waste Paper
Hides and Leather
Rags, Rubber
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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.

MICHIGAN DRUGGISTS.

They Hold a Profitable Convention at Kalamazoo.

Meeting called to order by President Bugbee at 2:45 p. m. October 4, 1910.

Invocation by Rev. Mr. Martin, of the First M. E. church.

The President introduced Mr. Farrell, Mayor of Kalamazoo, who responded as follows:

"It is certainly a pleasure for me to be with you this afternoon, and on behalf of the city of Kalamazoo I welcome you into our midst. When I came to the door here this afternoon there were not very many here. I was told to be here at 2. I spoke to one of your members about the small number and he said, 'All the officers are down at the Rickman having a big dinner.' I think from the gathering now present that almost all of you must be officers.

"Seriously, I am delighted to welcome you to Kalamazoo for the reason that we are perhaps a little proud, if you will allow me to use the word, of our city. We are trying to do a few things in Kalamazoo in what we like to call 'the Kalamazoo way.' We are glad to have others come here from other parts of the State that we may show them what we are doing and that we may learn of their ways. We are better for the people we meet and the Kalamazoo people are better for having opportunity occasionally to meet those from other municipalities.

"Just since I came into the room I have had the pleasure of talking with one of your members, Mayor Bennett, of Lansing. It has given me much pleasure and I mean to have a further talk with him, and I know the citizens of Kalamazoo will have equal pleasure in talking with you. They will steal a little from you and we hope you will take a little from us.

"There is a further reason why we are glad to welcome you. I was told by one of your members that this is a new organization, only two or perhaps three years old. In this organization we feel that you are working not only for your own interests, which you have a perfect right to work for, but for mankind. You are engaged in a business which affects every individual. In our own city we have, I think, something like forty retail drug stores, which is probably a larger number than any other retail business. These stores furnish labor to a large number of our citizens, they represent large capital, and what our druggists represent to Kalamazoo, I am sure you represent to your various communities, and like any other class of representative business men, your interests are common with the community in which you live, and you should get together to better your own businesses and by so doing you better the conditions in every community in which you live.

"I was very much interested just a few days ago in reading a little about early apothecaries in London, and I may say that you represent a very honorable lineage, that the calling you represent is very old. I suppose that even Adam and Eve had

an apothecary shop somewhere to relieve a possible cramp. Way back in Henry the Eighth's time I read that he appointed a royal apothecary, to whom he paid the large salary of forty francs a year. This is equal to about eight dollars. When I read of that salary it made me feel a little touch of kinship for that fellow, for I felt that his salary was very much like that of a municipal officer to-day. I do not know just how it compares with the salary of apothecaries to-day, but I hope it has been largely increased and perhaps in three or four hundred more years there will be a like increase in the salaries of city officials.

"I want you each to feel that although I do not hand you a key, still, generally speaking, our city is open to you and the entire city will open their hearts and hands to you. I would like to say to you that Kalamazoo prides herself upon a twofold pre-eminence, upon her intellectual institutions upon the hill and upon her industrial institutions down in the valley. Those of you who have not seen our Western Normal School will want to do so. I want you to see that place; it will do you good. It is one of the finest educational institutions in the State. At its head is President Waldo, and he will be glad to welcome you. We want you to go up there because inside of a few years some of you who have sons and daughters will want to send them to a normal school, and we want you to know about ours.

"We have our public schools and a fine academy maintained by the Roman Catholics. All of these institutions of learning we would like to have you see. We would like to have you see our churches and meet our ministers. They are fine fellows and it won't hurt you.

"Down on the plains, as I have said, is the other side of Kalamazoo life, and if you do not see anything else, see one of Kalamazoo's big paper mills. Go over to the coating mills and see some of the manufactories of the finest grades of coated paper.

"I could name over a dozen of the different industries, especially our carriage works, and we also have an automobile factory, but if you have not seen a field of celery growing, do not go home without seeing some, and they are right in their most beautiful condition at present. The fields are green and there is still plenty of celery, and I am sure that it will be a real pleasure to you.

"I will not burden you with telling you what else Kalamazoo has. I certainly trust your convention will not only be a pleasant one, but I hope it will be a profitable one. It seems to me that you have a very solemn duty before you. You represent great interests in this country and, to use a slang phrase, it is 'up to you' to protect them, and in so doing to do the best for the State and the cities in which you happen to live. I hope this meeting will be so pleasant that when you have gone the rounds of the other Michigan cities that you will instinctively turn to Kalamazoo; that you will be so de-

lighted with this visit that you will just come here with one accord."

The President then introduced D. G. Look, of Lowell, to respond to Mr. Farrell's address. Mr. Look said: "When I was selected to respond to this splendid address of welcome I certainly congratulated myself. You know a fellow never knows just what he is intended for until he is tried out. I have tried everything else and I thought now perhaps here is a niche in which I might fit. Of course, I naturally fell back on the genial traveling man and several of them very generously responded with suggestions, but when I came to put them together I found them incompatible, so I just decided to follow the suggestion of Brother Walker. He said to me: 'Now be sure and do not go there and say like the street orator, "I am in favor of religious reform; I am in favor of political reform; I am in favor of social reform; I am in favor of—of—of—" when some one in the audience yelled: "chloroform."'"

The President called Mr. Brundage, the First Vice-President, to the chair while the President's address was read. This address appeared in full in last week's issue of the Tradesman.

The report of the Secretary was as follows:

"It is with regret that I find it necessary to make my report orally. The reason is simply that I have not had the time to prepare it. I gave three days of my time last week to work of the Association and came away Monday morning early, and there has been absolutely no time since for me to make my report, for our Treasurer and I have not been together to check up in a long time, and just last night we finished our work at 11:30.

"The membership at the time we finished our work was 526 actual bona fide members.

"The minutes of the convention held in Grand Rapids have been published and I presume some errors have been found.

"I think I was the only one present of the Committee appointed to attend the meeting of the Michigan State Pharmaceutical Association in June at Detroit. At that meeting our itinerant Ven der Birl was formally endorsed and the support of their Legislative Committee pledged to ours.

"Later in the summer, or rather last month, a letter was issued which took the position that the work done by Mr. Dickinson, the author of the Dickinson search and seizure bill, was inimical to the drug trade, and in September a letter was issued calling attention to the fact that he was running for Lieutenant Governor.

"I mention this fact, for at the time it was urged by some of our members that the Association should unite on some one for Lieutenant Governor. This I turned down flatly as we had had an experience with Mr. Dickinson which gave us reason for opposing him and we were reasonable in doing so, but to support either of the other candidates would be trying to make a political ring of the Association. The Michigan State

Medical Society has a great many enemies for the very reason that it has become very largely a political machine.

"I would say that the Legislative Committee has been in session at the hotel with members of the Michigan State Pharmaceutical Association and the Anti-Saloon League. There are some druggists throughout the State who believe that this Association is endeavoring to secure for the druggists of the State more of a chance to sell liquor, and I want to see the Association take steps that will very decidedly cut out those ideas. I found some druggists who stated that in their towns there were druggists advertising in the papers cut prices on liquors. There are others who are making window displays of them. These are the things that hurt the drug business and get it in ill repute and I believe there should be something done.

"There are in the hands of Mr. Riechel here in the room some tickets to the banquet to-night. It is our intention at the banquet to pass around these cards for registration. I have so arranged that they may be filled in and returned to me and if there are any present now who will not be present to-night I would ask them to please fill one out at the close of this session, so we may have a complete list of all those in attendance.

"So far as I remember these are the essential things you want to know."

Upon motion duly made and seconded the report was accepted.

Report of Henry Riechel, Treas.

Members, 526@\$.50	\$2,630.00
Less 6, not paid dues	12.00
	<hr/>
	\$2,618.00
Interest from bank	13.87
	<hr/>
	\$2,631.87
Disbursements	\$ 833.25
Outstanding drafts in bank..	135.00
Drafts on hand	345.00
Checks and cash on hand ..	72.00
Collection fees	49.69
Balance in bank	1,196.93
	<hr/>
	\$2,631.87

Report of the Committee to the convention of the State Medical Society given by the Chairman, H. R. Macdonald. This appeared in full in last week's issue.

At the February meeting of this Association it was decided to send delegates to the State Medical Society convention. You heard me report the original committee appointed. All of this Committee were unable to attend with the exception of myself, but finally E. W. Austin, of Midland, E. H. Liephart, Cadillac, and Spencer Van Ostrand, South Haven, did go to Bay City. I might say in the first place, before we got to the meeting some work was done on the membership list and during three days twenty-three members were added.

Our argument on the Medical Dispensing question was printed last week. Their meeting was exceedingly crowded, and, whereas, we should have begun at 10 o'clock, it was 12:45

and there was not sufficient time to present the paper in full and have it discussed. It will be printed in the minutes of their meeting.

Dr. Sawyer, as Chairman of the Legislative Committee, definitely promised us the support of that Committee to the vendor bill. He made the suggestion that he believed a good place to take up the work of education and endeavoring to get physicians to break away from the practice of dispensing their own medicines would be with the county medical societies.

Mr. Bugbee: I believe that during the session there will be some resolutions presented and I think it well to have a committee. The next on the programme is the appointment of temporary committees and I will appoint a committee of three on resolutions:

D. D. Alton, of Freemont; Milo Bolender, of Sparta; A. G. Clark, of White Cloud.

The next order of business is the report of the Legislative Committee, but the Secretary informs me that they will not make their report until to-morrow morning. In view of this I would like to ask E. W. Austin, Chairman of the Membership Committee, if he is prepared to give a report of his Committee. Mr. Austin requested the privilege of postponing the report of his Committee in anticipation of securing additional members during the afternoon and evening.

Then followed the address of Mr. Whipple, of the American Retail Druggists' Association:

"I am pleased to meet with you here this afternoon on this occasion. Two or three weeks ago I was in this city. The local Association had a meeting to prepare for your coming and extended to me the courtesy of that meeting, and I wish to say that the Kalamazoo Druggists' Association seems to me one of the best that I ever attended. Everything was harmonious and the ideas that I got from that meeting were that you people are about to take up the proposition of passing a peddler and vending bill.

I have just made an extensive trip through the West and I think it might be well to mention to you some facts existing in other places: In North Dakota I was at their State meeting. The people up there are going to try to repeal the liquor law so they can fill doctors' prescriptions. They are also going to try and pass a model peddler and vendor law, similar to the Illinois statute.

"You have all heard about this million dollar corporation. In the little town of Fargo they have four of the best stores and they are undermining the trade of the old registered pharmacists. Over in Montana they are going to pass the peddler and vendor law. That State has never been open to the farmers until last year. In Minneapolis in 1907 the Legislative Committee appointed a man named Robinson to formulate and get a vendor bill through in that State. He succeeded in getting a bill through of \$25 for a one-horse wagon and \$50 for a team. The bill was pre-

sented to Governor Johnson and vetoed. Governor Johnson used to be a druggist and he said that was one of the worst bills he ever saw; that if the druggists wanted to put a bill through, he knew they would want a good bill, but he died and it was dropped. Very few druggists realize the enormity of this peddler and vendor bill.

"In the State of Iowa, one of the grandest states in the Union, there were 300 peddlers paying a license of \$200 each. Now this year they are going to take up the proposition of a model vendor bill. They feel that a \$200 bill does not prohibit. It gives revenue to the State, but it is not a large enough amount to be prohibitive.

Now back here in Michigan where you people talk of putting in a model law, the State laws undertake to govern the druggist and compel him to be a registered man and to keep a registered man in his store. They leave you then and don't do very much for you. I believe the enormity of this peddler and vendor business is so great that the druggists of any state have a right to compel the Legislature to give them entire control, being governed by the State Board to a certain extent. And I believe that if that were given more thought, you would not wait many years before passing a bill. Your deliberations should be carefully made. While I am in this State I will do what I can. The minute you try to get a vendor bill through you will have the entire interest of the medicine man against you. He will send out thousands and thousands of letters to his fieldmen and they will distribute them to your farmers, and all the farmer has to do is to send them to his representative. The druggists don't do their part to get these bills through. In other states—and I presume it will be the same in this—it has been a hard fight. It is a matter which each druggist should talk over with the physicians and your other merchants who sell teas, spices, coffee and extracts. Advise them what it means to them. I believe that the druggists are justified in making a stand to come out and stand up for themselves.

The President stated that he would not be a candidate for re-election and asked that the convention get their heads together and find a successor at the morning session.

Secretary MacDonald asked the privilege of reading the following letter:

In reply to your letter of September 21st, I would say that the drug inspectors have not as yet secured for analysis samples of drugs from physicians' offices.

Section 6 of Act No. 146, Public Acts of 1909, in part is as follows:

"The said Dairy and Food Commissioner, his deputy, or said drug inspectors or any of them, shall have power to enter into any factory, store, salesroom, drugstore or laboratory or place where he has reason to believe drug products are made, stored, sold or offered for sale, and open any cask, jar, bottle or package contain-

ing, or supposed to contain any drug product, and take therefrom samples for analysis."

I will, therefore, hold that a physician's office comes within the provisions of the act provided drug products are made, stored, sold or offered for sale therein.

Yours very truly,

Colon C. Lillie,
State Dairy and Food Com.

The President then announced that the afternoon's printed program had been completed, but that he would be pleased to hear from anyone who might have anything to say for the good of the order. He stated that he had invited Dr. Jas. H. Beal to attend the meetings, but that owing to his college work the doctor has sent his regrets and extended greetings to the convention, as had also Mr. Bullin, to whom a letter of invitation had been sent.

Mr. Mann was introduced and made the following remarks:

This is the first intimation that I have had that I had been delegated by the American Pharmaceutical Association to address this meeting. I never have been active in the work of the American Pharmaceutical Association, although I am a member. If the President will permit me I would like to talk on the question of the National Association of Retail Druggists. I am very glad indeed to have an opportunity of appearing here and saying a word for the National Association.

If the Michigan Retail Druggists' Association has demonstrated anything at all it has demonstrated a very large amount of association spirit, and I can not help but feel that this is the opportune time to ask to have some of this magnificent association spirit directed into the channels of the National Association.

This association is organized for the help of all retail druggists. Michigan has been identified with the association from its very inception. It was represented at the original convention twelve years ago by not only delegates from the old Michigan State Pharmaceutical Association but by many local associations. Then Michigan has always taken a prominent part in the National Association. You will remember Mr. Prall, of Saginaw, was one of its officers.

I don't want to find fault with Michigan druggists, but I have always been impressed with the lukewarmness that part of the Michigan druggists have shown the National Association. There are many sections of the State that are hardly represented, and yet the National Association has undertaken and does do all sorts of things for their promotion.

Your Secretary, in referring to his recent trip to appear before the State Medical Association, has talked on the medical dispensing question. I wonder if many have realized that this question has been very seriously handled by the National Association in the propaganda work. I don't know of anything that is going to better this more than the judicious propaganda work. The National As-

sociation is constantly preparing literature to be placed in the hands of the physicians, and it is up to the retailer and absolutely up to the retailer to carry this campaign into effect. Letters don't do the business, it is personal contact that does it.

I am reminded that only a few years ago in conversation with some of the members at a Michigan convention in Kalamazoo that as far as prescription writing was concerned, Kalamazoo was off the map. Now it seems to me that in cases of that kind, the weapons the National Association places in the hands of the druggist are just the thing to bring about the proper condition.

The doctor is just like we are, he is a reasonable man and he may be gotten out of this with proper persuasion. The way to decrease the dispensing of medicines is for the druggists to get in right with the physicians. In fact I don't know of a stronger organization in the country to-day than the medical association. They have national, state and local societies, all working to one common good, and they are a mighty powerful organization. It is our business, it seems to me, to get closer to that organization, and the first step is in a local way. If there is anything I would like to urge it is a little more local N. A. R. D. spirit among the retail druggists.

I am just back from the National meeting in Pittsburg, which meeting was a particularly good one. It stands to-day for three main issues—protection, legislation and propaganda work. Now, gentlemen, no association can do anything unless the rank and file step in and help out.

Mr. President, I believe your members would like to get out and take in some of the beauties of Kalamazoo that the mayor has told us about. I did not want to say anything more than to extend the greetings of the National Association, but I do hope that our Michigan druggists will awaken to the benefits of the N. A. R. D.

Meeting adjourned at 4:10 p. m.

(Continued next week)

Epigrams.

We help ourselves when we help others.

You can not escape difficulties by avoiding religion.

There are no self-made men. We are what we are made by others.

If I can touch one human heart for good I have not spoken in vain.

If a man waits until he himself is perfect before helping others he will never help anybody.

Man has a mind and a soul and the mind is greater than the man and the soul is greater than the mind.

The man who stops to calculate how much good will come to him out of the good he does will never do any good.—W. J. Bryan.

Ability Only a Loan.

Live, as it were, on trust. All that is in you, all that you are, is only loaned to you. Make use of it according to the will of Him who lends it; but never regard it for a moment as your own.—Fenelon.



Dealing With Customer Who Has a Grievance.

How to deal with the customer who cherishes a grievance is a problem that is always recurring to salesmen in every line—and comparatively few have mastered the art of placating the injured one, satisfying him and increasing his trade, and at the same time defending their firm from unfair demands.

This requires as much of the "velvet touch" as it takes to sell goods. In many cases a complaint from a dissatisfied customer can be turned to good advantage, provided the man who complains has been sincere, but mistaken, in his ground for making it.

The salesman should take a conservative attitude until he has thoroughly investigated the cause of the trouble. If he launches immediately into assurances that the customer "must be mistaken," the latter, who feels certain for his part that there can be no mistake, considers that insult to his mental powers has been added to whatever injury he has sustained, or believes he has sustained. Besides being angry he then becomes obstinate and more exorbitant in his demands for reparation.

Complaints, therefore, require more delicate and careful handling than many salesmen are accustomed to give them.

A searching enquiry into all the merits of the case and all the circumstances under which the customer is doing business with the house—his basis of credit included, if that happens to be an uncertain quantity so far as the salesman is concerned—is at once the surest safeguard against imposition, and the line of conduct best calculated to show the equitable intention on the part of the house.

Then if the salesman finds that there is justice in his customer's claim, he should do whatever he is privileged to do in the way of reparation promptly and with cheerfulness. It is a mistake to haggle in such cases, or to make amends with which the customer is, with reason, less than satisfied. It is worse to assure him that the matter will be adjusted at once—and then, having appeased him and secured another order on the strength of this promise, to let him go indefinitely.

In cases where the customer's grievance is purely imaginary, or where it is "faked" because he wants to get the goods off his hands—and these cases are rather more numerous than any others—the salesman

should take a firm stand for the rights of the house.

It is poor policy to acquiesce in the customer's complaint when it is groundless, merely through fear of offending him and losing his patronage. If he has made a mistake it will be apparent to him sooner or later—at some time when the matter has blown over the salesman can depend upon being able to demonstrate the fact. Then his customer is bound to respect him for the stand he has taken, and will be ready usually to renew their business relation on a more substantial basis than before. But if the salesman weakly sides in with the customer, believing that course is politic, he makes himself liable to criticism both from his house and from his customer, for when the latter finds out, as he is practically certain to do, that his claims were unfair, it will appear to him that the salesman is a weakling and the house he represents is poorly managed.

The manner in which some salesmen jump at the conclusion that the complaining customer must always be right and the house wrong, is a reflection either on their loyalty or business judgment.

To illustrate this: A salesman for a piano house sent in an order for a mechanical piano-player to be furnished to a certain dealer. On a subsequent visit to this dealer the salesman was told that the article had proved entirely unsatisfactory—that it was not at all as had been represented. The dealer insisted on returning the instrument, which he said he could not use.

The salesman accepted his customer's word for it without an investigation, or at least without a sufficient investigation, and wrote to his firm a rather sharp letter, stating that this customer had been egregiously imposed upon—that the instrument delivered to him was anything but what was represented, and that its return to the makers was necessary in order to sustain their reputation for fair dealing and to retain the customer's patronage.

When the instrument was received at the factory it was tested and found to be perfect in every particular. There was absolutely no ground for the complaint which had been made against it, and which was obviously a fabrication. Investigation showed that this Western dealer's account with the firm had been greatly overdrawn. It was evident that after ordering the instrument he felt the responsibility too great for him and wished to crawl out of the debt

which he had incurred in purchasing it.

Although this was a very common mode of procedure, the salesman, in spite of several years' experience on the road, was not "wise" to it, or else was favorably prejudiced where that particular customer was concerned. He received a letter from his house calling attention to the absurdity of the position he had placed himself in and warning him to be sure of his grounds before venturing another such criticism, or demonstrating such a lack of confidence in his goods. This is only one of many cases which come up to the sales manager, to show that salesmen need to develop a special capability in handling complaints, quite as much as in taking care of old accounts or developing new business.

Salesmen should remember they are working for the house that pays their salary.

Working for the customer is frequently a failing with men left to their own resources and absent from the guiding influence for a long period of time. To consider every complaint in its broadest sense should be the effort of all salesmen.

In a line like ours, which includes 15,000 items, the salesman must exercise initiative in knowing when and where to specialize on one item. If he lacks initiative he is altogether without recourse when a prospect, objecting to the line in general as too high priced or as not adapted to his special trade, refuses an order and closes the interview. But, in such an instance, the man with initiative—of creative temperament—immediately sizes up the prospect and the class of trade his customer probably supplies; judges which particular item out of the many thousand in the line is best adapted under these conditions, and makes it the subject of a selling talk which proves irresistible and lands an order for that particular specialty. After this is accomplished the customer finds himself in a different frame of mind regarding the entire line. His interest once aroused with regard to one item can easily be diverted to several specialties suited to his trade. In most cases it will not be difficult to sell him as large a quantity of goods as seems practicable.

It is a hopeless case for the salesman if he has not the initiative which enables him to steer off generalities and launch into the particulars most likely to prove interesting to the individual customer according to his standing and environment. A salesman must know instinctively when to address the eye and when to address the ear of a prospect. He must know when the prospect, reflecting the tastes of his customers, is likely to be most interested in goods which he can recommend for their finish and appearance in relation to their cheapness—and when he is a man of the class to whom a cracked, dingy, weatherbeaten Stradivarius is infinitely above compare with the most polished and elaborately inlaid piece of modern violin creation.

If he is turned down at his first approach he must not only have the courage to proceed, in spite of it, to introduce his business, but he must have the creative temperament to erect some sort of common ground between the prospect and himself—some bond of common sympathies, inclinations or critical standards. This can be done by a casual word—if it is the right word.

An American Penny Brings \$340.

A one-cent piece brought \$340 at a recent auction in New York City. According to experts, the price is the largest ever paid for an American penny. The largest previous price recorded for the small coin is \$275. The one-cent piece was coined in the year 1793. It is of the Liberty Cap variety, and, judging from its clear red color and its even impression, it has probably never been in circulation. Peter Moge, a famous grocer numismatist of Cincinnati, just before his death at the age of 62 years, went all the way to Philadelphia (three years ago, to buy this coin. At the time of his death he was supposed to have the most finely preserved collection in existence. It was during this auction, at the rooms of the Coin Club on East Twenty-third street, that the new record price was paid for the penny. There were other coins at the sale that brought large prices. An 1800 one-cent piece, which had the first cipher of the date printed over a nine, sold for \$86; an 1807 and 1803 penny brought \$76 and \$61 respectively, an 1809 penny sold for \$75 and an 1823 cent for \$80.

Many imagine they have accomplished the journey to heaven when they have only determined the route for others.

Its no use being poor in spirit annually at the time of tax assessments.

"The Smile That Won't Come On"

They all wear it in some hotels. The moment you step in

Hotel Livingston Grand Rapids

you see the word welcome written across every face

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.

CORN FLAKES.

Why They Are Frequently Used in Bread.

Corn flakes are made from the starchy part of the maize kernel. The starch of corn itself has little value for the bread baker in its crude form. It is insoluble in cold water, and can only be dissolved by the disintegration of the organized structures of the granules. On being boiled with water it forms a gelatinous looking mass and dissolves. When examined after boiling the starch granules are seen to have broken up, a small part remaining in the liquid as minute insoluble particles. In this condition starch is very susceptible to the action of the bodies known as ferments. Bearing this in mind, this same change takes place in the process employed in the manufacture of corn flakes, that is, the crude starch granules have become completely gelatinized. The value of gelatinized starch as formed in corn flakes, especially when used in connection with a small quantity of malt extract or malt flour, is not sufficiently understood by many bakers, and it is hoped that these few remarks will make the matter clearer and be of interest to all bakers who are desirous to increase their knowledge in the works of their chosen vocation.

It has conclusively been shown in text books that cooked starch, i. e., corn flakes are more susceptible to "saccharification," that is, sugar is sometimes called saccharum or saccharine matter, hence the term which is applied to this change that the starch thus undergoes. This conversion is due to the ferment known as diastase found in malt and has the power to convert the gelatinized starches of the corn flakes into maltose. Maltose on the other hand is changed by the ferment zymose, contained in yeast, into glucose.

This body is of interest to the baker as being the ultimate form to which all sugars are changed, and in this state is readily broken down into carbonic acid gas and alcohol, which causes doughs to rise. It follows, then, that corn flakes are a very valuable article to the baker on account of its gelatinized starch, its low cost, absolute sterility, its purity and, above all, its great moisture-absorbing qualities. Its use in connection with malt may eliminate the use of cane sugar entirely, and still furnish all the saccharine necessary to give bread the desired sweet flavor and taste. In order to make this clear the result of the following experiments will corroborate the above statement. After the bread was baked and dried and ground the quantities of reducing sugar were determined by chemical test.

No. 1—100 gm. flour, 58 c. c. water, 2.5 gm. sugar gave 5.5 gm. saccharine.

No. 2—100 gm. flour, 56 c. c. water, no cane sugar gave 3.9 gm. saccharine.

No. 3—100 gm. flour, 62 c. c. water, 125 gm. malt, 3 gm. corn flakes, gave 5.4 gm. saccharine.

The different quantities of water

were increased to give dough equal viscosity.

It must be remembered, in making comparisons from this table, that the saccharine matter in the bread is produced in one instance by the action of the diastase contained in the malt extract, in the other by the action of the enzymes in the flour upon the partially disrupted starch granules of the flour itself, and in the third instance by the cane sugar used. The results obtained from these experiments are interesting and worthy of careful consideration, inasmuch as $\frac{1}{8}$ gm. of malt with 3 gm. of corn flakes (perfectly gelatinized starch) produced practically as much saccharine matter as when $2\frac{1}{2}$ gm. of cane sugar were used. In other words, it furnishes the bread sufficient saccharine matter at the least possible cost. In addition to this the corn flakes absorbed twice its weight of moisture in the dough, thereby increasing bulk, a decided gain to the baker.

For the sake of argument, it is admitted that the same chemical action takes place when using any other highly starchy product which has been cooked. Corn flakes, however, eliminates any necessity for previous boiling, since it is already prepared in its manufacture and is very sensitive to the attack of diastase action.

It is also a fact that some of the starch in the flour, which has become disrupted during the milling, is gelatinized by the heat of the oven during baking, giving diastase opportunity to convert some of the starch into sugar. But since raw starch does not gelatinize until the temperature has reached 150 degrees Fahrenheit, which temperature is already higher than the most favorable one for diastase action, and the intervening time during which the temperature of the baking is increased to 175 degrees Fahrenheit (a killing temperature for diastase), is very short, a relatively small amount of the gelatinized starch is converted and the baker therefore is compelled to add the more costly article, cane sugar, in order to produce the desired amount of saccharine matter in his bread. This fully explains the difference of saccharine matter found in experiment No. 2 and No. 3.

It further shows that bread containing gelatinized starch as found in corn flakes is fully as good a sugar producer as when using cane sugar and, as before said, at the smallest possible cost.

To produce the maximum amount of sugar from corn flakes the proportions of malt extract and corn flakes as given should be mixed in about two gallons of tepid water for each barrel of flour to be made into dough, at a temperature of about 140 degrees Fahrenheit. Allow it to remain at this constant temperature for $1\frac{1}{2}$ hours. In this time nearly all of the gelatinized starch of the corn flakes has become converted into maltose. In practice this would show that if 100 pounds of cane sugar at a cost of \$5 be used in bread work the same saccharine matter could be supplanted by using 116 pounds of corn flake, a price of about \$3.50 plus 18 cents

worth of malt, making a total cost of \$3.68, and shows a saving of \$1.32 where 100 pounds of sugar is employed.

Corn flakes besides furnishing saccharine matter have other advantages. They contain some mineral salts and proteids which are very acceptable nitrogenous foods and readily assimilated by the yeast, causing a rapid and vigorous fermentation. They also prepare and soften the gluten, giving to the doughs that much desired velvety feeling, and the maximum expansion in the oven. Corn flakes and malt extract may also be used as a short ferment and makes it possible to decrease the amount of yeast usually used without affecting the quality of the bread.

A formula for pan bread which has been used for years and is giving good results is as follows: Water, 1 quart; malt extract, 40 ounces; salt, 1 ounce; corn flakes, 1 ounce; lard, 1.75 ounces; yeast, .33 ounce; dry milk, .75 ounce, flour, 3 pounds 7 ounces. Of course, this can be increased to any amount.

The directions are, take $\frac{1}{8}$ part of the water to be used at temperature of 82 degrees Fahrenheit and in it dissolve the corn flakes, malt extract and yeast. Let this stand 20 minutes to ferment. It will have risen considerably in this time and fallen; then add to it the balance of the ingredients and make dough.

Corn flakes gives color to the crust, is an absorber of moisture, retains it and keeps bread fresh, and inasmuch as it has no pronounced flavor of its own will not predominate or cover up the flavor obtained from good wheat flour and correct fermentation. This would indicate a third good quality of corn flakes, that is, used simply as a filler for its value as a water absorber only.

While the above tables indicate the use of 6 pounds of corn flakes to a barrel of flour, satisfactory results have been achieved when 10 pounds have been added per barrel of flour. Much depends, however, where corn flakes are used simply as a filler, upon the strength of the flour.

To conclude, I have tried to show that corn flakes can be used in three different ways: First as a sugar producer, second as a yeast saver and third as a means to increase bulk and leave it to each individual baker to adopt either method, and trust to have been instrumental in telling something that may be of value, if not to every baker, at least to some. —A. P. Pfeil in Bakers' Weekly.

Conscience Makes Cowards.

A quiet bashful sort of a young fellow was making a call on a girl one evening not so very long ago, when her father came into the parlor with his watch in his hand. It was about 9:30 o'clock. At the moment the young man was standing on a chair straightening a picture over the piano. The girl had asked him to fix it. As he turned, the old gentleman, a gruff, stout fellow, said:

"Young man, do you know what time it is?"

The bashful youth got off the chair nervously. "Yes, sir," he replied. "I was just going."

He went into the hall without any delay, and took his hat and coat. The girl's father followed him. As the caller reached for the door knob the old gentleman again asked him if he knew what time it was.

"Yes, sir," was the youth's reply. "Good night!" And he left without waiting to put his coat on.

After the door had closed the old gentleman turned to the girl.

"What's the matter with that fellow?" he asked. "My watch ran down this afternoon and I wanted him to tell me the time, so that I could set it."

What Johnny Knew.

The teacher of one of the classes in a school in the suburbs of Cleveland had been training her pupils in anticipation of a visit from the School Commissioner. At last he came, and the classes were called out to show their attainments.

The arithmetic class was the first called, and in order to make a good impression the teacher put the first question to Johnny Smith, the star pupil.

"Johnny, if coal is selling at six dollars a ton and you pay the coal dealer twenty-four dollars, how many tons of coal will he bring you?"

"Three," was the prompt reply from Johnny.

The teacher much embarrassed, said: "Why, Johnny, that isn't right." "Oh, I know it ain't, but they do it, anyhow."

High-Priced Information.

Several Ohio inspectors of dairy products were going the rounds in one town when they came upon a small boy loading cans of milk into a wagon.

"My boy," said one of the inspectors, thinking by the abruptness of the question to take the boy off his guard—"my boy, do you put anything in that milk?"

"Yassir," said the boy, promptly. "And what is it?" asked the inspector, in his kindest tone.

"That's tellin'," responded the lad, with a sly wink, "but I'll put you next if you'll each give me a quarter."

Whereupon the inspectors immediately clubbed the necessary seventy-five cents, which they put into the boy's hand, saying: "Now, what is it, son?"

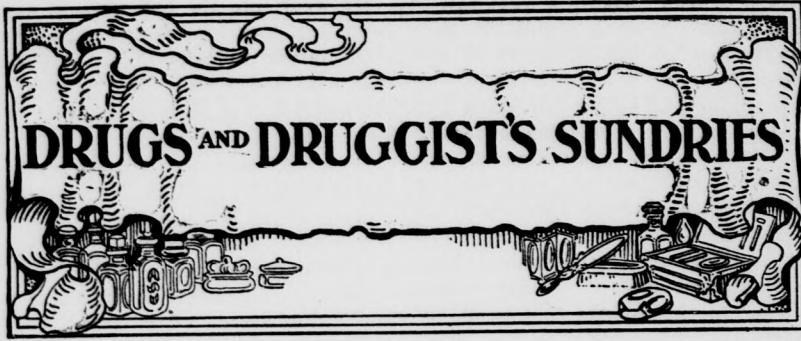
"I put the measure in every time I take any milk out," replied the boy, as he jumped into the wagon and drove off.

She Was An Emetic.

Mrs. Macy discovered her English maid very ill, and beside the bed a huge bottle of medicine.

"Harriet, why didn't you let me get a doctor instead of taking this horrid stuff? How much did you take?"

"Well, doctors come 'igh. Besides, they used hit fer th' children w're I wuzt lived. I went by th' directions. They said ten drops fer a hinfant, thirty drops fer a hadult an' a table-spoonful fer a hematic. I knew I wuzn't a hinfant ner a hadult, so I must be a hematic. 'Owever, th' pesky stuff 'as purty nigh turned me hinside hout."



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.
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Michigan Retail Druggists' Association.
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 Second Vice-President—C. H. Jongejan, Grand Rapids.
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 Next Meeting—Kalamazoo, October 4 and 5.

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 Next Meeting—Battle Creek.

SLOW POISON.

So Slow That It Never Results Fatally.

It was Voltaire who replied when his physician informed him that "coffee was a slow poison": "Yes, I know it is a very slow poison. It has been poisoning me for the last seventy-two years and I am not dead yet." And it was Sydney Smith who advised his friends: "If you want to improve your understanding drink coffee. It is the intellectual drink."

The early history of coffee informs us of its use among the Arabians for its curative powers, as well as for its exhilarating properties. It was used in Mecca and Morocco originally for the purpose of overcoming torpor and drowsiness by the Mohammedans, its exciting and sleep-dispelling power tending much to bring it into popular favor in these cities as a medicine as well as a beverage. It was learned that this "benign liquor purified the blood by gentle agitation, dissipated the ill-condition of the stomach and aroused the spirits."

It dispels languor, stupor and lethargy, and as an antidote is a specific in all cases of poisoning by morphine and opium, while in the treatment of spasmodic asthma, as well as in the cure of whooping cough, cholera infantum and similar complaints, its utility has been well established. It is also an excellent preventative against all infections and epidemical diseases, while in hysterical attacks—for which, in many instances the physician can find no diagnosis—coffee has proven to be one of the greatest helps.

Coffee and pepper is highly recommended as a sure specific for rheumatism, as well as for many forms of gout, the proper proportions in such cases consisting of one pint

of strong, hot black coffee, which must be perfectly pure, seasoned with a teaspoonful of pure black pepper, to be thoroughly mixed and taken just before retiring. Quite a number of chronic cases of rheumatism are reported on excellent authority to have been cured by a single dose of this simple remedy. The greatest care, however, has to be taken that cold is not contracted through the free perspiration which follows its use. Yet colds may also be broken and cured by its administration.

Another use for coffee medicinally is in nausea and violent retching, for which purpose a strong infusion is first prepared and "sipped" slowly while very hot. While this simple remedy often acts effectively alone it will be found much more so if a strong mustard plaster is applied to the pit of the stomach at the same time. The beneficial effects of hot, strong, black coffee in extreme cases of alcoholism is already well known, but is not as yet fully appreciated in all such cases. Those who may desire to rescue a drunkard from his bond will find no better substitute for alcoholic liquors than strong, fresh-made coffee, in the proportions of two ounces pure coffee to one pint of boiling water, administered without the addition of either milk or sugar in such instances.

In the treatment of spasmodic asthma its utility has been well established, coffee proving an excellent remedy for the complaint. Those who do not know how to cut short their attacks and have not tried coffee should do so by all means, as it often succeeds admirably when all remedies have been tried and failed. In such cases the coffee should be made very strong, in fact, perfectly black, weak coffee in such cases doing more harm than good. Again, if made very strong much need not be taken at a time, a large quantity being a positive disadvantage, as it is less rapidly absorbed and only serves to distress the stomach. It must be administered without the addition of either sugar or milk, like French "Cafe noir" and taken on an empty stomach.

It is now more than thirty years since Dr. Lardarabilco, of Paris, called attention to the great value of raw coffee in hysteria and nephritic diseases and who, after having continued to prescribe the remedy for over a third of a century in many hundreds of almost hopeless cases, still continues to use it with marked success in the treatment of liver and kidney complaints, which have persistently resisted all other treatments. His formula is to place three

drams of raw coffee beans in a tumblerful of cold water, the best results being obtained from a combination of Mocha, Bourbon and Martinique coffee in equal parts of one dram each, and allow the infusion to strain over night. Then, after being properly strained, take on an empty stomach the first thing on rising in the morning. This simple remedy has been a sovereign one in numerous cases of renal and hepatic colics, as well as in diabetes and migraine or nervous headache, which, while rebellious to all other treatment for years, readily yielded to this raw coffee infusion.

Coffee acts powerfully on the respiratory organs, increasing the rate of respiration more than ten and also the pulsation. Again, coffee by diminishing the action of the skin, lessens also the heat of the body, but increases the heart's action and fullness of pulse, thus exciting the nervous membranes. It is, therefore, better adapted for use among the poor and feeble as a dietical beverage, the exhilarating and stimulating effect on the human organization being due chiefly to the characteristic principles which it contains.

It may at first sight seem unnatural to claim that a substance which restricts tissue waste should be used for the purpose of quickening certain other functions, more especially of the brain. Yet the physical activity and mental exhilaration it causes explains the liking shown for it by so many men of science, poets, scholars and others devoted to thinking and writing. All of these occupations involve increased waste of tissue in the brain, as well as in the spinal marrow, the very action which coffee is claimed to restrain. In order to reconcile these apparent incongruities it is maintained that coffee does not act primarily as a cerebral stimulant, but only secondarily by removing the vascular plenitude occasioned by prolonged study, a full meal, but more especially by morphine, opium, alcohol or other agents which directly tend to cloud the brain with blood.

From these facts may be advanced by some authorities that a community possessing such great powers and capacity for such energetic action must of necessity be injurious by habitual employment as an article of diet—drink or at least not without some injurious and deleterious properties. No corresponding ill results, however, or nervous derangements are ever observed after its first effects have disappeared, as are to be noticed in other narcotics and stimulants. The action imparted to the nervous system by coffee is natural and healthy in the extreme, in proof of which it has been shown that habitual coffee drinkers generally enjoy good health and spirits, some of the longest lived people having used coffee from their earliest infancy without experiencing any inconvenience, depressing reaction or other ill effects from it, all of which goes to prove conclusively that Voltaire was right when he termed coffee "a very slow poison."

One little deed is worth reams of endorsements of big deeds.

Want Unreasonable Features Eliminated.

Traverse City, Oct. 11—The Legislative Committee of the Michigan Retail Druggists' Association and the State Pharmaceutical Association talked over the situation with Mr. Holsapple and Mr. Marsh, of the Anti-Saloon League. There was one point on which they could not agree. The Anti-Saloon League insists that the provision requiring a prescription for the purchase of liquor in dry counties be retained and the druggists believe that another scheme would be effective in keeping out the "saloon druggist" and be more reasonable in operation.

The scheme favored by the druggists is that of an affidavit. These affidavits are to be supplied by the State and serially numbered, charged up at the time supplied and must be accounted for. Under the operation of this measure the purchaser who misrepresented or misused liquor purchased would be guilty, the same as a druggist who disobeyed the law, and yet would permit lawabiding citizens to secure such liquor as was needed for legitimate purposes without the trouble and expense of securing a prescription.

The mention made of the requirement of the prosecuting attorneys supplying a list of the drunkards of the county was stricken out.

The druggists do not want "the bars let down." They do not want a recurrence of the flagrant violation of the law that existed under the old local option law, but do want the unreasonable features of the present Dickinson search and seizure law eliminated.

H. R. Macdonald, Sec'y.

Life.

Life is just what we make it. It is no mystery save to the aimless; no task save to the faint hearted; no hardship save to the indolent; no suffering save to the sinful. The weak-knees, sleepy-heads, self-seekers and sense-gratifiers alone shout, "Luck!" Wise is he who recognizes as his daystar a stout heart, a clear mind, an earnest purpose and substantial habits.—Harry F. Porter.

Ideals.

So long as one aspires, daily putting ideals into circulation through the avenues of homemaking, house-keeping, business relationships, keeping much in the open air, there is no danger of morbid introspection. Unless we make use of our ideas they are nothing but spiritual anesthetics.—Helen Rhodes.

Second hand piety can not make even a second rate saint.

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Wholesale Novelties, Post Cards

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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.

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42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oieum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Mentha, Morphia, Myrica, Nux Vomica, Opil, Pyrethrum, Quina, Rubia, Saccharum, Salacin, Sanguis, Sapo, Soda, Sptis, Strvchnia, Sulphur, Tamarinds, Terenbenth, Thebromae, and Vanilla.

HOLIDAY GOODS
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OUR line of samples for Holiday Season are now on display in Manufacturers Building, Ionia street, upon the second floor. Please write or telephone us and arrange for such a time as suits your convenience, and allow us to say that the earlier we can have your order the better we can serve you.

Our stock is larger and better selected than ever before.

Yours truly,
Hazeltine & Perkins Drug Co.,
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LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use
Simplest, cleanest and most convenient device of its kind on the market.
You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.
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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

Index to Markets By Columns table listing various goods and their corresponding column numbers (A through Y).

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, COCOA, COFFEE, COCONUT, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, COCOA, COFFEE, COCONUT, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISHING TACKLE, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 3: LIMBURGER, PINEAPPLE, SAP SAGO, SWISS DOMESTIC, CHEWING GUM, AMERICAN FLAG, BEEMAN'S PEPSIN, ADAMS' PEPSIN, BEST PEPSIN, BEST PEPSIN 5 BOXES, BLACK JACK, LARGEST GUM MADE, SEN SEN, SEN SEN BREATH PERF, YUCATAN, SPEARMINT, CHICORY, WALTER BAKER & CO'S GERMAN'S SWEET, PREMIUM, CARACAS, WALTER M. LOWNEY CO., CIDER, SWEET, REGULAR BARREL 50 GALS, TRADE BARREL 28 GALS, 1/2 TRADE BARREL 14 GALS, BOILED, PER GAL, HARD, PER GAL, COCOA, CLEVELAND, COLONIAL, COLONIAL 1/2 S, EPPS, HUYLEY, LOWNEY, LOWNEY 1/4 S, LOWNEY 1/2 S, LOWNEY 1 S, VAN HOUTEN, VAN HOUTEN 1/2 S, VAN HOUTEN 1/4 S, VAN HOUTEN 1 S, WEBB, WILBUR, WILBUR 1/2 S, WILBUR 1/4 S, COCOANUT, DUNHAM'S 1/2 S, DUNHAM'S 1/4 S, DUNHAM'S 1/8 S, BULK, COFFEE, COMMON, FAIR, CHOICE, FANCY, SANTOS, RUBI, SCALLOPED GEMS, SCOTCH COOKIES, SPOICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPOICED GINGER CAKE, SUGAR CAKES, SUGAR SQUARES, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WEVERLY, IN-ER SEAL GOODS, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, ATHENA LEMON CAKE, BARONET BISCUIT, BREMMER'S BUTTER, WAFERS, CAMEO BISCUIT, CHEESE SANDWICH, CHOCOLATE WAFERS, COCOANUT Dainties, FAUST OYSTER, FIG NEWTON, FIVE O'CLOCK TEA, FROTANA, GINGER SNAPS, GRAHAM CRACKERS, 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, UNEDA BISCUIT, UNEDA JINJER WAYTER, UNEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN BISCUIT, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO, NABISCO 25c, NABISCO 10c.

Table 4: COCONUT BRITTLE CAKE, COCONUT TAFFY BAR, COCONUT BAR, COCONUT DROPS, COCONUT MACAROONS, COCONUT HONEY CAKE, COCONUT HON FINGERS, COCONUT HON JUMBLES, CRUMPLETS, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLORABEL CAKE, FLUTED COCONUT BAR, FROSTED CREAMS, FROSTED GINGER COOKIE, FROSTED HONEY CAKE, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., GINGER SNAPS N. B. C. SQUARE, HIPPODROME BAR, HONEY CAKE, HONEY FINGERS, HONEY JUMBLES, HONEY FLAKE, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOTTLED SQUARE, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, HAND MD., PRETZELETtes, HAND MD., PRETZELETtes, MAC. MD., RAISON COOKIES, REVERE ASSORTED, RITTENHOUSE FRUIT BISCUIT, RUBI, SCALLOPED GEMS, SCOTCH COOKIES, SPOICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPOICED GINGER CAKE, SUGAR CAKES, SUGAR SQUARES, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WEVERLY, IN-ER SEAL GOODS, ALBERT BISCUIT, ANIMALS, ARROWROOT BISCUIT, ATHENA LEMON CAKE, BARONET BISCUIT, BREMMER'S BUTTER, WAFERS, CAMEO BISCUIT, CHEESE SANDWICH, CHOCOLATE WAFERS, COCOANUT Dainties, FAUST OYSTER, FIG NEWTON, FIVE O'CLOCK TEA, FROTANA, GINGER SNAPS, GRAHAM CRACKERS, 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, UNEDA BISCUIT, UNEDA JINJER WAYTER, UNEDA LUNCH BISCUIT, VANILLA WAFERS, WATER THIN BISCUIT, ZU ZU GINGER SNAPS, ZWIEBACK, IN SPECIAL TIN PACKAGES, FESTINO, NABISCO, NABISCO 25c, NABISCO 10c.

Table 5: CHAMPAGNE WAFER, SORBETTO, NABISCO, FESTINO, BENT'S WATER CRACKERS, CREAM TARTAR, BARRELS OR DRUMS, BOXES, SQUARE CANS, FANCY CADDIES, DRIED FRUITS, SUNDRIED APPLES, EVAPORATED, CALIFORNIA APRICOTS, CORSICAN CITRONS, IMP'D 1 LB. PKG., IMPORTED BULK, LEMON AMERICAN, ORANGE AMERICAN, RAISINS, CLUSTER, 5 CROWN, LOOSE MUSCATELS 3 CR., LOOSE MUSCATELS 4 CR., L. M. SEEDED 1 LB., CALIFORNIA PRUNES, DRIED LIMA, MED. HAND PK'D, BROWN HOLLAND, FARINA, 25 1 LB. PACKAGES, BULK, PER 100 LBS., HOMOINY, FLAKE, 50 LB. SACK, PEARL, 100 LB. SACK, PEARL, 200 LB. SACK, MACCARONI AND VERMICELLI, DOMESTIC, 10 LB. BOX, IMPORTED, 25 LB. BOX, PEARL BARLEY, COMMON, CHESTER, EMPIRE, PEAS, GREEN, WISCONSIN, BU., GREEN, SCOTCH, BU., SPLIT, ID., SAGE, EAST INDIA, GERMAN, SACKS, GERMAN, BROKEN PKG., TAPIOCA, FLAKE, 10 0LB. SACKS, PEARL, 130 LB. SACKS, PEARL, 24 LB. PKGS., FLAVORING EXTRACTS, FOOTE & JENKS, COLEMAN VANILLA, NO. 2 SIZE, NO. 4 SIZE, NO. 8 SIZE, COLEMAN TERP. LEMON, NO. 2 SIZE, NO. 4 SIZE, NO. 8 SIZE, JAXON MEXICAN VANILLA, 1 OZ. OVAL, 2 OZ. OVAL, 4 OZ. FLAT, 8 OZ. FLAT, JAXON TERP. LEMON, 1 OZ. OVAL, 2 OZ. OVAL, 4 OZ. FLAT, 8 OZ. FLAT, GRAIN BAGS, AMOSKEAG, 100 IN BALE 19, AMOSKEAG, LESS THAN 19 1/2, GRAIN AND FLOUR, RED WHEAT, WHITE, WINTER WHEAT FLOUR, LOCAL BRANDS, PATENTS, SECOND PATENTS, STRAIGHT, SECOND STRAIGHT, CLEAR, FLOUR IN BARRELS, 25c PER BARREL ADDITIONAL, LEMON & WHEELER CO., BIG WONDER 1/2 S CLOTH 5 25, WORDEN GROCER CO'S BRAND, QUAKER, PAPER, QUAKER, CLOTH, WYKES & CO., ECLIPSE.

Market price table with columns numbered 6 through 11. Contains various commodity prices including flour, sugar, meat, oil, and other goods.

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 pall	2 00
16 oz. tin bucket	90
11 oz. glass tumbler	85
6 oz. glass tumbler	75
16 oz. pint mason jar	85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32

Worden Grocer Co. Brand

Ben Hur	35
Perfection	35
Perfection Extras	35
Londres	35
Londres Grand	35
Standard	35
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 36 5c pkgs., per case	2 60

FRESH MEATS

Beef	
Carcass	6 1/2 @ 9 1/2
Hindquarters	8 @ 10 1/2
Loins	9 @ 14
Rounds	7 1/2 @ 9
Chucks	7 @ 7 1/2
Plates	@ 5
Livers	@ 5

Pork	
Loins	@ 16
Dressed	@ 11
Boston Butts	@ 15
Shoulders	@ 12 1/2
Leaf Lard	@ 13
Pork Trimmings	@ 1

Mutton	
Carcass	@ 10
Lambs	@ 12
Spring Lambs	@ 13

Veal	
Carcass	6 @ 9

CLOTHES LINES

Sisal	
60ft. 3 thread, extra	1 00
72ft. 3 thread, extra	1 40
90ft. 3 thread, extra	1 70
60ft. 6 thread, extra	1 29
72ft. 6 thread, extra	

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

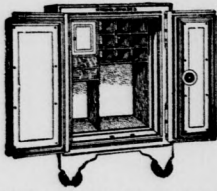
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

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.	1 40
Nelson's	1 50
Knox's Acidu'd. doz.	1 25
Oxford	75
Plymouth Rock	1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size	6 50
50 cakes, large size	3 25
100 cakes, small size	3 35
50 cakes, small size	1 95

Tradesman Co.'s Brand



Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25

TABLE SAUCES

Halford, large	3 75
Halford, small	2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

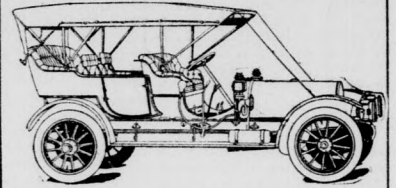
New York

Chicago St. Louis

Minneapolis

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.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Cash For Your Business or Real Estate. No matter where located. If you want to buy, sell or exchange any kind of business or real estate anywhere at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 26

For Sale—A McCaskey system. New. John Coons, Manhattan, Kan. 957

Wanted—Premium users to send for cuts and prices of the best and cheapest rocking chairs on the market. Our factory prices save you 25 per cent. Ohio Chair Co., 26 Fourth St., Williamsburg, O. 956

Wanted—Dry goods man to invest \$5,000; must be capable of taking charge of department, \$100,000 annual business; good opportunity for young man; state experience, salary and references. Address Box No. 709, Weiser, Idaho. 955

For Sale—Best paying cash department store in Southern Michigan town of 15,000. Address No. 959, care Michigan Tradesman. 959

For Sale—Sporting goods, bicycle and talking machine business, doing \$12,000 per year; present stock about \$7,000. Further particulars address C. A. Fenn, Bloomington, Ill. 960

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

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

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—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

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 20 foot oak counter. 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; 1/2 cash, balance on reasonable terms. Address Max Fleischer, 258 Lewis St., Memphis, Tenn. 944

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, 1/4 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

For sale—Protectograph check protectors for \$15; late \$30. Machines made by "Todd." If interested, order one sent on approval. N. Payne, Marietta, Ohio. 861

For Sale—Cheap, a bakery and restaurant in city of over 10,000. Good business, good location. Owner must retire. Address No. 939, care Tradesman. 939

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

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, Manawa, Wis. 927

Why Look Here! H. Winship, of St. Charles Iowa, general merchandise and real estate auctioneer, will sell your goods for you and make you money. 920

For Sale—Twenty-five years established hide, wool and fur business, as the owner retires. The place of business and residence with all the conveniences. \$200,000 is about the amount of business done a year and more could be done. It will be sold for a great deal less than it cost. Address No. 922, care Michigan Tradesman. 922

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

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. R. W. Johnson, Minneapolis, Minn. 913

DEAD

"Yet shall he live again."

Your "spiritual adviser" quotes that at all funerals. If you have a dead business and want it to live again, let me put on for you my Combination Sale. It will sell your merchandise at a profit. Write at once for particulars and state the amount of stock you carry.

G. B. JOHNS, Auctioneer, 1341 Warren Ave. West Detroit, Mich.

Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 907

For Sale—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

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

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 Mantion, 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, Mantion, Mich. 842

For Sale—Drugs, sick room supplies and gift stock in fine condition in a hustling town of 600 in Southern Michigan. Call or write at once, bids received to September 1. Stanley Sackett, Trustee, Gobleville, Mich. 840

For Sale—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 Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

For Sale—On consignment part or whole of \$3,000 general stock; would exchange. Box 596, Fenton, Mich. 896

HELP WANTED.

Wanted—Competent dry goods man for good, permanent position at once. Young man, single. All particulars first letter, age, nationality, experience, references. Address Box 413, 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.

Experienced grocery clerk wants position. All references. A. R. Harvey, Gen. Del., Saginaw. 958

Book-keeper, office manager, wants position with growing or well established firm; All references. 4 years' experience in large textile mill; reason for change, uncertain textile market. F. L. Steiber, 837 Main St., S. Williamsport, Pa. 954

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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 10—The week starts on a coffee market anything but booming, so far as actual transactions are concerned in the way of spot sales. Everybody is in a waiting mood—waiting for buyers on the part of sellers and waiting for—they hardly know what—on the part of the jobbers. In store and afloat there are 2,948,607 bags, against 3,740,000 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way 10 $\frac{3}{8}$ @11c. Mild grades are as dull as the Brazilian sorts, but quotations are well sustained, with good Cucuta quoted at 12 $\frac{3}{4}$ c.

Teas generally are quoted at firm rates. Shipments of green teas from China are likely to be, it is said, 2,000,000 pounds short. Sales of package teas are satisfactory.

Refined sugar sales are "nothing to brag of." There is a slightly lower level. Sales are mostly of withdrawals and little, if any, new business has been recorded. Raw sugars have reached the low figure of 3.90c.

There is a better feeling in the rice market, owing, perhaps, to a higher range of rates in the South. Sales have been quite satisfactory and the trend, generally, favors the seller. Prime to choice domestic, 5@5 $\frac{3}{8}$ c.

Sales of spices, individually, are small, but there seems to be a frequency of these that gives a pretty good total and sellers look for increasing activity from now on as the weather is more seasonable.

Molasses shows improvement from week to week and, with cooler weather, buyers begin to show more interest. Good to prime centrifugal, unchanged at 26@30c.

It seems now almost a settled fact that there will be a decided shortage in the tomato pack, and sellers are holding tight—they claim. Still it is said that supplies of standard 3's can be picked up in Baltimore at 75c. The situation will be watched with a good deal of interest for the next two weeks. Corn is very firm owing to the small amounts offered. When contracts have been filled it is not thought there will remain a very great quantity. Peas are quiet and without any particular change and the same is true of other goods.

Butter has moved up a peg on top grades and the demand is pretty good all around. Creamery specials, 30 $\frac{1}{2}$ c; extras, 28 $\frac{1}{2}$ @29c; imitation creamery, 24@25c; factory, June, 23 $\frac{1}{2}$ @24c; current make, firsts, 23c.

Cheese is firm on the same basis as last report—15 $\frac{1}{2}$ @17c for full cream.

Eggs tend higher. Best Western, white, 26@28@32c — last quotation perhaps rather extreme, but it is not far out of the way. Fresh gathered selected extras, 29@30c; extra firsts, 26 $\frac{1}{2}$ @28c. Supplies are not overabundant of desirable grades.

Sudden Death of A. E. Dore.

St Joseph, Oct 5—A E Dore, one of the best known and most highly respected commercial travelers in this section of the State, was found

dead in his room at the Hotel Whitcomb this noon. Mr. Dore, who represented the drug firm of Fuller & Fuller, of Chicago, and has made this city for the past thirty years, arrived last evening in apparently the best of health and spirits. He greeted his many friends about the hotel and business places and went to his room at 9:30. He usually arose and left the hotel early, and the fact that he did not appear in the office did not arouse any suspicion this morning. Several times during the morning the maid rapped at the door of his room, and when at noon the room still remained locked and no response was received, the matter was reported to the houseman, who in turn reported it to the clerk, John Riley. Mr. Riley entered the room through a window and found Mr. Dore lying upon the floor. Dr. Wilson, the house physician, was at once called and upon examining the body stated that life had been extinct for several hours. The examination also revealed a bump on the head, where he had struck in falling. The doctor gave it as his opinion that the traveling man had died from apoplexy, as he had attended him in two attacks.

Fuller & Fuller were at once notified and carried the news to the wife, who resides in Chicago.

Mr. Dore returned two weeks ago from a month's vacation, which with Mrs. Dore he spent in the East with their only daughter.

The death of Mr. Dore comes as a shock to his many friends in this city, where he was always gladly welcomed by all, his genial nature and sunny disposition making him a general favorite.

The Boys Behind the Counter.

Lansing—Ray Harris, of Grand Rapids, has been engaged by the M. J. & B. M. Buck Co., as furniture salesman. Mr. Harris was formerly traveling salesman for a furniture making concern in Grand Rapids.

Charlotte—R. E. Steinmetz, who has been in the employ of Lamb & Spencer for several years past, has resigned his position and will locate in Jackson where he will be employed by Norris & Co., grocers. The position made vacant by his removal from the city will be taken by Ira Smith.

Benton Harbor—Arthur Leonard has taken a position at the C. H. Slayton grocery on Pipestone street.

Big Rapids—Roy Streeter has taken a position as clerk in C. D. Carpenter's dry goods store.

Monroe—Mark Osgood has taken a position as retail salesman with A. E. Cicotte, the grocer.

Charlotte—William Kinsman, who has been in the employ of Jas. H. Bryan for several years past, will take the position in D. H. Bryant's drug store, recently vacated by Jay N. Swift.

The Tradesman urges all its readers to read the short story entitled One Way Out in the last issue of the Saturday Evening Post. It is one of the best short stories ever written and is so helpful and so suggestive to the man who thinks he is down and out that it can not fail to do an enormous amount of good.

Opportunities For Girl Who Clerks in a Bookstore.

There is no public place of employment where a working-girl is surrounded by so many refining and elevating influences, and has so many opportunities for mental improvement, as clerking in a bookstore. Living constantly surrounded by the best in books, pictures and magazines, she—no matter what her social status, moves in the best society while in the store.

As St. Paul advises us to show ourselves friendly if we want friends, so the clerk, if she wishes to be on familiar terms with her associates must likewise make friends of the books, the pictures and the magazines. Let her study them and their characteristics, so that she will be able to properly introduce them to customers. Learn what books are suitable for men, for women, and for children; glance over the "Best Sellers," so that she will know which to recommend. "Best Sellers," alas, do not always indicate appreciation of literature in their buyers! Classics are, on the other hand, always to be relied on; they are the wheat which has been winnowed by the ages and saved for seed. The reading Public, as a rule, knows but little of the "Best Writers;" it should be her duty as well as pleasure, to see that it is made better acquainted with them. She should look through the contents of the current magazines, and call attention to the leading articles in each. Usually she can find time to read a bit of fine verse, a short, sparkling story or a clever article on timely topics, and it is always wise to call attention to them. She will find that people like to be told about such things, and are usually willing to accept suggestions.

As to pictures, if they are well-chosen, no matter how cheap the prints, they are capable of vast influence. She should learn something of their history, of the artists who painted them or drew them, and she will learn to intelligently appreciate them and cause the customers to appreciate them as well. As in books, the old masters are always safest, though of course the splendid modern artists should not be neglected.

Even the Fashion Books can teach something—that the ultra French styles are only for people who can afford extravagant and costly gowns, and that the simpler but more distinctive American designs are for the business girl, the school girl, and the woman of good taste but moderate means.

It is always well that she keep informed on the correct styles and sizes in stationery, visiting cards and all other things kept in stock, for by these means customers will gradually come to depend on her good judgment, and to respect her for her attainments. And she will also come to have friends among the people whose friendship is most to be desired—people of learning, intellect and refinement.

Necessarily all girls and women employed in occupations that place them before the public should be im-

maculately neat in appearance; laundry bills are not the most extravagant luxuries a girl can indulge in; they are, in fact, absolute necessities, and where retrenchment is to be made let her economize in other things rather than plenty of clean, immaculate garments.

The remuneration in a book, or picture store may not be so much as in some other branches of employment, but the opportunities make up for it—sometimes a hundred-fold.

They Were All Settin'.

A farmer was sawing wood, when it occurred to him that he ought to have the help of one or more of his five boys. Lifting up his voice he called, but not a boy appeared.

At dinner of course they all appeared, and it was not necessary to call them.

"Where were you all about two hours ago, when I wanted you and shouted for you?"

"I was in the shop, settin' the saw," said one.

"And I was in the barn, settin' a hen," said the second.

"I was in gran'ma's room, settin' the clock," said the third.

"I was in the garret, settin' the trap," said the fourth.

"You are a remarkable set!" remarked the farmer. "And where were you?" he continued, turning to the youngest.

"I was on the doorstep, settin' still."

The Drug Market.

Opium—Is dull and easier.
Cocaine—Has been advanced 25c an ounce.
Menthol—Has advanced.
Gum Asafoetida—Has again advanced and is tending higher.
Prickley Ash Bark—Is higher.
Haarlem Oil—Has declined.
White Castile Soap—Will soon be advanced.
Glycerin—Is very firm at the advance.
Sassafras Bark—Is higher.
Juniper Berries—Have declined on account of the arrival of the new crop.
Otto of Rose—Is higher.
Goldenseal Root—Is very high and steady.

Petoskey correspondent writes: F. J. Fessenden, of the Fallas Drug Co., is combining pleasure with business and also helping out his friend, A. W. Peck, who is the genial traveling salesman for Hazeltine & Perkins. Mr. Peck wanted to take a vacation of four weeks and so Mr. Fessenden is filling his place on the road for him.

GUAVA JELLY

\$6.00 per case of 24 8 oz. sealed jars

GRAPE FRUIT MAR'L

\$6.75 per case of 24 10 oz. sealed jars

PINEAPPLE MAR'L

\$5.65 per case of 24 10 oz. sealed jars

MANGO-CHUTNEY

\$6.75 per case of 24 8 oz. sealed jars f. o. b. New York, direct shipment from Porto Rico. Guaranteed under pure food law to contain only ripe fruit and sugar.

Fenimore & Co., Trenton, N. J.

It's a Good Time,
About Now—



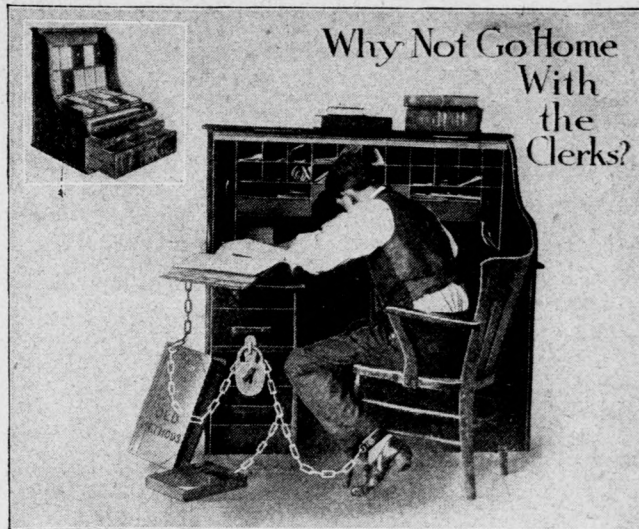
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helps you sell them,
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packs no private brands,
protects quality, because
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believes in his goods and
stands for
reciprocity.

For the Chilly Days

Some of your customers no doubt have been led to think that Shredded Wheat is a "Summer food." Of course it is a Summer food—but it is just as wholesome, nourishing and strengthening in Winter—or in any other season.

Here's a hot dish, full of warmth and strength, for a chilly day: Heat the Biscuit in the oven to restore crispness; pour hot milk over it, adding a little cream and a dash of salt. It is better for children and grown-ups than mushy porridges.

Shredded Wheat

is equally delicious in Fall and Winter with sliced bananas, stewed prunes, peaches or other fruits. Take a little time and tell your customers about it. It will please them and add to your profits.

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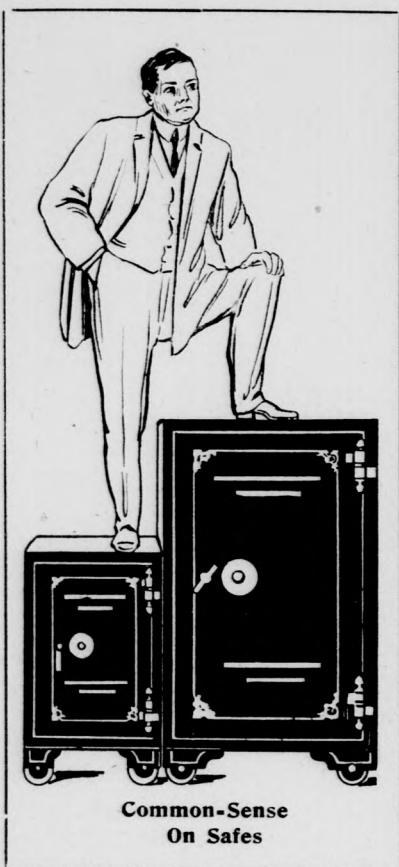
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He Said He Wouldn't But He Did

Grand Rapids had a big and very disastrous fire a few months ago, nearly a dozen merchants were burned out. All but one had safes and thus their valuable papers and books of account were preserved. One man said:

"Oh, I'll Never Burn Out"

But he did just the same, and now he doesn't know how much Mrs. Jones or Mr. Smith owes him and he never will know.

BUY A SAFE

A Business That Is Worth Running Is Worth Protecting

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