

The True Value of Money

MONEY is worth while, and we all want a due portion of it, so long as it means increased fulness of life. To live in a rich country is an advantage because life is usually fuller there, and opportunities are greater and more accessible. But money is only valuable as a means of prosecuting to better advantage this experiment of human life. If by getting money you get more and better life, you are ahead on the transaction, but if you devote your life to getting money and get it and nothing else, you have made a bad bargain. Your life was your great capital, and you have swapped it for a perishable thing, which you can't take with you when you lay your life down. So let us not stake our whole lives on making money. Let us make some by all means if we can—earn it, save it, add to the world's capital and our own; but keep it where it belongs—the incident of work, not the end of living or even of work.

A very moderate income, differing according to circumstances, time and place, suffices to bring within the reach of any wise man the most important opportunities that life offers. Education nowadays in this country is easily come by. The poverty that grinds and blights and dwarfs seems fairly easy to avoid. Who is diligent and temperate and is blessed with health and fair mental capacity ought to get money enough for his needs and his development in this country. Because money is the convenient measure of so many sorts of effort we are apt to think of it as the great end of human endeavor. But that is a fallacy. There are great men who never get much money, and pretty small men who get a great deal. It depends a good deal on what they try for and what they are willing to pay for it.

E. S. Martin.

Autumn in the West

High o'er head,
Seeking the sedgy brinks of still lagoons
That bask in southern suns the winter through,
Sails tireless the unerring water fowl,
Screaming among the cloudracks. Oft from where,
In bushy covert hid, the partridge stands,
Bursts suddenly the whistle clear and loud,
Far-echoing through the dim wood's fretted aisles.
Deep murmurs from the trees, bending with brown
And ripened mast, are interrupted oft
By sounds of dropping nuts; and warily
The turkey from the thicket comes, and swift
As flies an arrow darts the pheasant down,
To batten on the autumn; and the air
At times, is darkened by a sudden rush
Of myriad wings, as the wild pigeon leads
His squadrons to the banquet. Far away
Where tranquil groves on sunny slopes supply
Their liberal store of fruits, the merry laugh
Of children, and the truant schoolboy's shout,
Ring on the air, as, from the hollows borne,
Nuts load their creaking carts, and lush pawpaws
Their motley baskets fill with clustering grapes
And golden-sphered persimmons spread o'er all.

Gallagher.

Ode to Autumn

Who hath not seen thee oft amid thy store?
Sometimes whoever seek abroad may find
Thee sitting careless on a granary floor,
Thy hair soft-lifted by the winnowing wind;
Or on a half-reaped furrow sound asleep,
Drowsed with the fume of poppies, while thy hook
Spare the next swath with all its twined flowers;
And sometimes like a gleaner thou dost keep
Steady thy laden head across a brook;
Or by a cider press, with patient look,
Thou watchest the last ooziings, hours by hours.

Where are the songs of spring? Ay, where are they?
Think not of them, thou hast thy music too—
While barred clouds bloom the soft-dying day,
And touch the stubble plains with rosy hue;
Then in a wailful chorus the small gnats mourn
Among the river-sallows, borne aloft
Or, sinking as the light wind lives or dies;
And full-grown lambs loud bleat from hilly bourn;
Hedge crickets sing, and now with treble soft
The red-breast whistles from a garden croft
And gathering swallows twitter in the skies.

Keats.



Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years

Is this not conclusive evidence of the consumers stamping
their approval on our brands for QUALITY?

The Pickling Season is now at hand, line up your stocks and
increase your profits by selling the following brands:

“HIGHLAND” Brand Cider and White Pickling
“OAKLAND” Brand Cider and White Pickling
“STATE SEAL” Brand Sugar Vinegar

Demand them from your jobber—he can supply you

Oakland Vinegar & Pickle Co. Saginaw, Mich.



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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

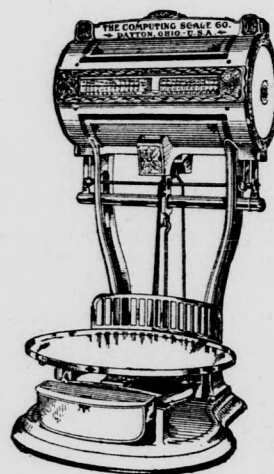
Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our New Gold-Finish, Glass-End Scale



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

**Merchants saw it
What was the result?**

They wanted scales just like it and were willing to wait a while to get them. We are now shipping them in large quantities. They are meeting with success beyond our expectations.

We use springs because they never wear out. Do not confuse our scales with those heavy pendulum, cut-down-pivot scales advocated by other manufacturers. [You know the life of the sensitiveness of the pendulum scale is only as long as the life of the cut-down pivot.]

Nineteen years of practical experience proves to us and our customers that the construction using high-grade springs controlled by our patented, perfect-acting, automatic thermostat is the best mechanism for a modern and practical automatic computing scale. It is the only mechanism which never wears out.

EXCHANGE. If you have a computing scale of any make which is out-of-date or unsatisfactory, ask for our exchange figures. We will accept it as part payment on the purchase of our modern scale.

Local district sales offices in all large cities.

Moneyweight Scale Co.

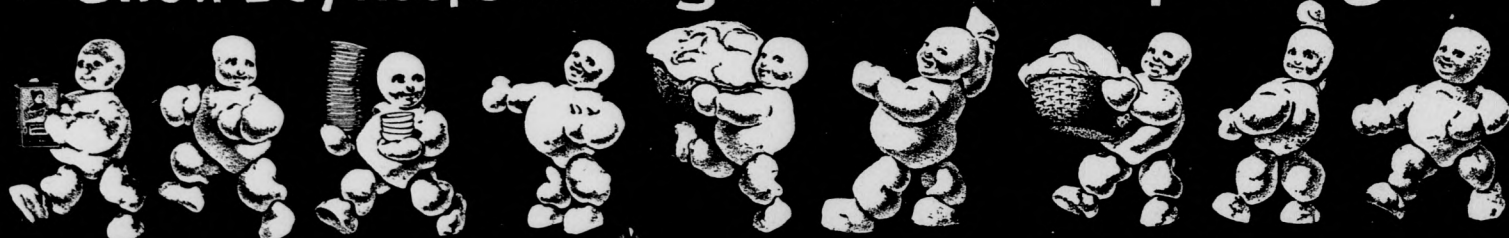
58 State Street, Masonic Temple

Chicago

Please mention Michigan Tradesman when writing



Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 26, 1910

Number 1414

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CHILDREN'S PLAYGROUND.

While this is a prominent feature in many cities, it has been said that Pittsburg, Pa., has the most remarkable Playground Association in America. It was started in 1896 by three women, who had at their disposal sixty children, two kindergarten teachers and one small school yard. Others who knew of the movement, smiled.

But it grew; children smiled, too. In 1908 there were 3,000 children who had attended regularly enough to learn games, drills and folk dances. Children little better than babes came with other babes in their arms and begged to be admitted.

One of the crowning evidences of the success of the movement comes through the recent exposition, where work is shown in all grades that compares favorably with that learned under more pretentious supervision. Sewing, basketry, manual training, drawing and water color, cooking, millinery, vocal music, swimming and gymnastics are now among the subjects taken up. Some of the work shown is excellent. All is the property of the pupils after it is completed, this being an incentive toward painstaking.

One of the great features in work of this sort is not merely the work done, but the things left undone. In a great city the child who is not directed along proper lines is very certain to drift into the improper channels. Hence any help along certain lines has a double value.

But the work does not end with the opening of the regular term of school. There are social centers, where the cooking, sewing and manual training are continued throughout the year, adults as well as children being admitted. The plan is growing, and we can only say God-speed the association and its work.

THE SCANT MEASURE.

Despite the publicity given to fraudulent methods in New York, the dealers are by no means innocent re-

garding the shortage is plainly apparent, yet even a child may detect the plot. For instance, when grapes first appeared in the market, nicely filled quart baskets were offered by certain dealers for a nickel. The quantity seemed fair, but when the purchase was made they were emptied into a paper sack. It would never do to let the measure with the false bottom pass into the hands of the patron. Of course not, yet when the transfer is made there is a good chance for detection.

Strange it is that some people pass through the world fancying that they are deluding victims when they are themselves deluded. The average customer discovers these little discrepancies, even though he says nothing. There is a shortage of sales in that locality which much more than counterbalances the gain by cheating. The purchase which is made simply because one is in a hurry or the goods are exhausted elsewhere, will in a short time cover the sales made where such methods are in vogue.

If you find that a certain brand of soap falls short an ounce or so in weight, discard it. Expose the fraud. Transfer your attention to one which you can guarantee as full weight. The scant measure in any firm is sure in the end to be detected. And even if others do not discover the fraud, your own self-respect is worth much more than the deficit. Place a value upon your character which will preclude any such transactions. Rise above gain at the expense of honor. Make it a point to be upright in all your dealings, and be assured that your ways will in the end be found out.

WELLMAN'S VENTURE.

While the premature return of Wellman to the American shore will be a disappointment to many, it is under circumstances which reflect neither upon his bravery nor his plans. Starting out in the face of a tempest which played sad havoc among the vessels in its path, it is little wonder that the ship of the air shifted in its direction.

A few years ago such a trip would have been little short of madness, yet with the wireless system it was in reality far less venturesome than that of the old navigator from Genoa with his three small sailing crafts, not one of them so useful as the small boat of modern build. Columbus had no one to report his progress; no one to rescue or even attempt a rescue if he came to grief; besides, he was sailing on an unchartered sea.

While to some it may seem ludicrous that navigators and others were so eagerly watching the northern seas while the "America" was speeding southward, directly away from

the path outlined, proves that all plans as yet for navigating the air are a bit uncertain. Wellman has gained a record, breaking that of all previous flights; he has found some mistakes connected with the structure of the balloon which will be remembered in the future. He has shown that he was master of his own mind and of the situation, even though the motor balked and the lifeboat was threatened with destruction. He has also proved that he has the courage which knows when and how to turn back gracefully. It was far better for the advancement of science as well as for personal safety that he should steer for the nearest and rather than test the longer flight with the odds against him. Failure to accomplish a given object often results in the foundation of some greater achievement.

THE HAND.

One does not find a knowledge of palmistry necessary in order to read much of the character of a man from his hands. And the one who is least careful regarding their appearance is just the one who will furnish material to others for an entire volume.

Show me the man whose hands are so carelessly kept that any neat, refined person shrinks from coming in contact with them, and I will show you a poor salesman. No one wants to buy articles defiled with this touch, no matter whether they be food products or laundry soap. The goods which are liable to be soiled in any way are the ones which are passed by. That the nature of the work soils the hands is scarcely to be taken as an excuse. While the coal dealer may be pardoned for having a grimy face, the ordinary dealer can find no more plausible defense than can the cook busy with her baking for presenting a face covered with flour.

Soap and water are cheap; and if there is oil to handle it is a duty which one owes to himself to prepare for the necessary ablution. Fish and flour never harmonize, and the combination is entirely unnecessary. Personal appearance is worth too much to the trade to be thus sacrificed.

The nails are quite as essential a feature as the hand itself. It takes but a moment to clean them after washing, yet neglect of this may be the means of gaining a decidedly unsavory reputation. If you have been neglectful at this point, just turn over a new leaf; clean the nails carefully, even if you have no better tool than the pocket knife. Note the amount of filth there accumulated and bear in mind that any one who is accustomed to neatly kept hands can estimate the amount of refuse under your nails just as accurately as you can measure it.

ARE YOU A MONOPOLIST?

A grocer about to start in a small town where there were two rivals in the business strove to pledge certain acquaintances to deal with him exclusively. Further, after his shop was opened, he deemed it sufficient grounds for offense if any of his friends not pledged took the liberty to do a portion of their trading with the others.

This is certainly carrying matters entirely beyond the bounds of reason. There are those who feel friendly toward several merchants and wish to treat them all alike. Or they may have a preference for your brand of catsup; for the bread of the man across the way; while a third dealer seems to have the best quality of crackers.

Said one merchant recently: "It amuses me to see some of my patrons go to another store for a certain article, and then come to me for something else, first slipping the other purchase down behind a box before entering my store, as though I should be mad because they do not trade entirely with me!" And yet there are those who do take offense at this very thing.

Make up your mind to be satisfied with your share of the trade. If you get this you have no reason to complain. Resolve to live and let live. What if one of your best patrons does make a practice of going to X. for his shirts and to Y. for his underwear, so long as he invariably comes to you first for his suits!

If not satisfied with your share of the trade your only recourse is to make things so enticing as to compel a larger share. Give greater worth for the money; place the goods in such a form that they will show off in the best light; or furnish something which will outwear that of all competitors. But, of all things, beware of showing resentment because your customer chooses to make part of his purchases elsewhere.

Marquette Mining Journal: John E. Krafft, of this place, has been making the copper country in the interest of Burnham, Stoepel & Co., of Detroit for something like fifteen years, carrying a general line of drygoods. Mr. Krafft ranks as one of the veterans of the road in this territory and is one of the most popular with his fellow knights of the grip and the trade. That Mr. Krafft actually is a veteran is shown by the fact that his son, Karl Krafft, arrived in Houghton Thursday with his father, carrying a special line for the same house. The younger Mr. Krafft is just breaking into the business under his father's guidance and his own personality, joined with the fact that he is John Krafft's son, should help in making it easy for him.

STOREKEEPER'S SAFEGUARDS.**Some Things To Look Out For in Opening a New Store.**

Written for the Tradesman.

For the man who would establish himself in a paying retail business there are several things which must be done that the way may be opened for success. Understand a man may do all these things and yet fail, but he can scarcely hope to succeed unless he does pay attention to them.

The first of these begins before the establishment of the store and is one of the extremely important safeguards, let us call them, in so much that it is very difficult to adjust later. It is the proper selection of a site. Many a man has looked about him for a suitable place with the only thought of room sufficient and low rent. While these are important questions beyond doubt, there is another that is yet more important. How is the building situated as regards the trend of public travel? Do the great crowds naturally pass it morning and night going to and from work in office or factory? Do the crowds of loiterers naturally pass it in the evening? If the streets are not well paved and carefully sprinkled, how are the main entrances located as regards the prevailing winds of the region?

These may seem like trivial questions to some, but they will be found by experience to be of the utmost importance. Many a busy man or woman prefers to get the articles of daily need on a street in direct line between home and working place. If the store is on a main traveled street it will catch much more than enough of this trade to pay the extra rent asked.

Again, many people who have forgotten to purchase something needed when down town during the day naturally expect to get it in the evening on their way to some place of amusement. The sight of the store brings the matter to mind and the article is purchased.

If there is any dust, and there are few cities or towns without a certain amount of it during certain seasons, the winds throw this into the air, where it gradually settles down, at the same time entering any opening in the buildings on the windward side. This creates a dirty appearance on almost every article in the store, and in the case of dry goods, fancy articles, etc., it is likely to leave a stain "that won't come off."

Every business man going into a retail business as proprietor has probably had experience in the business and knows something of the demands for room required by his stock of goods. There should be sufficient room to avoid any appearance of over-crowding and not enough to leave a bare, naked look as if there were not enough goods to cover the shelves. A happy arrangement of shelving, tables, counters and the like will result in an arrangement which will hold the full stock of certain seasons as well as permit a correct display of the lighter stock at other times. The use of adjacent warehouses will do away with over-

crowding and the stock should never be allowed to get so low as not to cover the regular display racks. Every merchant has an idea of what he wants in this line and if it not the best one possible time will tell and give opportunity for re-arrangement.

If the store is not a general or department store the difference after all is mainly that of size. The merchant should decide exactly how extensive a line he will carry and then be careful to keep within bounds until time and experience show the necessity for a change.

Thus, if the store is a drug store, he must decide whether he will also carry fancy goods, books, a newsstand or whether there is a call for ice cream and soda tables. These things are frequently found in connection with drug stores, especially in the smaller cities and towns, and the merchant should decide this matter at first and not permit another line to creep in because there happens to occur a good opportunity to purchase a portion of the necessary stock.

One of the next features is that of buying a stock of goods. There are both advantages and disadvantages connected with starting on an entirely new stock or buying out another dealer. For the man of small experience who is to be his own buyer, a stock of goods complete and already displayed in some store is the better. He is thus able to tell what is required to stock a store. Engaging the services of an expert or man of experience in the same line to tell him what else is needed and how much of each kind is also desirable. But the foundation is laid in the goods on hand, and although he may find some over-supplies, slow sellers and other goods that are of little value, yet he can dispose of them on special sales and get something back. The loss on such articles is the price paid for the assistance of the full stock.

Buying is an art and one that requires vast experience. It is easier to lose money buying than by not selling. In the latter case you still have the goods' value on hands but by poor buying you have thrown away money for which there is little prospect of a return.

After buying, another safeguard to success is a careful selection of a force of salespeople. Here again if the proprietor has no force to bring from a former store and has purchased a stock of goods from a store already running, it is well to get the former sales people to continue under the new management even if the business is not conducted at its former site. While the buying public will be new to all alike, the store and stock of goods in general will be known and other things being equal the former clerks will be more apt to make good than an entirely new set unacquainted with each other or the goods.

The size of the business will, of course, regulate the number of people to employ. There must always be enough to keep things moving so that the public does not find it tiresome waiting for a chance to buy. The public is reasonable about crowded

and busy days. Everyone does not expect to be waited upon at once, but, when the waiting becomes a regular thing and the sales force is manifestly too small for the volume of business, people become tired of the matter and go elsewhere.

Idle hours are as bad for the clerks themselves as for the proprietor. The clerk who is idle half his time acquires dilatory habits and is slack in looking after the customers when they do come. For this reason some time may pass before the right number of sales people will have been determined, but, when it is, the proprietor should not hesitate to correct the existing condition, whatever it is.

Experienced help should be had when possible and at least a fair proportion should be experienced in the same business. There must always be one or more assistants who become personal confidants in the business. At least one of these must be perfectly able to manage everything about the store for some time if necessary. Many a "one man" concern has come to grief because the proprietor kept everything to himself. Every one is human and liable to sickness hence should be prepared for whatever may happen. Many a time a street accident incapacitates a man for two or three weeks, and if he is the "main push," in a one man business, that business can not but suffer seriously.

A few weeks in the new business will develop business traits not already noted, and from the most likely of the sales force one or more young men or women should be selected as assistant managers and prepared to fill these positions.

While all needed store furniture in the line of elegant counters, polished show cases, cash registers, safes, cash carrying apparatus and other articles of the kind should always be provided, and of a good serviceable grade, the buying of these things is one of the leaks to be carefully avoided. Agents are constantly on the lookout to trap the unwary and inexperienced, and the proprietor who would avoid the throwing away of much good money which might be turned to better advantage in additional stock must decide just what is needed and then adhere to this judgment no matter how enticing the new stuff may appear. It is easy to put a quarter's profits into idleness by purchasing some kind of store fittings for which there is no immediate need nor any prospect of such need.

In all that has been said I have omitted what I presume my readers expected to hear first of all—advertising. Advertising is telling the public what you have that they need, why they need it, what it will cost and why it pays to trade with you. If you consider this important, then advertising is important and must be looked after.

Of course the advertising should precede the opening of the store so the public may have plenty of time to fix the opening date. You must arrange for a grand opening of some kind, no matter what your line. You must give everyone a treat, some samples of your goods, or a marked

reduction in price on your goods (on certain special lines is better) and this must be advertised so that people will deem it worth while to call. Just what to do the first day or just how to conduct the advertising is too great a subject to discuss thus briefly. I only set out to point out the safeguards, not supply them.

C. L. Chamberlain.

Words To the Head Salesman.

"You are the commanding power in the store's sales force," writes Victor Lawreston in the Boot and Shoe Recorder to the head salesman, "not because your manner is aggressive but because your position gives you authority. You keep a firm hand on the helm and influence the work of your sales force, not because your voice raises the roof eight inches every time you speak, but because you have had longer experience, know more about the goods, know more about how to sell them and can sell more than anyone else on your staff. You will be looked up to, not because you drive your Juggernaut car of authority over the clerk's feelings, but because when he has any little problem of salesmanship or store practice to solve you are the one man in the store to whom he can come for a solution. If you have any callings to give and can not postpone them, give them quietly—in a whisper. If you have to issue commands, issue them as unostentatiously as possible."

A Matter of Opinion.

"Mary!"

Father's voice rolled down the stairs and into the dim and silent parlor.

"Yes, papa dear?"

"Ask that young man if he has the time."

A moment of silence.

"Yes, George has his watch with him."

"Then ask him what is the time."

"He says it is 11:48, papa."

"Then ask him if he doesn't think it about bedtime."

Another moment of silence.

"He says, papa," the silvery voice announced, impersonally—"he says that he rarely goes to bed before one, but it seems to him that it is a matter of personal preference merely, and that if he were in your place he would go now if he felt sleepy!"

Savings Invested in Realty

Put your money in residential building lots. Be sure they are in improved sections. Buy close to a big city. Purchase early, don't let others make profits out of you. The greatest fortunes were made by realty investments. We will offer 1,000 choice building lots on Dec. 1st, at prices that will pay very handsome profits. Terms of purchase, \$25 cash per lot, balance in thirty-six equal payments. No interest or taxes during this period. If you die before completing your payments, a deed is given your heirs, without further cost. Size of lots, 25 ft. x 125 ft. and upward. Price of lots, \$75 and upwards, according to location. By investing in land you own something for your money. Investments in stocks or savings accounts are under the control of others. We guarantee you a profit of at least 25 per cent. for the first year. Subscription lists are now open. By remitting us \$10 per lot, subscribers get first selections. The first 500 subscribers will also receive a credit of 10 per cent. on their purchase. Act now. Let us make money for you and protect your savings.

We want agents in your locality. Write us the names and addresses of some of your neighbors. Do it now.

Buffalo Land Security Co.
Ellicott Sq. Buffalo, N. Y.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 24—Spot coffee is in the same rut in which it has traveled for several weeks, and enquiry through the whole coffee section brings only the same intelligence—a slow, dull and most uninteresting market. The impression prevails that holders will make some concession rather than lose a good sale; but such things are not “talked right out in meetin’” as the speculative trade is not running along such lines. No one wants to get up a scare. In an invoice way Rio No. 7 is quoted at 10⁷/₈@11c. In store and afloat there are 2,794,211 bags, against 3,953,136 bags at the same time a year ago. Mild grades are as inactive as Brazilian sorts and buyers take only limited quantities. Good Cucuta is held at 12³/₄c.

With comparatively light supplies of teas and with a demand that is apparently steadily improving the situation is in favor of the seller. Orders individually are for small quantities, but they seem to be of frequent occurrence and the total must be satisfactory—or fairly so, at least quotations seem to be practically without change in any respect.

Sugar is quiet and apparently tending to a lower level. The recent reduction has not apparently stimulated the movement and the situation seems to be a waiting one. Of course on Monday there is some accumula-

tion of business over Saturday, but general business is quiet.

The week opens with a fairly good request for rice, but there is not enough business to create any excitement. Prime to choice domestic is quoted at 5@5⁵/₈c.

With more propitious weather more interest is being shown in spices and the movement is pretty sure to enlarge from now on. Pepper is especially in strong position and stocks are not overabundant in any article.

Molasses is steady. Dealers are waiting for the new crop, which will probably be rather late. Good to prime centrifugal, 26@30c. Syrups are quiet and the supply is not especially large.

Canned goods are moving moderately and there are no liberal offerings of tomatoes. Some goods are found at 72¹/₂c, but 75c is apparently about the correct figure. Corn is firm and offerings are light, and the same is true of peas. All in all the canned goods market seems to be in pretty good shape and all that is needed is further advertising.

Butter is doing fairly well. Creamery specials, 32c; extras, 30¹/₂c; held stock, 31¹/₂@32c; June factory, 23@24c; imitation creamery, 24@25c.

Cheese is steady and in quite liberal supply. Full cream is quoted at 15¹/₄@16³/₄c. This is top. For an average grade about 14¹/₂c would be correct.

Eggs are steady, with best Western at about 33@35c. Selected extras, 31@33c.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Citizens of Kalkaska are happy over the announcement that the Grand Rapids & Indiana Railroad will erect a handsome modern station there. Propositions for two new factories are also being considered.

Traverse City is pretty certain of having a county fair next year. The Board of Supervisors has voted the sum of \$468, to be used in the payment of premiums.

The Ann Arbor Railroad will open bids Nov. 1 for construction of a new station at Cadillac. It is stated that the building will be one of the handsomest on the road and its erection will begin in the spring.

Manton, Rockford and Kingsley, in the order named were the largest potato shipping points along the G. R. & I. Railroad last season. Kingsley has nine buyers at present and over 100 cars of tubers have been shipped to date.

Saginaw comes to the front with Michigan's first aeroplane factory. The machines for birdmen will be shipped in the knock-down and flying may in time supplant baseball as a National sport.

The eight factory buildings known as the Flanders group, located in the south end of Pontiac, are nearing completion. Pontiac is one of the live industrial cities of the State.

Port Huron is planning to hold an industrial exposition in the Auditorium some time this winter.

During the past seven years the

Development Company of Benton Harbor has secured five institutions at an expense of \$50,000, which give employment to 700 men. The pay-rolls, it is estimated, aggregate \$400,000 yearly.

The night schools in Detroit are showing phenomenal growth this season and are now reaching the 4,000 mark in enrollment.

Members of the Kalamazoo Art Association will make the first public exhibition of their work during the second week of November at the Vine street school.

The Merchants' Association of Holland is considering plans for issuing a business directory of about 150 pages, containing a list of all places of business, which is to be distributed gratis in Holland and surrounding towns.

The Grocers and Butchers' Association of Bay City has adopted a resolution to the effect that members will not extend credit to any customers who do not settle their accounts each pay day, or for any time longer than that agreed upon by the merchant and customer.

Almond Griffen.

The Modern Polonius.

“Honesty, my son, offers a wider field than dishonesty.” “Think so, dad?” “I do. For every sucker there are at least ten ultimate consumers.”

Isn't It So?

Every winter is the winter
Of our discontent;
We're always out of fuel,
And back on the rent.

It Pays to Stand by the “Stand-By’s”

The dealer who stocks up with every new thing that comes along is the dealer who—on inventory day—finds his “profits” all tied up in the dead goods on his shelves.

Wise dealers keep their eyes on the real, live articles that are already established—the articles that they *know will sell*.

Keep these steady sellers—and keep them *moving*. Stand by the “Stand-By’s” and they will stand by you.

You hurt your butter color profits every time you put in an imitator of Dandelion Brand Butter Color. Concentrate your efforts on this one well-known brand. The thousands of dollars we are spending to advertise it are spent to *help you*.

Your customers want Dandelion Brand. Let them have it. It sells itself. Let it sell.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

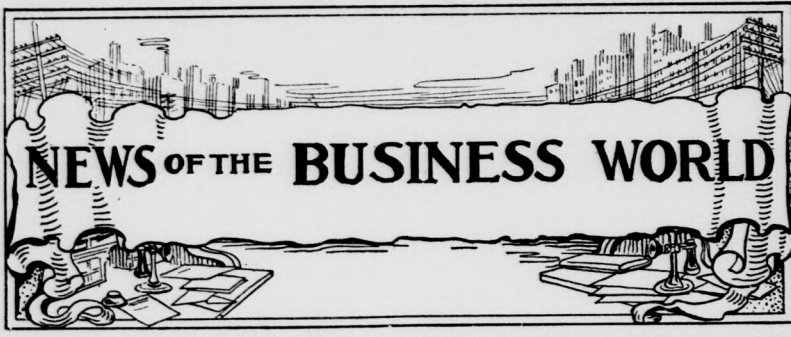
Butter Color
Vegetable

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Mulliken—A. R. Merritt has engaged in the meat business here.

Shelby—J. D. F. Kelley has sold his flour mill to J. A. Morningstar.

Greenville—A. F. Johnson has added a line of meats to his grocery stock.

Hancock—Casper H. Frimodig has opened a grocery store at 1035 Railroad avenue.

Belding—Clay H. Keeney is succeeded in the meat business by Sylvester S. Smith.

Bloomington—The Collins-Treadway Co. has changed its name to the Collins-Seidle Co.

Eaton Rapids—T. W. Corbett, formerly of Jonesville, has opened a new cigar factory here.

Saugatuck—The business men are hopeful that the Michigan Central will be extended to this place.

Port Huron—W. A. Bailey has closed his grocery store and has gone to Detroit to enter business.

Kalamazoo—Benno Desenberg, for twenty-seven years with the Lee & Cady Grocer Co., has resigned.

Vanderbilt—Frank Kelley has secured a large amount of cedar and will soon start his shingle mill.

Detroit—The capital stock of the Nederlander Auto Sales Co. has been increased from \$5,000 to \$10,000.

Lansing—N. E. Gregory has sold his grocery to H. U. Boyle, the latter to take immediate possession.

Manistee—Louis Diciaula has closed out his stock of fruit and confectionery and will retire from business.

Kalkaska—George Sieting is now nicely settled in his fine new store building, having moved in last week.

Freeport—F. E. Brunner has purchased the John Karcher stock of dry goods, groceries and school supplies.

Lowell—The firm of Taylor & Zylstra, meat dealers, has dissolved, the latter selling his interest to Jake Staal.

Shaftsbury—Dr. Dunham has sold his stock of drugs to Frank Hammond, who took immediate possession.

Charlotte—E. S. Divine & Co. will open a bazaar store in the building formerly occupied by the Gutterson Music Co.

Pottersville—Henry Hartel has sold his interest in the Pottersville meat market to his partner, Paul Densmore.

Jackson—William Whalen has disposed of his East Main street grocery business and will hereafter devote his time to the manufacture of his patent automobile wheel. Joseph Higgins has purchased the grocery stock and will conduct the business.

Decatur—Del Dewood has sold his fertilizer plant to Dawson F. Suman, recently of Portland, who took immediate possession.

Adrian—Frank Ehinger has leased the Cutler & Dickerson warehouse and will do a commission business in fruit and vegetables.

Alto—B. S. Shaw, of Grand Rapids, has purchased the Baldwin property and opened a furniture and undertaking establishment.

Detroit—The Hazen Mfg. Co., of Hudson, have established a branch agency here under the management of F. M. Shotwell.

St. Johns—Charles Cole, of this city, has purchased the general store of Harry Rouse and will take possession November 1.

Saranac—Otis & Vaughn have opened their dry goods department, with Mrs. Grace Darrow and Miss Sadie Vaughn in charge.

Kingsley—Chas. Burdick has opened an up-to-date jewelry and watch repair store. He was formerly engaged in business at Manton.

Nunica—Warren Reynolds is erecting a new store building which he will occupy, when completed, with a stock of general merchandise.

Whitehall—James McHugh has opened a clothing and men's furnishing store here, under the style of the Whitehall Cash Clothing Store.

Detroit—The Nuera Pharmacal Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed and paid in in cash.

Monroe—John R. Badders has sold his meat and grocery stock to Albert Pence, recently of Ohio, who will continue the business at the same location.

Plainwell—N. H. Griffith, of Kalamazoo, has leased the vacant store in the Crispe block, where he will engage in business, carrying a general stock.

Detroit—The Reliable Furniture & Carpet Co., of Indianapolis, Ind., have opened a branch store here in their new building at 11 Washington boulevard.

Muskegon—Involuntary proceedings in bankruptcy have been filed against E. Clifford Bramble, who conducts a general store at Muskegon Heights.

Perry—R. H. Cottrell & Son, who succeeded B. T. Brown in the clothing business, had their opening Saturday, which was a decided success in every way.

Lowell—The Lowell Land & Improvement Co. has been incorporated with an authorized capital stock of \$9,000, which has been subscribed and \$4,500 paid in in cash.

Calumet—The local branch of the Edson Moore & Co.'s wholesale dry goods house, will be enlarged. W. G. Wiesterman has been in Detroit completing the details.

Battle Creek—Mrs. Theresa Mithen has sold the tobacco store and cigar factory of her late husband, Frank M. Mithen, to Eli Link, who will continue the business.

Kalamazoo—Sam'l Folz' new three story and basement building will be ready for occupancy by Dec. 1. It is of cream colored enameled brick with white terra cotta trimmings.

Decatur—Henry Knapp is erecting a two-story and basement brick store building which he will occupy, when completed, with his stock of implements, also adding a line of hardware.

Jackson—The Cook & Feldher Co. had an "opening" and public reception last week in its enlarged and greatly improved store. The alterations have been in progress several months.

Ovid—John A. Rose's grocery store has been purchased by Edward Van Dyne, who will take possession Nov. 1. Mr. Rose expects to join his son, Jay, in the shoe business at Madison, Wis.

Hartford—S. M. Carpp has purchased the F. W. Traxler canning factory and will continue the business on a larger scale. The factory was established ten years ago and has been a success.

Charlotte—George H. Spencer will retire from the grocery firm of Lamb & Spencer, Jan. 1, at which time a stock company will be formed to continue the business under the management of Mr. Lamb.

Wooster—Albert Berens has sold his general stock of merchandise to H. J. Redder and Jacob Bowman, formerly of Fremont, who have formed a copartnership and will continue the business at the same location.

Traverse City—The plumbing building of the Hannah & Lay Mercantile Company is rapidly nearing completion. All the windows have been installed, and the finishing touches are being put on as fast as possible.

Traverse City—J. M. Huellmantel has sold his insurance business to A. Kadrovach, who is operating a real estate business in the Wilhelm block. Mr. Huellmantel is winding up his business affairs and will retire from active business life.

Benton Harbor—The Van Buren county Supervisors have refused to make an appropriation in behalf of the proposed Berrien-Van Buren-Allegan county exhibit at the Chicago land show. The other counties have contributed \$500 each.

Powers—The Exchange Bank has been sold by Gardner & Best to the stockholders of the proposed First State Bank, recently organized and which will commence business shortly. All of the stock is held locally. The First State Bank will be capitalized at \$20,000.

Gaylord—Henry J. Pelton, Reuben Carster, M. M. Sexton and Wm. Sevier have formed a partnership and have purchased the Crego & Pelton hardware and farm implement business. John L. Pelton and Wm. J.

Crego, the old firm, will devote their attention to lumbering interests.

Leroy—Milo Dickerson has sold his business to R. S. Elliot, of Reed City, who took possession Saturday. Mr. Elliot is a photographer and in addition to his gallery will conduct the pool and lunch room, while his wife will put in a complete line of millinery in the front part of the store.

Traverse City—Vencil Ludka has resigned his position as clerk in the drug department of the Hannah & Lay Mercantile Company's store and will leave for Houghton, where he has taken a better situation with a drug store in that city. Geo. Hodge, of the hardware department, will leave soon for Boise, Idaho.

Holland—The name of the Consumers' Ice & Fuel Co. has been changed to the Consumers' Ice, Fuel and Metal Co. Max Brown, formerly of the Max Brown Iron & Metal Co., has gone into partnership with E. T. Bertsch and the new business at 125 East Eighth street will be continued under their management.

Charlotte—Herbert K. Jennings, for twenty-five years connected with the Merchants National Bank, much of the time as Cashier, announces his retirement from that institution the first of the year to enter the Beach Bros. Manufacturing Co. in a responsible capacity. Geo. H. Spencer, now Vice-President, will probably succeed him.

Manufacturing Matters.

Detroit—The Co-Operative Raw Fur Co. has increased its capital from \$50,000 to \$100,000.

Allegan—The capital stock of the Allegan Furniture Co. has been increased from \$15,000 to \$50,000.

Cross Village—W. H. Wagley has gone to Charlevoix to purchase a grist mill to add to his feed mill.

Detroit—The capital stock of the Standard Computing Scale Co., Ltd., has been increased from \$150,000 to \$180,000.

Manistee—Peter Roy has sold his cigar factory to his brother, Henry Roy, who will continue the business at the same location.

Lansing—The International Harvester Co., of Chicago, will erect a warehouse here to be used as a central distributing station for the State.

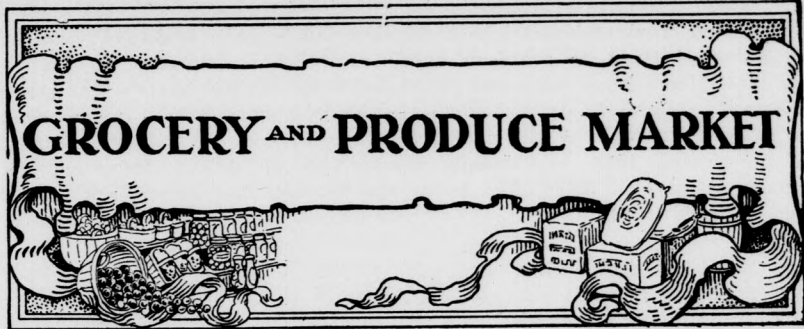
St. Johns—The capacity of F. C. Mason & Company is being increased one-half owing to the installment of two huge steam hammers which is now being made.

Petoskey—Stanley Wildern has purchased the Deibert-Collins-Vincent jewelry stock and will continue the business at the same location under his own name.

Detroit—The Cumback Motor Co. has engaged in business with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash.

Union City—The Backstay Machine & Leather Co. has been incorporated to manufacture car and carriage machinery and parts, with a capital stock of \$120,000.

Detroit—The Davey Packless Valve Co. has engaged in business with an authorized capital stock of \$75,000, of which \$50,200 has been subscribed and \$50,000 paid in in property.



The Produce Market.

Apples—Northern Spys, \$1.50@1.75 per bu.; Baldwins, \$1.35@1.50; Greenings, \$1.25.

The apple stock in the vicinity of Grand Rapids has been poor this year and the retail houses are finding it necessary to go outside the local market to satisfy their demand. This is the first time this has been necessary in three or four years. There is a plentiful supply of potatoes throughout the State, but the smaller vegetables in Michigan are suffering considerably on account of the frosts.

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

Beans remain about the same. An extra large crop is reported from the Traverse City territory.

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 30½c for tubs and 31c for prints; dairy ranges from 20@21½c for packing stock to 23@26c for No. 1.

Cabbage—65c per doz.

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.

Eggs—Receipts of new laid eggs are light and the market is firm at an advance of 1c per dozen. 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 25c f. o. b. shipping point.

Grapes—Tokay, per crate, \$1.50; Malagas, \$4@5 per kg.

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

Lemons—Messinas, \$7.00; Californias, \$8.25 per box.

The great amount of sickness around Messina has made it impossible to get any lemons from there and the whole stock now comes from California. This has so increased the demand for the California produce

that the price has advanced \$1.25 per box.

Lettuce—\$1 per bu. for head and 10c per lb. 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—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; ¾@3¼c per lb. for shelled.

Potatoes—The market has declined to 25@30c at outside buying points.

Poultry—Local dealers pay 10c for hens, 10c for springs; 7½c for old roosters; 11c for ducks; 9c for geese and 14c for turkeys.

Quinces—\$1.75 per bu.

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

Spinach—50c per bu.

Sweet Potatoes—\$2.25 for Virginias and \$3 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; 11c for fancy.

The Grocery Market.

Sugar—Cables from the New York market quote sugar at 180, five points lower than last Wednesday. The drop came last Monday and is attributed to the coming of the beet-sugar. The beet-sugar is a little later than usual this year on account of the warm weather continuing. The first is expected to be shipped from the Holland refinery the first of next week.

Tea—The local conditions are good and tea is moving in a steady way with prices well maintained in all lines. There has been no slump in the primary markets as hoped for by speculators but a firmness unusual at this season. There is no noticeable change from last report.

Coffee—The market, speaking of Rio and Santos, is weaker. Most of the speculative demand has stopped for the time, and the consumptive demand is also much less than it should be. Buyers, though low in stock, are evidently afraid of the market. Rio and Santos coffees are probably ¼@¾c lower. Milds, however, are firm and show no recession whatever. The demand is fair. Java and Mocha are unchanged and dull. Holders in Brazil seem determined to maintain their position and to force the world to pay good prices for the current crops. Reports of the growing crop

so far are unfavorable, one prominent

house estimating next year's Santos crop as 9 to 10 million bags. Any such outturn would mean that Brazil would control the situation for at least two years.

Canned Fruits—The market on canned fruits is unchanged. Gallon apples are still firm and it is said the pack is not large this season. Peaches seem to be in the largest supply and are selling at very reasonable prices. The demand has been quite large during the week, as many of the retailers are stocking heavier than during the summer months. It is said that packers are filling only about 50 to 60 per cent. of their future orders on blueberries. Pineapple, especially of the lower grades, is getting very closely cleaned up, and it is asserted that there will be a very material shortage before another packing season. Whereas the shortage of Hawaiian pineapple is not important, the supply from other sources has been very light.

Canned Vegetables—The canned goods market, in practically all lines, is still strong with advancing tendencies. Canned vegetables, especially the "Big Three"—corn, tomatoes and peas—are exceptionally interesting to the trade at present. Tomatoes seem to be getting their share of publicity just now. The packers are contending that this season's pack is one of the lightest known while jobbers and brokers profess to believe that the situation is not so black as it is painted. The fact remains, nevertheless, that tomatoes are not over plentiful, even gallon tomatoes being scarcer than last year. Corn deliveries on 1910 contracts are still short with little expectation of getting better. There is little spot corn to be had from any source. Peas of certain grades are scarce and the market is strong on nearly all grades. The minor vegetables are exciting no interest, though spinach is exhibiting tendencies to advance.

Dried Fruits—The movement in dried fruits is not as heavy as some time ago, which is thought to be caused by the weather having been so warm. Prices on some of the line show a little weakness, especially on prunes, as many of the retailers do not seem to be willing to pay the prices asked during the last month or more. Apricots are in small supply both here and on the Coast, but the demand is very light and prices are unchanged. Peaches are in the best supply and the cheapest article in the line of dried fruits. Apples are about the same and the market holds quite firm. Evaporated pears are scarce and high. The market is also advancing steadily on evaporated raspberries, and the demand is fair. Raisins are unchanged and there is very little interest being shown in this line.

Rice—Demand is fair and receipts reasonably liberal, while prices are at a low level as compared with previous years. Advices from the South note quiet tone on the Atlantic Coast. At New Orleans the market is strong on account of light offerings, with fair distributive demand. Rough rice is coming in slowly and planters

have succeeded in obtaining advance figures, although millers object strongly, as prices of cleaned have not kept pace with planters' exactions. Japan sorts are notably higher, with good demand for export. In the interior, Southwest Louisiana and Texas, there has been fair enquiry. Holders are more firm in their views, probably the result of the action taken at a large meeting, held last week, of all those interested in the culture. Matters relating to the conditions of supply and demand were discussed; it was generally conceded that prices were below the cost of production, and a determination was expressed to hold supplies in store, until more satisfactory values were obtained. This conclusion having financial support, much needed confidence was injected into the situation.

Provisions—Popular sentiment in the provision trade is quite bearish. It seems to be conceded that there will be immense supplies of product sooner or later, and that there must be a downward revision of values. The speculator is selling May delivery at a big discount on the theory that the live stock grower is putting so much fat on his hogs with low-priced corn and good weather now that he may not be able to market the hogs in time to give a January short-seller any relief. It will hardly be good business for the packer to begin the winter season with high-priced hogs, and he may begin an early campaign against them. With the present slack demand for meats such a campaign would cause him very little inconvenience while at the same time it would be very likely to accomplish quite important results. October lard is concentrated in strong hands. The net gain of 20c in this month's delivery of lard last week constitutes the only advance seen in any part of the provision market. Pork lost 15c to 50c; lard, other than October lost 10c to 37½c and ribs lost 17½c to 37½c.

Last week's range of prices on the city market were:

	High	Low	Close
Pork:			
October ...	18.00	17.85	17.85
January ...	17.60	17.25	17.27½
May	16.70	16.20	16.20
Lard:			
October	13.50	12.80	13.05
January	10.70	10.37½	10.37½
May	10.15	9.77½	9.77½
Ribs:			
October ...	11.25	10.80	10.80
January ...	9.37½	9.12½	9.20
May	9.27½	8.92½	8.92½

Fish—Norway mackerel show a firmer feeling, though no actual advance has occurred during the week. Holders in No way seem much less inclined to offer stock than they were, and all signs point to some advance. Irish are firm in sympathy, and will advance if Norways do. Cod, hake and haddock are in very strong position on account of poor catch. The demand is light. Domestic sardines are unchanged. Packers report the run of fish poor, however. Imported sardines quiet and unchanged. All grades of salmon are scarce and high, particularly the Alaska grades.

THE STORE GROUCH.

Send For the Police and Quarantine Him.

Written for the Tradesman.

The dictionary says that to quarantine is to prohibit from intercourse from fear of infection. When a person has a communicable disease he is sequestered, so why shouldn't the chronic and perpetual grouch be quarantined?

The real, old-fashioned grouch is about the most catching thing known. If a clerk or an office man has scarlet fever, his employer can send him to a hospital, fumigate the store, and go right on with business without loss of trade, for people will drop in and buy just to be good fellows when a man is in trouble.

But if a merchant has a clerk with a continual and perpetual grouch—one of those two-edged, hair-trigger, indigo blue grouches that are born and not made—why, he can never get over that without firing the clerk and all other infected ones. A clerk afflicted with an incurable case of grouch ought to be taken out to the pest house and left there until fully recovered. He can go into a cheerful store or office, an assemblage of good, helpful employes, and in two weeks they will be snarling at each other like dogs with sore feet. He can take the good-fellowship out of a place of business quicker than a cat can climb a tree.

The first symptom of a grouch is peculiar and half reasonable. The patient will tell you that he doesn't care what people think of him, that all he wants is to be let alone. If a man thinks he doesn't want to mix up with his fellows, he has a right to try it, but he has no right to scatter his poison all through a place of business, until the atmosphere is as full of snarls as an old maid's work-basket with a nest of kittens inside of it.

In the first place, no person can set himself or herself up as independent of the human family. The first clothes a person wears are furnished and put on by others, and the last clothes ever needed are made, and paid for, and put on, by those who care. The first food and the last comes from other hands. So what is the use of declaring personal independence?

A clerk with the scarlet fever will get over it, but a clerk with a grouch never will recover so long as he can get a job. The only way to do is to fire him. If you don't, he will drive away customers, and will eat up your business like a cow eats grass. You won't know what the matter is until you are hundreds of dollars out of pocket. The real grouch does not always go about with a frown on his face. Sometimes he wears one of these thin-veener smiles, and this makes him all the more dangerous.

There was Calvin. He was tall, and square shouldered, and white of face, and fairly good looking and intelligent, but he was born with a grouch. He seemed to be cheerful, but he had an antipathy for the human race. He hated men and women

and children as decent men hate snakes. Whenever he thought he could do so with impunity, he insulted his associates—just to show his alleged superiority—and also insulted customers in a sly way which made them quit the store yet left them without a tangible complaint to the boss. Such a clerk is worse than a case of smallpox. He is keeping his employer poor and the employer doesn't know it. You know the kind—clerks with their dirty mouths full of mean little insinuations.

Calvin worked at the Hub, selling men's clothing. To the Hub went Brown to look at a suit for winter. Brown always bought his underwear, furnishing, hats, shoes, and all that at the Hub, but he had never bought a suit of clothes there for the reason that his clothing was always tailor-made.

That fall he did not feel friendly toward the tailor who had made his last suit. He thought he had been swindled, and decided to look at a \$40 ready-made suit before he ordered a \$40 tailor-made suit. He went to the Hub and Calvin drew him, fortunately for the store. He told Calvin what he wanted to look at, and why he was thinking of buying ready-to-wear garments.

"Well," said Calvin, "have you been to see the tailor yet?"

Brown said that he had not.

Then Calvin took it for granted that the tailor was a better salesman than he, himself, was, and took no further interest in the transaction. He acted as if he was just going through the motions to please a crank who was going right out to a tailor and order a suit. Of course he had no right to admit to himself that the tailor was the better salesman, but he did, for all his vanity and personal egotism.

Naturally Brown wanted to know all about the suit he was thinking of putting up \$40 for, so he asked about the interior, and the exterior, and the making, and the sleeve linings, and all about it. He made the worthy Calvin stand right there and talk to him, and all the time Calvin was studying up a way to get even with him.

The \$40 suits there did not appear to Brown to be worth \$40, so he started away without buying. Then came Calvin's opportunity.

"Say," he said to a clerk in another department, "take this man over there and show him some of those \$10 suits."

Now, the customer had money to burn, and was drawing more salary in one week than Calvin was getting in a month, and he knew that Calvin had referred him to a cheap department in order to express his alleged belief that Brown didn't have the price of a \$40 suit. He understood that Calvin was working off his antipathy for the whole human family, and resented it.

Brown is red-headed and square of jaw. He is aggressive by disposition, and his profession has made him more of a fighter than he would otherwise be. He knew that if he went to the boss and made a kick, the boss would

go through the form of firing Calvin, and Calvin would never know of it, so he stood there on the floor and called Calvin down until he was ashamed of himself. It took longer to call the attention of the manager to the fracas than he thought it would, so he said more than he at first intended to say.

When the manager came up at last and defended Calvin and ordered Brown out, he mixed words with the manager until the boss heard the war of words and stepped out to see what sort of an insurgency movement had struck the store. This was what Brown was waiting for. He had the ear of the boss without appealing to him, and the boss knew him for a good customer, who not only bought his goods there but influenced his friends to.

"He didn't ask for \$10 suits, did he?" asked the boss, when Calvin stood in the private office.

"No, but I thought he might buy one."

"You said what you did in order to let him know that you thought he had been bluffing about buying a \$40 suit?"

"Oh, no, I—"

"You said it to work off a grouch you have on the world in general. You knew that the words would insult him, and that you were costing me a good customer. Get your pay and get out of the store."

Now, it wasn't much that Calvin said, was it? Still, if you should go with a real estate man to look at a \$50,000 house and should not buy, and on the way back to your store he should say to you, "I have something over here which I think is just about your size," and should show you a swamp lot with an old tumble-down shanty on it, you would be mad, wouldn't you? You would know that he did that just to insult you. When you jumped on him, as Brown did on the clerk, he might say that he didn't know but you might buy it, but no one would believe him.

This is the sort of a grouch that does harm. The grouch who frets a little, and kicks because he can't be out playing ball and getting pay for it, soon gets over his fit of indigestion, and is sometimes a good clerk, but the grouch who hates every form of human life, and lays in wait with insulting observations, is the one who drives customers away.

This Calvin sort of a grouch is stirred to action when it sees any one prospering beyond his own prosperity. It is this kind of a grouch that will refer to times when the well-dressed and money-stuffed customer was poor, or when he was in trouble, or when some relative or friend had done some disgraceful thing. The prosperous man will not stand for such things, and he will quit a store where the mirror of his old-time trouble is always held before his eyes. The clerk is there to sell goods, and not to take on a grouch and become insulting because the customer is getting along better than he, the clerk, is.

The purpose of this preachlet is to warn merchants against the silent

grouch—the grouch who hates mankind but does not always show it. It is well for a merchant to size his clerks up from a buyer's standpoint now and then. There are a good many places in this country where a man may spend his money, and you may be sure that he will not take it to places where the grouches make efforts to make him feel cheap.

Usually the grouch I am talking about is afraid he will be "looked down on" by customers, and is always ready to assert his own dignity and worth. He is not there for that purpose. He is there to sell goods in a dignified and fetching manner. The fact is that the average customer rather looks up to a clerk, is rather proud of knowing clerks personally in social life, and this assurance should set aside the idea that customers are always trying to "use 'em like a dog." Cut out the grouches.

Alfred B. Tozer.

Give the Clerk Credit He Earns.

Give the clerks all the credit that is due them for the prosperity of your business. Don't expect a man to do unusual work or even very creditable work who never receives an encouraging word. There are mighty few of us in this world who do not like commendation, especially so when we have really exerted ourselves to do more or better work than usual.

"The suffragettes claim to be making immense strides." "Then they are evidently not wearing the hobble skirt."

Special Bargain In Second-Hand Fire and Burglar Proof Safe

We have just purchased a good second-hand safe which has been used by a large financial institution.

The safe is in first-class condition. It has plenty of room for books and papers with a large **Burglar Proof Vault** (across the entire bottom of the safe.)

It is just the kind of a safe a country merchant ought to have who cannot get to the bank every day.

This safe will be sold at an **exceptionally low price** if it can be disposed of at once so as to save the expense of moving it from its present location to our office.

If interested write, wire or come and see us without delay.

Grand Rapids Safe Company
Grand Rapids, Mich.

Beet Sugar Product Increasing.

"Last year's American beet sugar production reached 1,025,000,000 pounds. The cane sugar production for the same year 750,000,000 pounds. The beet crop of 1898 was but 90,000,000. The cane sugar crop of that year, which was short in Louisiana, owing to an abnormally wet autumn and winter, was 708,000,000 pounds. Normally it should have been about 750,000,000 pounds. Thus here, within twelve years, we see the beet sugar production of our Western States increasing from 90,000,000 pounds to 1,025,000,000 pounds, or very nearly twelve-fold while during the same twelve years the cane sugar production of our Gulf States has remained practically stationary.

"In all that time the two respective crops have been subjected to precisely the same political or governmental conditions. Industrially the cost of cultivating, harvesting and manufacturing an acre of beets is considered to be greater than that of the same processes applied to an acre of cane. The cane yields a greater number of tons to the acre, which increase is probably about offset by the comparatively greater sugar content of the ripened beet; their available sugar content being from 10 to 12 per cent., against 8 to 9 per cent. in that of cane. But the beet sugar manufacturers, from a material more difficult and costly to work than cane, produce sugar of a quality ready to enter into direct consumption and have taken more active means to render their products marketable. But probably the chief cause of the splendid growth of the beet sugar industry, which within a score of years passed the century-old cane sugar industry, lay in the quality and the quality of the labor devoted to it."—Louisiana Planter.

General Groceries.

So much is said in these times about package goods and other specialties that grave danger exists that the old-time general groceries will be overlooked. Yet they, as always, constitute the principal part of the grocer's stock and it is really to them he must turn for the bulk of his business and profit.

It may be said, and probably is said a good many times, that these goods will sell themselves, since the list comprises those articles which every family must have as the basis of every meal cooked in the house. And in a degree this assumption is reasonably accurate. On the other hand, however, it is possible to expand the sale of even the staples by judicious advertising and proper effort to attract attention.

More flour, for example, could be sold by special advertising, supplemented by a striking display. And the same observation applies to sugar, salt, coffee, tea and many other varieties included in the department of staple groceries.

The basis of every grocer's business is in the old-time general groceries. And he can benefit himself materially by pushing their sale with as much energy as he exerts upon the long list of specialties which possess merits as trade bringers.

An ideal trade is one that combines both in an equable degree. And that trade can only be assured through the exertion of well-trained mercantile intelligence, based upon the excellence of the goods offered.—Grocers' Criterion.

Tea and Coffee Before the War.

Before the Civil War a great deal of coffee in this country was sold in the green state, the consumers doing the roasting, and although this practice should have insured the drinkers getting the utmost satisfaction from the beverage, there was no great increase in the per capita consumption until the grocers had practically ceased to sell green coffee. In fact the great growth of the consumption of coffee in this country is the best answer to the critics of the grocer's coffee skill. At the same time, there may be some truth in the opinion that it is the neglect of the tea department rather than good coffee judgment, on the part of the grocers, that explains much of the present popularity of coffee as a beverage.

Nothing But a Merchant.

These few words, "The man who is nothing but a merchant is lopsided," which appeared in the Tradesman of October 19, made me think.

I am now wondering if I am lopsided. Maybe I am, but I am trying to be broad minded enough to think about something else besides making money. Is a man really a merchant if he is nothing else? You may answer over your wireless. In this age of progression a man must be a genius before he can be a merchant.

In my opinion before one can be a real good merchant he must be an orderly, systematic, exact, competent, reliable, prompt individual. To be such takes thoughts other than those that govern the retail business. One must get into the broad field of art, literature and music, and, last but not least, must follow the thought that leads one into the consideration of all mankind. I Am That I Am.

Doyle Solved the Mystery.

A New York poet at the Authors' Club in Seventh Avenue told a Conan Doyle story.

"Sir Arthur Conan Doyle," he said, "sat at dinner on his last visit here beside a lady who asked leave to consult him about some thefts.

"My detective powers," he replied, "are at your service, madam."

"Well," said the lady, "frequent and mysterious thefts have been occurring at my house for a long time. Thus, there disappeared last week a motor horn, a broom, a box of golf balls, a left riding boot, a dictionary and a half-dozen tin pieplates."

"Aha," said the creator of Sherlock Holmes, "the case, madam, is quite clear. You keep a goat."

His Nightmare.

Mother: Johnnie, wake up. You're sobbing in your sleep. What's the matter?

Johnnie: Oh, muvver! I dreamed they was going to have a sane Christmas.

Wanted Him To Do Something.

It was an ambitious young fellow who left home and was not heard of for three years; at the end of that period he returned, and said that he had become an actor; in fact, he had procured a splendid engagement with a gentleman named Henry Irving. The father was so overjoyed that he mustered a large party of friends, and they attended in a body at the Lyceum, which is a theatre somewhere in London. The first act ended, but that man's son had not put in an appearance. The second act ended. Same result. The father was in an agony of perspiration. Toward the end of the third act in walked the son, carrying a gun, but with nothing to say for himself. He was merely a super. He strutted up and down the stage a couple of times. But the father could stand it no longer. Becoming excited, he leaned over the balcony and shouted: "For heaven's sake, Jim, do something! If they won't let you speak, shoot the gun off!"

According To Size.

A certain Boston gentleman, wishing to take his family to the country last summer, visited a small farm with a view of renting it, says an exchange.

Everything was to his liking and negotiations were about to be completed, when the question of renting also the farmer's cow came up. She was an excellent animal, the farmer declared, and even after feeding her calf she would give eight quarts of milk a day.

"Eight quarts a day!" exclaimed the Boston gentleman. "That is more than my whole family could possibly use."

Then suddenly observing the calf following its mother about the yard, he added:

"I'll tell you what I'll do. I'll hire the small cow, she looks just about our size."

Campaign Against "Inter-City Jealousy."

A campaign against "inter-city jealousy" has been launched by the Rotary club of Tacoma. Members of the club say they believe the best way to promote the city and state is to bury the hatchet of sectional feeling, and they are sending out the follow-

ing pledge, which has already obtained many signers:

"Now, therefore, we, the undersigned, pledge ourselves to do our utmost, singly and collectively, to eliminate the senseless and injurious inter-city jealousy, to encourage fair and friendly utterances regarding our sister cities from newspapers and private citizens alike, to foster reciprocal business relations between the people of the Northwest, and to these ends endeavor to obtain the cooperation and assistance of all fair-minded citizens."

Would Deserve More.

This story comes from a lawyer, says the New York Telegraph: "A worthy and provident man went to his legal adviser to make his will. He gave many instructions, and it seemed that everything was arranged. The lawyer began to read over his notes, and put a point to his client.

"Oh—you have made provision for your wife in the event of her surviving you. Does that remain unaltered if she should marry again?"

"No, no," said the client eagerly. "What am I leaving her? One thousand dollars a year. If she marries again make it \$2,000."

The lawyer thought there must be a misunderstanding and pointed out that most men put it the other way about.

"I know," said the client, "but the man who takes her will deserve it."

Cooperative Hardware Supplies.

The American Hardware Supply Co., Pittsburg, Pa., has obtained a Pennsylvania charter with an authorized capital stock of \$1,000,000, and expects to begin business about January 1. The organization is for the purpose of distributing hardware and its allied lines to retail hardware merchants in various states who ally themselves with the company. The company desires as members only strictly retail hardware merchants, all of whom it is said will secure the same percentage of reduction on their purchases, the idea being to furnish members with goods at prices lower than the ordinary jobbers can sell them. The company's direction is in the hands of M. B. Porter, a practical hardware man of many years standing. It is a cooperative buying organization, intended to benefit retailers.

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E. A. STOWE, Editor.

October 26, 1910

EXPRESS RATES.

The express companies are getting into the lime light. The publicity they are receiving is not of their seeking, however. It is being forced upon them by organized business men and manufacturers all over the country who want to know how and why the express companies earn so enormously and give so little of real service in return.

The Manufacturers' Association of New York is taking the initiative in the broad and general enquiry into express company methods. Backed by 178 boards of trade and other commercial bodies, the New York Association has petitioned the Inter-state Commerce Commission to institute an enquiry into express rates, rules, regulations, classifications and earnings. It is claimed the rates charged are excessive, that the rules are arbitrary, the regulations unreasonable, the classifications, inexplicable and the earnings out of all proportion to the capital invested. The Association has retained former Attorney General Griggs and it is expected a hearing will be had on the petition some time in November.

Here in Michigan the express companies are receiving attention, with the Grand Rapids Board of Trade as the chief instigator. The State Railroad Commission has taken up the matter and show every indication of being in earnest. Two hearings have already been had, and before the Commission is through it may be expected we will know a lot more about express companies and their methods than we did before.

The enquiry into the express companies is timely and pertinent. It would have been made long ago but that the American people are patient and busy. When the express is used, it usually represents a desire for greater haste or security than freight service offers, and gratitude for quick or safe delivery leads us to be thoughtless of the charge made for the service. The spirit of enquiry recently developed is bringing out facts so strange and conditions so manifestly unfair that the express companies themselves do not try to defend them. The only system observed in making the rates seems to be

to charge all the traffic will bear, and then some. Freight rates must be uniform, but the express rates are anything the companies may want to charge or think they can collect. The rate from this city to Adrian, 140 miles, is \$1.10; to Hillsdale, 123 miles, \$1.25. From this city to Marquette, 375 miles, and to New York, 900 miles, the rates are practically the same. From Beulah, Benzie county, to Toledo the rate is \$1, to this city it is \$1.25. Similar inconsistencies and inequalities can be cited without number, and even the express officials can not explain them.

The enquiry into express methods, rates, classifications and rules will, it may be expected, reveal conditions so unfair and unjust that the express companies will be compelled to make a general revision. Public opinion will go far in compelling such action, and it is probable that both the Interstate and the State Commissions will lend public opinion valuable aid in giving relief to those who use the express service.

GOOD ROADS IN MICHIGAN.

The interest in good roads seems to be increasing in Michigan, and it is a good sign. The latest manifestation of this growing interest is right here in Kent county. The Supervisors have doubled the appropriation for road building in the Grand Rapids good roads district, comprising the city and the townships of Walker, Wyoming, Paris, Grand Rapids, Plainfield and Alpine. In former years the tax has been 25 cents on the \$1,000 valuation, netting about \$22,000. This year the tax will be 50 cents and it will give the Commission approximately \$45,000. This will be enough to build twenty miles of good road and will allow about \$5,000 for the up-keep of the roads already built. The amount allowed this year, even although it be double the allowance in former years, is not large, but had anybody proposed an appropriation of even one-tenth that amount ten years ago how he would have been laughed at and jeered at and made to wish he had not. The action of the Supervisors but reflects public sentiment. The farmers may seem to be the chief beneficiaries from the good roads tax, but the value of good roads as a factor in building up a city is being more and more recognized and the city of Grand Rapids will cheerfully pay its 92 per cent. of the good roads tax that the work may go on.

Wayne county is also showing an encouraging interest in the good roads question. The appropriation this year is \$133,000, of which the city of Detroit will pay about 95 per cent. A proposition will be submitted to the voters on election day to issue \$2,000,000 in bonds to carry on the good roads work more expeditiously than could be done by annual tax. Wayne county is the oldest, most populous and the richest county in the State, and has some of the worst roads to be found in all Michigan. To have Wayne county wake up to the importance of good roads is a most encouraging sign.

Other counties in the State are showing a lively interest in the good roads question and this is especially

true of some of the Upper Peninsular counties. Baraga county this year will spend \$51,469 for good roads, Chippewa \$24,716, Dickinson \$31,137, Gogebic \$30,000 and Marquette \$40,000. In the Lower Peninsula the counties that are showing the best activity are Saginaw, with an appropriation of \$76,415; Kalamazoo, \$52,216; Muskegon, \$51,317; Manistee, \$20,923; Mason, \$20,613; Alepna, \$15,699; Grand Traverse, \$15,506; Emmet, \$15,495; Wexford, \$14,450; Cheboygan, \$13,199, and Mecosta, \$9,970. These counties all have the "county system" and it is noticeable how many of them are located in growing and prosperous Western Michigan. The older and more conservative counties in Southern Michigan are doing something, but mostly within townships or groups of townships instead of as counties.

The good roads movement will gain strength with time instead of suffering relapse. At the present rate of progress it will be years before Michigan will be famed for her good roads, but there is reason for hope that before long, instead of nibbling at the problem, Michigan will be taking big bites, after the Wayne county fashion.

KENT COUNTY IS IN LINE.

The Supervisors of Kent county, influenced largely by the representations of the Board of Trade, have shown their interest in and sympathy for the aims and purposes of the Western Michigan Development Bureau by voting \$1,000 from the public funds in aid of its work. A larger appropriation was asked for and might very reasonably have been granted, but the circumstances are such that the allowance is in fact very liberal. Never before has the County Board voted money for such a purpose. Never before have the Supervisors added to the tax levy for a fund to be expended outside of the county by persons not connected with the county government, not for a specific purpose but for the general good. The action taken is without precedent in Kent county, and it is but natural that the Supervisors in taking this action should be somewhat conservative. That the appropriation has been made, however, shows that Kent county is alive to the interests of Western Michigan, that Kent stands shoulder to shoulder with the other twenty counties in the district in promoting Western Michigan's growth, development and prosperity.

The development Bureau, with contributions from the various counties, from the transportation companies and private interests will have a fund of about \$25,000 to use in a publicity campaign to call attention to Michigan's advantages as an agricultural, horticultural and industrial State. With this fund judiciously expended, as undoubtedly it will be, the young men from the older states will be coming to Michigan in search of cheap lands upon which to locate instead of going on to the better advertised but less advantageous West. And our own young men, instead of yielding to the lure of the West, will find in Michigan the opportunities

they desire. Michigan has the soil, the climate and the near markets, and publicity will bring settlers to Michigan and settlers will convert into productive fields and orchards the lands that are now wild. Kent county has many acres of land untilled and if ever so small a number of the new settlers find their way to Kent the county will receive ample return for the money appropriated.

CIVIC BEAUTY AS CIVIC ASSET

Every business man, every man interested in the growth and prosperity of his home town should read what the executives of boards of trade and similar organizations think of civic beauty as a civic asset, as given on another page. Men do not want to live in a town that is without attractiveness; they will not bring their families to live where there are neither parks nor playgrounds, beauty spots nor recreation places. The dreary town is hopelessly handicapped as compared with the town that is good to look at.

What the executives, all experts in city promotion, say is especially pertinent at this time to Grand Rapids. A proposition to issue \$200,000 bonds for the purchase of park and playgrounds lands will be submitted to the voters on election day. Every business man, every man interested in the city's growth, should be an earnest worker for this proposition. More parks and playgrounds will mean a more attractive city. A park or playground within half a mile of every home will mean a better city in which to live. Intelligent labor will come to such a city and intelligent labor is the first essential to new industries. The interest on the proposed bond issue will be only 10 cents a year on the \$1,000 valuation, and the grocer, butcher, or dry goods dealer who secures a single new customer by reason of the city's greater attractiveness will get his money back many times over. The bonds will be payable in twenty years, and long before that the lands purchased now will be worth many times the purchase price, and not only this, but all the neighboring property will be of greater value. Buying now will be a real estate speculation in which the city can not possibly lose.

What the commercial executives say of civic beauty is of special interest to Grand Rapids at this time, but every other town should read these messages, ponder them and profit by them. The town that would grow must first make itself a desirable place to live in. Even the smallest burg should have its park or public square. There should be trees and shrubbery and well kept streets. These elements of beauty cost little beyond thoughtfulness and public spirit, and they bring splendid returns.

Robert E. Peary, the Arctic explorer, has been advanced to the rank of captain in the Corps of Civil Engineers of the navy by reason of the retirement on account of age of Captain U. S. G. White. Peary's leave of absence expires within a few days, but it has not been decided at the Navy Department what his assignment will be.

ONE WAY OUT.

A Middle-Class New Englander Emigrates To America.

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My great-grandfather was killed in the Revolution; my grandfather fought in the War of 1812; my father sacrificed his health in the Civil War; but I, although born in New England, am the first of my family to emigrate to this country—the United States of America. That sounds like a riddle or a paradox. It isn't; it's a plain statement of fact.

For the sake of convenience let me call myself Carleton. I've no desire to make public my life for the sake of notoriety. My only idea in writing these personal details is the hope that they may help some poor devil out of the same hole in which I found myself mired fifteen years ago. For that purpose Carleton is as good a name as any.

My people were all honest, plodding, middle-class Americans. They stuck where they were born, accepted their duties as they came, earned a respectable living, and died without having enough money left to make a will worth while. They were all privates in the ranks. But they were the best type of private—honest, intelligent and loyal unto death. The records of their lives aren't interesting, but they are as open as daylight. My father seems at first to have had a bit more ambition stirring within him than his ancestors, but he returned from the Civil War subdued and sick, and became head clerk and confidential man to an old-established lumber firm. Here he earned a decent living, married and occupied a comfortable home. My mother died when I was 10, and after that Father sold his house and we boarded. It was a dreary life for both of us, but obeying the family tradition, Father accepted it stoically. No one in our family ever married twice. With the death of the wife and mother the home ceased, and there was an end of it.

I remember my father with some pride. He was a tall, old-fashioned-looking man with a great deal of quiet dignity. I think his love for my mother must have been deep, for he talked to me of her a great deal and seemed much more concerned about my future on her account than on either his own or mine. I think it was she—she was a woman of some spirit—who persuaded him to send me to college. With this in mind he invested his scant savings in a wildcat mining scheme, lost, and died.

My Start in Life.

At 18, then, I was left with the only capital that succeeding generations of my family ever inherited—a common-school education and a big, sound physique. I missed my father, but I was not disheartened by being thrown on my own resources. The prospect revealed the world to me in a more romantic light than I had ever seen it. I stepped out from the confines of the boarding-house into the

freedom of the whole round earth. I had no particular ambition beyond earning a comfortable living, and I was sure enough at 18 of being able to do this. Indeed I found several chances open to me to go in as office boy and learn the business. But a chum of mine who had entered the employ of the United Woolen Company saw another vacancy in the clerical department there and persuaded me to join him. I began at five dollars a week. I soon found that I was nothing but a human adding machine; but the hours were short, my associates pleasant, and I felt a certain pride in being part of this vast enterprise, which occupied a whole downtown office block.

The next ten years were pleasant enough. My salary was advanced steadily to twenty dollars and I lived better and dressed better than ever before in my life. Without being extravagant or dissipating I spent my modest income as fast as it increased. Every raise found a new demand. Had I been forehanded and inclined to save, it would have been at the sacrifice of the only friends I had—my office associates. I remember that when I was finally advanced another five dollars I half-heartedly resolved to put this amount in the bank weekly. But at this point the crowd joined a small country club and I had either to follow or to drop out of their lives.

However, I've never regretted this extravagance, if for no other reason than because it was there I met the girl who became my wife. My best reason for remaining anonymous is the opportunity it will give me to tell about her. I want to feel free to talk about Ruth. I want to feel free to rave about her if so inclined. She objects even under this disguise, but here I must have an uncramped hand. The whole scheme of my life, beginning, middle and end, swings around her. Without her inspiration I don't like to think what the end of me might have been.

I was 28 when I met Ruth, and she was 18. She came out to the club one afternoon, on a Saturday, to watch a tennis match in which I was playing. From the moment I caught sight of her dear, serious face I never played better. After beating my man in love sets I was introduced to her, and after that there was nothing else of so great consequence in my life.

Ruth's family, too, was distinctly middle-class, in the sense that none of them ever had done anything to distinguish themselves either for good or bad. Her parents lived on a small farm in New Hampshire, and when I met her she had just been graduated from the village academy and had come to town to visit an aunt. She was a woman such as my mother would have liked; clear and great depths hidden among the golden shallows. Her experience had all been among the meadows and mountains, so that she was simple and direct and fearless in her acts and thoughts.

Six months later I received a substantial raise of three hundred dollars and a week after this we were married. I found a little house in

the suburbs for which I paid forty dollars a month rent. To furnish it I bought a thousand dollars' worth of furniture on the installment plan, and we settled down very happily and peacefully without even the speck of a cloud on the horizon. Ruth was a fine cook and refused to have a servant in the house. We paid cash for everything and if nothing much was left over, why, we didn't care. We had enough to pay all our bills, with something for extras.

Those days were as perfect as it ever falls to the lot of the average matter-of-fact man to live. My salary came as regularly as an annuity, there was every prospect for advancement, and little by little we paid for the furniture. Ruth had a keen zest for life and helped me live every day to its fullest. We had so much fun just by ourselves that we didn't get acquainted with our neighbors very rapidly. We had no need of neighbors.

We were in town a good deal in the evenings. Ruth used to meet me at the office, and we would take dinner together at some little French restaurant and then go to a theater or a concert. City life was all new to her and she got into things in such a way as to make them all new to me. She used to perch on the edge of her seat at the theater so breathless, so responsive, that I often saw the old-timers there watch her instead of the show. I often did myself. And sometimes it seemed to me as though the whole company acted to her alone. (When Ruth read this she declared it was all nonsense. But it's a fact.)

There came a time in about a year when we didn't go out so much. Then I watched her with a new emotion as she grew eager and breathless over so small a matter as the knitting of a tiny pair of socks. I had more time now to meet my neighbors and found them a pleasant, companionable lot. There was a bank clerk, a young lawyer, an insurance man, and two or three others of about my own age who were working for various corporations. We were all earning about the same salaries and had about the same type of comfortable house. Still there were differences and you could tell, more by the wives than the husbands, those whose income went above two thousand. We had a neighborhood club where the men met of an evening and there were whist parties, dances and golf tournaments. On the whole the women were good to Ruth and often dropped in with whispered advice.

Expenses Take a Jump.

I thought I had touched the climax of life when I married Ruth, but when the boy came he lifted me a notch higher. And with him he brought me a new wife in Ruth, without taking one whit from the old. Sweetheart, wife and mother now, she revealed to me new depths of womanhood.

But from this point on I found my salary of fifteen hundred strained a bit. We had paid for all our furniture, but the expense of doctor and nurse was large and I found it necessary to hire a servant. With that our household expenses took a big jump.

The girl, in spite of Ruth's supervision, wasted as much as she used. However, we didn't go out at all, and so made both ends meet.

During the next five years I never did any better than that. With the boy's future looming up I realized now as never before the necessity of getting a little ahead of the game. But, although we cut down as much as possible, the prices of everything rose just enough to absorb our economies. Not only that, but little by little we had been more and more forced into the social life of the neighborhood. Personally I didn't care about the dinners and parties, but Ruth did, and I saw it was her right to have them. We couldn't decline one invitation without declining all, and this would have meant social exile for her. But it cost money. It cost a lot of money. We had to do our part in return, and this soon came to be a big item in the year's expenses.

I began to look forward with some anxiety for the next raise. At the office I hunted for extra work with an eye upon the place above; but, although I found the work, nothing came of it except longer hours. In fact I began to think myself lucky to hold the job I already had. Mechanical adding machines had cost a dozen men their positions; a card system of book-keeping made it possible to discharge another dozen, while an off year in woollens sent two or three more flying. Occasionally when work picked up again a young man was taken on to fill the place of one of the discharged men. The company always saved a few hundred dollars by such a shift, and so far as any one could see the work went on just as well.

While these moves were ominous, as I can see now in looking back, they did not disturb me very much at the time. My life at home was too happy to admit of much worrying. Neither the wife, the boy, nor I was sick a day, and if at times we were a trifle pinched it was wonderful how rich Ruth contrived to make us all feel. We were both very content in watching the boy grow. It seemed but a jiffy before he was out of long dresses into short, out of these into rompers, out of these into trousers. Before we knew it he was going to school. It was lonesome for the wife after he began to trudge off every day and she looked forward to Saturdays as eagerly as he did. It wasn't long before his playmates had him out of the house even on that day. But Sunday we had him to ourselves.

Hard Work To Make Ends Meet.

Every night when I came home Ruth used to run over for me all his adventures of the day. Then I began to notice a wistful expression in her eyes. I knew what it meant. I had my own heart hunger. But, good Lord, as it was I hadn't yet been able to save a dollar! We were simply holding on tight and drifting. I didn't dare say anything even when one night she whispered:

"He's all we have, Billy—just one." Just one. I'd have liked a house

full, too. But it would only have meant running our heads into a noose.

So for five years I had to go downtown knowing I was leaving her all alone in the house with the one away at school. And what a mother she was! She ought to have had one by her side all the time.

As the one grew older his expenses increased. The only way to meet them was by cutting down our own. I gave up smoking and made my old clothes do an extra year. Ruth spent half her time in bargain hunting and saved still more by taking it out of herself. Poor little woman, she worked harder for a quarter than I did. But the boy had made many new friends, and these brought still further obligations. The social functions increased through him. Once again I tried to see some way out of these, but there was none. The boy had to do as his friends did or live a hermit; the wife had to do as her friends did, and I had to do as my friends did. The price of independence in this close-knit neighborhood was isolation. We managed it all as economically as possible, but the utmost we were able to do was to keep out of debt. The old grim fact came with renewed force—I hadn't been able to save a dollar.

There was just one ray of hope for me—the job ahead. That would mean twenty-five hundred dollars a year. For the next five years Ruth and I used to comfort ourselves by discussing what we would do when this came to us. It was pleasant food for dreams. It took the edge off the immediate thought of danger. In the meanwhile I resigned from the country club.

In this way, then, we lived until I was 38 and Ruth was 28 and the boy was 9. For the last few months I had been doing night work without extra pay and so was practically exiled from the boy except on Sundays. He was not developing the way I wanted to see him. The local grammar school was almost a private school for the neighborhood. I should have preferred to have it more cosmopolitan. The boy was rubbing up against only his own kind and this was making him a bit soft, both physically and mentally. He was also getting a bit querulous and autocratic. Ruth saw it, but with only one * * * Well, on Sundays I took the boy with me on long cross-country jaunts and did a good deal of talking. But it rolled off like water off a duck. He lacked energy and initiative. He was becoming distinctly more middle-class than either of us, with some of the faults of the so-called upper class thrown in. He chattered about Harvard, not as an opportunity, but as a class privilege. I didn't like it. But before I had time to worry much about this the crash came that I had not been wise enough to foresee.

II.

One Saturday afternoon, after we had been paid off, Morse, the head of the department, whose job I had been eyeing enviously for five years now, called me into his office. For three minutes I saw all my hopes

realized; for three minutes I walked dizzily with my whole life justified. I could hardly catch my breath as I followed him. I didn't realize until then how big a load I had been carrying. As a drowning man is said to see visions of his whole past life, I saw visions of my whole future. I saw Ruth's eager face lifted to mine as I told her the good news; I saw the boy taken from his commonplace surroundings and doing himself proud in some big preparatory school where he brushed up against a variety of other boys; I saw—God pity me for the fool I was—other children at home to take his place. I can say that for three minutes I have lived.

Morse seated himself in the chair before his desk and, bending over his papers, talked without looking at me. He was a small fellow. I don't suppose a beefy man ever quite gets over a certain feeling of superiority before a small man. I could have picked up Morse in one hand with ease.

"Carleton," he began, "I've got to cut down your salary five hundred dollars."

It came like a blow in the face. I don't think I answered.

"Sorry," he added, "but Evans says he can double up on your work and offers to do it for two hundred dollars more."

I repeated that name Evans over and over. He was the man under me. Then I saw my mistake. While watching the man ahead of me I had neglected to watch the man behind me. Evans and I had been good friends. I liked him. He was about 20 and a hard worker.

"Well?" said Morse.

I recovered my wind.

"Good God," I cried, "I can't live on any less than I'm getting now!"

"Then you resign?" he asked quickly.

For a second I saw red. I wanted to take this pigmy by the throat. I wanted to shake him. He didn't give me time before exclaiming:

"Very well, Carleton. I'll give you an order for two weeks' pay in advance."

The next thing I knew I was in the outer office with the order in my hand. I saw Evans at his desk. I guess I must have looked queer, for at first he shrank away from me. Then he came to my side.

"Carleton," he said, "what's the matter?"

"I guess you know," I answered.

"You aren't fired?"

I bucked up at this. I tried to speak naturally.

"Yes," I said, "I'm fired."

"But that isn't right, Carleton," he protested. "I didn't think it would come to that. I went to Morse and told him I wanted to get married and needed more money. He asked me if I thought I could do your work. I said yes. I'd have said yes if he'd asked me whether I could do the President's work. But—come back and let me explain it to Morse."

It was white of him, wasn't it? But I saw clearly enough that he was only fighting for his right to love as I was fighting for mine. I don't know that I should have been as gen-

erous as he was—ten years ago. He had started toward the door when I called him back.

"Don't go in there," I warned. "The first thing you know you'll be doing my work without your two hundred."

"That's so," he answered. "But what are you going to do now?"

"Get another job," I answered.

One of the great blessings of my life is the fact that it has always been easy to report bad news to Ruth. I never had to break things gently to her. She always took a blow standing up, like a man. So now I boarded my train and went straight to the house and told her. She listened quietly and then took my hand, patting it for a moment without saying anything. Finally she smiled at me.

"Well, Billy," she said, "it can't be helped, can it? So good luck to Evans and his bride."

When a woman is as brave as that it stirs up all the fighting blood in a man. Looking into her steady blue eyes I felt that I had exaggerated my misfortune. Thirty-eight is not old and I was able-bodied. I might land something even better than that which I had lost. So instead of a night of misery I actually felt almost glad.

A Hunt For a New Job.

I started in town the next day in high hope. But when I got off the train I began to wonder where I was going. What sort of a job was I going to apply for? What was my profession, anyway? I sat down in the station to think the problem over.

For twenty years now I had been a cog in the clerical machinery of the United Woolen Company. I was known as a United Woolen man. But just what else had this experience made of me? I was not a book-keeper. I knew no more about keeping a full set of books than my boy. I had handled only strings of United Woolen figures; that meant nothing outside that particular office. I was not a stenographer, or an accountant, or a secretary. I had been called a clerk in the directory. But what did that mean? What the devil was I, after twenty years of hard work?

The question started the sweat to my forehead. But I pulled myself together again. At least I was an able-bodied man. I was willing to work, had a record of honesty and faithfulness, and was intelligent as men go. I didn't care what I did, so long as it gave me a living wage. Surely, then, there must be some place for me in this alert, hustling city.

I bought a paper and turned to "Help Wanted." I felt encouraged at sight of the long column. I read it through carefully. Half of the positions demanded technical training; a fourth of them demanded special experience; the rest asked for young men. I couldn't answer the requirements of one of them. Again the question was forced in upon me—what the devil was I?

I didn't know which way to turn. There wasn't a relative in a position to help me; there wasn't one of my neighbors to whom I felt free to turn in such a crisis. Their respect for me depended upon my ability to maintain

my social position. They could do nothing anyway.

In the course of my work with the United Woolen Company I had learned the names of a dozen houses with which the firm did business. I resolved to make the rounds of these for a starter. It seemed like a poor suggestion, but it was the only thing that suggested itself.

With waits and delays this took me two weeks. At the end of that time two questions were burned into my brain: "What can you do?" and "How old are you?" The latter question came as a new revelation. It seems that from a business point of view I was considered an old man. My good strong body counted for nothing; my past training counted for nothing; my willingness to undertake any task counted for nothing. I was too old. No one wanted to bother with a beginner over 18 or 20. The market demanded youth—youth with the years ahead that I had already sold. Wherever I stumbled by chance upon a vacant position I found waiting there half a dozen stalwart youngsters. They looked as I had looked when I joined the United Woolen Company. I offered to do the same work at the same wages as the youngsters, but the managers did not want me. They did not want a man around with wrinkles in his face. Moreover, they were looking to the future. They didn't intend to adjust a man into their machinery only to have him die in a dozen years. I wasn't a good risk. Moreover, I wouldn't be so easily trained, and with a wider experience might prove more bothersome. At 38 I was too old to make a beginning. The verdict was unanimous. And yet I had a physique like an ox and there wasn't a gray hair in my head. I came out of the last of those offices with my fists clenched.

In the meanwhile I had used up my advance salary and was, for the first time in my life, running in debt. Having always paid my bills weekly I had no credit whatever. Even at the end of the third week I knew that the grocery man and butcher were beginning to fidget. The neighbors had by this time learned of my plight and were gossiping. And yet in the midst of all this I had some of the finest hours with my wife I had ever known.

The Tyranny of the Neighbors.

She sent me away every morning with fresh hope and greeted me at night with a cheerfulness that was like wine. And she did this without any show of false optimism. She was not blind to the seriousness of our present position, but she exhibited a confidence in me that did not admit of doubt or fear. There was something almost awesomely beautiful about standing by her side and facing the approaching storm. She used to place her small hands upon my back and exclaim:

"Why Billy, there's work for shoulders like those."

It made me feel like a giant.

So another month passed. I subscribed to an employment bureau, but the only offer I received was to act as a sort of bouncer in a barroom. I

suppose my height and weight and reputation for sobriety recommended me there. There was five dollars a week in it, and as far as I alone was concerned I would have taken it. That sum would at least buy bread, and although it may sound incredible the problem of getting enough to eat was fast becoming acute. The provision men became daily more suspicious. We cut down on everything, but it was only a question of time when they would refuse to extend our credit. And all around me my neighbors went their cheerful ways and waited for me to work it out. But whenever I thought of the barroom job and the money it would bring I could see them shake their heads.

It was hell. It was the deepest of all deep hells—the middle-class hell. There was nothing theatrical about it—no fireworks or red lights. It was plain, dull, sodden. Here was my position; work in my own class I could not get; work as a young man I was too old to get; work as just plain physical labor these same middle-class neighbors refused to allow me to undertake. I couldn't black my neighbors' boots without social ostracism, although Pasquale, who kept the stand in the United Woolen building, once confided to me that he cleared some twenty-five dollars a week. I couldn't mow my neighbors front lawns or deliver milk at their doors, although there was food in it. That was honest work—clean work; but if I attempted it would they play golf with me? Personally I didn't care. I would have taken a job that day. But there were the wife and boy. They were held in ransom. It's all very well to talk about scorning the conventions, to philosophize about the dignity of honest work, to quote "a man's a man for a' that;" but associates of their own kind mean more to a woman and a growing boy than they do to a man. At least I thought so at that time. When I saw my wife surrounded by well-bred, well-dressed women they seemed to me an essential part of her life. What else did living mean for her? When my boy brought home with him other boys of his age and kind—although to me they did not represent the highest type—I felt under obligations to retain those friends for him. I had begot him into this set. It seemed barbarous to do anything that would allow them to point the finger at him.

I felt a yearning for some primeval employment. I hungered to join the army or go to sea. But here again were the wife and boy. I felt like going into the Northwest and preempting a homestead. That was a saner idea, but it took capital and I didn't have enough. I was tied hand and foot. It was like one of those nightmares where in the face of danger you are suddenly struck dumb and immovable.

I was beginning to look wild-eyed. Ruth and I were living on bread, without butter, and canned soup. I sneaked in town with a few books and sold them for enough to keep the boy supplied with meat. My shoes were worn out at the bottom and

my clothes were getting decidedly seedy. The men with whom I was in the habit of riding to town in the morning gave me as wide berth as though I had the leprosy. I guess they were afraid my hard luck was catching. God pity them, many of them were dangerously near the rim of this same hell themselves.

One morning my wife came to me reluctantly, but with her usual courage and said:

"Billy, the grocery man didn't bring our order last night." It was like a sword-thrust. It made me desperate. But the worst of the middle-class hell is that there is nothing to fight back at. There you are. I couldn't say anything. There was no answer. My eyes must have looked queer, for Ruth came nearer and whispered:

"Don't go in town to-day, Billy."

I had on my hat and had gathered up two or three more volumes in my green bag. I looked at the trim little house that had been my home for so long. The rent would be due next month. I looked at the other trim little houses around me. Was it actually possible that a man could starve in such a community? It seemed like a Satanic joke. Why, every year this country was absorbing immigrants by the thousand. They did not go hungry. They waved fat and prosperous. There was Pasquale, the bootblack, who was earning as much as I ever did.

We were standing on the porch. I took Ruth in my arms and kissed her. She drew back with a modest protest that the neighbors might see. The word neighbors goaded me. I shook my fist at their trim little houses and voiced a passion that had slowly been gathering strength.

"Damn the neighbors!" I cried.

Ruth was startled. I don't often swear.

"Have they been talking about you?" she asked suddenly, her mouth hardening.

"I don't know. I don't care. But they hold you in ransom like bloody Moroccan pirates."

"How do they, Billy?"

"They won't let me work without taking it out of you and the boy."

Her head dropped for a second at mention of the boy, but it was soon lifted.

"Let's get away from them," she gasped. "Let's go where there are no neighbors."

"Would you?" I asked.

"I'd go to the ends of the earth with you, Billy," she answered quietly.

How plucky she was! I couldn't help but smile as I answered, more to myself:

"We haven't even the carfare to go to the ends of the earth, Ruth. It will take all we have to pay our bills."

"All we have?" she asked.

No, not that. They could get only a little bit of what she and I had. They could take our belongings, that's all. And they hadn't got those yet.

But I had begun to hate those neighbors with a fierce, unreasoning hatred. In silence they dictated, with-

out assisting. For ten years I had lived with them, played with them, been an integral part of their lives, and now they were worse than useless to me. There wasn't one of them big enough to receive me into his home for myself alone, apart from the work I did. There wasn't a true brother among them.

Our lives turn upon little things. They turn swiftly. Within fifteen minutes I had solved my problem in a fashion as unexpected as it was radical.

How Murphy Made Good.

Going down the path to town bitterly and blindly I met Murphy. The latter was a man with not a gray hair in his head who was a sort of man-of-all-work for the neighborhood. He took care of my furnace and fussed about the grounds when I was tied up at the office with night work. He stopped me with rather a shamefaced air.

"Beg pardon, sor," he began, "but I've got a bill comin' due on the new house——"

I remembered that I owed him some fifteen dollars. I had in my pocket just ten cents over my carfare. But what arrested my attention was the mention of a new house.

"You mean to tell me that you're putting up a house?"

"The bit of a rint, sor, in —— street."

The contrast was dramatic. The man who emptied my ashes was erecting tenements and I was looking for work that would bring me in food. My people had lived in this country some two hundred years or more, and Murphy had probably not been here over thirty. There was something wrong about this, but I seemed to be getting hold of an idea.

"How old are you, Murphy?" I asked.

"Goin' on 60, sor."

"You came to America broke?"

"Dead broke, sor."

"You have a wife and children?"

"A woman and six childer."

Six! Think of it! And I had one.

"Children in school?"

I asked it almost in hope that here at least I would hold the advantage.

"Two of them in college, sor."

He spoke it proudly. Well he might. But to me it was confusing.

"And you have enough left over to put up a house?" I stammered.

"It's better than the bank," Murphy said apologetically.

"And you aren't an old man yet," I murmured.

"Old, sor?"

"Why you're young and strong and independent, Murphy. You're——" But I guess I talked a bit wild. I don't know what I said. I was breathless—lightheaded. I wanted to get back to Ruth.

"Pat," I said, seizing his hand—"Pat, you shall have the money within a week. I'm going to sell out and emigrate."

"Emigrate?" he gasped. "Where to?"

I laughed. The solution now seemed so easy.

"Why, to America, Pat. To America where you came thirty years ago."

I left him staring at me. I hurried

into the house with my heart in my throat.

III.

I found Ruth in the sitting room with her chin in her hands and her white forehead knotted in a frown. She didn't hear me come in, but when I touched her arm she jumped up, ashamed to think I had caught her looking even puzzled. But at sight of my face her expression changed in a flash.

"Oh, Billy," she cried, "it's good news?"

"It's a way out—if you approve," I answered.

"I do, Billy," she answered without waiting to hear.

"Then listen" I said. "If we were living in England or Ireland or France or Germany and found life as hard as this and some one left us five hundred dollars what would you advise doing?"

"Why, we'd emigrate, Billy," she said instantly.

"Exactly. Where to?"

"To America."

"Right," I cried. "And we'd be two out of a thousand if we didn't make good, wouldn't we?"

"Why, every one succeeds who comes here from somewhere else," she exclaimed.

"And why do they?" I demanded, getting excited with my idea. "Why do they? There are a dozen reasons. One is because they come as pioneers—with all the enthusiasm and eagerness of adventurers. Life is fresh and romantic to them over here. Hardships only add zest to the game. Another reason is that it is all a fine big gamble to them. They have everything to gain and nothing to lose. It's the same spirit that drives young New Englanders out West, to try their luck in Alaska, to pre-empt homesteads in the Northwest, to till the prairies. Another reason is that they come over here free—unbound by conventions. They can work as they please, live as they please. They haven't any caste to hamper them. Another reason is that, being all on the same great adventure, they are all brothers. They pull together. Still another reason is that as emigrants the whole United States stands ready to help them with schools and playgrounds and hospitals and parks."

I paused for breath. She cut in excitedly:

"Then we're going out West?"

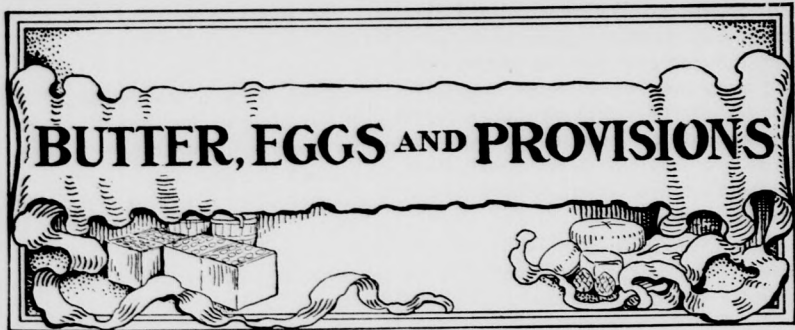
"No; we haven't the capital for that. By selling all our things we can pay up and have a few hundreds over, but that wouldn't take us to Chicago. I'm not going ten miles from home."

"Where then, Billy?"

"You've seen the big ships come in along the water-front? They are bringing over hundreds every year and landing them right on those docks. Those people have had to cross the ocean to reach that point, but our ancestors made the voyage for us two hundred years ago. We're within ten miles of the wharf now."

She couldn't make out what I was driving at.

(Concluded next week)



Observations by a Gotham Egg Man.

The recent compilation of New York's population gives us a good opportunity to make some calculations of the per capita consumption of eggs in this section during the past ten years. As a basis for this calculation we have the receipts of eggs for each year, the reports of storage accumulations on January 1 since 1902 and the United States census figures of population in 1900 and 1910. We can also add to the table an approximate average price for each year, which is important in any consideration of consumptive demand.

We have compiled these figures in the accompanying table, which needs some explanation: The population for each year from 1900 to 1910, in both of which years the figures are officially reported, is calculated by assuming a uniform percentage of increase. And that these calculations are nearly correct is indicated by the fact that the estimate for 1905 (4,046,000) is so nearly in line with the police census for that year, which was 4,014,000. The trade output of eggs

for each year is calculated by taking the year's receipts adding the storage stocks at the beginning of each year and subtracting the stocks at the close of each year. But for lack of this data we were obliged to use only the actual receipts for the years 1900 and 1901. The estimated average prices for each year represent an average of the monthly averages for average prime to best fresh gathered Western eggs as sold in the wholesale market.

Of course in attempting to calculate the per capita egg consumption from these data there is room for error. The average population for each year is surely more or less different from the estimates and the egg receipts at New York are used more or less by communities outside of the city limits. And the out of town trade may have been relatively more in some years than in others. Yet, with a due appreciation of these chances of error the table should prove interesting to the egg trade and it is to be said that the resulting figures of estimated per capita con-

sumption appear to be more consistent than might have been supposed to be shown by the comparison of rapidly growing population and actual receipts.

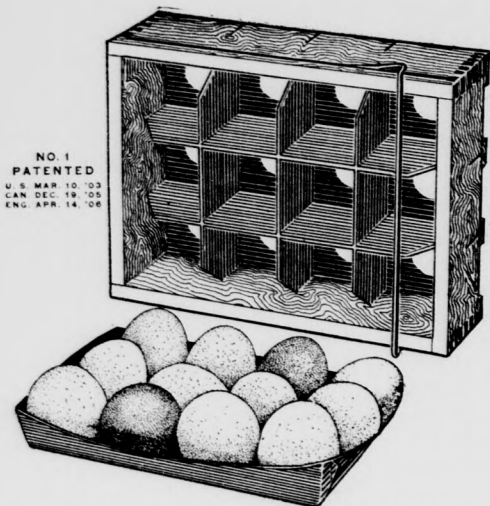
In regard to the figures for the current year it is to be noted that the trade output can now be given only for nine months and the average price is also figured for the same period. But for uniformity of comparison the per capita output has been calculated for the full year by adding one-third to the figures for nine months. It should be considered, however, that our trade output in October, November and December is usually less than the average of the other nine months. The actual figures for 1910 are likely to show a higher average price for the year and a slightly smaller consumptive output per capita than indicated in the table.

Year	Population (partly estimated)	Trade output of eggs cases	Average wholesale price	Eggs used per capita
1910	4,767,000	*3,297,985	*24½	331
1909	4,613,000	4,112,000	25½	320
1908	4,464,000	4,187,000	22½	335
1907	4,320,000	4,387,000	22½	364
1906	4,181,000	4,151,000	21½	356
1905	4,046,000	3,464,000	22¼	306
1904	3,916,000	3,381,000	22¼	306
1903	3,790,000	3,202,000	21¼	302
1902	3,669,000	2,869,000	21¼	281
1901	3,550,000	2,965,000	18	299
1900	3,437,000	2,912,000	17½	306

*Nine months. †For twelve months, calculated in proportion to nine months.

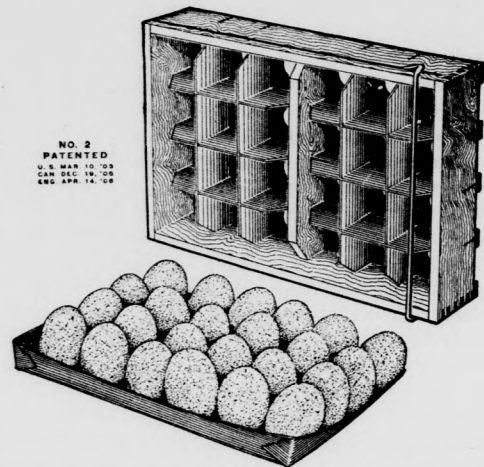
An analysis of the table is interesting. It must be remembered that the general tendency toward advance in egg prices during the past ten years has been only in line with a similar advance in all other food

products, due to general causes. And it is seen that in spite of this advance there has been a general, although not uniform, tendency toward a larger per capita consumption. From 1900 to 1901 the increase in supply was not as great as the increase in population, and a few less eggs were used per capita, a slightly higher price being sustained. The growth of population 1901 to 1902 was met by smaller receipts and a naturally smaller consumption, naturally compensated by an advance in the average price. In 1903 the supply increased more than the population and more eggs were used per capita, but the average price was maintained, doubtless affected by the then gradual upward movement in all food values. Also in 1904 a further gain in per capita consumption appears to have been realized with some advance in average values and about even conditions of relative supply and demand were experienced in 1905, with very little difference in average price. In 1906 the supply increased much more largely than the population, and a lower average price was necessary to expand the consumptive demand sufficiently to absorb the supply; but in 1907 still larger supplies, relative to population, were absorbed at a higher average value. That year (1907) appears to have marked the greatest per capita consumption in the past ten years. There has since been a greater growth of population than of egg supply and this has been accompanied by a tendency toward higher levels of average price.—N. Y. Produce Review.



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Shortening Receipts, Etc., Send Fine Grade Prices Upward.

New York, Oct. 25—New York has somewhat re-arranged her butter prices during the past week, and we are now on a little higher level of values so far as the finest grades of creamery are concerned. A falling off in receipts brought the supplies of fresh down to a point below actual consumptive requirements, and after working out a little of the stock that had accumulated an upward movement started, which was pushed along energetically by some strong operators, whose interests were either to gain an advantage on current purchases or to make it possible to take some goods out of storage at a slight profit. Probably the latter was the most potent factor, but the movement was sufficiently successful to raise the market for creamery specials from 30½¢ up to 32¢.

It should be clearly understood, however, that the improvement in values has been confined closely to the best table grades of butter, for which New York has to mark out rather an independent course at this season of year. In common with all other markets we have heavy supplies of secondary grades, and the inability to find adequate outlet for these, even at the unusually wide range of values, is the most unsatisfactory part of the present situation.

Receipts are now running about 40,000 packages—a little more one week and somewhat less the next. This is approximately 5,000 packages a week below consumptive requirements, and the shortage has to be made up either from storage or the private refrigerators. The latter held about 60,000 packages on October 1, and there were 256,780 packages in the public warehouses on the same date. Reports received from the freezers indicate a reduction since the opening of the month of about 9,000 packages, and there may be a little less in the private boxes.

General reports indicate continued favorable conditions for production. Feed in some of the Northern sections is not the best, but over a large part of the dairy belt pastures are good and the flow of milk keeps up well. A good deal of cream is still coming over from Canada and is being made up into butter in the Northern creameries; and it is understood that some lots of Canadian butter have been bought at 23@23½¢ to come here.

Increased Oleo Production in Fiscal Year Ended June 30.

In his preliminary report to the Secretary of the Treasury, Commissioner Cabell, under date of August 2, 1910, gives the sources of receipts that have passed through the Internal Revenue office, and from these we find that the output of oleomargarine in the United States for the fiscal year ended June 30, reached the enormous total of 139,755,426 pounds—136,263,448 pounds of uncolored on which a tax of ¼¢ per pound was paid, and 3,491,978 pounds which carried a tax of 10¢ a pound. There has been a further falling off in the amount of colored oleo manufactured—736,792 pounds for the year—but

the increase in uncolored amounted to 49,133,865 pounds or slightly over 54 per cent. Figured into packages of sixty pounds each it gives a total output of 2,329,257 tubs. The activity at the factories this fall makes it quite certain that the output this year will show further considerable increase.

The subjoined table giving the total production of each year back to 1903, when the present law went into effect, will be of interest:

	Uncolored ¼c tax Pounds	Colored 10c tax Pounds
1910	136,263,448	3,491,978
1909	86,392,800	4,228,770
1908	74,107,708	4,999,566
1907	63,836,384	5,152,466
1906	50,595,632	2,551,027
1905	46,596,132	2,384,851
1904	46,432,388	1,639,102
1903	68,490,992	2,719,422

Age of Eggs Must Be Stated.

At Sacramento, Cal., hotels, restaurants and boarding houses serving eggs must apprise their customers of the standing of the egg, and the menu card must be made to tell the story. Grocers and retailers must take eggs from plainly included packages, easily read by a casual observer. Even the general term "eggs" must, unless qualified, denote eggs that are solid, sweet and full.

This is due to a decision of the California State Board of Health. Hereafter an egg that is held for more than fourteen days must be labeled as a cold storage egg, except in the case of "fresh Eastern eggs," which may be held twenty-one days.

"Held" and "seconds" are terms now applicable only to eggs that are sound. The words "extra," "fancy" and "selected," indicating a superior quality, may be used in connection with either cold storage or the fresh products.

Brewing the Tea.

Oh housewife, spare that tea! Drown not its strength, dear frau! Just set its spirit free, and to its charm we'll bow. Every package of tea ought to bear a label charging the consumer not to exceed so many volumes of water in brewing certain quantities of leaf. Dishwater gives some kinds of home-made tea a close race, and yet if tea fails to give satisfaction, the grocers bear the blame.

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Ship us your Hides to be made into Robes Prices Satisfactory

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Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

C. D. CRITTENDEN CO.
GRAND RAPIDS, MICH.

Distributing Agents for

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PRODUCE COMMISSION

J. A. Witzig

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

"Buffalo Means Business"

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

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

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

Established 1873

Clover Seed and Beans

If any to offer write us

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

MAKE YOUR CITY BEAUTIFUL.**How Parks Add To a Town's Prosperity.**

At the recent convention in this city of the American Association of Commercial Executives, made up of the executive officers of boards of trade, chambers of commerce and similar organizations all over the country, the thought was repeatedly brought out that if you want to make your town amount to anything you must first make it a pleasant place in which to live. The secret of success in getting new industries, in securing conventions and in making your town grow, it was repeatedly declared by these experts in city promotion, rested on making your town so attractive that people will want to make it their home.

This city just now is engaged in a campaign for the issuing of \$200,000 bonds for the purchase of lands suitable for playgrounds and parks. Charles W. Garfield, who is taking an active interest in the campaign, wrote to many of the executives who attended the recent convention, asking them to express views as to the relations between business and beauty. The replies may seem to have special interest for Grand Rapids because they apply to a present live issue, but there isn't a city, a village or small town anywhere that can not profit by what the executives say. Following are some of the letters:

I am much impressed with the new idea so much advanced at this meeting that the proper way to build up a community commercially is to improve the general appearance of the place. Make it a desirable and healthy place to live, backed up by a reasonable amount of business energy and enterprise, and the future prosperity of that town is assured, in my judgment.

W. W. Reed,
Board of Trade, Kent, O.

I don't think any level-headed man would belittle the necessity of city parks. A commercial community which does not actually do constructive work toward better parks, better lights, cleaner streets and efficient city administration, can not hope to maintain its growth in competition with cities that do these things. In my opinion, it is not a question of "Does it pay?" These things simply have to be done. People won't live where they can not get some satisfaction out of life.

L. E. Wilson, Sec'y
Greater Des Moines Committee,
Des Moines, Ia.

The difference between the city possessing parks and other beautiful attractions of that sort and one without is the same difference that exists between a house that is painted and one that is not.

Herbert N. Davison, Sec'y
Board of Trade, Worcester, Mass.

I would say that my experience and observation lead me to believe that one of the big assets of a progressive city is the breathing space which it sets aside for its citizens for pleasure and recreation. Public parks are,

undoubtedly, big factors in the intelligent as well as the healthy growth of strong communities, and a city which neglects this side of its duty is stunting its future development.

C. Henry Hathaway, Sec'y
Board of Trade, Springfield, O.

I consider parks from a monetary standpoint one of the greatest assets a city can possess. They stand for two words, indispensable to all communities, Health and Wealth.

F. C. Morley, Sec'y
Board of Trade, Toronto.

As to your own prosperity, in your own front yard you have a patch of grass on which you could raise twenty to fifty bushels of potatoes, and yet you keep it in grass. Would it increase or lessen the value of your home to turn it into a potato patch? What is true of a home is equally true of a city of homes. And that is not all. Many people have no patch of grass in front of their houses. Their grass plot is the city's park, and the city's parks are one of the means of not only health but wholesomeness for the entire population. If health is an asset, parks are commercially profitable and that is all. Many employers tell us that one of the greatest items of expense in their business is keeping together the working force. A city with parks will have, other things being equal, a more contented and more stable population. That population is an asset of vital importance to a manufacturing community.

H. V. Eva, Sec'y
Commercial Club, Duluth, Minn.

A home is something more than where a man eats and sleeps. If he has a family growing up about him there is no doubt that the surroundings of his domicile, and those features of city life which contribute to his enjoyment and pleasure, are as vital in the development of the higher life as the roof above his head or the food upon his table. This fact is generally conceded as well as this other statement that a contented workman is worth at least 50 per cent. more to his employer than a discontented one. Certainly with an advantage of 50 per cent. of the value of the labor employed there is no reason why the manufacturer located in a beautiful town, his workmen living in good clean homes with pleasant surroundings, should not be able to easily compete with his competitor who does not enjoy these fortunate conditions. Hence, we say, first, a better city, then a bigger city.

Joseph D. Clement, Sec'y
Commercial Club Kalamazoo.

We people of Kansas City unanimously consider our parks and boulevards as one of the greatest assets that we have as a means of advertising our city, both as a home city and a place in which to do business. There are many reasons for this. It has a tendency to make the people themselves build better homes, beautify them with yards and gardens and through having better homes the people become better citizens, and the greatest asset to any community is a

good home occupied and run by a good family.

Justin A. Runyan,
Industrial Commissioner
Commercial Club, Kansas City, Mo.

My observation of American cities, as well as those abroad, has impressed me profoundly with the conviction that the industrial prosperity of a town or city is in exact proportion to its civic beauty, healthfulness and righteousness. Purely selfish and material reasons demand that our cities be clean, efficient and beautiful. The playground and the park are investments that yield large returns to the industries of a city in more efficient and more contented labor. Stripped bare of all sentiment the park and the playground pay in Cold Cash.

G. S. Murray, Sec'y
Board of Trade, Grafton, W. Va.

While we welcome the new industries and while active efforts to secure same must be maintained it is essential in attracting outside capital to show that you have a pleasing, healthy city in which to live and rear a family. Hence, all these efforts to secure greater area for parks, to create playgrounds and to increase the opportunities for outdoor enjoyment and recreation are in the right direction and should be heartily encouraged.

W. O. Hodgdon, Sec'y
Commercial Club, Joliet, Ill.

A city that is a good city to live in is usually a good city to do business in, and the two-fold duty of a commercial organization is to make conditions favorable for good living as well as for business. If the census figures are the barometer of city development, then you will notice the cities having the largest growth are, in most instances, the cities which have the most attractions to offer to residents as well as to business men.

Harlow C. Clark, Sec'y
Chamber of Commerce, Syracuse,
New York.

There is nothing a city can do that will contribute to a greater extent to its development along industrial and commercial lines than to provide good parks throughout the city.

One of the largest manufacturers located in Binghamton within recent years gave as his principal reason for locating here, "Binghamton is such a beautiful city." Our parks contribute largely to that beauty.

B. H. Gitchell, Sec'y
Chamber of Commerce,
Binghamton, N. Y.

It's a Hard, Hard World.

A group of hoboes waiting for their coffee to boil in a tomato can were telling of their hard-luck experiences.

"I've had worse luck than anybody," said one of them challengingly after listening to the others' tales of woe. "Once I had to sleep from Wilkesbairre to Perth Amboy on top of a flat car loaded with hard coal.

"And what do you think?" he went on. "Every car on the next train that pulled in from the same direction was loaded with soft coal!"

WILD RICE AND CELERY.**Louisiana Marshes To Be Planted With Coaxing Food For Ducks.**

Experiments in the propagation of wild rice and wild celery, so as to make a high-class food for the great flocks of wild geese and ducks which come to the Louisiana marshes every winter, have been begun by the Board of Commissioners for the Protection of Birds, Game and Fish. The first planting was completed yesterday, under the auspices of the commission, the work being done from the patrol launch Royal Tern, under the command of Warden T. W. Campbell, and assisted by Wardens Audlet and Ducassis.

At present the great wild rice and wild celery producing marshes of the United States are in the vicinity of Baltimore, Md., and the canvasback ducks killed there every season bring the highest market prices paid for wild game birds. The wild celery gives the flesh a flavor that can not be gained from any other food.

The wild rice marshes are also attractive feeding grounds, and it is said that wild ducks and geese feeding in such marshes can hardly be driven away from the food.

The idea of the game commission in planting these wild vegetable foods is not only to conserve the wild birds that feed in Louisiana every winter, but to make them more valuable as foodstuff.

The seeds for the experimental purposes were received early this week from two different firms in the Northwest. The planting has been done at Double Bayou, Hubbard's Lagoon, Bayou Laurel, West End Lagoon, Bayou Greva, Bayou Messier, Bayou Long, Bayou Catherine and Bayou St. John.

Another shipment of the wild seeds is on its way, and just as soon as it arrives more water bottoms will be planted.

The wild rice was sown in water ranging from 8 to 12 inches in depth, and the wild celery roots in water ranging from 2 to 10 feet in depth. The celery roots were first done up in balls of clay and then dropped to the bottoms of the bayous. Just how soon shoots of the new plants may be expected can not be stated definitely, but they should begin making their appearance by early spring. After the first crop, should this climate and soil prove adapted to the plants, the following crops will reproduce without further planting.

It is said that the canvasback ducks will go to the bottom of any bayou where wild celery may be growing. The ducks are, of course, compelled to come to the surface to feed, and then other kinds of geese and ducks get in their work. Other ducks, which are not so good divers as the canvasbacks, wait until a canvasback duck comes to the surface and then "yank" the coveted roots and get away.

In this way the canvasback ducks, regardless of whether they are altruistic in mind or not, help feed the poorer divers.—New Orleans Picayune.

Drug Store Telephones.

Part I.

With nearly seven million telephones in operation throughout the length and breadth of the country and great systems of long distance telephone lines extending practically everywhere so that nearly every one who is ever wanted by telephone can be reached by that wonderful modern means of communication, it is certainly fixed for all time that Americans have the telephone habit, and during recent years if any one thing has become a fixed habit in this great and glorious country it is that people will go to drug stores to do their public telephoning. Years ago it seemed necessary to hang out a sign at the drug store to say that telephone service was furnished. Now the fact that here is a drug store means surely that there is a telephone available for the public.

Thousands of druggists throughout the country are taking advantage of this fact and by an equitable arrangement with the telephone companies are making a tremendous revenue from these public telephones for themselves. The companies install booths, telephones, slot machines, and afford good service. The public is willing to pay five cents a call and the druggist gets a substantial rake-off on this amount. Some few places remain where druggists seem to be afraid that if they charge for telephone calls their customers will go to the competitor. But the trade is learning that it is just as foolish to give away free lunch telephone calls as it would be to give away free lunch ice cream. The public is willing to pay for good accommodations and good service and it can always be had from the company giving the best and most extended service to the people in any part of the country. Any telephone company can furnish slot machines and when these are installed the public will pay 5 cents for a local message. There are certainly more than ten thousand telephones operated in this way in American drug stores. Each one pays a profit to the druggist, who makes no investment, has not stock to spoil on his hands, and runs no risk. All that is required is good space, good attention and good telephone service to the public. If there is any good reason why all druggists should not avail themselves of this opportunity to make money for themselves and satisfy the public, it is yet to be shown. The experience of nearly fifteen years, or since the beginning of this movement, has proved this. In thousands of drug stores one of the most profitable things is the public telephone. The N. A. R. D. Telephone Committee is ready with facts and figures to substantiate these statements. No druggist who has considered this the right method of furnishing telephone service, or who has ever had a Slot Phone has ever changed.

In many instances it furnishes telephone service to small sized drug stores, who could not afford to pay the full price for a public telephone

with no device to make the public pay the freight.

Part II.

So far I have devoted my attention mostly to sections of our country that are not familiar with the Slot Pay System. It took hard work to convert the druggists in those towns where the system is now in full bloom, and in some cases still harder work to get the telephone companies woke up. Strange to say, some people are opposed to making money. I wish I knew why—but has it ever occurred to you that there is no earthly reason for a yellow dog on a milk wagon raising cane at every passer-by? None whatever—but it takes freaks to round out a full sized menagerie. To the druggists in cities over 75,000 I can not repeat too often that the experience in Chicago when the slot was introduced first (in 1895) was like this: Under the old "Free Lunch" system our telephone system was what General Sherman said war is—H—. One hundred and seventy-five outgoing calls per day; we had to thank the deadbeats for a chance to get in edgeways—if we wanted to use the telephone ourselves. Doctor and patrons lost their patience to ring us up—because some goose was occupying the wire blabbering with another goose about the terrible peach-of-a-basket-hat that Nellie trotted out last evening," or with some gander to tell him how perfectly killing he looked at the dance the night before. No—our incoming calls have the right of way, because the number of outgoing calls has been reduced from 175 to about 20 (of course 100, 200 and 500 in the down town stores.) What does that mean to us? We guarantee the company 3 calls per day—on all over that we receive a satisfactory and liberal rebate so that in my estimation the druggists of Chicago have made over three millions of dollars by this system since 1895, and I coolly assert that this is the least consideration for I figure that what we have made by increased business through improved service and the right of way on the wires for orders is beyond the range of calculation.

And that is not all—there is a spiritual advantage to the deal! Some druggists had already drifted away from "higher things," the "harmony of the Universe," the "beauty of a calm mind," and "Divine serenity" and had degenerated into a cesspool of profanity, brought on by the damnable nuisance of the old telephone stiffs and freebooters. Now, dignity, law and order, regard for the brotherhood of man reigns supreme, the very atmosphere in most drug stores is inducive to a Camp Meeting Revival and Propaganda for Higher and Better and Purer Work.

Therefore, my brethren, be ye steadfast and abound in your efforts for a Higher Plane of Humanity, and a little velvet on the side, and get in line for a slot telephone.

F. S. To City Associations who wish to embark in the crusade, it would be well to add this: Write the N. A. R. D. Telephone committee full particulars about the conditions—if

more than one company is operating in the city, if attempts to install slot apparatus have been made, what the charges for the telephone are, if the druggists have booths, and by all means don't go at it wrong. When ready to fire, fire good and hard, cut out all free calls, because they will be abused. In many cities it was harder to undo what had been done wrong than to make a fresh start on the right basis. W. Bodemann.

Canned Goods Market.

The entire line of canned goods has been in constant and active demand, first on one line of goods, then on another, and always at prices that showed good, healthy advances. Under such conditions, the retail grocer who bought freely, carried a liberal stock of canned goods, has been fortunate in many ways, outside of the extra profit on the advances. He has increased his sales, encouraged his clerks and salesmen by having in stock a better and more complete assortment than his neighbors, hence a better business on all his goods, as well as on his canned goods.

The increased cost of meats, butter, eggs, etc., has forced the housekeeper to economize. She has found canned vegetables, fruits, salmon, sardines, etc., selling at attractive prices. Nearly everything in canned goods had been sold below the cost of production, due, in a measure, to overproduction by the canners and sharp competition on the part of both jobber and retailer.

The natural result has been an ex-

traordinary demand from all sections of the country.

This demand has been so great that the consumption has caught up with the production and of course the prices have of necessity advanced. Then again the failure of the fruit crop, shortage in the pea crop, a short pack of corn, tomatoes and last, but not least, a short pack of salmon and sardines. At no time in the history of the grocery trade has the conditions been so favorable as now for a continued advance in most of the staple canned goods handled by the retail grocer. — The Retailers' Journal.

States' Ice Cream Standard.

Several states, under the food laws, have either by statute or authorized ruling fixed the standards for ice creams. In the following table the per cent. of butter-fat fixed either by ruling or statute in the several states is given:

	Per cent.
Iowa	12
Michigan	12
Minnesota	12
South Dakota	14
Washington	8
Wisconsin	14

In several of the states where nuts and fruits are added, the per cent. of butter-fat in these classes of ice cream is fixed at 12 per cent. instead of 14 per cent. In the majority of cases the standards for the several states are 14 per cent. butter-fat.

H. M. Reynolds Roofing Co.
Grand Rapids, Mich.

We desire to announce our increased capacity for the manufacture of the celebrated HIGH GRADE ROCK FACED ASPHALT ROOFING and ASPHALT GRANITE SHINGLES. We make no smooth surfaced roofing and here is the reason why: The so-called rubber roofings have not to exceed seven pounds of Asphalt on the outside—not much, is it? Just a skin coat. We use on our lightest roofing, Gibraltar Brand, twenty pounds of genuine Asphalt on the top surface and imbed the fine crushed granite into the coat. This roofing weighs complete 70 lbs. to a roll.

Now Please Note This Example:

One square of Gibraltar retails to the consumer at, say.....	\$2 00
Cost of maintenance for five years, nothing.....	0 00
	\$2 00
One square of the so-called rubber roofing, 3 ply grade, which does not weigh so much as our Gibraltar.....	\$2 50
Necessary to preserve it for five years, two coats of Asphalt paint.....	1 00
Low estimated cost of labor painting it two coats.....	75
	\$4 25

Saving per square in favor of our roofing, \$2.25.

Bear in mind all guarantees made on the smooth roofing are made only on condition that the roof must be painted twice inside of the 5 year term. Read one of these guarantees and be convinced. We make a straight five year guarantee without any stipulation, and if roofing is coated with our Asphalt Mastic after the five years, we will extend guarantee to ten years.

We invite the attention of the trade, and have a special liberal proposition for agency on our Roofing and Granite Shingles.

H. M. Reynolds Roofing Co.

Established 1868

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Grand Rapids, Mich.

CHAT AND COMMENT.

Various Topics of Current Interest Touched Upon Lightly.

Girls are queer creatures. The discovery is not recent. But nevertheless there is much truth in it. A local manufacturer of knit goods a few days ago was telling his experience. He wanted more girls in the factory and advertised for a week in all the city papers, and there were no responses. He wanted a girl in the office and one little two line advertisement in one of the city papers brought thirty-three responses the first day. The girls in the factory earn \$5 to \$12 a week. The girls who wanted office positions in their letters gave their wage expectations from \$3 to \$10, with \$5 or \$6 as the average. In this particular instance the office and the factory are on the same floor, with only a thin board partition between. The hours of labor are the same on both sides. The girls on the work side are treated as considerably, have pleasanter quarters and surroundings, enjoy a greater degree of freedom and make more money. And yet thirty-three girls respond when an office girl is wanted; none appear when operatives are called for. Which leads to the reflection that girls are queer.

Women workers in the Grand Rapids factories are well cared for. They have comfortable quarters, well heated, ventilated and lighted. In nearly all the establishments they have rest rooms, and dressing rooms and often they have their own lunch room, with tables, china and free coffee. Electric motors drive the machines they operate. The materials they handle are nice. They make good wages even with a nine hour limitation upon their work. And yet girls prefer office work to work in the factory. This may be more or less natural as a matter of pride, but really it is not good sense, neither as it relates to the present or as it pertains to the future. The skillful factory hand need never be out of work; is this true of the office girl? After marriage if misfortune comes the girl who knows how to operate a machine has only to apply and there is work for her to do; has the office girl this assurance? But, as has been remarked, girls are queer and arguments will not alter nor amend the situation.

The Preferred Life Insurance Company of America, Jas. R. Wylie, President, W. A. Watts, Secretary and Manager has issued invitations to the officers, directors, stockholders and some of the larger policy holders to a dinner to be given at the Pantlind Friday evening. This dinner is intended as a celebration or felicitation for the attainment of the company's first million dollars of insurance written. The company was organized in January last, but did not begin business until about March 1. From a standing start it has reached the million dollar mark in seven months. The average of the policies issued, it is stated, is only about \$2,000. This would be a good showing for an old company; for an in-

fant it is a splendid record, and one which the management is justified in dining and talking about. If the average rate of insurance is \$25 per \$1,000, per year, the success of this company means at least \$25,000 kept in Grand Rapids which otherwise would be sent away. And this is only a start—a seven months start.

The big journals day books and ledgers which the old time bookkeepers used to toil over and take pride in are rapidly disappearing and various convenient devices are taking their places. Some concerns use the card system, some use the old forms but in loose leaf style, and some use a combination of card and loose leaf. These devices are certainly great improvements over the old books, or their adoption would not have been so widespread, nor so rapid. The great "talking point" for these devices is their convenience. Accounts can easily be arranged alphabetically, which does away with the need of an index. When an account is "dead" it can be decently interred in a filing case instead of cumbering the records that have to be handled daily. When the old books were filled new books had to be purchased and the cost was considerable, whereas with the new devices all that is necessary is to buy additional cards or another supply of leaves. There is one concern in town, however, that adheres to the old fashioned books. This concern is one of the biggest and best known wholesale grocery houses in the city. The head of the house has a fondness for the good old ways in which he was brought up and no amount of argument will persuade him that the new way is better.

If the proposition to issue \$200,000 bonds for the purchase of lands desirable for parks and playgrounds is approved in the election the prospects are good that the city will obtain some rare bargains in real estate as a result of the activity and forethought of the Municipal Affairs Committee of the Board of Trade in securing options on desirable tracts. To secure these options a fund of \$1,000 was raised by subscription, and this money has been judiciously expended in small amounts to make agreements to sell binding. This will prevent the sudden jumps in price which so frequently occur when it is known the city wants to buy. In one instance members of the Committee have purchased outright, and will turn the property over to the city at cost if it shall be desired. This property is the Merritt thirty acres, south of Robinson road and east of Riverside drive, with a long frontage on Reed's Lake. Ben C. West owns the adjoining twenty acres of lake frontage extending to the turn in the Riverside drive at Martini's place, and West has agreed to sell at a figure so reasonable that the entire fifty acres, with a half mile lake frontage, will cost only about \$10,000. This property is outside the city, but it is within easy reach of the rapidly growing east end and will be as available for park purposes. At very moderate expense the lake frontage

can be converted into a bathing beach and the city will then have a place where boys and girls and grown-ups can go swimming. Other lands in the lake vicinity are held at from \$500 to \$1,000 an acre. If the city does not want the property for a park, those who have purchased the Merritt tract will no doubt cheerfully hold on to their bargain, and Ben West will not mourn. City ownership, however, would make possible a beautiful east end drive and at the same time would be a half mile step toward the long coveted boulevard around the lake.

Some of the city merchants and manufacturers are watching with much interest the development of the agitation against the high rates, arbitrary rules and strange regulations of the express companies. The Sanitary Knitting Works is one of these concerns. The company ships most of its goods in small lots by express and the charges are such that in some sections of the country the company can not do business. If the present agitation results in any improvement in the conditions the company's market will be widened and its chances for doing business will be by just so much increased. The other knitting works will be similarly affected although not to so great a degree because they make freight shipments. The shirt makers, of which this city has several, are also greatly interested. Better express rates will mean thousands of dollars increase in this city's trade, and there will be scarcely a business man or manufacturer who will not realize some benefit.

The Grand Rapids Employing Printers are planning a campaign which they believe will put the craft on a higher and better level. This campaign is to educate printers as to the cost of production. Not a word is to be said about prices. Nobody will be asked to sign a contract or enter into any sort of agreement as to the prices to be charged. The whole effort will be to show printers what it costs them to run their shops, and when they have been shown they will be allowed to do business for fun or at a loss if they are so inclined. The Grand Rapids printers have already done much along this educational line, but much more is to be done the coming season. An open meeting is soon to be held to which all the employing printers in Grand Rapids will be invited and also the printers of Battle Creek, Kalamazoo, Jackson, Muskegon, Saginaw and Bay City. It will be a dinner meeting, and when the cigars have been passed there will be illustrated addresses and demonstrations on the cost of running a shop, and these will be followed by discussion. Fred Gage, of Battle Creek, will be one of the principal speakers of the evening. This will be the first of a series of meetings. Some of the subsequent meetings will be held at other towns and even in Detroit that the gospel of a fair profit may be carried as widely as possible. When the larger towns have been educated, then the small town printers, if they have not already become interested, will be in-

vited to come into the fair price and fair profit fold. The argument is that while the grocer, the butcher, the dry goods man, the farmer and everybody else endeavors to get a fair return on his effort and energy, there is no reason why the printer should do business at a loss. It is a good argument.

Traffic Rules in Houston.

Automobiles are fast working a revolution throughout the country in the observance of proper street and traffic rules. This means several degrees of safety added to the lot of the pedestrian, the driver of vehicles and the driver of the automobile. There has just been put into operation in Houston, Texas, an ordinance which is designed to bring order out of chaos and this step was primarily due to the excellent influence of the automobile.

In spite of the numerous arrests and supposedly funny stories concerning the speeding of machines on crowded thoroughfares, investigation reveals the fact that the chauffeurs and the owners of autos are the liveliest element in every city looking to the enforcement of street regulations and in seeking to add to the safeguards thrown around the users of highways. Automobile users of Houston asked the passage of this ordinance, not in order that they might gain room in which to speed their machines, but in order that street traffic might be properly regulated and the interests of all greatly advanced. One of the important sections is the one which provides that all vehicles turning to the left into another street shall pass to the right of and beyond the center of the street before turning, thus putting an end to frequent collisions. The speed limit within the heart of the business district has been limited to eight miles per hour and in other portions of the city to fifteen miles. Using the right side of the street and keeping to the right are insisted upon.

The city has issued a strikingly interesting illustrated booklet containing the new ordinance which has been generously distributed and two weeks' notice was given before the squad of mounted police was sent out to enforce the provisions of the new street traffic ordinance. There has been a willing response on the part of the public and the automobile owners are being given the hearty hand clasp for bringing about this reform.

Grabbing Opportunity.

The play had fallen very flat and the manager was getting worried.

"Sorry, sir," said the comedian, "but I can't go on for a few minutes. I am feeling kind o' funny."

"Funny! Great Scott, man," said the manager, "then go on at once and make the most of it while it lasts."

A Wonder.

Junior Partner—I see you have engaged a new clerk. Is he a good salesman?

Senior Partner—Good salesman? Great Scott; I had to send for the police to prevent him from talking me into taking him into the firm.

Experience of a Woodchuck Up a Tree.

Written for the Tradesman.

I have read a good deal about Nature fakirs and have decided in my own mind that there is very little in animal instinct which leads the lower creatures to do things which seem almost miraculous coming from animals who are not supposed to be capable of reasoning.

Nevertheless several incidents have come of late under my observation which have led me to become once more a veritable doubting Thomas.

I was walking along a forest road last summer intent on visiting a neighboring farmer when my attention was attracted by a strange whirring noise some distance from the road where the trees were of scanty growth.

About ten feet up a small dead beech was a reddish brown something that led me to make an investigation. I approached cautiously so as not to frighten whatever was in the tree. Now what do you suppose I found?

It was a woodchuck, clinging there to the lower branches, trembling and snarling as if in pain. A woodchuck up a tree! I had never heard of the like before, and even doubted my own senses at first. You will say, of course, that ground hogs do not climb trees, such was my belief until I saw with my own eyes to the contrary.

When I approached the woodchuck never so much as noticed me. I picked up a stout limb and made ready to strike the animal. My hand was held, however, by something unusual in the bushes at the foot of the tree toward which the woodchuck was gazing with agonized fear.

Two huge snakes were coiled at the roots, heads erect, eyes snapping, evidently waiting with happy anticipation of a meal when the woodchuck should fall.

My attention was naturally distracted from the treed animal to the serpents on the ground. I killed one and the other escaped. Then I turned toward the frightened woodchuck.

Somehow the little eyes of the animal appealed to me for mercy. I hadn't the heart to kill the little beast and allowed him to drop to earth and scamped away into the bushes.

This was a new experience to me. When I told of it to my farmer friend he laughed and said he guessed I had been indulging in too much blackberry wine. I assured him that I could show him the tree and the dead racer. "Oh, well," said he, "I'll take your word for it. You ought to compete with some magazine muckraker or Nature fakir!"

The next day I happened in the vicinity of my adventure and went to view the spot. To my surprise there was the other blueracer, coiled near its dead mate. I dispatched the snake and thus wiped out the family.

One other incident struck me as somewhat singular.

I was calling on a sister whom I had not visited in several years. During my visit I noticed a duck pond back of the barn in which several fowls were sporting. My sister came

along, and when I remarked at the fine flock she became suddenly serious.

"Do you see that one over there?" pointing to one of the ducks which had crawled upon the bank and seemed in anything but a healthy condition. Its feathers were ragged and torn, while blood stains were visible on its fluffy sides. I saw it, of course, and went around to examine it.

"Something has been at this duck trying to kill it, Mary," said I. "What do you think it is?"

She shook her head. "I can't say," was her return. "I've missed several of my best ducks; have found two like this, that had to be killed because they were torn and mangled. Something attacks them while in the water, I do believe."

I had enough curiosity to take a day out of my business to solve the mystery. I was somewhat skeptical as to the enemy being hidden in the pond. I decided to put in the next day in detective work.

Hidden in the barn, where I could watch the surface of the pond through a convenient crack, I began my vigils early in the morning. The ducks came out around the barn in twos and threes, plunging into the pond with apparent satisfaction.

For a long hour I watched without results. At length I grew tired. I was on the point of abandoning the quest when a sudden squawk attracted my ears.

There was a great fluttering in the water. One of the ducks was plainly struggling in the grasp of some unseen object beneath the surface. I was on my knees, peering through the crack, intensely interested.

The struggles of the duck were certainly something fierce. Whatever had fastened upon the fowl was holding fast with a vengeance. Despite its struggles the duck seemed to be getting the worst of it. Its companions almost walked over the water to escape the danger that threatened to overtake them all.

I cautiously opened a small door and, gun in hand, crept outside. The duck had partially ceased its struggles and lay on its side. And now an object was exposed, clinging to one of the legs of the duck—sharp jaws surmounted by a warty, ugly looking head. I raised my gun, took steady aim and fired.

The duck fell over and splashed about in a circle. I was quickly out in the pond, waist deep in water. My hands went beneath the surface, groping for what my bullet had hit. I knew from the crimson stain in the water. I soon had hold of a hard circular object, which I bore to land.

Dropping my prey I stared at its bleeding neck from which the head had been completely shot away—an enormous snapping turtle!

The mystery of the slaughter of her ducks was solved. Mary could hardly believe her eyes when I bore the outlaw to the back step and laid it down at her feet. J. M. Merrill.

You can know true faith by its fore sight.

The Profit in Good Roads.

President B. F. Yoakum, of the "Frisco" system, has been quoting some figures on the cost of bad roads that should serve as a pocketbook appeal to farmers throughout the country and to state and other officials who are interested in the good roads movement. His figures show that \$225,000,000 might be saved annually if the public highways of the United States were brought up to the European standard.

Mr. Yoakum's figures are based on the assumption that it costs 15 cents a ton more to haul farm produce by wagon in the United States than it does in France, Germany or other European countries where the economic value of good roads has long been appreciated. On this basis he figures it costs \$225,000,000 a year more haulage to get the product of American farms to market than it would to transport a like amount in European countries. Accepting Mr. Yoakum's figures as correct, although they are somewhat higher than those fixed by experts of the Department of Agriculture, the American people are confronted with the fact that they are paying in the neighborhood of \$1,000,000 a day for the privilege of maintaining their abominable roads. This, it should be remembered, does not take into account the waste of time, effort and horse flesh, which should, of course, be considered, although the American farmers have been slow to learn the value of their own time or the value of their beasts of burden.

Statistics show a total of 2,100,000 miles of country roads and highways in this country; and Mr. Yoakum declares that 1,925,000 of these are bad. He declares that the Government wastes \$300,000,000 a year, according to Senator Aldrich's estimate, and that this amount would pay for the improvement of 100,000 miles of highway each year. This improvement would bring a National development the advantage of which in economies, comfort and enhanced land values could not be estimated.—St. Paul Pioneer Press.

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



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

G. J. Johnson Cigar Co.

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



Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

IF YOU CAN GET
Better Light

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



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

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

City Phone 4261 Bell Main 4277



Few Realize the Value of Displaying Canned Goods.

Probably no department of the grocery trade offers such favorable opportunities for making an attractive display as canned goods, yet comparatively few measure up to these opportunities and make the display all it might be. Usually bright colors are combined in the artistic labels, making possible combinations which will favorably attract the eye of all passers. Few combine these labels and colors in the best way and fewer still realize the best way to accomplish this.

Canned goods, like everything else in the store, can be sold much more freely than they are if the proper methods of advertising are adopted and if they are shown to possible buyers as favorably as is possible. If one may be allowed to judge from the bulk of the displays the canned goods trade is looked upon as almost a side issue. A palpable mistake. It might be made one of the important departments of the business, increasing sales and profits as the months and weeks pass. It all depends upon the man behind the display, the man who makes it and who inspires the efforts of his employes to do more and make better sales.

Displays of canned goods, like displays of every other sort of goods, should be made as effective as possible in the way of emphasis upon such points as are likely to prove attractive. A row of cans in a window may indicate something of the value of the food products inside. If, however, the same cans can be displayed in such a way as to emphasize some particularly valuable feature of those products, then the goods are made more attractive and passers will be more surely attracted to purchase.

It may not be easy to discover by what means this emphasis can best be produced. Much depends upon the character of the products, the size of the cans, the color of the labels and a dozen other things which go to make up the outward appearance of the goods. To feature these in the most effective way requires careful study and a thorough appreciation of the display value of the goods and the artistic possibilities of a certain space, either in the window or on the shelves of the store. But the results of such study, as shown in all instances where it has been tried, amply demonstrates the usefulness of profitable character of this method of working.

Perhaps the best way to accomplish anything worth while in this direction is to make experiments. Try working out some striking design. If

it works well, go ahead with it and build up from that to almost any end required. While simplicity is more likely to afford the emphasis required, sometimes an elaborate design best expresses the ideas of the man who makes it. Conditions vary in different localities, depending upon the character of the people and the dealer's constituency, but these should be thoroughly understood before any attempt is made to arrange an adequate display. Then one can proceed without danger of making a mistake. The careful study advised helps here, and the situation will be easier worked out in profits if these simple preliminary precautions are taken.

Not every dealer who handles canned goods is in position to work out a system of display, developing elaborate designs like the Brooklyn bridge, the Singer tower, or other world-famous structures, but everyone can develop some attractive feature that will be in a way at once novel and emphatic. Often elaborate designs defeat the very purpose for which they are intended. They attract undue attention to the designs, leaving the goods as a secondary consideration. No long explanation is required to point out the fallacy of a system of that sort. On the contrary, each dealer, no matter how able he may be in formulating designs, will at once recognize the danger into which he may be led and act accordingly. A certain degree of conservatism is necessary. Otherwise the work may be overdone and become as weak on that side as it sometimes is on the other. Care will prevent this, but care is absolutely essential, else a considerable proportion of one's work may go for naught.

Small windows, for example, should not be overcrowded with large displays. For obvious reasons it is unwise to put small things into big windows. In one the disproportion makes the display appear ridiculous. In the other the display is lost in the surrounding space. In both instances the display suffers and fails to exert its attractive influence as much as it might. A well-balanced display in a reasonably proportioned window will always attract favorable attention and lead to increased sales. It is by no means certain that a disproportionate display in a window such as described would not attract attention and influence sales; but it is better to make the displays correspond to the space they occupy. They will, in this way, please those who see them, and a pleased person is always a more liberal buyer than one who is merely amused or temporarily interested.

This feature of pleasing customers and possible customers should not be lost sight of. It will, all other things being equal, perform an important part in inducing people to buy.

If a certain portion of the shelves in the store are devoted to the display of canned goods, what is shown there and the arrangement should supplement the window. One can be made an important help to the other. It is not enough to have a good display in the window. The quantity shown in the store should be sufficient to convey the impression of liberality and quality. It should, in every possible way, impress the possible purchaser with the value of the products offered and convey to him the information that such goods are desirable for ordinary daily use.

The question of price in canned goods determines that of quality. Canned goods can be bought cheaply. Everybody who has bought or handled them knows that. Yet after all it is quality rather than price upon which a dealer must base his trade. Probably a larger proportion of buyers have come to understand the fact that good quality canned goods can not be bought for low prices. If not, it is time this important fact was made so plain that it can not be longer misunderstood. It is time that your customers were taken in hand and properly educated in the art of buying canned goods, otherwise they may sometimes fail to get just what they want.

Displays can be made educational

as well as attractive to buyers. The difference between the different grades can be pointed out and the reason that one grade is better than another can be explained. These explanations will be beneficial in that they will attract favorable attention to the goods and will cause most consumers to understand better than ever before the actual value of canned goods as food products.

To point out their good qualities is to increase sales. To multiply sales is to enlarge profits. One is dependent upon the other and the sequence can not be broken with impunity. Often purchasers ask questions about the goods and the wise dealer is ready to supply the required information. In almost all instances this information will result in enlarged sales and business will improve steadily. Buyers appreciate these favors and in substantially all instances they are



THE NEW FLAVOR

MAPLEINE

Better Than Maple

The Crescent Mfg. Co., Seattle, Wash.

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

FLOWER POTS

RED BURNED

Strictly High Grade



Order

Now

Carefully Packed in Any Quantity

F. O. B. Factory

No Package Charge

The Ransbottom Bros.
Pottery Co.

Roseville,

Ohio

ready to profit by the information extended to them this way. Often ignorance of the value of a particular product curtails its sales, and the astute retailer disseminates all the information possible which points out the value of any particular article of food. And the more his customers know the more ready they are to buy.

Where displays and information can be united the possibilities of profitable business are immeasurably increased and all interest profit proportionately. To work out a comprehensive scheme of this character is not easy, but once it is worked out its operations and their results will justify all the effort that has been expended upon it.—Grocers' Criterion.

American-Style Store in Holland.

There is no large general department store in Amsterdam nor, I am told, elsewhere in the Netherlands, but a company has now been formed to establish and conduct one here, writes United States Consul Frank W. Mahin from Amsterdam. The site selected is in a busy and important part of the city. The cost of the establishment, in complete order for doing business, is calculated as follows: Grounds, \$653,250; buildings, \$723,600; stock \$400,000. In order to insure the success of the enterprise the promoters wish an experienced manager and believe that the most efficient and satisfactory, can be had from the United States.

Goods Displayed in Window Should Be of First Quality.

In dressing a window the trimmer may often be over-influenced in seeing how decorative he can make the display. The idea of decoration in a window display is not to make it so gaudy as to overbalance and detract from the goods displayed, but rather to carry just enough decoration in the display so as to make it pleasing to the eye, to dress it up somewhat, but not simply to produce a pretty picture.

A picture, when it carries a story, is very good advertising—a design that carries a connection with the store. For instance a maple tree as one retailer produced in his window, with a hose running down the inside of the tree-trunk carrying water to a spout which produced the sap, coming from the tree, a dummy figure with a pail was catching the sap.

A display of this kind loses none of its attractiveness by dressing it up with green foliage or the like and is really appropriate with a display of this kind, but in a window where the ordinary display is made, such as canned or package goods, the use of much cloth or other decorative goods takes away from the display and reduces its advertising and selling power.

The background of a picture is never so attractive that it takes the eye from the main object, but is more often faint, showing a perspective and dies away gradually, never sharp or striking.

The trouble with most trimmers is

that they are too egotistical when they trim a window, their idea being to see how pretty they can make it, and so get credit for an artistic window. They do not think of the advertising results of the window or of catching the eye of the passerby.

A man who works solely to gain praise for himself often does his employer an injustice.

In trimming a window the idea should never be forgotten that the window's sole object is to sell goods, the artistic frills are used only to take the harshness and square cut lines from the display, and give it a more pleasing appearance, but it is often overdone, the prettiness of the display overbalancing its advertising and selling power.

It is one thing to get a person's eye and another thing to lead it where you desire it to rest, and in the window display the main object would be the goods or sometimes a particular group of goods. You do not want a person to admire the trimming at the expense of the goods.

The street fakirs say that if they can get a person's eye, which is attention, they have accomplished a good part of their selling. The advertising man writes his copy with the same end in view, get the reader's attention first.

One retailer used balloons in his window for the purpose of catching the eye. Strings were placed horizontally in the window so as to form a frame, that the balloons would keep within these strings. At the top and bottom of this window, but obscure

to the eye, electric fans kept the balloons in motion.

This caught the eye and as the balloons rambled up and down in the window the eyes of those viewing the display followed, to be met at the top and bottom of the window with a sign of large type advertising certain kinds of goods. This was odd window display work, but it answered the purpose. The flash electric sign works on the same principle. The flash catches the eye and carries it to the sign or other advertisement.

Whatever the line of goods displayed in a window, they should be of first quality—the appearance of a store and the goods displayed make or mar the first impression.—The Retailer's Journal.

Shelled Walnuts Are Higher.

The walnut market is the highest for some time and prices have recently advanced about two cents a pound on California shelled walnuts. Opening prices were announced by the Walnut Growers' Association on this year's crop of California nuts only recently, at a higher range than last year.

Advices from Naples and France are to the effect that, while the shipments will be later than usual, the yield is expected to be a little better than was first estimated. Prices on practically the whole line of nuts are very firm.

The man who likes people can be led like any really good thing.

Some churches seem to mistake the dinner bell for the meal.

Highest Grade Canned Goods

PACKED BY

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

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

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

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

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

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



WOMAN'S WORLD

Unhappy Condition When Husband or Wife Lags Mentally.

Written for the Tradesman.

Twenty-five or thirty years ago a poem came out, which, if not written by Will Carleton, at least was very much in his style of composition, telling the story of a brilliant lawyer and his wife, Hannah Jane. As I remember it, they had married young, when both were poor as church mice. During his years to get a foothold in his profession she pinched and saved to make his scant earnings suffice for their needs. For his professional standing it was necessary that he should dress well and keep up appearances, so the brunt of hardship and sacrifice fell upon her, and she had no opportunity for social life or mental advancement.

When prominence and prosperity came to him his faithful and devoted wife was unable to "get the step" of the changed conditions. During her years of drudgery, her nature had become cast in an inflexible mold. Hannah Jane she was, and Hannah Jane she must remain, utterly unable to acquire the graces of the drawing room, and with her clumsy mind finding itself ill at ease in the intellectual atmosphere of nimble wit and brilliant repartee where her husband had his real being.

Then his would-be friends advised him to trump up some pretext or other and secure a divorce from Hannah Jane, arguing that she was not a fit companion for a man so distinguished as himself.

He recounts her labors and sacrifices in his behalf and very properly scorns the suggestion of putting Hannah Jane away for a younger and more cultivated wife.

Thus the cleverly told story is supposed to "come out right," and to leave a satisfactory feeling in the mind of the reader. So, in a way, it does, and yet the elements of a sad and irremediable domestic tragedy remain. That the lawyer's sense of duty and better nature triumphed is a matter for congratulation; but it is an unalterable fact that a man of his attainments never could be happy in the companionship of such a woman as poor Hannah Jane.

It occasionally, although I believe rarely, happens, that one side of a young child stops growing from paralysis or other cause of arrested development affecting that half of the body only, while the other side grows on during the years of childhood and youth, in the attempt to attain normal size. The result is one of the worst cases of deformity it is possible to imagine, and one for which the surgeon's knife or the orthope-

dic appliance can render little or no help.

When one of a married pair remains stationary intellectually while the other goes on in growth and development the result is a distortion akin to the physical one cited, only more hideous; as a mental deformity rarely fails to be more horrible than a physical one.

It is not always the husband who makes the advancement, leaving the wife behind. It may be the other way. Sometimes the husband allows himself to sink into a mere business drudge. His mind gets into a rut and all his energies are concentrated on supplying as large an income as possible for those dependent upon him. Or, if he is successful financially, he becomes wholly absorbed in adding to his fortune and has no thought for anything else. The wife may be a little the more intellectual of the two to start with, and perhaps having no children or only one or two, takes to clubs and reading courses. Her mind rubs up against other minds, becoming brightened and strengthened in the process, and in a few years her poor John has drifted far behind her and leads his monotonous life in utter loneliness or has companionship in cronies of his own sex and mental caliber.

There are some natures with whom the instinct and craving for intellectual growth and development is so strong that unconsciously they place all who stand near them under tribute to minister to their advancement.

An orange tree is a voracious feeder, and, if raised on light soil, will consume an enormous amount of commercial fertilizer. So it sometimes happens that the thrifty owner of a good grove will dig a ditch between his trees and his neighbor's that are not so well taken care of in order that the hungry roots of his neighbor's trees a few feet over the line can not reach across and steal the enrichment he designs for his own. Some human beings are such feeders intellectually that really there should be ditches dug around them, so as to prevent them from reaching out and appropriating the means of growth that properly belongs to others. Some are even worse than orange trees, they are veritable parasites that fasten upon the natures of their friends and devotees and suck their very lives.

When one of a married pair outstrips the other in mental development, after this state of things has become fixed and established, there is no remedy. Sometimes the sad condition exists from the start. A man

with real brains marries a woman who, from a lack of anything but the most ordinary mental capacity, is predestined to be a Hannah Jane all her days; never can be anything else. Or a woman of fine ability and attainments—a regular "highbrow," as the slang phrase puts it—marries a man far her inferior in intellect. Or when, as in the instance of the lawyer and his uncultured wife told about in the poem, one has forged ahead and the other has dragged behind, and the inequality and divergence in all tastes and tendencies have become confirmed by long years of habit—for such cases there is no cure. The more highly developed nature will feel the irksomeness of the incongruous union far the more keenly of the two, and must exercise the greater consideration and forbearance.

But when the two are fairly well mated to begin with, so that neither greatly surpasses the other in natural gifts, the unhappy condition that has been portrayed may be avoided, if, in the earlier and formative years of married life when the pair are in the twenties and thirties and even the forties, they take a little care that one or the other does not get to falling behind.

If there are a number of children the thoughtful husband and father will see to it that the mother is not overburdened, and that she frequently gets away from her household cares and has something to think about besides her routine of duties. When it is the wife that has the easy time in life, then she should cheerfully take upon herself some of her

Post Toasties

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

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

Sales Books SPECIAL OFFER FOR \$4.00

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

There is no risk or speculation in handling



Registered,
U. S. Pat. Off.

**Baker's
Cocoa
and**

Chocolate

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

52 Highest Awards in
Europe and America

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



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton
Free**

when returned to us or your jobber properly endorsed

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



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA
AND
PREMIUM CHOCOLATE for BAKING

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



husband's work in order that he may have leisure to share in her intellectual pursuits. If both have some natural taste or inclination, as for music or art, let them cultivate it together. In at least a part of their recreations let them share mutually.

No one gifted with a fairly good mind and even a common school education should allow himself or herself to degenerate in appearance, dress, manners or conversation so as to become in middle life a hopeless back number. It is surprising and lamentable that many high school graduates and even some who are college bred, seem to narrow down in the years following commencement, and their education evaporates from them, so to speak. A woman will get so she reads nothing but society items and the fashion magazines; a man so his whole interest centers in the sporting news. Be not like unto them.

It is the glory of the domestic relations that in their highest and finest examples, all, even life itself, will be sacrificed one for another, husband for wife or wife for husband, brother for brother or sister for sister, parent for child or child for parent. But let us get our ideas clear as to the legitimate extent and proper province of devotion and self-sacrifice. While it would be our duty and should be regarded as our privilege to share our last crust with those we love, it is no one's duty, neither is it noble or praiseworthy, for anyone to go in rags and live in a hovel in order that another may wear satin and broadcloth and dwell in a palace; or starve that a loved one may fare over-sumptuously; or to sink into a nonentity that the heart's idol may occupy a pedestal of fame and prominence.

Self-sacrifice exercised unduly and unwisely, ceases to be a virtue and may even have the ill effects of a vice. It needlessly impoverishes the one that gives and degrades morally and spiritually the one that takes.

The later years, the fifties and the sixties and the seventies, when the shadows are lengthening and the stress and struggle of youth and middle age are done with, and the heaviest burdens have been shifted to younger shoulders—these should be happiest years of all, the glorious Indian summer in the life of a married pair. But the wedding of far gone days can have no such glorious denouement unless a real and genuine companionship exists between the two, a commonality of interest not only in things material, but in the higher things of the mind and spirit, and this delightful comradeship can not exist where one has risen to eminence and the other remains in the ranks of the Hannah Jones.

Quillo.

First Aid.

Husband—I met Hawkins, to-day and he was very gloomy—told me he was perfectly willing to die.

Wife—Oh, John! Why didn't you ask him here to Thanksgiving dinner?

Do not seek in others what you conceal in yourself.

Woman's Vain Fight.

Three women, in good financial circumstances, of excellent character and very good social position, killed themselves the other day.

One lived in Cleveland, Ohio, one in a small California town and one in Louisiana.

One was 43, one was 45 and one was 47.

The dispatches in each case said that the woman was in good health, had hosts of friends and had, as far as any one knew, absolutely no cause for suicide.

I wonder if there hadn't been a new beauty parlor opened somewhere in every one of the towns where these women made up their minds to die.

The world ought to be at its very brightest and best for a woman between the ages of 40 and 60. She is through with the hard part of life, the struggles, the bitter disappointments, the fierce heart burnings, the miserable love affairs. Her children are old enough to be a comfort to her, her husband ought to be fairly well started in life, she has made a circle of good friends and she is old enough to begin to know how to enjoy life. But along comes a beauty culture fiend and the poor woman of 40 old loses all her serenity and gains what?

The beauty fiend tells her that she is getting wrinkled and that she is too fat and that her hair isn't as bright as it used to be.

"You have a very handsome husband," says the beauty fiend, "how are you going to keep his love if you let yourself go this way?" And the poor woman of forty odd, who never thought of losing it, begins to turn green every time her poor husband speaks pleasantly to any woman under 70.

Instead of looking at the young women of her acquaintance with a

joyful sympathy and a pride in their beauty and attractions, poor forty odd draws down her mouth and thinks, "I'm going to get me a dress like that, and then people will see a real beauty." And poor forty odd massages and shampoos and exercises and dresses and totters around on high heels, and everybody thinks "what on earth has come over that dear, good, sweet, sensible Aunt Jane?"

And poor Aune Jane gives up her good, comfortable, self-respecting, contented, take-a-back-seat and glad-of-it life for an imitation, make-believe, not-a-bit-like-it existence.

No wonder the woman of forty odd commits suicide in these days.

I'd rather be 50, and look it, and

feel it, and act it, and enjoy it—comfy shoes, loose corset, good old hat and all—than to be 35 and spend my very heart's blood trying to look 20.

And, whisper, Dear Forty Odd, good, plain 50 and glad of it will keep her husband's respect and love twice as long as poor, make-believe 35. Men have a strange fashion of wanting comfortable people around them. —Winifred Black in Chicago Examiner.

PERFECTION For \$1.90
FOLDING I will ship you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.
IRONINGBOARD

To The Citizens of Grand Rapids

The Board of Park and Cemetery Commissioners wish the public to have a thorough understanding of the park and playgrounds policy of this Board, before casting your vote, believing if you are fully informed, you will vote right.

1st That every dollar voted for this bond issue, is to be used for the purchase of land, only.

2nd. To see that parks and playgrounds are so located as to be within one-half mile of every home.

3rd. As a reason for the expenditure of the whole bond issue for lands, we have at the present time, options nearly sufficient for a perfect park and playground system; these options will expire after election.

Citizens competent to judge real estate values, are of the opinion that we never again can duplicate these lands for many times the money, and further, that it will require the whole bond issue to supply all parts of the city.

4th. With the land in our possession, improvements will be made as fast as money is available, and will be along the following practical and useful lines, namely, public bathing places, athletic fields, well equipped playgrounds, restful scenery, wading pools, tennis courts, skating and other recreation features that the public may demand.

Board of Park and Cemetery Commissioners,

L. J. Rindge, Pres.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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



DIDN'T GET THE JOB.

But She Had Her "Fun" on Halloween-e'en.

Written for the Tradesman

"My," giggled Gracie, "but it was such fun. You just ought to have been there, Maree."

Maree said she was awfully sorry.

The old dry goods man sat at his desk, out of sight, looking over a sheaf of receipts. Then he was going to talk with Gracie. Gracie was a pretty girl, and no one knew it any better than she did. Quite a little belle in the town, she was, with no end of young men trailing after her wherever she went.

"It was just the jolliest Halloween party I ever attended," Gracie went on. "They had ever so many kinds of cake, and Jimmie was so clever in the little stunts he put up for us."

The old merchant wondered what sort of stunts the girl he was thinking of making cashier would be apt to think clever, so he listened, which was wrong, of course, but, then, a business man has to resort to out-of-vogue methods, sometimes, to find out what kind of people are applying to him for positions.

"Little Nancy White was there," Gracie continued, "looking like a frump in that old muslin dress. My, if I couldn't dress better than she does I would remain at home. You know it!"

"I guess her people are pretty poor," Maree put in. "She looks it, anyway."

"Awfully poor," Gracie went on. "Why, I saw a hole in her shoe. Think of going to a party with a broken shoe!"

"I suppose the poor thing was crazy to get into our set," Maree said.

"Oh, crazy is no name for it, and I think it was real good of Charley to ask her. She's such a little mite of a thing."

"How did she act?" questioned Maree.

"Oh, she was as old maidish as usual. I never like these prim girls. But you ought to have seen the fun we had with her. It was too good for anything. I never laughed so much in my whole life."

"Go on and tell me about it," urged Maree.

"Well," Gracie continued, "it was about the face-in-the-brook stunt. You know what that is?"

Maree said she didn't remember about the face-in-the-brook stunt, and Gracie went on to tell her about it.

"You have to wait until midnight," she began, with a certain awe in her voice, as if she could sense the mid-

night, and the stars, and a rivulet of running water in the shadow of a tree with whispering leaves, "and just before the clock strikes you have to go down a path backward until you come to a stream of running water. Don't you think it sounds uncanny?"

"I should say so!" Maree admitted, with a little shiver.

"Well, there is a stream of running water at the bottom of Charley's garden, you know, a real deep little stream, with snakes and toads, and everything creepy, in the bottom of it."

"My!" said Maree. "I wouldn't dare go near it!"

"That is the reason we had the party at Charley's," Gracie continued. "We wanted to do the face-in-the-brook trick with that running stream. So we waited until almost midnight and went out to the garden. And, what do you think, Dudley went and escorted that little Nancy White! What do you think of that? And me with all my nice new clothes, and she in that old wash dress!"

"I guess he did it out of pity," Maree interposed.

"Of course he did, for no one else paid any attention to her. Did you hear about Dudley? His father is one of the owners of this store. Yes, he is. I heard Mamma say so. When I get in here counting money I'll see lots of him. Don't you think he's awfully handsome?"

"Uhh!" said Maree.

"So we all went down the path backward, no one speaking a word, until we came to the bank of the running stream. You have to back down to the very edge of the water, you know, and turn around with your eyes shut, and bend over and look quick into the water."

"My!" Maree cried with a little shiver.

"And if the moon is shining, and you look quick enough, you'll see the face of the one who loves you there in the brook."

"I wouldn't ever dare!"

This from Maree, who was now chewing gum much beyond the speed of limit.

"And I saw that little Nancy White backing down toward the water, with a face just as bold and Dudley right behind her. I says to myself that Dudley is going too far, out of sympathy, and I began planning to have some fun with them."

"You're such a jolly girl!" Maree said, encouragingly. "I know you did something immensely cute and fetching."

"I have my look in the water," Gracie continued, "before that little Nancy White comes up, and didn't

see anything at all, only that old Jaye Speed, with a cigarette in his mouth, grinning over my shoulder. Everybody knows I wouldn't have anything to say to him. Why, his father goes about looking like a tramp."

"Of course you wouldn't," Maree agreed.

"So I'm going back when Miss Nancy White is backing down to the brook, with Dudley back of her, and I winked at Dudley so he would understand and stumbled against her and over into the brook she went. The girls just screamed!"

"I should think they would! It must have been awfully funny. I just wish I had been there."

"The girls just screamed with laughter, and I got a pole and pretended to be helping her out, and all

the time I was pushing her in! It was better than a minstrel show, with that spiteful little thing rolling up her eyes like a calf."

"I wish I'd 'a' gone," Maree cut in. "Oh, you missed something, all

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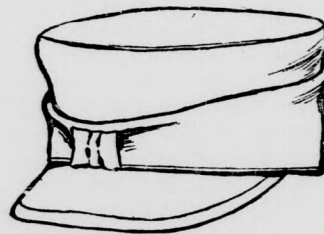
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right! I just know Nancy White was afraid of the snakes and toads, although she didn't say a word. Dudley was going in after her, but she got out all by her lonely. Such a fright as she looked, with her hair all hanging down her back! And the way her skirts clung to her skinny figure! 'Well, I says to her 'did you see the face of the one that loves you? You went in far enough to look for it!'

"And then the girls just screamed again. It was the best part of the whole party. Did you hear about the seven kinds of cake they had? Seven is a mystic number you know and you cut each helping into seven pieces and swing them around your head seven times and the name of your lover will appear before your eyes if you keep them shut up awfully tight. I tried it but I didn't see any name before my eyes. Cora Mills said she saw a name, but she wouldn't tell whose name it was, so we all think she was fibbing."

"What did Nancy White see?" asked Maree.

"Oh, she had to go home, being all wet, and looking such a fright. I heard her teeth chattering with the cold as she came up the path. Then we climbed a ladder and went into a dark garret and looked into a mirror, and ever so many creepy things. That Foy girl is wearing that old dress she had last year."

"The idea!" cried Maree.

"And that spiteful Nancy White coaxed Dudley to go home with her, and just spoiled half the fun. I know he would have looked in the mirror I held in the garret if she hadn't got him away. I just hate these sly, deceitful girls."

"I should say so!" said Maree.

"And I didn't have a bit of fun after that," wailed Gracie, "for I had planned a surprise for Dudley. And what do you think I heard today? You never could guess."

"Of course I couldn't."

"Well, of all things, I heard that Nancy White had the nerve to come here and ask for this job I'm going to have. She needs it, I guess. And, Maree, do you know what I'm going to do with my pay? I'm going to get a real diamond ring, and a seal coat, and lots of things. Papa said I could have every cent I earned, and he'd give me \$5 for every week I made good here. He's always talking about making good. I'm sick of the sound of the words. I wonder if that old bald-headed boss ain't most ready to see me now?"

The merchant was just about ready to see her. When he stepped out into the open Gracie was looking like a dear little kitten in a fluffy rig, with her sharp feminine claws all out of sight, and her sweet blue eyes smiling like the sweet blue eyes of a saint.

"I've come to see about being cashier," she said, in a pretty little voice. "Papa told me to come."

The old dry goods merchant looked at the girl steadily from under his bushy eyebrows and turned to the door.

"Dudley!" he called.

A rather young man came out of a private room to the left.

"Is this the young lady you spoke of for the position of cashier?" the merchant asked.

"Oh, no sir," was the embarrassed reply — embarrassed because both Gracie and Maree were looking at him in the strangest way. "The young lady I recommended is Miss Nancy White."

Gracie and Maree sailed for the door.

"Miss Nancy White!" Gracie called back, scornfully.

"Did you hear that conversation?" asked the merchant.

"No, sir."

"Well, I did, although I shouldn't have listened, and I wouldn't have a girl with Gracie's vicious disposition about the store on any account."

It is quite possible that Gracie suspects why she didn't get the job.

Alfred B. Tozer.

Knowledge of Human Vanities Are Essential To Success.

The salesmanship demanded in the clothing business is of the highest order and character. To handle a clothing customer successfully, it is necessary to have a thorough knowledge of the small weaknesses of men as applied to their personal appearance. Egotism, pride and vanity are factors in every undertaking, every ambitious dream and every business transaction; for self-esteem does but contribute to these weaknesses. In the larger affairs of life, self-interest takes the leading part, but when the man goes to buy clothing, adornment for his person, the order of interest is reversed, and he now seeks to gratify personal vanity. The clothing salesman must be thoroughly familiar with these foibles and demands of fashion, which must all be pleased to the minutest detail by the successful salesman who holds his trade against all comers.

A promoter can sell the banker stock in "The Consolidated Railways to the Moon" by appealing to self-interest, his cupidity and speculative instinct. It's another proposition altogether when Mr. Banker comes in and wants a necktie that is becoming to his peculiar style of good looks. The promoter could argue, demonstrate, bully and bluff him into buying the stock, for it was a single transaction which would in all probability be the only one between these parties, and the brute strength, the magnetism of the salesman made the sale. But the purchase of a necktie, hat or suit of clothes is a confidential transaction of such purely personal character that it requires the finesse of a woman to handle. It is akin to the private affairs of love-making, which every man regards with sacred confidence. The same diffidence keeps him from making a public canvass of the demands of his wardrobe, and it is a delicate question when he earnestly asks the opinion of his salesman whether the article of wearing apparel is truly becoming.

Help him to select a color, style and fit of wearing apparel that will increase his personal attractions, according to his standard, and you have

established a credit with him for all time to come. Fail to acknowledge his personal attractions, or even see them, and you will never make a customer of the banker.

Take sufficient interest to select such goods as you know he will like and are really suitable, and he will associate you as "assistant to his good looks" every time he sees himself in the glass.

Such continuous association between customer and salesman must of necessity be most harmonious to continue, and it requires the greatest diplomacy on the part of the salesman to maintain relationship of this character with the many kinds of customers he is meeting daily.

The sheet anchor of the successful salesman is kindness and honesty; with these he can hold his own in any place with the majority of his customers. To show an interest in the customer is to invite confidence, which will be freely given as the association grows.

More men have gone to the front, climbed away up from the floor of the clothing store, than in any other branch of trade, and the reason is not difficult to find: Every successful clothing salesman has to become a thorough student of human nature, and he finds this knowledge the most available means by which to advance his interests in every walk of life.

He knows men as they are, not as they seem, knows their weaknesses and foibles; also how to meet the strategic moves of the brainy, quick-witted business man in his dealings. He has learned to think and act with decision, and is therefore the peer of any man with whom he crosses swords.—Chicago Apparel Gazette.

Woolen Business Is Dull.

The year 1910 will go down into history as one in which the woolen business was not very good. The price of wool is way down and is supposed to have reached rock bottom. There has been more or less talk about the tariff, and any change or even possibility of change in that affects the market, and people hold aloof until the subject appears settled. Whatever the cause, there has been dullness in the market since spring, and it is only lately that any improvement has been shown. This was first noticed two weeks ago, and it is very slight. It is on the right

side, but unless it picks up more rapidly, it will yet be a long time before the conditions are as they should be. Quite a number of woolen mills are closed, because the demand is mostly for worsteds, and owing to the dullness in the market, a number of mills are running only half their capacity or on half time.—Utica, N. Y. Press.

Afraid of Being Hazed.

"Why are you worrying so, Manuel?" his mother asked.

"Confound it," replied the ex-king, "I'm afraid they'll do something horrible to me when I'm initiated by the Down-and-Out Club."

And many a fair woman has taken a man by storm.

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

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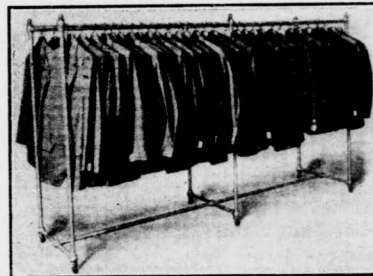
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BEHIND THE COUNTER

How To Get Good Help.

"This talk about us fellows doing less hand and foot work and more brain work," said a retailer, "listens first rate. It is good dope, all right. But tell me, man, where we are going to get competent help so we can have time to rest our extremities and work our brains somewhere near up to capacity."

Admittedly it is difficult to secure good help for retail stores to-day. Indeed, it is difficult to secure good help in any line of business and in any trade requiring actual work. Boys nowadays, hardly without exception, are looking for soft snaps. They do not want to be merchants, tradesman or artisans. They want to be bankers, brokers, doctors, lawyers or something else that will enlist them in the white-shirt-and-high-collar brigade.

And yet can you really blame the majority of boys? Their education, their home training and their inclinations all lead them to select a so-called "genteel" occupation. And nine times out of ten this selection is aided and abetted by fond but foolish parents.

Among all your acquaintances do you know of even one merchant who is educating and training his sons to become merchants?

Isn't it a fact that practically all the merchants you know want their boys to become doctors or lawyers or scientists or bankers or something of that sort?

Our whole system of public school education is based on the absurd assumption that practically all of our boys are to become learned men and devote their lives to one or the other of the professions.

And yet considerably more than half of our boys are forced by circumstances to leave school before even entering the higher grades. They are compelled to go forth and battle against adversity for a livelihood—and without adequate preparation.

These boys, if they have gotten along as far as high school, possess a smattering of the higher mathematics—but they can't figure quickly and accurately the problems of everyday life. They know something of the sciences—but they don't know how to take care of their own bodies. They have some knowledge of the dead languages—but they can't write an ordinary business letter in our language and do it correctly. In short, they are presumed to know something about almost everything, but they don't know enough about any one thing to be of real value

and dependable service to an employer.

And who is to blame for this condition of affairs? Primarily our educators. Practically without exception they blindly tread the calf-path of precedent to worship at the shrine of that fearfully and wonderfully constructed fetish, the "course of study." Secondly, our business men are to blame. In nearly every case business men comprise the majority of our school boards. Yet these sensible and hard-headed men year after year approve the use of courses of study designed exclusively for the benefit of the 10 per cent. of pupils who are destined for higher education, but of extremely little value to the 90 per cent. who must leave school before completion of the course and begin life's hard battle.

Here you have an exposition of the cause of the evil which is responsible for the scarcity of competent help in every line of business.

We are a commercial and agricultural people, yet we foolishly spend our educational funds for the benefit of those who are to become lawyers and doctors and highly educated bric-a-brac, when heaven knows we already have too many of them. It no diplomas were issued by medical and law schools for the next ten years the country would still have more than enough doctors and lawyers to attend to every legitimate medical and legal need.

Business men should see the absurdity of maintaining an educational system to turn out "kid-glovers," when what the world needs to do its work is more clear-thinking, quick-acting "bare-handers"—those who not only know how to work with both brains and hands, but are not afraid to work.

It is apparent that any reform of our antiquated educational system can not be brought about soon enough to produce sufficient competent help for the present generation of business men. What the man wants to know who asked the question quoted at the beginning of this editorial is where and how he can secure competent help right now.

Here is a suggestion: Figure carefully just how much you can afford to pay a competent and capable man to serve as your head clerk. Do this with the idea that if you find it possible to get the right man at the price you can afford to pay, he will be given charge of certain parts of the business, such as opening and closing the store on time, keeping it clean inside and out, checking receipt of goods and produce, keeping the want book and personally giving at-

tention to the innumerable little details that go to make up store service. Tell this man what you want in the way of results and hold him responsible for them. But do not nag him—don't interfere in his methods of handling detail—don't countermand the instructions he gives to the other clerks unless absolutely necessary. In short, tell him what you want done and give him plenty of rope with which to do it—then he'll either accomplish results or hang himself.

This right-hand man of yours, after he becomes acquainted with the store and its customers and the many details of his job, will relieve you so greatly of petty annoyances and routine work that you will have plenty of time to devote to the problems of buying and selling and advertising and planning and managing and particularly to watching expense, discounts and credits—the three things which, through lack of careful and intelligent attention, have broken more businesses than probably all other causes combined.—Omaha Trade Exhibit.

Boost Your Batting Average.

"Jones has risen to a higher position with the company. I understand he's got less work and is drawing twice the pay he formerly did."

And then as the speaker finishes, up bobs the man with the hammer tongue who says:

"It's just the luck of such a fellow to get in soft. He hasn't the brains of a door mat, but he happened to be born lucky. Good enough sort of a scout in his way, but he does not weigh enough."

And usually one or two other men will assent to the latter opinion, while the man who made the original suggestion says nothing to disprove the assertion.

As a matter of fact Jones wouldn't have gone ahead if he had been born lucky, because men who are born lucky refuse to work. A man who is promoted to responsibility in the world of modern business gets there on his ability to hustle.

One out of a hundred may rise by reason of "pull," but the day of the man with "pull" is passing.

Relatives at the heads of departments are no guarantee to relatives in humble positions that they will be boosted up out of the rut if they are not deserving.

When your friend Jones gets his reward in more pay and better hours, give it to him. Let him enjoy it. Try to enjoy it with him. He got there because he worked. He worked because he knew he would get there.

Set out to win and the sweet part of your defeats on the way will be the sustaining knowledge that misfortune can not keep a good man down, and sooner or later your ability and earnestness will crop up head and shoulders over the attitude of the man who doesn't believe that the law of sowing oats and reaping oats ever works out right.

You can not sow oats and reap barley. You can sow the seeds of successful endeavor and reap the fruit of successful toil.

"Knocking" the man who rises seems to be a pleasurable pastime with a lot of fellows who could be using the same time to boost their own batting averages.

The fellow who "knocks" a successful co-worker is the same one who goes out to a ball game on a pass and calls the umpire and players every variety of fool. He is the jimson weed in the garden of life and presently the Gardener will get to him and introduce the hoe.—Journal of Agriculture.

"Can Do Anything."

That is not a good recommendation for a clerk. The fellow that "can do anything" is not the man that a modern business needs. It needs men that know one thing and know it well. Learn all there is to be learned in your capacity. Know the ins and out of things. Never mind about the boiler or the plumbing or the electric arrangement. What you want to do is to fit yourself for a first-class groceryman and be able to take a position worthy the name. Study how the manager handles help and figure out why he is able to keep them so enthusiastic. Ask yourself why it is that your store is busy and some others are begging for business. These are the things to keep in touch with. Let the mechanics take care of their end. Some day you may call these men up to your desk and ask them about certain things that play a small part in the successful running of a business. But—don't aspire to be able to "do anything."—Grocery World.

Night School in Grand Rapids.

Free public evening schools will be opened October 31 in the following school buildings: South Division street, Madison avenue, Hall street, Sigsbee, Coldbrook, Diamond street, Seventh street, Widdicombe street, Turner street and the Union school at Third street and Broadway.

Reading, penmanship, spelling, arithmetic, composition, history, geography, civics and manual training subjects will be taught and all persons more than 15 years old who are not attending the public day schools will be welcomed to the classes. It is desirable that students present themselves for enrollment at one of the above buildings on Monday, Wednesday or Friday evening, October 24, 26 or 28, at 7:30 o'clock. The Board of Education requires that each student shall deposit a dollar at the time of enrollment. This dollar will be returned at the end of the term, provided attendance has been regular. A class in millinery will be opened at the Turner street building and a class in stenography at the Union school.

Her First Steps.

Mr. Murray, irritable from long confinement to a sick bed, cocked up his ears and listened.

"Phat's all that piano bangin' in th' parlor?" he then demanded, glaring at his wife.

"'Tis our daughter Mary takin' her first steps in piano playing," rejoined his wife.

"Her first steps! Phat's she doin', walkin' on the keyboard?"

We Want to Ask You a Pointed Question

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We are talking to **YOU**, not that fellow next door, but to **YOU**



In order for you to answer the above question with as little effort on your part as possible we will ask you to fill out the letter below and mail it to us at once:

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Calendar Department,
Grand Rapids, Mich.

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Gentlemen:—Please send _____ prices and information relative to your “Individuality Calendars.” The following answers to your questions will give you an idea as to _____ requirements and the kind of a calendar that will be suitable for _____ business:

Signature _____

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What is the character of your business? _____

About how many calendars will you need? _____

Have you used calendars before? _____

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

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

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

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

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

Do you manufacture or sell any special article? _____

If so what? _____

Have you a trade mark? _____

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

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

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

Tradesman Company

Calendar Department

Grand Rapids, Mich.

PLAYING THE TRUANT.

Some Gypsy Blood Was Leading To Camp Fire Pleasures.

Some Saturday afternoon when the sun is shining stroll out on the street and look for the boys and girls. If you have chosen the right hour you will discover them sneaking off with bundles and baskets on some mysterious errand. They will not say "nay" to the proper good fellow. The only requisite is the power to make fun, and, of course, if you contribute to the commissary you are so much the more welcome.

Going gypsying is a game of the autumn. The long twilight and rosy evenings when the stars shine bright overhead and dusk lies in the hollows seem made for building fires and playing gypsy. A psychologist will tell us that it is the strain of inheritance from a primeval ancestor living in caves that drives us out to build fires.

Any excuse will serve. We may rake up the dry grass and leaves from a scanty lawn, or gather the waste of weeds in the back alley. As the smoke rises in the twilight and the sparks fly upward to meet the stars in the soot of the smudge the imagination goes along, and city, busy streets, the gas range and steam pipes are as if they have never been; we are gypsies out in the open.

The small boys know the best place to build a fire. They choose the sheltered side of the lot, or where the trees keep off the wind. The stones are laid for a hearth and a bed of sand laid for the potatoes. The wood is heaped to make a draft from below, sending the flame upward and the smoke to ascend in spirals. If it is a real camp fire the wood has been gathered long before, and stones and logs needful made ready.

Now the match is struck, and the circle gathers around. The bond of unity is very real, all are friends, all for the common good, all gypsies under the stars. The red flames lick in and out among the wooden kindling. Then it catches a piece of resinous pine and the crackling blaze steals through and through until the mass is afire.

A good camp fire girl knows her part in the game. Here are the potatoes, some wrapped in many thicknesses of wet newspaper for a steaming, others in their natural skins after the old-fashioned way. Perhaps some one has brought chops and scraps of beef to be roasted on sticks, and if a squash or a bag of apples are among the trophies, so much the better.

The fire snaps and crackles. The blaze sends spurts of flame upward, the eye following it until lost in the rings of smoke which seem to rise in the twilight as if they would sail on and on to skies above. At this stage no one has much to say.

The thoughts are busy. With hands clasped around the knees and head bent forward we gaze into the red embers and build castles in Spain or tents in Arabia as the fancy invites. What is all this hustle and worry, the fight for pomp and circum-

stance, when the world is wide with fields for wandering?

The autumn moon has dropped down the western sky where the crimson of sunset has long since faded to purples and gray. The silver moon rays glide gently in among the leafless branches of the trees, leaving patches in the gloom at our backs. The mystery of night is deepening, more wood is piled, the bond of friendship is drawn closer and the feast is on.

Would it could last always. What tastes better than a mealy potato with salt, the sizzling meat or steaming apple? The dry leaves rustle as the night wind rises, and a feeling of frost is in the air.

Draw closer, closer, elbow against elbow, and while the chestnuts roast tell the story that you like best of all. What has modern literature to compare with this? The deeds of valor, hair-breadth escapes, the saving of injured innocence, the punishment of vice, the rewards of virtue. No magnate in a day is a hero, the page has been turned back, and the fairy, the giant, the wild man of the woods startles the narrative.

Aladdin was a worldly sort of creature, too worldly for one in the dark beside the camp fire. The smell of roasting potatoes, and burning chestnuts fills the air. It is as inspiring to the dreams as incense, and no less unworldly. The open fire out of doors is unlikely hatching grounds for stratagems and strife. Every story is good as it is told; the circle in the firelight declare it so.

A stealthy tread disturbs the twigs and bushes at the back. Is it a fox, or a wolf, or a night owl disturbed by the merriment? The city street is not a stone's throw away, but stranger things have happened. This very oak leaning dangerously near has a crooked limb bent on the old Indian trail, and have we forgotten this is the trail to Camp Quillmette?

Heap on more wood, poke the fire for a better draft and make the sparks fly higher. We have built on sacred ground, where Indian fires flamed a hundred years ago. Turn and look, climb a tree and you may see another far along the ridge, and another and another farther and farther away.

Others are playing gypsy. You can not scent the calamus nor the sweetbriar or mints from the dewy marsh in the vacant lots, the burning leaves fill the air, and from far away come shouts as merry as those which made the woods at hand echo a minute ago.

Then the fire dies down, the wind has risen and blows cold, the boom of the lake on the shore sounding dimly. The feast is over, the last chestnut disappeared, the last story told. One by one the play gypsies rise, the young and the old together. Another red-letter day has been written in the calendar, for we have gathered around the camp fire and played gypsying once more.—L. M. McC. in Chicago Post.

Life soon denies all pleasure to those who deny themselves none.



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.



TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how **BARLOW BROS.,** 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 gold brick man must have a new trick or find a new victim for each sale—but the man who sells CERESOTA FLOUR finds it easier to sell the second sack than the first.

Those who try CERESOTA want more.

JUDSON GROCER CO.
Distributors
Grand Rapids, Mich.



How the School Dunce Finally Made Good.

Written for the Tradesman.

"You never can tell," said the old schoolmaster with a sigh, "never on your life what's in a man until he's tried out." The old fellow was reminiscing again and his companion, the country storekeeper, who had come to the station after goods and had to wait his turn at the freight car, turned an enquiring look upon his companion, who it seemed was in town on some small errand for his wife. The two had a half hour of leisure and Grocer Davids was always ready to listen at such times.

"Now, there was Abner, the dunce. Why, folks said he was a born fool, and yet where is he to-day?"

"Well," said Davids, "where is he? Do I know him?"

"I should think so; that is, you know him by reputation at least. He has been the efficient sheriff of his county for the past six years and expects to land a state office this fall. In school as a boy he was dull; thick-headed the teachers avowed, and I guess they were more than half right, although boys forty years ago were not given the show they have now days.

"Abner came to Farmer Goodhard's and applied for work when he was a mere child. The farmer, being a good sort, took him in, let him work for his board the first winter and go to school. He was incapable of learning, the girl teacher said, but the old farmer kept the lad in school during the winter months, working him on the farm spring and summer.

"On the farm the boy did fairly well, although inclined to be lazy. It was learned a long time afterward that Abner had been in the poor house. His father was a drunken, worthless sort; let his wife die in want, ran away with a showman's wife and ended up as a suicide in the Chicago River. All this was learned a long time afterward, you see. Abner didn't have the benefit of his family record while as a boy, he was struggling to make good in the hustling and bustling world.

"He quit school at an early day, having mastered the rudiments only. He went from the farm to the woods, which was one step up the ladder toward a fortune in those days. As a chore boy and shanty roustabout Abner made good in that he held his place and kept the wise ones in a roar most of the time over his mistakes and ridiculous misapplication of words.

"I taught a backwoods school at the time and Abner came to me one day with a very serious face and asked to be shown a sum in arithmetic. At figures the boy was remarkably good, while being a perfect dunderhead at all other studies. I was glad to serve the boy, and have never regretted that I made it possible for him to gain a bit of knowledge that was to prove of use to him in later life.

"Abner followed the lumbering jobs for several seasons, working in the woods winters, filling a small place in the mill during the open season. The young fellow's opportunity came

when his employer lost a valuable horse. The animal had been left for pasture with a farmer. One night the horse came up missing, and it was soon learned that it had been stolen. The best detectives in the county were put upon the case. Time ran on for several weeks and nothing came of it, although Mr. Seabright offered a very tempting reward.

"One day an awkward looking youth of 20 walked into the presence of the big lumberman and asked if he might have a word with him. The big man regarded his visitor curiously, wondering what a guy like this one could possibly want with him. 'I think I know who stole your hoss, Mr. Seabright,' said the young fellow, 'and I thought you might be willing to let me off for a while so that I can get the hoss back again.' The lumberman smilingly gave his consent, not remembering that the awkward youngster was in his employ.

"Thank you, sir," said Abner, shuffling out. Seabright thought no more of the incident until nearly a fortnight later when he stood in front of the mill blacksmith shop talking with one of his employes, when a horse cantered up and an awkward young man dismounted. The lumberman uttered an ejaculation on seeing before him the horse stolen more than a month before. 'I got your hoss, Mr. Seabright; this is him, ain't it?' It proved to be the stolen horse, all right, a valuable beast and a pet of his daughter's.

"The animal was led to his stall amid the rejoicing of the lumberman's family, his daughter Erma in particular, after which Seabright called Abner to him in his office, from the boy's lips learning of his trip up to the head waters of the river, where he had found the horse and secured the arrest of the thief."

"But you don't tell me that Abner caught the thief as well?" cried the storekeeper.

"That's exactly what I do tell you, Mr. Davids," and the schoolmaster laughed. "You see, Abner was not such a gosling about everything as he had been about book learning. He had a natural adaptability to detective work. It's with that as with other callings, Davids, a matter that no amount of culture can give—Nature alone gives keenness and detective instinct."

"I think perhaps you are right, Tom."

"I know I am right—"

"But how did the young fellow get on to the thief?"

"Simply by keeping his eyes and ears open. He spotted every suspicious character; watched all the teams passing up and down the river road; listened to confabs between woodsmen; got in the habit of going among the strangers who happened along at the little tavern nearby and finally caught some very important secrets that led him directly into the den where the horse thief had secreted his stolen animal.

"Abner had lined up his evidence in such a manner that he secured the conviction of the thief at the next

term of court. After that the youth was better treated—but I see you must go, Davids. I will just say that Abner made good after that; has been a most competent county sheriff for years, and is now a man of importance in his community; he is past middle age, with an interesting home and family, and now has his eye out for something better—a State office of importance. As I said at the outset, you never can tell what's in a man until he is tried out."

Old Timer.

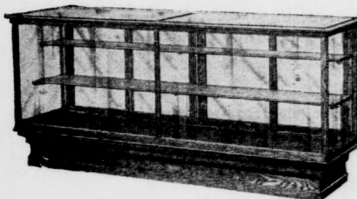
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Just suppose

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.

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

BEST SUGAR FOR TEA AND COFFEE!

WHY PRODUCE IS HIGH.

Old Grocer Says People Themselves Are To Blame.

Written for the Tradesman.

"How's butter?" asked the customer.

"Thirty-six."

"And eggs?"

"Thirty."

"I should think," growled the customer, "that you would be ashamed to look a friend in the face."

"I don't seem to be," observed the grocer.

The customer snapped out an order and started for the door, then turned back and frowned at the grocer.

"I'd like to know who fixes these prices?" he said. "Who's got the nerve to put butter up to thirty-six and eggs up to thirty?"

"The consumers fix the prices," replied the merchant. "Consumers like you and a dozen more on this street." The customer eyed the grocer as if suspicious that he was being made the subject of a joke.

"I'd like to know how," he finally said, seeing that the dealer was perfectly sincere in the statement.

"I'll tell you how," was the reply. "Where have you been buying your butter of late?"

"Of Chet Brown."

"Lives out south here?"

"That is the man."

"How much have you been paying him?"

"Thirty cents."

"Why didn't you buy of him to-day? He was in town early this morning with a lot of butter and eggs."

"Because he didn't deliver them—confound him. He didn't keep his word with me, or the others on the street."

"I'll tell you why he didn't keep his word," said the grocer. "He didn't want to bother to peddle from house to house."

"What did he work up the trade for, then?"

"To work up prices. These farmers are getting foxy. They are taking a hand in fixing prices."

"What's the answer?" asked the customer.

"When you bargained with him for butter," began the grocer, "you agreed to pay him the retail price, didn't you?"

"Of course I did."

"Of course you did and so did the others. You paid him thirty cents when I was selling it for twenty-eight. You didn't know what the price was, but he said it was thirty and you paid it."

"I don't doubt that he swindled me, but I expect that."

"Well, this honest old farmer worked up a butter route at thirty cents. Then he got tired of peddling from house to house, sometimes waiting for his pay and brought his butter to me."

"This morning? Did he bring you the butter he had promised to deliver to me? I'll quit him, all right."

"Yes, he brought a lot of prime butter here and offered to take part of his pay in groceries if I'd take the lot."

"And you took it for about twenty-five, I suppose?" growled the customer.

"Don't you ever think that old farmer belongs in a home for the feeble-minded," laughed the grocer. "He knew what he was up to. No, sir, he came in here and put up a talk like this:

"I've got a choice lot of dairy butter out on the wagon. Come out and look at it and make a price."

"So I went out and looked at it, and offered twenty-seven, telling him that I had to sell at thirty. He began climbing into his wagon, but I stopped him, for butter like he had is scarce."

"Can get thirty cents for this butter," he said, "within three blocks of this store. I've got my customers, but you may have it at that price. Then, when they come to buy they'll buy other things."

"In the end I bought his butter at thirty, the same price you had been paying him. Of course I can't sell it for thirty and pay rent and clerk hire. There's a waste, too, sometimes, and so I've got to sell it at thirty-six."

"I hope you'll have it left on your hands," snarled the customer.

"But I won't," laughed the grocer. "I can take it down to the hotel and to the sanitarium and sell it for thirty-six."

"It is just a scheme," the customer said.

"Of course, a scheme on the part of the farmer," agreed the grocer. "It is the same with eggs. You have been paying him thirty cents for eggs. He got me to pay him twenty-eight to-day. Said he hadn't time to go around with his load. I've got to put the eggs up to thirty-three tomorrow."

"You bet you'll put 'em up tomorrow," said the consumer. "Where do you think we people get our money? I suppose you have an idea we've got a plant somewhere and turn it out by the bushel."

"Well, you are the ones who raised the price of butter to-day," observed the grocer. "I rather think the game has been worked in other parts of the town, for thirty-six is the price."

"I don't suppose I'll see that farmer any more," said the customer.

"Don't you worry about that," was the reply. "You'll see him, all right, just as soon as he accumulates another load."

The customer went away complaining about everybody being in a conspiracy to rob the consumer, and the grocer saw no more of him for a week. Then he came into the store with a red face and a flow of language which made one think of a lecture by the Peerless One.

"What's the grouch now?" asked the grocer.

"Tell you what I'm going to do," said the customer. "I'm going to call a meeting of consumers at the opera house and help to form a compact against buying from farm wagons."

"That will be nice!" said the grocer.

"I'm going to get up on the stage and tell 'em just how the consumer is the grist between the mill-stones."

"I rather think," submitted the merchant, "that that will not be new. Appears to me that something like that has been said before."

"But I've got an illustration that will make 'em sit up and take notice," said the customer.

"Confide it to me," suggested the dealer.

"Well, you know that old hayseed that went back on his bargain with me and sold you my butter?"

"Yes, I know him. He's a deacon in the church out there and belongs to a club formed for the purpose of starving middle men to death."

"I should say so! Do you know what he had the nerve to do to me to-day? You couldn't guess in a month."

"Oh, yes, I think I can guess."

"Well, out with it."

"He came to your house with a load of butter and eggs."

"Right!"

"And he said you had agreed to pay him the retail price."

"That's what he did."

"And he said butter was thirty-six at my store and eggs thirty-three."

"That's just what he did."

"And you paid the prices he asked?"

"Not!" was the reply. "I told him that he had just one minute to get out of my doorway, as I was going to throw a shoe out there, with a large, heavy foot in it. That's what I said to him. Did he come here?"

"Of course he came here. He said he could sell his butter for thirty-six and his eggs for thirty-three, but did not want to take the time to peddle 'em over the city. He said he had the customers waiting for them, and that they'd have to buy of me if he failed to deliver."

"Now, what do you think of that for an old hayseed? He ought to be weighing sugar for the trust down on a Williamsburg dock. Well, I suppose you bought at thirty-six and will put the price up to forty?"

"My delivery man saw him going over his route," observed the merchant, "and saw that he was making no sales. So I told him I did not believe he had any customers at the prices he quoted. He went away angry, but some other grocer will believe that people are willing to pay thirty-six for butter and thirty-three for eggs and will do business with him."

"Well," snarled the customer, "you grocers ought to know how to buy."

"We do know how to buy," was the reply, "but we can't buy prime butter and eggs when our customers are willing to pay producers more than we can afford to. It is all of a piece with sending away for your sugar, and tea, and coffee, and spices. You pay top prices to outsiders without kicking, and get poor goods at that, but you lay the high cost of living to the retailer you never patronize when you can buy elsewhere. Now, you can see for yourself that you fellows on this street helped to raise the price of butter six cents last week. I have a trade that demands that sort of butter and I had to buy of the farmer, who, of course, wouldn't sell to me for less

than you were paying. You patronize the regular dealers and let outside fellows alone and you'll do better."

The consumer is wondering if the grocer is not right. Alfred B. Tozer.

Cash or Credit.

It would be a business of pure delight if a man handed you real money every time he traded with you, but there are numbers of accounts that could have been made cash sales if half the energy were spent in persuading the customer to pay cash that ultimately is spent in trying by some means to make him complete his end of the trade. Get acquainted with your customer before you make him a price, not after you have landed the business. Learn whether he has the money or not, and show all the enthusiasm you can in his affairs. If he wants credit make your figures a little higher than those at which you are really willing to sell. Show him that you are ready to knock off for cash considerably more than the interest he will have to pay his banker for six months on the amount of the bill at the usual rate. If he wants you to lend him your invested money show him in plain figures where he can actually save money by borrowing from those who are in the business of lending money. If he feels that his obligation to pay you is going to be just the same as his obligation to pay the banker he will certainly make an honest effort to save the money you offer him. Exhaust every possibility of getting cash before you think of extending credit. When it is really necessary to put an account on your books you will only get the surest and most prompt settlements after you have impressed on the credit customer some of your own earnestness and made him carry away from your yard a deep appreciation of the fact that he has entered into a contract and undertaken something of genuine importance. To do this diplomatically will test your ability as a salesman, but if you are not a salesman you should not attempt to sell lumber. If the determination to do business this way and no other is always maintained there will be absolutely no reason for "bad" accounts being on your books and all your energy can be directed to the prompt and businesslike change to cash of the understanding you made with your customer. When you go out to collect you won't go with the feeling that you are asking a man for money, but that you are asking him to fulfill his end of a trade about which there was a complete understanding. The collection is really made when the sale is made, no matter whether the actual cash changes hands or not and the manager's keen appreciation of this fact will alone keep it true.—Northwestern Lumberman.

Had Done It Too.

Knicker—Banking interests sometimes buy what they don't want, to avert a panic.

Rocker—As I buy my wife a dress.

You never lead men into truth by using it as a whip.



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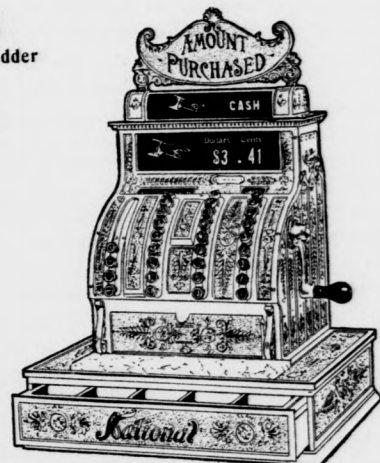
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Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys



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Total Adder with all latest improvements. 25 amount keys registering from 1c to \$7.99. No-sale key. Prints record of all sales on detail strip

MAKING GOOD ROADS.

How One New York County Keeps Its Roads in Condition.

Up in Orleans county a State road was opened two years ago running from Albion seven miles north to Waterport. The country through which it passes is rich farming country and an immense volume of traffic customarily passes over the road. Thousands of barrels of apples form a little item in heavy teaming which it has to bear. The road was well built but like every other, threatened to break up rapidly as soon as the top dressing was removed. So last fall a determined effort to better the conditions resulted in the road's being oiled and a top dressing of gravel spread over the oil as soon as it was placed. It was expected that this would do, but this summer's traffic soon showed that further treatment was necessary.

Then the men in charge got busy. They decided that oil and gravel is not the best treatment in the world and they saw instances in which their method could be improved. This fall they are oiling it again and doing it better than ever. That is why they are getting results. The first step is to take a rotary sweeper such as is used in cleaning the streets and sweep the section of the road which is ready for oiling. The brush gets down to the rocks forming the foundation and sweeps out all dust and refuse. When the rocks are clean, a big oiling wagon is driven over the stretch enough times so that the surface is well spread with heavy dark oil, now familiar everywhere. The oil flows fairly easily and spreads out about as fast as it touches the surface of the road.

Days before loads of finely crushed stone have been placed along the road, these being perhaps 25 yards apart. The rock is of about a quarter or half inch in diameter but is well screened so that it is free from dust. As rapidly as the oil is spread a team and scraper and men with wheel barrows are put at the task of spreading this stone over the newly oiled portion. The oil acts as a binder, holding the stone down firmly so that a surface is formed very much like that on Utica's parkway. The operation is carried on so rapidly that the oiled parts are kept covered and the road at no time is in condition to annoy those who must travel over it. There is no delay waiting for the oil to soak in, no fuss with its spattering onto every sort of vehicle. Consequently there is no damaged varnish or clothes or tempers. To treat a road in this manner requires about \$500 a mile in expenditure and the services of from six to ten men. Such a gang can cover a mile a day with good luck. And they certainly make a business-like road in a common sense way.—Utica, N. Y., Press.

Pointers by the Agricultural Department on Blueberry Culture.

Washington, D. C. Oct. 18—An interesting and significant feature in the experiments reported in Bulletin 193, of the Bureau of Plant Industry, just issued by the U. S. Department of Agriculture, is the light shed on

the possible utilization of naturally acid lands that occupy extensive areas in the Eastern United States, to produce the delicious blueberry or some other crop that thrives in acid soils.

The Department has found by experiment how blueberries differ from ordinary plants in their methods of nutrition and in their soil requirements, and by means of this knowledge it has worked out a system of pit culture under which these plants attain a development beyond all previous expectations. The failure heretofore of attempts to cultivate blueberries commercially as a market fruit appears to be due to a misunderstanding of the soil requirements of the plants, which, as these experiments show, are radically different from those of our common cultivated plants.

The market would gladly pay a higher price for cultivated blueberries of superior quality. A marked distinction should be made in market quotations between the large plump blueberry (genus *Vaccinium*), whose seeds are so small as to be almost unnoticed when they are being eaten, and the huckleberry (genus *Gaylussacia*), in which the seed is surrounded by a bony covering like a minute peach pit, which crackles between the teeth. The failure to make this distinction in nomenclature, and the unsightly condition in which careless handling often presents the berries to the buyer, are the cause of much of the failure to appreciate the blueberry at its real value. As the blueberry withstands the rough treatment incident to shipment so much better than most other berries, with proper handling it should always reach the market in first-class condition, whether shipped from North Carolina to Boston in early June, or Nova Scotia to Washington in late September, making the blueberry season cover a period of nearly four months.

To those desiring to experiment with field culture of the swamp blueberry, whether with wild plants, seedlings, or plants grown from cuttings, two methods of treatment are suggested, both deduced from the experiments already made. The first method, suited to upland soils, is to set the plants in trenches or separate holes in well-rotted peat at least a foot in depth, and mulch the surface well either with leaves or with clean sand. The excavations should provide ample space for new growth of the roots and the peat used may be either of the bog or upland type and should have been rotted for several months before using. The soil should afford good drainage, the ideal condition of the peat about the roots of the plant being one of continued moisture during the growing season, but with all the free water draining readily so that thorough aeration of the mass of peat is assured.

The second method of field culture suggested is to set the plants in a peat bog after the bog has been drained, turfed and deeply mulched with sand, just as for cranberry culture, except that no special provision need be made for rapid flooding of the bog for winter, and the ground wa-

ter of the bog might be kept a little lower than is usual with cranberries. Before beginning the work these experiments should be carefully studied by any one proposing to undertake the culture of blueberries.

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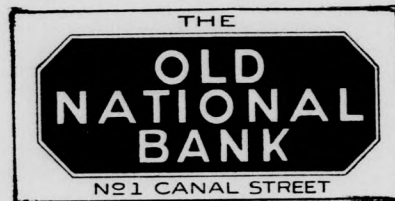
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A Land of Opportunity.

Written for the Tradesman.

There are opportunities in this country that apply to no other on the footstool. However political spouters may belittle their own country it remains a fact that this land, under the Stars and Stripes, is the land of the free and the home of the brave. Once upon a time this declaration was not quite true.

When human slavery darkened our land, and the American made boast in foreign parts, of his grand, free country, the other was wont to point to the southern half of the American Union and sneeringly call to the patriotic Yankee's attention the fact that three million slaves toiled beneath the lash of white owners. It was a glad day for America when this curse was wiped off the earth, even although it cost oceans of precious blood.

I call to mind an incident of my boyhood days when the Southern slave driver was in the ascendancy, when half the Republic acknowledged no law that did not conform to the lash and the auction block for human chattels. It seemed that an American ship, cargoes with negroes stolen from their native Africa, was sailing across the ocean for a Southern port. The vessel became becalmed in mid ocean.

Not far away lay another ship flying the British colors. By some means three of the blacks managed to escape from the American ship's hold and succeeded in launching a small boat, putting out at once toward the vessel in the near distance. The fleeing blacks were presently discovered and the Yankee Captain ordered a boat sent in pursuit. The fleeing men (chattels) were too valuable to be allowed to escape. The race, an exciting one, was witnessed from the decks of both ships. Desperately the black sons of Africa bent to the oars, realizing what possibilities lay in their reaching the foreign vessel of whose nationality they knew nothing.

The fleeing Africans gained the British vessel and were drawn over the side just as the American pursuers reached the ship. Clambering to the deck of the Englishship, the Yankee officer demanded his property. This the British Captain refused. "I represent the United States of America!" dramatically exclaimed the American. "Do you see that flag?" pointing to the American ensign; "that, sir, represents the greatest country on earth. Again I demand my property."

With flushing cheek and flashing eyes, the Britisher raised his arm and pointed at his own colors, saying tersely: "Go back, sir, go back; you can not have these men—there are no slaves under the British Jack!" How my blood thrilled at the reading; not, however, with patriotic pride, but with glad enthusiasm for the mother country which had the courage to defy even the great American Republic where human liberty was at stake.

We have a right to be thankful that such humiliating scenes are of the past, that the boast of America

as being the land of the free is indeed a truth and not as formerly a bitter, mocking lie.

A German lad landed at Castle Garden in the fifties, homeless and quite friendless so far as this country went. He came immediately West, landing in the Michigan wilderness, which at that time was truly the land of opportunity. He began his first work chopping slabs in one of the millyards at the magnificent wage of \$8 per month.

Hans Huffman was a faithful hand. The observant eyes of his employer watched his struggles to acquire the language and to make something of himself with quiet approval. The boy made the most of his opportunities. He went to the woods winters, first as shanty chore boy, then as timber-cutter and sawyer. Having learned these he next took up the whip of an ox teamster, becoming one of the most expert skidders in the woods.

Mean time the young German kept his eyes and ears open. The tall pines were not to him the inanimate sticks of the ordinary observer; they were latent with possibilities. He saw in them a gold mine of the future, and laid his plans accordingly. Having become thoroughly conversant with every minutia of the lumbering business he reached a foremanship in the woods at a comparatively early age. He won the confidence and respect of his employers from the start. Honest, faithful and willing, Hans found that his faithfulness counted in his favor, when in later years he went to the old country to visit the land of his birth. This was about the time of the Franco-Prussian War.

Hans was taken into custody and might have been landed in the German army but for the swift interference of his employers, who made such representations through the American Consul as to save young Hans from his threatened fate. After his return to this country his face beamed with one glad smile of satisfaction.

"They may say what they choose," he remarked, "but this is the country after all is said and done. Germany is a splendid old country all right, but America is the place for the poor man, God bless her!"

So say we all. Let the political demagogue rant about the ills and moribund conditions that surround us; taking all drawbacks into consideration; despite Cannonism on the one hand and Insurgent pessimism on the other, there's ample hope for our goodly Yankee land, and nobody would willingly exchange it for any other land on the footstool.

Our German boy made good from the start. When he passed over a few years since, he had been long a partner in one of the wealthiest lumbering firms in this good old Peninsular State of ours. J. M. Merrill.

It takes a lot of love to hold our children from the snare of luxury.

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. Aditz, Manager Grand Rapids, Mich

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.

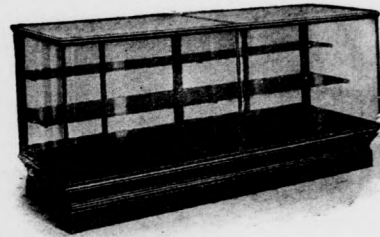
Klingman's Sample Furniture Co.

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 Case Company's

Show Cases and Store Fixtures represent the biggest values for the least expenditure.

We manufacture, from the raw material, the various components of our cases, giving you a better product at lower cost.

The factories are equipped with the latest labor-saving, cost-reducing machinery, operated by expert workmen. Our case-makers do not know how to produce inferior work. Their reputation is world-wide. Each piece of our cases is constructed as carefully as the most exquisite furniture.

Our store designing department is far in advance of any manufacturers or designers of store equipment in the United States.

Consult with us, let us plan and equip your store complete. In this we make a specialty. Write for a copy of our illustrated catalog. It's free.

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



Retailers Should Consider Faults of the Foot.

A great deal could be done towards improving conditions in the shoe industry if retailers should seriously consider grading up the feet of the people, as well as to grading up their stock.

Feet that are not stylish, or, in other words, feet that are ugly in shape, and that are twisted, or bunioned by disease, may be made to look respectable by the skillful fitting of shoes to them. But they become ridiculous if shoes that do not fit are forced upon them, with the hope of making the feet look stylish.

The foot is, in many respects, like the hand. It is well for a person who fits shoes to remember this. If the hand is thin and bony the foot is usually likewise. If the hand is well shaped and well rounded the foot is usually likewise. If the hand is fat and podgy the foot is usually likewise.

The present fashion of American society does not permit the display of the bare feet, except in such communities as have taken to barefoot dancing. Since the foot is always concealed beneath the shoe and stocking, the shoe clerk who bears in mind that the foot is usually like the hand, may form his opinion of the beauty, or lack of beauty, of the foot by glancing at the hand.

No artist has ever painted a beautiful hand encased in glove and has called it beautiful. Nor has any artist painted a picture of a foot clad in a shoe and stocking and called it beautiful. In point of real artistic merit, the foot that is unadorned is best adorned.

But since society requires that something be put onto the foot to cover its nakedness, it becomes the problem of the shoe manufacturer and shoe retailer to determine what that something shall be.

When the hand is clad a glove is slipped onto it. It fits so smoothly that any article that fits neatly is commonly spoken of as glove fitting. A hand that is clothed in a glove that fits loses none of its artistic outlines, although it does lose its delicate, natural colors.

Now, in ideal shoe fitting, a shoe should be fitted to the foot as is a glove to the hand. If the foot is really artistic and graceful in its lines it will stand the test of a glove fitting shoe.

But if its big toe joint is swollen, or if there is a corn plaster on its little toe, or if its ankle bones are bulged out, then a glove fitting shoe upon it looks like the clothes of the circus clown who has padded himself in the wrong place.

Shoe manufacturers do not make real glove fitting shoes. They make them as trim and as neat, and as soft and as flexible as a glove. The leather is soft. The sole is flexible, like strap leather. The seams are trimmed close and the stitching is fine. It is ironed down smooth upon the last, and the bottom is smartly finished so that it looks little and trim. It is a glove to the foot.

Each shoe goes to market seeking a foot that it will fit perfectly. Women come into retail stores, seeking shoes that will fit their feet perfectly. But how often does the perfect foot and the perfect shoe meet?

Some critics would hastily answer, "Never," especially if they had been reading any of the tirades of the faddists who are constantly declaring that shoemakers do not know how to make shoes. But if any retailer will carefully examine his business he will come to the conclusion that he gets the right shoe onto the right foot a reasonably large number of times.

If he still further examines his business he may also conclude that if his customers would bring him better feet he could shoe them in a better fashion. He has from the shoe manufacturers neat and stylish shoes that would fit the feet like a glove. But he realizes that many feet would not stand the test of being fitted like a glove. They have been neglected, and abused, and they are of ugly appearance. Their owners blame the shoe retailer if their shoes do not look well, or fit well, upon their feet, when their own feet are at fault because they won't stand the test of good shoes.—Boot and Shoe Recorder.

Done in Time.

In almost every town there is a shoe store which is conceded to be a leader not only by the customers in the town but by competitive merchants also. Nine times out of ten the man in this successful business is not any smarter than his competitors. He has simply applied all that he knows to his business. He is in the shoe business for all that he can get out of it and he is constantly alive to every factor which will help him to accomplish his purpose.

If you will watch this man and his methods you will find that he pays a great deal of attention to the seasonable things. Right now he is carefully watching his stock to find out how each line of shoes is selling. He checks and rechecks the sales of each particular lot so that he knows just about how many pairs of each line should sell each week. The minute

RUBBERS

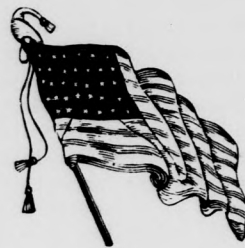


Have you all the rubbers you need?

We are selling **Glove Brand Rubbers**, the best rubbers manufactured, at last spring's prices, namely, 15 and 5% off the list price, and we are in position to take care of your immediate wants promptly.

If you use seconds, bear in mind that we can sell you Rhode Island rubbers 5% cheaper than you can buy other seconds, and they are equal in quality to any second quality rubbers on the market.

Hirth-Krause Company
Grand Rapids, Michigan



"Oh say"
Can't you see by the
Dawn's early light

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

Watson-Plummer Shoe Co.

Offices and
Stockrooms
Monroe and
Market St.
Chicago



Our
Factories
Are in
Dixon
Illinois

he finds that any particular lot is lagging behind the others he immediately attempts to increase the sales on this style. It may be that the shoe has not been displayed properly in the window or has not been advertised strongly enough. He tries both methods. If it does not meet the sales he looks to its fitting qualities or to the style features. If he can not do the average business on this lot at \$4 he reduces it to \$3.50 now rather than hold it all season at \$4 and then sell it for \$1.98 in January or February. If he finds a line of shoes which is selling rapidly he buys heavily on the good widths and sizes. From this close watching of his stock on the shelves he gets a fairly good indication of the style tendencies for the season and you will find almost invariably that his stock is really the cleanest stock at the end of the season and that he has less need for a clearance sale than any of the other stores in town.

He has already had his fall opening. Many of his competitors are just planning theirs now—that is just one point he had gained on them.

If you will notice his windows today you will probably find a number of high cut boots displayed in the men's window. There will probably be a suggestive show window card calling attention to the suitability of this shoe for outdoor use. Hunters and other men who are much outdoors buy this class of footwear from him merely because he suggested it to them at the time they were in the market for the goods.

You will find in this merchant's store that rubbers and warm shoes are ready for immediate sale. Some time ago he had all the old last year's stock unpacked, cleaned and new pin tickets or string tickets fastened to them. These lots are worked in with others which he has bought for this season's selling. Such lots of rubbers and warm goods which had to be carried over from last year and which he did not size up for this year are placed in front of the other goods with P. M. marks on them so that they can be worked off in the early part of the season. This is one of the ways by which he eliminates old stock.

This merchant is beginning to show a number of what are commonly called Christmas slippers. He is devoting valuable space in his window to them although he is not getting very many direct returns. But along about Christmas time, people who have seen these handsome house slippers in his window will come to his store to buy them because they have previously received the impression that his is the store where this class of footwear can best be obtained.

Near the end of the month you will find a very appropriate Hallow-e'en window display. He is already planning this window and will get it in at just the time when it will do the most good. Other merchants may have also had in mind a similar window and put it off until too late. In fact, this is the secret of this leading merchant's success. He works no harder than his competitors and he spends no more money in his store

management yet he makes a better profit out of his shoe business because he does what has to be done at the right time.—Shoe and Leather Gazette.

Honor Your Business.

It is surprising how many men there are who do not desire their sons or any one else to adopt their calling. But is it wise thus practically to speak ill of your business?

It is a good sign when a man is proud of his working or calling. Men are frequently heard finding fault with their particular business, deeming themselves unfortunate because fastened to it by the necessity of gaining a livelihood. They thus destroy all their efforts in the work and keep shifting from one thing to another until they are finally failures in life.

A man should put his heart into everything he does. There is no profession that has not its peculiar cares and vexations. No man can escape annoyance by changing his business. There is not any mechanical business altogether agreeable. Commerce is affected, like all other pursuits, with trials and unwelcome duties.

It is very unwise for a man to search out the frets and burdens of his calling and give his mind every day to a consideration of them. They are inevitable. Brooding over them only gives them strength. Every one should adopt his own business and identify it with pleasant associations. Honor your business.—The Shoe Merchant.

The Pleasure of Work.

Business is by far the most interesting game that we can play, unless, indeed, the game of life is considered, in which case business forms only a part, but a most important part of that greater game of life.

Sir Thomas Lipton has in his office a caption, "The greatest fun is work;" and I myself thoroughly agree with this sentiment if the work is accompanied by thought and interest.

Life should certainly be given up to some accomplishment, and without it, it really becomes a serious question as to whether Mr. Mallock's "Is life worth living?" should be answered in the positive or not. But with an object, with a well thought out, intelligent, carefully planned object sufficiently far ahead so that one can not overtake it too quickly, with the daily progress toward the accomplishment of this object imminent, then as this object gets nearer, with the ability to replace the target farther away, and again strive to reach it—with all these things as the daily occupation of the mind and body, life certainly is worth living.

It would have been a much simpler thing for me to have remained a retired business man than to have come to London to play this game, but in one case my life would have been extremely prosaic, while on the other hand it is filled with interest, excitement and pleasure, and I may say, with a carefully thought out plan daily reaching nearer its object.—H. G. Selfridge.



A stylish boy's shoe made in our factory from the best Velour Calf. One that will stand some grief. With proper care it won't be out-worn before it's out-grown.

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



Any Healthy Boy

or girl either for that matter, needs stout rubbers. If you have a few customers of this "slam their rubbers to pieces in a week" character, you need the

Wales Goodyear Climax Brand Rubbers

to take care of them, because every time a boy or girl wears out sooner-than-expected a pair of rubbers bought at your store, it lessens your hold on the trade of the family that boy or girl belongs to.

The Climax Bear Brand rolled or plain edge rubbers have fairly won their reputation as one of the longest wearing rubbers ever made.

Bear Brand Rubbers are shipped the day we receive your order if it comes in before 3 P. M.

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.
Distributors of Wales Goodyear Rubbers
Makers of the Famous
"Bertsch" and "H B Hard Pan" Shoes

SOMETHING DIFFERENT.**The Business Man's Success Lies Within Himself.**

Written for the Tradesman

Upward and onward to something different and something better is the voice within every man who is filled with real enthusiasm.

We should be so successful with our onward march that our customers will always be looking for something new and interesting.

When we have proven that we are really up and doing something the announcement need not be published in the newspapers. The people—our customers—will attend to that.

If all of our actions and opinions for the welfare of our trade are properly and intelligently handled we will have no difficulty in getting the attention of the public and drawing the crowds.

The great variety of personal display that is before the public makes the people love a man who can show himself to be really a very clever man. Do not pay too much attention to your window display until you have corrected your own "make up."

We are easily read by the passing public, so let us do something different and something better and have people talking on the right subject concerning our business. People will talk, so have them talking in favor of your interest.

We go on making blunders every day and we are very uncomfortable on account of them. Half of the blunders are caused by our failure to do things just as we are told to do them. We allow ourselves to shirk our work to-day and leave the task to be performed to-morrow. This is the biggest blunder one can make.

"After-a-while" is a thought that will bring us more trouble than "I will do it now." Begin to-day to do the things of to-day.

Do not let us become stingy. Let us use our brains and hands for the benefit of those in and around us. We employers ought to do all we can for those working for us and they ought to take the example and return the favor.

Too many of us retailers forget our employes and do not treat them right, and for that reason they get careless about their work.

If we expect any extra work from our employes we ought to be willing to go a little out of our way to please them.

We should not blind ourselves to our own mistakes. Our employes are human beings, possessing as much feeling as we and they have just as much knowledge as to what is right and wrong. If we wish to have the right thing done we must do right ourselves.

Do not let us be too stingy. Our clerks know how much profit we are taking from the community and we ought to govern ourselves accordingly. Let us use our brains and hands for the pleasure of our help and they will surely do likewise.

With each and every opportunity there comes a full set of carving

tools. Every successful man can fully explain just how he had to chisel out his own business career. He alone knows how many tools were in the set and just how they had to be sharpened.

The progress of the business world never came in a rush. We have been working slowly for a great number of years, and we poor fellows who think that we can get rich in a few years retailing merchandise are going to be greatly deceived if we do not take time to sharpen our tools—our intellect.

What kind of tools have you to work with? Show me your tool chest and I will tell you whether or not you are going to win.

Did you ever stop to think that thought can and does penetrate beyond our own senses? Our business thoughts are like the eagles that fly aloft—soaring the mighty heights of success for others—and they are carrying us along with them only so far, however, as we work with them.

It seems as if too many of us retailers are only following our noses and never seem to penetrate even the air in and around us. We seem to want to sit still and let the air float as Nature blows it around. We ought to rise above this idea and let our good, bright and intelligent thoughts do something through us. If we will allow ourselves to be lead I am sure that we will be able to safely pass over many hard places in our way. There is nothing that is too hard for the power back of man. It will move mountains if we get a move on ourselves.

If you think there is anything in your way penetrate it with the power of thought. You can if you will.

The merchant who is "from Missouri" or is one of the fellows who must be "shown" before he will act on any suggestion is a good business man, but still we have just lots of fellows among us who forget that the public at large are all "from Missouri" nowadays. The public is getting much wiser and we will have to "show them" just as we wish to be "shown."

We ought not to dress up too many dummies in our advertising matter and around on the counters in the store if we want our new customers to come back again.

Do not let us be the biggest dummy around the store by thinking that we are wiser than our customers.

The embezzler of energy, the robber of efficiency, the burglar of success is the thief of time. Putting things off from time to time is the power of a dishonest thought and it is the thief of time we can not afford to entertain. Our mental forces readily respond to a thought that plays with us, a thought that promises rest, but we should be wise and notice the results of our careless way of doing things.

We all need rest. None of us really love to work. But, say, my dear brother, how are we going to finish our work if we allow our minds to rob us of our mental strength, which

will come to us only through the exercise of our mental muscles?

Let us get in the way of doing things that are set before us, and do them just as the thoughts suggest and not put them off until some other time. Bad habits are not good things for a merchant and the habit of putting things off is as bad as any habit a merchant can cultivate.

Too many of us merchants are playing blind man's buff with our experience. We are made to think we are striking right at the point, or hitting the nail on the head when we are deceiving some one. Thoughts make us believe that we are real smart if we can overcharge one customer and sell a little less than cost to another.

When we learn that one man's money is as good as another's and learn to put our business on a cash, one price to all basis we have learned a valuable lesson. Do not bluff at one thing and run away from another. Stand up for what is right. Treat all of your customers "on the square" and you will attract thoughts that will help you make success.

The trouble with too many of us who fail is that we run away from ourselves. We feel too often that we want to change our environment. We seem to be looking for something different. We seem to grow into a shiftless way of doing things and never know the reason why.

If we would overpower that appetite for a change—just for the sake of change—and settle down, we would soon attract power that would make us a success. When our business grows tiresome and unsatisfactory, just that soon thoughts of making a change comes to mind and if we follow the suggestion it is not long until we are in the very same condition, for if we can not be satisfied with the thought of a slow and steady growth in one place we will not be satisfied in another, and unsatisfied thoughts will keep us changing all the time if we do not drive them out of mind.

We all should believe in an intelligent change, but this shiftless way of doing things causes many failures.

Concentration and self-reliance harnessed with the mental forces in and around us will give us the power of

courage, confidence and ability to assert our will. Negative thoughts paralyze ambition and deprive us of our ideals and that great desire to accomplish the things we have seen with our soul's eye.

The positive qualities of mind are developed by and through the power of suggestion and with the unwavering faith and purpose we build our business regardless of those who ridicule and oppose us.

The power of suggestion must be controlled. Negative thoughts are suggested to the mind as well as positive ones and only by careful concentration and self-reliance can we judge what thoughts to act on.

When we touch a "live wire" we receive a shock. So it is when live thoughts enter our minds. Some of us almost fall dead when a live thought goes through our brains. Living thoughts are living words and they cut deep into some of our affairs and they have so much life in them that we can not stand the force.

Our business as well as everything else dies off on account of not having enough of this living force behind it. If we ever expect to make a success in life we must attract the force running through the live wires that lead all men who are in the front.

The trouble with too many of us is we are afraid of the shock. We should not be afraid to go over "the bumps." Let us be wide awake and fill up on all the live stuff we can gather and use live words in all of our advertising—words that are clothed in truth. Do not be ashamed of the truth.

What is prosperity? It is simplicity in everything. It is living in accordance with the laws of Nature. It is the power that would cause us to throw off all senseless extravagance and break up those ideas that exist in some of our aristocratic cities.

The thought of prosperity renounces all superfluities. It tells us that we eat to live and not that we live

It Pays
To Handle



WORK SHOES

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.

to eat. Its philosophy is love, sincerity and purity. The pure thought of prosperity will lead men into paths of usefulness and safety. It will teach them to speak frankly, to be clean in thought as well as in mind and body. It will teach the doctrine of pure water instead of strong drink. It will teach how to discard the expensive and luxurious things that cause us so much worry to keep up with. Prosperity touches life at all points and its kindness is absolutely unlimited when we learn its language. Listen for prosperity. It is within you.

Edward Miller, Jr.

No Time For Boasting.

Governor Stuart is one of the best story tellers in public life. He eschews tales which have a point which might be misinterpreted. Frequently, in his campaigns, he has drawn upon his fund in illustrating a point. Just what parallel was in the following was forgotten:

"An Irishman and German were sitting on a pier fishing. Neither gave the other any concern. The Irishman smoked away philosophically at his clay, while the German seemed absorbed in thought or was silently expecting a bite.

"Suddenly the German fell into the water. The splash recalled the Irishman from his preoccupation. That was all it did, however. He never made a move to offer aid to the man struggling in the stream.

"I can't swim," said the German as he came up.

"I can't swim," he shouted louder as he came to the surface for the second time.

"As he was about to disappear for the third time, the German cried, heartrendingly:

"I can't sw-i-m."

"It's a funny time to boast about it," replied the smoker of the clay."

Empire vs. Hoosier State.

He was a pompous New Yorker, and when he struck Washington street with his line of talk he was one of the greatest men who ever crossed the Alleghenies.

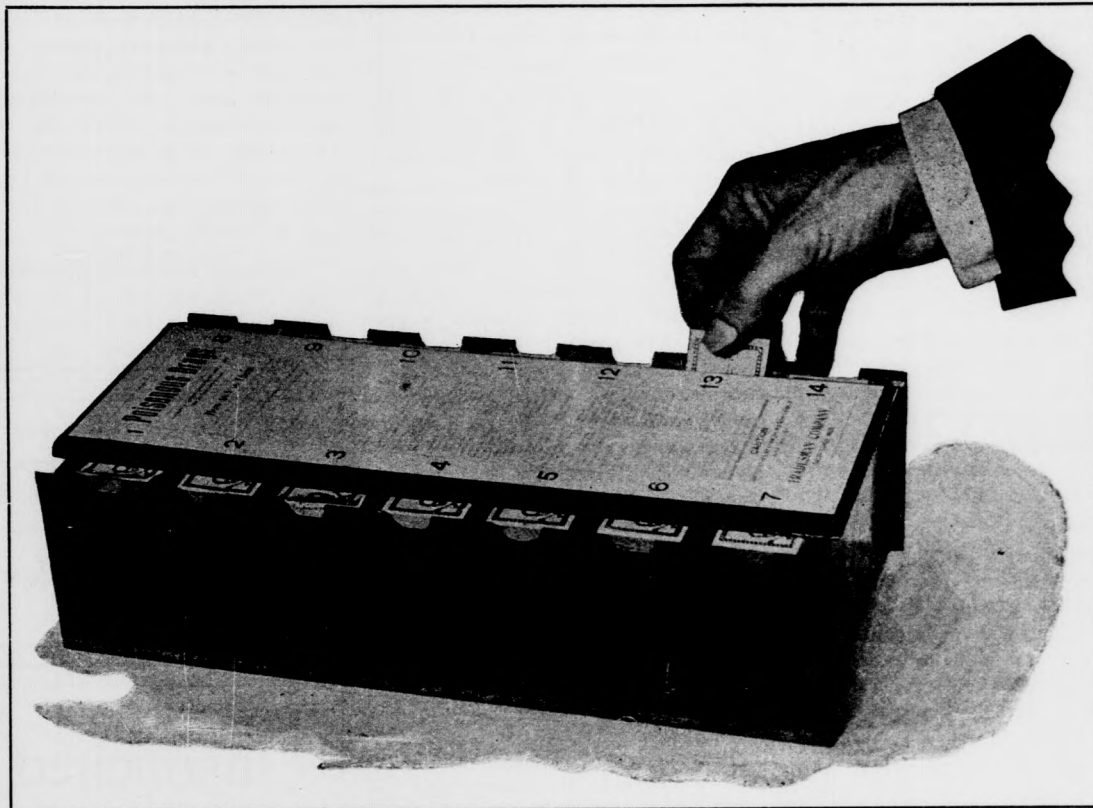
"Why," he sputtered, "you folks out here are 'way behind the times. In my town we have everything that makes life worth living. We have our opera, we have our clever men, we have our wonderful buildings, we have the Atlantic Ocean, we have progress, civilization, lovely women, manly men, bewildering and beautiful restaurants, the splendor of which the poets could not have described; marvelous summer resorts, where a gay galaxy of merrymakers cavort and make the night light with their jests and laughter; we have the mighty captains of finance, who direct the nation's resources."

The grizzled old street cleaner, who was listening to his airy persiflage, paid heed for a few moments, then he said:

"You may have all that, but they's one thing you ain't got. You ain't got no literachoor, and that's where us out here in Indianny is strong."

Nothing deceives its owner better than pious conceit.

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.

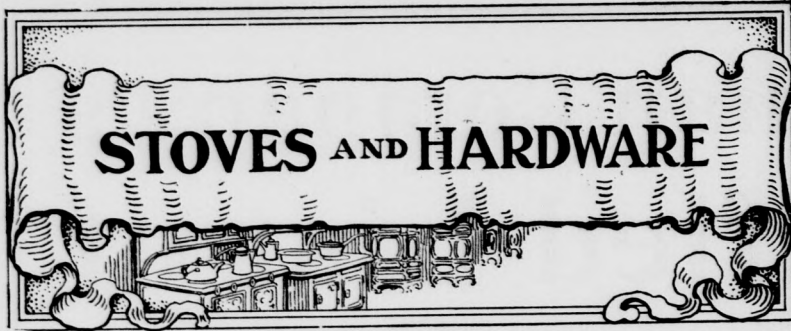
This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

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



AXE SELLING TIME IS HERE.

Show Your Goods and Map Out a Campaign to Sell Them.

The sale of axes in the hardware store is even more regular than the payment of taxes and the best season comes with the colder months. The best localities for axe sales are, of course, in those sections of the country where lumbering is still an industry. In such sections the sale of axes is largely confined to the unhandled standard marked of both single and double bit axes and the handles are often made by the users, though this handle-making by the old jack-knife broken-glass-scraper system is fast becoming a lost art, due to the increasing scarcity of suitable timber in many sections and to the vastly improved facilities for turning out more carefully shaped factory made handles.

Handled axes, however, are the best sellers for city trade and with many of the jobbers of to-day maintaining their own axe-handling rooms where experts fit handles of proper shape to axes of the right weight, we are finding the handled axe trade rapidly on the increase.

Axes are one of the items in the hardware store on which I strongly advocate advance buying. I have found that axe-wants which are anticipated in the very early summer months usually mean good velvet in the fall and any good jobber or manufacturer is glad to accept early orders with fall dating.

There are many novel ways of displaying axes, and so closely identified are axes with things of Nature that window displays are easily made without an outlay of money and with but little outlay of time. The principal thing to boost about the axe business is quality, as it is with any edge tools. The thin grinder who abuses pocket-knives is also an active agent in the abuse of axes, though I know from experience that practically any properly tempered axe can be broken on very cold winter mornings if the blow is delivered the wrong way.

Comparatively few axes are returned by the city customer because of imperfections, though he is the man who usually buys the cheap axe. The town man has a little kindling to cut or a little wood to split and his limitation of real axe needs, probably accounts for the red, white and blue axe he usually gets. The countryman, on the other hand, swings his axe through day after day, and its grinding and care often become with him an art. He must have quality, and

even at that his strenuous use often chips an axe and it may be your experience that from him is returned more axes than from the city man who purchases the cheaper article.

A merchant is forced to use great care in replacing goods of this character and must in every instance adapt himself to the circumstances of the individual case. When the time comes to pass these replaced axes along to the factory or jobber an entirely different basis of making good must be used and with the fact of the man who returned it being a good customer of yours, left entirely in the background, you should deal out justice untempered with prejudice or mercy. It might be all right to give Jones a new axe for the one he had ground too thin if he is a customer spending a hundred dollars a month at your store, but it is a wrong, too often practiced, to ask the man who made that axe to stand for you having made yourself a good fellow.

Your business may be a little slack in this line, and its betterment is assured if you will devote to it a deserved portion of your attention just at this time.

Block out a campaign and with persistency start displaying and advertising on this seasonable stuff that will crack the old knots of slow business and make for you winter fuel. Axe stones, grindstones, saws, chains, hooks, axes, handles and lanterns need your attention at this season. How's your stock?—The Iron Age.

On Forming Partnerships.

In forming a partnership it is necessary to use the utmost caution and care. It is not every two men who can get along successfully together, by any means, any more than it is every married couple that will agree. It is necessary, to attain the best results, for partners to pull well together, to work in unison, and moreover, one's weaknesses in any direction ought to be offset with the other's strength in the same matter. If one is a free, easy, spending disposition, it behooves that his partner should be a man of saving, careful inclinations, or to be more exact, those of opposite temperaments, if not too strongly set in their ways, generally trot the best together. Above all it is necessary, if perfect harmony is sought, to keep the women of the families out of the business. Not that women are not very successful, sometimes, in a mercantile way, but let the wives of two partners go nosing about a business and there is going to be trouble, just as certain as the days roll by. Jealous, trouble-

breeding women have broken up more partnerships than any other known cause. Those who do not have enough to do to keep them in their homes the larger part of the time are, also, just exactly the class who breed trouble. Shoo them out of the store and many more partnerships will prove successful and pleasant.—Hardware Reporter.

Why the Lucky Man Wins.

The lucky man generally turns out to be the one who is always on the job—who attends to business "as she ought" to be attended to. There is no denying that luck does seem to favor some men—and there sure is such a thing as luck despite the fact that many wiseacres dispute it, but the man is a shortsighted fool who relies on it to pull him through a business crisis or furnish his family with bread. Keep a goin' all the time and let luck come your way just as fast as it wants to, although too much luck is actually dangerous.

Fortune Smiles on Hustler.

Don't wait for fortune to smile on you. Fortune doesn't smile all the time. When she does, she usually

favors those who hustle, not those who wait.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



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PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00
EASY TERMS.
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Firm in the State

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Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

If you buy anything bearing the brand

"OUR TRAVELERS"

Remember that it is GUARANTEED by

Clark-Weaver Co.

Wholesale Hardware

::

Grand Rapids, Michigan

Unsolicited Commendation

"Glad to see you. Yours is the house that sends us what we ask for and doesn't fill us up with something we haven't ordered."

This greeting to our representative on the recent Trade Extension Excursion is indeed gratifying. We endeavor to ship all orders before five o'clock the day received, and our system of checking and re-checking minimizes the chances of a mistake. Such spontaneous appreciation of our effort to please will only stimulate us to greater zeal.

If its Hardware, we have it.

Foster, Stevens & Co.

Grand Rapids, Mich.

A FRIENDLY CAUTION.

Hard, Patient Study and Work the Only Sure Guarantee of Success.

Is the evolution of business "psychology" passing through the hysterical stage?

The enquiry is certainly neither ungenerous nor untimely, for it seems almost impossible for any writer to approach that subject without incorporating into the effort a wild carousal of distorted vision.

Indeed, one almost grows giddy in contemplating the impossible "possibilities" presented in such seductive phrase to the eager and receptive minds of young men and young women entering commercial life. This is especially true of some of the literature sent out by the "psychological" schools, and "business" philosophers.

The reader is assured that by some hocus-pocus of latest genius, the modern aspirant for business honors will spring fully equipped into the arena. No systematic training is deemed necessary, no familiarity with business principles, no conception of the philosophy of things—simply reckless, wanton desire, coupled with the aggressive ability to crowd someone else out of position.

Nature has her favorites, and has endowed some with special talent, but unless those endowments are cultivated and trained into special lines of achievement, they are of no more value as an asset than an inheritance not yet available. The writer disclaims any prompting to indulge in destructive criticism or to discourage ambition. His effort is simply intended as a caution against the growing tendency to instill a false notion of the mental, moral and physical equipment necessary to achieve real success in the commercial world.

This effort is not a plea for conservatism and policies that have become hoary with age. It simply desires to point out the necessity for developing whatever special qualities an individual may possess along rational, educational lines. There is certainly some value in experience, and however impetuous we may be, however virile, active and ambitious, however highly charged with dynamic force—they need intelligent direction and old-fashioned development to give them effective expression.

Given the opportunity, the boy or girl possessing the qualities enumerated, can win success, but it is certainly a mistake to delay the realization of same with the illusive assurance that here are short cuts by which the goal can be reached.

In the field of business, aviation is still an unknown science. We may hitch our ambitions to a "star," but until we evolve some better means of flight, we will make better progress by remaining on terra firma. The human mind still has its limitations, and until these restrictions are removed and conditions are correspondingly changed, we will have to remain within the sphere of rational possibilities; for, after all, preparedness to meet any responsibility, whatever the field of activity, is not the

result of either special talent or genius, but is accomplished only by patient study and close application to duty. Fidelity to these homely virtues makes the man or woman, and is the only guarantee of promotion and ultimate success.

Chas. S. Lewis.

Motor and Property Values.

It can not be disputed that the motor car has greatly increased property values, making accessible remote localities, bringing the city to the farm, and the farmer to the markets. It encourages more time being spent in pure air by those confined to offices under the great stress of modern business. It would be as reasonable and practical to consider abandoning the electric car to return to the horse car, or giving up the steam railroad car to return to the prairie schooner, as to abandon the motor car.

The spirit of the age is to keep abreast with the march of progress, and it would be difficult to conceive of even a banker refusing to make a loan on a responsible business merely on the ground that some portion of this money might be exchanged for an article which has astonished the world on account of the practical way in which it has effected a marked saving of time, being the equivalent of reducing distance. It is perfectly true perhaps that men have been known to mortgage their homes or to borrow on life insurance policies to buy machines, and as an indication of reckless extravagance and selfless foolishness such a performance is to be depreciated, but there is no logic in blaming the automobile maker or his business as the cause of a silly act.

As a matter of fact there is less of this going on than some critics would have the public believe. A farm located an hour from the market reckoned on the basis of horse travel can be brought one-third nearer in effect by the saving in a practical way of two-thirds of the time necessary to travel the distance, and why should the privilege be refused, or the farmer censured for employing a modern agent of economy any more than for the use of the modern self-binder in the harvesting of his grain.—The Motor News.

Leaving the Farm.

The census for the State of Illinois will show a decrease in the rural population. This is the prediction of the census officials, who likewise anticipate a falling off in the rural population of Indiana and Ohio, and possibly other Middle Western States, from which the returns will come in their alphabetical order. The Michigan census, which was given out in advance of other states on account of election laws that were to be affected, showed a marked falling off in many of the counties. More recently the decreased showing in Missouri excited much comment.

Reasons given for the decrease in the rural sections of Illinois, the showing of which is in prospect, are: Improvements in farm machinery.

Wealth of the farmers, who, with their large holdings, do not care to

divide them into small farms, and who are sending their boys to the West to take up new land in the less settled regions.

The natural "city drift," about which so much has been said, also is an element, but the experts think the true explanation lies in a combination of the reasons paraphrased above. It is pointed out that all the land in Illinois, practically, now is occupied. The improved farm machinery enables the farms to be worked without so much manual help as previously.

The farmers, seeing the land all taken up, do not want to break up their big holdings, as they would have to if they kept their boys near home. They are looking ahead to a greater value of the larger estates.

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.
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103 Clark Street Albert Lea, Minn.

Get the "Sun Beam" Line of Goods For Fall and Winter Trade

- Horse Blankets, Plush Robes, Fur Robes
- Fur Overcoats, Fur Lined Overcoats
- Oiled Clothing
- Cravenette Rain Coats, Rubber Rain Coats
- Trunks, Suit cases and Bags
- Gloves and Mittens

These goods will satisfy your customers and increase your business. Ask for catalogue.

Brown & Sehler Co. Grand Rapids, Mich.

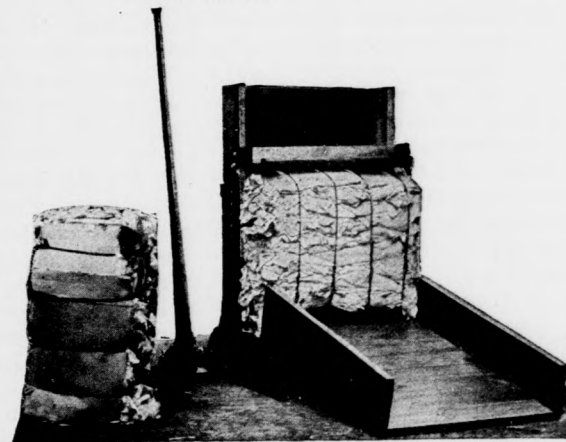
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Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For bailing all kinds of waste

- Waste Paper
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- Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price, \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.

STOCK COST NOTHING.

How a Salvation Army Branch Made a Good Record.

Written for the Tradesman.

Over in Portugal and Spain the people are complaining because those in charge of the religious institutions are mixing too much in the commercial affairs of the day. It is asserted that exempt from taxation, the payment of dividends, and often the charges of labor, these institutions can, and do, manufacture and place on the market goods at prices with which men who pay for the privilege of doing business can not compete. In other words, church magnates are getting commercial.

The people of Spain and Portugal are known to possess deep veneration for the church of their ancestors, and therefore it is certain that it is not the principles of the faith with which they are quarreling. It is the human agencies temporarily in charge of the affairs of the church with which they are at war—and successful war, judging from the news dispatches. These people are supporting the churches, and they do not care to enter into business competition with them any more than the people of Grand Rapids who pay the bills of the churches would relish having the Park Congregational church, the First Methodist church, and others, open up stores on Canal and Monroe streets, or the manufacture of clothing or furniture, using capital given them by the public for charitable purposes and occupying buildings on which they paid no taxes.

But there is little danger of the Grand Rapids churches going into competition with our business men, for our business men are the financial heads of the churches. It remains for an institution, responsible to no one in this city or State for its acts, to set up, in its feeble way, such competition, doing business under the guise of charity and receiving as gifts most of the articles sold. The Tradesman of last week expressed the situation in the following language:

"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."

It is doubtful whether any set of men who are non-residents of a city and who do not make, under oath, quarterly reports of all money and goods given into their keeping for charitable purposes, should be permitted to solicit alms in a city. No city needs "workers" from London and New York to set up a clearing house for its charity. And any city can very well dispense with the pres-

ence of outsiders who solicit charity with a brass band and talk ten minutes about finance to every five minutes devoted to the salvation of souls.

In our very large cities, like New York and Chicago, the Salvation Army is doing a splendid work. Men and women wearing the red badge of the Army, tramp the streets all night in quest of the homeless and the hopeless. The badge of the Army is stronger for protection than a guard of police in the slums of the cities. Young girls in Army uniform enter the vilest saloons and take unfortunate girls away to clean beds and good food.

But there the Army does not aim to become a commercial institution, and it is doubtful if much attention is paid to any work save the care of the suffering, the hungry and those cast out by their supposed to be respectable fellows. But it seems that cities of the size of Grand Rapids are used as "feeders" by the head of the Army. It would be interesting to know just how much ready cash has been sent to headquarters since the local branch was established—ready cash placed in their hands for local use.

Methods which sometimes nearly approach false pretenses are used to get this money. Here is an illustration from real life: In a Michigan city not long ago the Army secured a large room on a business street for religious worship. The managers of the branch were good business people. They were also good talkers. They asked the people of the city to give them their old clothing, old books, old shoes, old dishes, old furniture, old anything that would be useful to the very poor. Their requests were well received and articles of various kinds came in by the cartload.

Then, did the Army managers take this stuff into a back room and fit out men and women with it, as Mel. Trotter does at his mission? Not so you could notice it. They got some rough, knotty lumber—the supposition is that it was given to them—and put up an unpainted wall on the inside of their place of worship, a wall about four feet from the front. This wall was made of cheap boards and looked like the Old Harry. Then they built another wall of rough lumber down one side of the place of worship, leaving an "L" shaped passage to the back of the building. On going into the front door of the "Mission" one would see a passage leading away to the side, and in front of him a battered lumber door, going straight ahead.

Did these managers of the branch put their worship appliances in the front room, thus partitioned off? Not that any one ever heard of. They put the articles which had been given to them to distribute to the poor in there and put good, stiff prices on them. They had a second-hand goods store which was a corker for quantity and quality. And all these goods, understood, or a very large share of them, had been given with the understanding that they were to be given away to the local poor. The meetings were held away in behind.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

This competition was not strong enough to excite much comment or opposition on the part of the merchants who paid their own money for rent of the stores they occupied, and who paid living wages to their clerks. Perhaps some of the articles were given away, but the agents of the Army who operated the store were being paid to do religious work, and it is not likely that their salaries were sent on from London or New York, either. They should have stuck to their job of saving souls. They certainly appeal to a class the churches do not reach, and, apparently, do not care for.

But these managers were foxy, and there is another side to the illustration—a good side. They checked criticisms in the city where their pine store occupied the center of the place supposed to be devoted to the living God by really assisting the hungry. Their store was in front and their worship room was away in back where one needed a guide to find it, but their baskets were large.

Wondering if their Christmas and Thanksgiving baskets were in line with their clothing scheme, a lady resolved to test them. She went to the headquarters of the Army and found men selling goods, but she broke in on the commercial transactions long enough to tell a clerk that she knew of two poor old ladies who ought to have baskets. The clerk listened respectfully, took the names and addresses, and said he would refer the matter to the Captain.

The lady had an idea that the clerk might forget to tell the Captain, so she kept on going there until she found the Captain—a friendly sort of man, an enthusiast in Army matters, and a fine collector of old clothing. The Captain said he would attend to the matter. The lady then explained that the old ladies were not able to come for their baskets. Never mind, he said, he would send them up.

And he did. And such baskets never before went out of a Mission. They were full to the top with chicken, and roasts, and butter, and canned fruit, and bread and only the hungry old ladies know what else. The lady found out about those baskets and said she didn't care if the Army did sell clothing. They gave out big baskets—and big baskets cover a multitude of sins. This is the good side of the story.

This Captain was next to his job. He was commercial, all right, and, it is said, makes a fine annual report to headquarters but he knew how to get absolution for his sins of finance. The pine store in the house of worship has been torn down now, and one can hear the singing from the street. It may be put up again when cold weather comes on. No one but the Captain knows anything about that. If he keeps on giving out such baskets he will get plenty of clothing.

But, honestly, ought he not to give that clothing away? It is given to him to be given away. Or, if he does not care to do that, why doesn't he devote the money derived from his store to strictly religious and charitable work? Why should he in-

terest himself in any "institution" for which the public will have to furnish money for, and which will always be operated at the expense of the public? It seems that the headquarters and the main treasury of the Army are too far away to permit of reports of stewardship ever getting back here, and for this reason the operations of the Army, here and in other cities of our size, ought to be confined to religious and strictly charitable work—charitable work which gives first aid to the needy, leaving such other assistance as may be required to our own citizens.

It is within the province of the Salvation Army to do splendid work in the slums—where it first worked. The workers employed by the Army leaders seem eminently qualified for this task of giving first aid to those who are in the down and out class. They are doing work in the large cities which the churches do not attempt, and which they could not do if they would. The officers of the Army ought to be content with this. Larger charitable work, such as the founding of institutions, should be left to the business men of the city who supply the building and endowment funds. And the Army should be warned by the dispatches from Spain and Portugal, and keep out of commercial life.

Alfred B. Tozer.

One Result of High Prices.

If any permanent good is to result from the present high cost of living, it will probably come from another direction. Extravagance in living has been the bane of the average American, and the recent advance in the price of commodities has made him, against his will, adopt a policy approaching thrift. If the high prices continue until this becomes a habit, much good will have been done—a good commensurate with the cost. The era of waste will have come to an end and an era of saving will have followed it. We have been accustomed to the waste not only of food, but of energy and of all other desirable things, in our mad endeavor to increase the income, while the outgo was allowed to take care of itself.

Every American has had innumerable object lessons in this direction, but has paid no heed. He has seen the foreigner start humbly and live in accordance with his small income, with a view to bettering his future. As time has progressed the native has seen the foreigner become well to do, while he has not gone forward a step. Yet he continues to live extravagantly while his naturalized neighbor still lives thriftily, though the proportionate income of the two has been reversed. This is the national disease, but neither its existence nor the cure for it is new, and all the truisms in the world will not change the situation. The continued range of prices may force the cure. If so, the disguise will have been torn from the blessing, and it will appear in its naked beauty.—New Orleans Times Journal.

The shortest cut to Heaven is lifting some one out of Hell.

Read According To Their Deserts

IT is sometimes asserted by mercantile advertisers that retailers, as a class, do not read trade papers as they should. We think there is merit in this statement, but perhaps some papers are read quite as much as they ought to be, considering how meager they are in matters of vital interest to the retail merchant.

The average trade paper is conducted by a man who has never been behind the counter and does not know and never will know what the merchant wants and what he ought to have. Its contents is mostly the product of the scissors.

The Tradesman has thirty-two practical and successful retail merchants who write regularly for our paper.

They are writing about things that merchants want to hear about.

They are writing from the standpoint of the merchant instead of from the standpoint of the consumer.

Furthermore, every reader of the Tradesman can, if he so desires, become a member of the Tradesman Co-operative Association by agreeing to read our paper regularly every week and to insist on his clerks reading it also. In return for this, he receives valuable concessions at our hands, which ties our customers to us with bands of steel.

The Tradesman is the only trade paper in the United States according to Glen Buck, the noted advertising expert of Chicago, which comes up to his ideal of a trade paper, editorially. The average trade paper puts all its effort and energy on its advertising department. The Tradesman centers its energy on its editorial and subscription departments and advertising pours in as a natural result.

**Tradesman
Company
Publishers**



THE OLD MAN.

Habits To Which He Owed His Success.

(Second Paper.)

I've never forgotten the first boss I ever worked for. People looked with awe upon the tremendous industries he had built up, the tremendous scope of his commercial activities and the astounding magnitude of his charities, which could not be concealed, although he kept them as quiet as possible. He supported a regiment of dependents of one kind and another. But in business hours and with his employes he was a little grim and ogreish—extremely taciturn.

It was said and generally believed that he was one of the brainiest men living. But his lieutenants and intimates knew better. I had a chance to learn the truth for I served for a time as one of his secretaries.

He started out in life with only an average number of good average brain cells. But he had used every one of them continuously since the day he was turned loose by his parents to shift for himself. Many of the men he employed were naturally far better endowed in the matter of head works than he was. But he had developed every latent possibility that lay in him by years of ceaseless effort. He met men every day in business who put up a far more imposing front and were a heap more brilliant to talk to. But under his taciturn manner, like a coal field beneath its bed of forest leaves, lay an enormous vein of practical information—a wide-stretching mass of valuable facts, which he had accumulated through the never-tiring study of a lifetime. His mental resources were inexhaustible; his knowledge of all the multitudinous branches and departments of his different industries was exact and scientific.

There was never a time in his business life when he didn't know precisely what to do. There was never an occasion with which preparation had not fitted him to cope.

No man could be naturally endowed with such a vast fund of knowledge. His mastery of affairs was due to everlasting earnestness, self-denial and unremitting application—a lifetime of hard work.

We young sprigs in his employ used to knock off work at half-past five every day with a feeling that we'd been let out of jail. To the devil with work after the whistle had blown! We had earned our pay, hadn't we—put in the regular hours and all that? Fling off dull care! Away to the social pleasures of the evening!

One night during a business panic that threw an army out of employment a bunch of us had had a joyous session with the poker chips at the club. In the middle of the aftermirth of laughter and cork popping some one mentioned the old man's name—and another cursed him as a grouchy old ogre with no appreciation—glasses up—of the joys of life—fill 'em up for another round!

A picture rose in my mind of the old man as he probably was at that moment. His bodily presence seemed to emerge from the candles and hover over us. I knew well enough what he was doing—for I was one of his secretaries. With his coat off and his hair mussed up and the remnants of a hasty lunch on a nearby table, he was toiling away at the big desk in his office. No relaxation or poker games or lobster a la Newberg for him. Not a bit of it—but everlasting work. It was work that had made him what he was—it was work that had enabled him to build up his enormous industries and provide twenty thousand people with employment—and it was his work late at night at that old desk in the office—his scheming and planning way past the midnight hour, that would keep the wheels of his great industries moving during the panic—keep all those twenty thousand people busy at their employment—keep the wages flowing into their pockets, keep the bread upon their tables, the school books in their children's hands and joy and peace in the home circles around their evening lamps.

And as I thought of all these things I wondered if the old man could truly be called an ogre—if work were indeed the abhorrent thing it is usually pictured to be—and if we young half-baked sprigs sitting around that poker table were entirely right in our philosophy of life? W. C. Holman.

Boost For Grand Rapids Council No. 131 U. C. T.

It is a fact that the order of United Commercial Travelers is the only secret fraternal organization in the world to which traveling men only are eligible. It is also a fact that it is the only traveling men's organization in the world that provides a fund to care for the widows and orphans of deceased members. The organization is national in its scope, incorporated in every state where there are local councils and with a reserve fund of nearly a half million dollars numbering in membership about 60,000 with 500 subordinate councils working under the jurisdiction of the supreme council located at Columbus,

Ohio. Michigan now has twenty-three subordinate councils with a membership of nearly 2,300. Grand Rapids Council No. 131 though not the oldest in the State is the largest in membership and it is the aim of its members to show the largest increase in the State of Michigan during the fiscal year ending March, 1911. At the September meeting it was voted that the Senior Counselor appoint two captains, each to select nine co-workers comprising teams of ten members to arrange a contest in securing new members and Past Counselor Walter S. Lawton, Grand Chaplain of Michigan was selected as captain of our team, and Past Senior Counselor John D. Martin, member of the Grand executive committee of Michigan, captain of the other team and both teams are working with a zeal and vim and it is the hearty wish of every member of the council to see one hundred or more new members come within the fold.

The teams are made up as follows:

Walter S. Lawton, Harry D. Hy-dorn, C. C. Herrick, Frank B. Ewing, Wm. D. Bosman, Chas. C. Perkins, C. G. Walker, W. K. Wilson, F. H. Spurrier, Fred R. May.

John D. Martin, Walter F. Ryder, Ferry P. Hanifin, Wilber S. Burns, Homer R. Bradfield, J. M. Goldstein, Franklin Pierce, Tom J. Modie, John Horndorp, Orville R. Butler.

Every traveling man should for his own and his family's protection listen to the brother who comes to him to explain some of the benefits derived from being a member of the United Commercial Travelers. Once inside the fold you would never again be on the outside. At the last meeting night a large class was initiated and at every meeting from now on there will be initiations and at the close of each meeting the first Saturday of each month, there is always a side lunch, some music and speaking and in the parlors the ladies play cards during the meeting and then come in for some of the good things to eat. Two other Saturday evenings during each month the council have dancing parties from 8:30 to 12 at their hall and these parties with other social functions put on by the council go a long way toward bringing about better fellowship among the traveling men. The Committee.

That Exceeded the Limit.

"What was the trouble at your house this morning, Johnny?"

"Oh, we had an awful time."

"I thought something distressing must have happened. Nobody hurt, I hope."

"No, but they come purty near bein' somebody hurt. Pa got his whiskers cut off last night, because he had a bet on the cubs, and when ma woke up this mornin' and seen him she said it was a facial trans-mogrification. Pa is purty calm most of the time, but he said nobody could call his face that and expect him to go on carin' for them."

How we blow when we begin to put on airs!

We miss most of our blessings by refusing burdens.

Is the Average Man Lacking in Thrift?

Some time ago a careful examination was made of the records in New York, Pennsylvania, Ohio and Rhode Island covering estates of nearly 50,000 deceased persons. The result of this examination showed that less than 2,000 of the dead ones left individual estates, the value of which exceeded \$5,000. The great majority were like butterflies that live brief lives, during which they flit from flower to flower, and in a moment they passed away and were forgotten. The most of these persons lived careless lives, although there were some of them who were counted as successful. Certain of them were in business and had large transactions, but when their affairs were finally settled they had remaining less than \$5,000. The average man is, it again appears, sadly lacking in thrift and foresight.

It would be humorous if the tragic element could be eliminated, but when the question obtrudes itself, "What becomes of the families," there is nothing funny about the 40,000 improvident ones. Think of it! Only five men in every hundred conducted their affairs successfully enough or kept the money they had saved or made safely or had protected their families through the medium of insurance so their dependents had at the last even so small an income as \$5 per week or \$250 per annum. If it be true that 90 per cent. of a percentage that approximates 90 per cent. of all business men fail in their enterprises, it is easy to understand the difficulty of building up a successful business. Only the few do it. Even when a man makes money it is uncommonly hard to keep it after making it.—Bonds and Mortgages.

"Truly royal board and kingly furnishment."

—SHAKESPEARE.

Hotel Livingston
Grand Rapids, Mich.

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.

Late State Items.

Detroit—The Warren Motor Car Co. has increased its capital stock from \$100,000 to \$300,000.

East Jordan—M. A. Harper has sold his bazaar stock to L. F. Leonard, who has been in the general merchandise trade at Farwell.

Detroit—The Oakland Knitting Company, to manufacture hats, caps, neckties, etc., has been incorporated with \$5,000 authorized and \$3,000 paid in capital.

Detroit—The Embroidery Tracing Pad Co., to manufacture embroidery tracing pads and other specialties, has incorporated with \$5,000 authorized capitalization and \$3,130 paid in.

Kalamazoo—Articles of incorporation of the Clark Engine and Boiler Co. were filed Monday with County Clerk Vosburg for record. The capital stock is \$200,000, all paid in in property.

Menominee—The J. W. Wells Company's new hardwood flooring mill started operations last week. It is a thoroughly up to date mill, will be operated by electric power and employ 125 hands.

Traverse City—H. E. Fouch who has been employed as a book-keeper at the Potato Implement plant, has gone to Charlevoix to take a position as book-keeper in the Charlevoix State Savings Bank.

Muskegon—A new company has been organized under the style of the Calhoun Photo Materials Co., with an authorized capital stock of \$1,000, which has been subscribed and \$500 paid in in cash.

Detroit—The Wolverine Motor Supplies Co. has been incorporated with an authorized capitalization of \$2,500, of which \$1,900 has been subscribed, \$900 being paid in in cash and \$1,000 in property.

Pontiac—A new company has been organized under the style of the Pontiac Drop Forge Co., with an authorized capitalization of \$100,000, of which \$50,000 has been subscribed and \$25,000 paid in in cash.

Muskegon—A new company has been organized under the style of the Muskegon Steel Casting Co., with an authorized capital stock of \$30,000, of which \$16,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Lodewyck Hydro Motor Co. has merged its business into a stock company under the same style with an authorized capital stock of \$15,000, which has been subscribed, \$1,750 being paid in in cash and \$13,250 in property.

Muskegon—The Muskegon Paper Box Co. has merged its business into a stock company under the same style with an authorized capital stock of \$3,000, of which \$1,800 has been subscribed, \$500 being paid in in cash and \$800 in property.

Detroit—The Auto Brass Manufacturing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, of which \$3,600 has been subscribed, \$506 being paid in in cash and \$2,994 in property.

Lowell—A new company has been incorporated under the style of the Michigan Bent Rim & Basket Manufacturing Co., with an authorized

capital stock of \$15,000, of which \$9,000 has been subscribed, \$2,000 being paid in in cash and \$7,000 in property.

Otsego—The storehouse at Bardeen's paper mill No. 2 collapsed last week. Fortunately no one was hurt. The building was constructed nineteen years ago and was built of wood. It is about 300 feet long and was filled full of paper stock, rags, pulp, etc. The heavy weight of the stock caused the sides of the building to be pushed out, the roof falling in upon the stock.

Menominee—Marinette and Menominee are much interested in experiments with cane sugar now being carried on at Madison. If the experiments now being made are a success it means that the Menominee River Sugar Company will build a big addition and will operate the year around. It may also mean the establishment of a paper mill to utilize the refuse from the cane.

Kalamazoo—The business affairs of the Duplex Phonograph Company have been finally wound up. There has been no money available and creditors under the bonds and mortgages of the defunct company secured about 20 per cent. only of their claims. The latter aggregated in the neighborhood of \$45,000, and the amount realized from the sale of property was approximately \$9,000.

The second annual banquet of the Grand Rapids Drug Club will be held at the Hotel Livingston Thursday evening, Nov. 10, at 8 o'clock, and ladies are invited. The banquet will be preceded by a business meeting at 7 o'clock. The Pure Food Commission will attend the meeting and will explain the State law. Other dates of meeting are Dec. 11, Jan. 10 and Feb. 14.

Over 200 retail grocers, assisted by the local jobbers, entertained George Schroeder, of the Jas. S. Kirk Co., of Chicago, with a dinner and musical and literary entertainment last Tuesday night in their hall, 15 Canal street.

L. O. Barber has purchased the grocery business of Ed. Killean, 243 Michigan avenue, and will continue the business. He was until recently associated with Glenn De Nise on West Bridge street.

Lockwood & Co., dealers in oysters, heretofore a partnership, have incorporated, with a capitalization of \$3,000. The company has moved from 40 South Division street to 139 Oakes street.

C. W. Ashton, former Chief of Police of Traverse City, has purchased the grocery business of M. F. Pierce & Son, 523 South Division street, and will move to this city with his family to live.

James Gammon, of the grocery department of Peter Smith & Sons, has purchased the controlling interest in a grocery store at Sarnia and will leave Saturday to take charge.

C. C. Day has engaged in the grocery business at Wayland, the Judson Grocer Co. furnishing the stock.

Michigan Potatoes.

Howard City—The Montcalm county potato crop breaks all former records this year, the average yield running from 225 to 300 bushels per acre of perfect stock. Buyers are coming in here from as far west as Iowa and they declare that they never before have been able to secure so fine quality tubers. The price now is around 35 cents, but within a few weeks when the stock gets seasoned, Montcalm county potatoes are expected to demand the highest market price.

Cadillac—Potatoes which are the principal crop in this part of the State seem bound to bring but a small price again this year. At present only 25c is offered in this market.

Traverse City—Potatoes dropped to 25c per bushel at this place Wednesday.

Traverse City U. C. T.

Traverse City U. C. T. Council, No. 361, held its regular meeting in Majestic building, Traverse City, Saturday evening, Oct. 22, and two more travelers crossed over the dark pathway. E. Kihnke, of Manistee, and Henry King were added to the membership, making the total, eighty-three.

After the meeting the members of the lodge, with their families, sat down to a luncheon prepared by Chef Murphy, which goes without saying that it was enjoyed by all.

W. Eaton, of Detroit, Brothers Rodney W. Eaton, of Flint, Downs, of Grand Rapids, and L. Miller, of

Saginaw councils, were in on the good time.

After a few impromptu speeches from several members an adjournment was taken to the ball room, where dancing was in order for the remainder of the evening.

H. Hudson & Co., have bought the grocery of C. Mast at the corner of Coit and Quimby street, and will continue the business.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

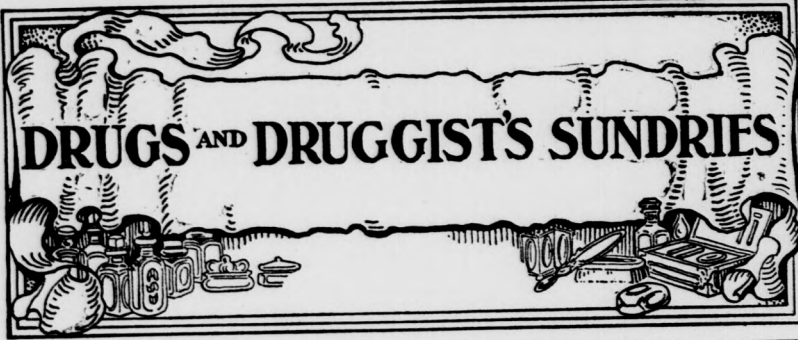
File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company, Grand Rapids.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company Grand Rapids



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—H. R. McDonald, Traverse City.
 Treasurer—Henry Riechel, Grand Rapids.

Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.
 President—E. E. Calkins, Ann Arbor.
 First Vice-President—F. C. Cahow, Reading.
 Second Vice-President—W. A. Hyslop, Boyne City.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—Willis Leisenring, Pontiac.
 Next Meeting—Battle Creek.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fancboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Live Druggists Should Feature the Candy Line of Trade.

It is gratifying to know that candy is supplanting alcoholics. In the Old Country the workmen commonly buy a few pennies' worth of sweets, and thus satisfy in a wholesome way an appetite which in previous years was appeased by liquor. The consumption of candy is undoubtedly increasing, partly because the pure food laws have laid down such high requirements of quality and partly because people have become educated to the hygienic value of pure sweets. Even the army is not without this article of food, which goes to show that a chocolate, a cream, or a caramel is intended for the most rugged man as well as the more refined woman or child.

Candy is welcomed more and more in every household, a fact which has not escaped the observation of the drug trade. The most delicious brands in the world are to-day being distributed through the pharmacies of the country, very naturally, since the keen competition of the candy stores makes it necessary for the druggist to carry something better if he expects to get the business. The best lines will be found in the cases of the druggist and the people know it.

He is truly out of touch with the times who fails to feature the candy department of his pharmacy. It pays.

In this talk on the candy business we desire to emphasize the need of constant care to prevent deterioration of package chocolates and confections. There has been a great advance in this respect during the last

few years, so that the phrase "drug-store candies" is no longer a term of disparagement. We have very little report of damage due to the carelessness of pharmacists in handling such confections, but we realize that too much care can not be insisted upon, to return promptly old or unsatisfactory packages, to protect them from sunlight or extreme heat and observe the other points of ordinary caution in keeping candies.

We know that the druggist who uses a high grade confection and cares for it properly is sure of a large trade in his neighborhood, especially if he is fortunate enough to secure a brand that his competitors can not buy. By all means secure an exclusive agency in your vicinity if you can. That the drug trade generally is realizing the wisdom of such a course is shown by the increasing prominence given the candy case in up-to-date drug stores.—Bulletin of Pharmacy.

Cold Creams For Various Uses.

Like all other articles, cold creams, although the formulas may sound similar, vary just enough in detail to make one kind more suited than another to different conditions of the skin. The simplest kind, composed of spermaceti, white wax, almond oil and rose water, is merely to nourish tissues and enable the complexion to remain soft and firm.

When the skin is actually burned or affected in other ways by the sun, wind or illness, other applications will affect it more favorably. For example, when the skin is inclined to be loose and so dry as to form tiny wrinkles, a formula which is more tonic than some others, is composed of three ounces of sweet almond oil, ten grams of bitter almond oil, two grams each of balsam of tolu and benzoin gum and two drops each of essences of lemon and cajuput.

To mix the balsam and benzoin are put into the two oils in a bottle and the jar is placed in a warm—not hot—bath, where it remains for twenty-four hours. At the end of that time the clear portion is poured off, first shaking and allowing it to settle, and the essences are added. If the oils are allowed to become hot their value will be ruined. This is true when preparing any cosmetics which contain oils.

A balsam, so called in distinction to cream, is specially suited to this season. This preparation is made from two ounces of clear honey, strained, one-half ounce each of glycerin and rectified spirits, one and one-half drams of pure citric acid and three drops of oil of neroli.

The honey and glycerin should be

placed in a china dish which has previously been made hot. The stone then will blend the materials, as they are stirred with a silver fork. Previously the acid has been dissolved in the spirits, putting the neroli in afterward, and then the two mixtures are combined. The dish must be cold when the spirits are poured in. This is used as any cold cream.

The manner of applying such cosmetics has much to do with their efficacy. If the skin is not thoroughly clean when the grease is first put on, that application must be entirely removed, or the complexion will have a dingy aspect, and the pores being clogged with the paste of dust and cream, blackheads will probably result. When the skin has been well cleansed first, the cream may remain on, rubbing it in well with a rotary motion.

In the Hall of Fame.

Edgar Allan Poe has been awarded a place in New York's Hall of Fame as one of America's famous authors. Five years ago when the last vote was taken he received but forty-two votes, while now he ranks with Oliver Wendell Holmes in receiving sixty-nine votes, with Harriett Beecher Stowe leading the poll with seventy-four.

"The Raven" is one of the six or seven short poems on which Poe's fame as a writer of verses chiefly rests. It was written when he was brooding over his own desperate illness and is thoroughly characteristic in theme and treatment. Poe defined poetry as the "rhythmical creation of beauty." He believed that it was impossible to sustain the poetic mood for long at a time, and consequently that no long poem could be written. An epic, he contended, was but a series of brief poems linked by prose. The poet regarded "The Raven" as his finest poem and critics of his works have ranked it usually with "Lenore," "Ulalume," "The Bells" and "Annabel Lee." Following are the first and last stanzas of "The Raven":

Once upon a midnight dreary, while I pondered, weak and weary,
 Over many a quaint and curious volume of forgotten lore,
 While I nodded, nearly napping, suddenly there came a tapping,
 As of some one gently rapping, rapping at my chamber door.
 "'Tis some visitor," I muttered, "tapping at my chamber door,
 Only this and nothing more."
 * * *

And the Raven never flitting, still is sitting, still is sitting
 On the pallid bust of Pallas just above my chamber door;
 And his eyes have all the seeming of a demon's that is dreanting,
 And the lamp-light o'er him streaming, throws his shadow on the floor;
 And my soul from out that shadow that lies floating on the floor,
 Shall be lifted—nevermore!

Nell—That Miss Copleigh is an awfully cold sort of a girl. Belle—Mercy, yes. Why, she's so frigid that wherever she goes on rainy days it snows.

As He Heard It.

The young man stood hesitating upon the steps until the shrill, girlish voices died away, and Alice opened the door.

"Oh! Have you been here long?" she exclaimed.

"Only about five minutes," he replied, availing himself in a hesitating manner of her invitation to enter.

"Then you heard us?"

"Er, well, a little, you know—I really couldn't help it. I was just about to go, you know—" he stammered.

"About to go—why?"

"Thought I might be inopportune, you know. Realize that such things are bound to occur once in a while, you know—really can't be helped—even most sweet-tempered persons—"

"What are you speaking of, Mr. Softleigh?" Alice demanded, suspiciously.

"Why—er—of course I wouldn't have presumed to mention it, you know! My brother and I—every once in a while—we do, really!"

"You do, really, what?"

"Er—quarrel, you know!"

Alice looked coldly out of the window.

"When you came," she said, evenly, "my sister and I were singing our new duet."

When Love Cut.

Love had cut the two as partners
 And, as all the rules demand,
 On the deal the happy lover
 Showed a diamond in his hand.

Later, "If there be a reason
 To divide this man and maid,
 Now declare it," spake the parson,
 "Boldly call a spade a spade."

But hearts was the declaration,
 And, with none to intervene,
 Ere the parson said, "I double,"
 Father gave away the queen.

At this sight rejected suitors,
 With remarks that were profane,
 Took to clubs, nor hoped for honors,
 Since they only had chicane.

Then, by way of consolation,
 Long they drained the flowing cup,
 Till no trump, not even Gabriel's,
 Had a chance to wake them up.
 —Walter S. Trumbull, in Smart Set.

Her Children.

"Have you been married, Bridget?"
 "Twict, mum."
 "And have you any children?"
 "Yis, mum. I've three. One be th' third wife av me second husband, an' two be the second wife av me first."

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M up. Write for samples or tell us to call on you any where in the state. We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

Cit. Phone 6238
 Bell Phone 3690

42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Aceticum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Macis, Magnesia, Mentha, Morphia, and Quina.

HOLIDAY GOODS
Druggists' Sundries
Books Stationery
Sporting Goods

OUR line of samples for Holiday Season are now on display in Manufacturers Building, Ionia street, upon the second floor. Please write or telephone us and arrange for such a time as suits your convenience, and allow us to say that the earlier we can have your order the better we can serve you.

Our stock is larger and better selected than ever before.

Yours truly,
Hazeltine & Perkins Drug Co.,
Grand Rapids, Mich.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table with columns A through Y listing various grocery items and their corresponding market prices.

Main table of grocery prices, organized into columns 1 and 2, listing items like Arctic Ammonia, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, Beans, Blueberries, Brook Trout, Clams, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mustard, Soused, Tomato, Tomatoes, Mushrooms, Hotels, Buttons, and Yeast Cake.

Table of grocery prices, organized into columns 3 and 4, listing items like Limburger, Pineapple, Sap Sago, Swiss, domestic, CHEWING GUM, American Flag Spruce, 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, Bulk, Red, Eagle, Franck's, Schener's, CHOCOLATE, Walter Baker & Co.'s, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, 1/4s, Premium, 1/2s, CIDER, SWEET, "Morgan's", Regular barrel 50 gals, Trade barrel, 28 gals, 1/4 Trade barrel, 14 gals, Boiled, per gal, Hard, per gal, COCOA, Baker's, Cleveland, Colonial, 1/4s, Colonial, 1/2s, Epps, Huyler, Lowney, 1/4s, Lowney, 1/2s, Lowney, 1s, Van Houten, 1/4s, Van Houten, 1/2s, Van Houten, 1s, Webb, Wilbur, 1/2s, Wilbur, COCOANUT, Dunham's 1/2s & 1/4s, Dunham's 1/4s, Dunham's 1/2s, Bulk, COFFEE, Rio, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracaibo, Fair, Choice, Mexican, Choice, Guatamala, Java, African, Fancy African, O. G., P. G., Arabian Mocha, Package, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, 1/2 gro boxes, Felix, 1/2 gross, Hummel's foil, 1/2 gro, Hummel's tin, 1/2 gro, CRACKERS, National Biscuit Company, Brand, Butter, N. B. C. Sq. bbl 6 1/2 bx 6, Seytaour, Rd. bbl 6 1/2 bx 6, Soda, N. B. C., boxes, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd. bbl 6 1/2 bx 6, Gem, bbl, 6 1/2 boxes, Faust, Sweet Goods, Animals, Atlantics, Atlantic, Assorted, Arrowroot Biscuit, Avena Fruit Cake, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Circle Honey Cookies, Currant Fruit Biscuits, Cracknels, Coffee Cake, Coffee Cake, Iced

Table of grocery prices, organized into column 5, listing items like Champagne Wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers, CREAM TARTAR, Barrels or drums, Boxes, Square, Fancy caddies, DRIED FRUITS, Apples, Sundried, Evaporated, Apricots, California, Corsican, Citron, Currants, Imported bulk, Peel, Lemon American, Orange American, Raisins, Cluster, 5 crown, Loose Muscatels, Loose Muscatels, 3 cr., Loose Muscatels, 4 cr., L. M. Seeded 1 lb., California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, FARINACEOUS GOODS, Beans, Dried Lima, Mod. Hand Pkd, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lbs., Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 10 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Vanilla, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Coleman Terp. Lemon, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Jaxon Mexican Vanilla, 1 oz. oval, 2 oz. oval, 4 oz. oval, 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 bl 19 1/2, GRAIN AND FLOUR, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Wonder 1/2 cloth 5 25, Wonder 1/2 cloth 5 25, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Eclipse

Table with 6 columns (6-11) and multiple rows listing various commodities like flour, sugar, oil, and other goods with their respective prices.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pail 2 00
16 oz. tin bucket 90
11 oz. glass tumbler 85
6 oz. glass tumbler 75
16 oz. pint mason jar 85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand

Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 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
Platees 6 @ 5
Livers 6 @ 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; Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

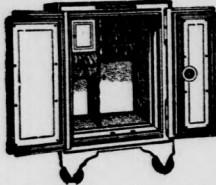
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large 1 80
Cox's, 1 doz. Small 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size. .6 50
50 cakes, large size. .3 25
100 cakes, small size. .3 85
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

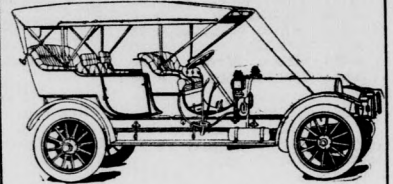
New York

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.

Bargains—In second-hand store fixtures. One 5 barrel basement Bowser oil tank. One Dayton computing scale. One fire proof safe. One National cash register. Seventy-eight feet shelving. One roll top desk. Two 10 foot counter cases. We have the largest stock of new and second-hand store and office fixtures in Western Michigan. Address Michigan Store & Office Fixtures Co., 519-521 No. Ottawa St., Grand Rapids, Mich. 999

Wanted—A stock of general merchandise or hardware stock in Central Michigan. Have cash to pay for same. Must bear investigation. Address Merchant, care Tradesman. 992

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.**

A Fine Business Opportunity—For rent, a brick store in East St. Louis, Ill. This store is on a paved business street in a growing city. It doubled its population in the last ten years. Splendid location for a grocery and meat market business. Also fine location for a hardware or stove business. Address Mo. Central Lumber Co., 227 No 8th St., East St. Louis, Ill. 991

Wanted—To trade good rental property for grocery or variety store. Noah A. Gerig, Grabill, Ind. 990

Wanted—Parties to take stock and charge of dry goods, grocery, hardware, clothing and shoe departments of a company organized to commence business Jan. 1st. This company will take over a successful growing business. Will occupy new modern room 50x140 full basement, and carry from \$35,000 to \$40,000 stock. A splendid chance for the right people. **J. B. McNeill, Sleepy Eye, Minn.** 989

For Sale or Exchange—For real estate, first-class stock of general merchandise in up-to-date town. Address No. 988, care Tradesman. 988

Wanted—Henneman gas roaster; give best price and description; state what goes with it. **W. M. Foelt, Pottstown, Pa.** 987

For Sale—Michigan drug store; inventory \$4,500; sales \$30, moderate rent, liberal discount. Address **E. B. Anthony, Saginaw, Mich.** 986

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address **Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois.** 984

The Comstock-Gusier Co.

Merchandise Sale Specialists

Stocks reduced at a profit, or entirely closed out. Results that always please. Highest references as to character of work.

907 Ohio Building Toledo, Ohio

For Sale—First-class meat market, stock and fixtures, building can also be bought cheap if desired. In one of the best lumbering and manufacturing towns in Michigan, with population of 2,000. This market has done better than \$1,200 a month business for the past four years. Good reasons for selling. For particulars address **Evans & Fish, Pellston, Mich.** 995

For Sale—Hoosier 420 account register, practically new. Cheap. **C. H. Wright & Co., Washington, Mich.** 994

I would like a general hardware stock in town surrounded by a prosperous farming country. Stock about \$4,000 or \$5,000. Address **1318 W. Main St., Owosso, Mich.** 996

For Sale—Stock of fancy dry goods, notions and fixtures in a busy thriving city. Ill health, reason for selling. Address **P. O. Box 506, Bad Axe, Mich.** 993

Will pay cash for a stock of boots and shoes, \$2,500 to \$3,000, located in a town about 4,000 to 7,000 in southern part of State. Address **R. E. Adams, 122 S. Burdick St., Kalamazoo, Mich.** 981

For Sale—Half interest in an established shoe store in best city in the Northwest. Monthly payroll over \$1,000, 000. Party purchasing to take the entire management of business. About \$6,500 required. Address No. 975, care Tradesman. 975

At Battle Creek, Mich.—My finely located apartment building, 8 large and small apartments; hot water heating plant all modern conveniences, might take other property part payment; reason, ill health. **G. W. Buckley, Battle Creek.** 971

For Sale—An up-to-date shoe stock, fixtures and lease. Best location in San Antonio, Texas. Stock in first-class condition. Address **Katzenstein Shoe Co., Pine Bluff, Ark.** 970

For Sale—Restaurant, bakery and ice cream parlor. Fine location, good business. Owner has other business. \$800 takes it. For particulars address **Ira Null, Prophetstown, Ill.** 969

For Sale—Cash or part trade, finest millinery store. Best location in Denver, Colorado, for unincumbered Detroit or Ann Arbor property. Box 109, Denver, Colo. 968

For Rent—Two-story business building, 30x140, suitable for wholesale or department store, in thriving town; correspondence solicited. Box 77, Philipsburg, Pa. 967

Half Price—Only bakery, with restaurant in connection, in town of 2,000, Colorado, taken under mortgage. Was a money maker; owner broke speculating. \$600 gets it; terms to responsible party. Fine location. Address **Box 6, Loomis, Neb.** 965

For Sale, Cheap—Hotel, barn in connection, furniture and fixtures and lease. Doing good business in good location. Address **402 North Mitchell St., Cadillac, Mich.** 964

DEAD

"Yet shall he live again."

Your "spiritual adviser" quotes that at all funerals. If you have a dead business and want it to live again, let me put on for you my Combination Sale. It will sell your merchandise at a profit. Write at once for particulars and state the amount of stock you carry.

G. B. JOHNS, Auctioneer, 1341 Warren Ave. West Detroit, Mich.

For Sale—Two lots and hotel, ideal surroundings; want to sell at once. Write to **Martin Hanson, 613 3rd St., Grand Rapids, Wis.** 963

Wanted—Manufacturing company to manufacture Patent No. 963 407 shell remover for hard or half-boiled eggs, by means of compressed air. To be manufactured on a royalty basis. **Anton Uhlir, Charleston, W. Va.** 977

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

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—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—One 300 account **McCaskey** register cheap. Address **A. B., care Michigan Tradesman.** 948

For Sale—21,000 acres Virgin timberland in Northern Louisiana, will cut 7,000 feet per acre; 40% white oak, 20% red oak, 40% red gum. One railroad runs through the land and another 3 1/2 miles west of it. The land is suitable for raising cotton, corn, oats, rice, etc. Price \$12 per acre; 1/3 cash, balance on reasonable terms. Address **Max Fleischer, 258 Lewis St., Memphis, Tenn.** 944

Sixty acre fruit farm, 50 apple trees, blackberries, gooseberries, currants, etc. 500 peach, 500 pear, 2,000 grape vines. First-class buildings, fine lawn, 3/4 mile from interurban road at Walker station, eight minutes ride from city limits. Address the owner, **A. A. Wilson, Grand Rapids, Mich. R. 13, Phone 4945 3 rings.** 942

For Sale—Furniture, undertaking and general house furnishing business. North Central Michigan. Large territory, without competition. About \$3,500. No trade considered. Address **X. Y., care Tradesman.** 941

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

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—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

Wanted—Stock general merchandise, clothing or shoes. All correspondence confidential. **R. W. Johnson, Minneapolis, Minn.** 913

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

Safes Opened—**W. L. Slocum, safe expert and locksmith, 62 Ottawa street, Grand Rapids, Mich.** 104

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$3000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address **Box H, care Tradesman.** 864

For Sale—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

HELP WANTED.

Salesman—For new patented kitchen and laundry utility of great merit. Fine sideline, liberal commission. Sells on sight from pocket photo, as dealer recognizes paramount features at a glance. **Mesha Mfg. Co., 118 Beekman St., New York.** 985

Wanted—Good man to open furniture store in our town. I have just put up a suitable building for it in the very heart of town. Good opening, no stock here now. Rich tributary trade from rural districts; town 500 to 600. Splendid water power and electric light plant and brick yards. Property has doubled in last year. Address **C. G. Haug, Clermont, Iowa.** 962

Good pay, cash weekly made, \$10 earned spare time checking, copying form letters, attending advertising material for each locality. **Pandora Mfg. Co., London, Ont.** 978

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.

Pharmacist situation wanted at once. Write **S. Morgan, 351 Scribner St., Grand Rapids, Mich.** 997

Wanted—Position as clerk in grocery or general store. Four years of high-class trade. Twelve years' experience. All references furnished. Address **No. 998, care Tradesman.** 998

Wanted—Position in grocery or general store, grocery preferred. Have had two years' experience. Can furnish best of references. Married, sober and industrious. Address **No. 993, care Michigan Tradesman.** 993

Position Wanted—By man of long experience and extraordinary ability as manager and buyer of general dry goods, or shoes and men's furnishings. Best of references. Address **Box 304, Red Lodge, Mont.** 973

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.

WHAT TO READ.

When there were but few books to choose from the selection required comparatively little time. We do not find that Lincoln was much puzzled as to a choice, even although he was obliged to walk forty miles to borrow a copy of Blackstone. But with the multitude of reading matter now available this is quite another matter.

While there are still degrees in the quality of material offered, fortunately the sort which was a bane to the younger element of a generation ago has become obsolete. There are books and papers which have much less of the helpful, the elevating, than others; there are now few wholly bad books; the question is to get those best fitted for our individual needs.

Those who have already acquired a healthy taste for reading have little trouble. To those who have been careless in selections we would say, Study the best models and so doctor up the depraved taste. If you like stories, read those of acknowledged artists in their special lines. Study the standard magazines. You will soon learn whether you most enjoy those of the Atlantic Monthly, Century or McClure's. If your taste runs to sporting, there are many standard periodicals and books which should satisfy. And if you are interested in the social or political questions of the day, resolve to dip in more fully than the newspaper columns allow. The leading periodicals will some of them be found to your liking.

But do not read when reading becomes a bore. If you can not understand and enjoy the discourse on tariff, turn to the humorous page. Read understandingly and with interest. Make it a rule to read something every day which will make you a better citizen, with stronger character and nobler purpose. But if Shakespeare bores you take up Mark Twain.

COURTESY TO STRANGERS.

This is a busy age in a busy world; yet with all the rush there should be time to show civility to the stranger within your gates. Emerson said: "Life is not so short but that there is always time for courtesy." And while in the large city it has been remarked that it is more lonely if among strangers than alone in the wilderness, the fact is more one of thoughtlessness rather than of selfishness. Where every one is intent upon his own business he is less apt to notice the wants of others.

It has been well said that "Good manners are made up of petty sacrifices." It may be a little sacrifice for you to go half a block out of your way to show a stranger just where to take the car desired, but it is better to do this than to have him make a needless detour of several times this distance. What if "you are not a policeman!" As a helper in the universal brotherhood you should not feel the time wasted. Besides, although the man may be a stranger to you, he may now or at some future time be the friend of your friend.

No one can go into a strange city without being impressed with the difference in people in this respect. There are those who are "agoing your way" if you are in doubt as to direction, and who seem to realize how easy it is to become confused. There are officials who have the habit of answering direct questions clearly and to the point.

It is needless to say that true courtesy is always ready to assist when the stranger makes known his wants; to give even a little more than is asked; to make sure that the directions are understood. And this is a world of reciprocity; the good deeds come back, indirectly if not directly.

Indiana Items.

Fort Wayne—The city officials are considering a proposition to put in a denatured alcohol plant for the conversion of city garbage. Such a plant, it is stated, will cost \$950.

Indianapolis—The Santo Specialty Co. has been organized with a capital stock of \$40,000, for the manufacturing of house-cleaning machinery.

Ft. Wayne—Daniel Michaelis has severed his connection with the O. S. Rhoads drug store and engaged in a similar business under his own name at the corner of Lafayette and Pontiac streets.

Indianapolis—The Indiana Power Co. has increased its capital stock from \$25,000 to \$50,000.

Kokomo—The Kokomo Junior Tire Co. has been organized with a capital stock of \$10,000.

Winchester—A bazaar store has been opened here under the style of the Hartzell Five & Ten Cent Store.

South Bend—Following action by the state board of health regarding the wrapping of bread after January 1, South Bend bakers have decided to reduce the wholesale price to 3½ and 7c a loaf.

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

Buffalo, Oct. 26—Creamery, fresh, 27@31c; dairy, fresh, 23@28c; poor to common, 20@22c.

Eggs—Strictly fresh candled, 30c; fancy, 33@35c; at mark, 26@28c; storage candled, 24@25c.

Live Poultry—Fowls, 13@14c; chickens, 13@15c; ducks, 16@18c; old cocks, 11c; geese, 12@14c; turkeys, 18@21c.

Dressed Poultry—Iced fowls, 14@15c; iced old cocks, 12c; chickens, 15@16c.

Beans—Pea, hand-picked, \$2.40; red kidney, hand-picked, \$3; white kidney, hand-picked, \$2.75@3, marrow, \$3; medium, hand-picked, \$2.40.

Potatoes—New, 45@50c per bu.
Rea & Witzig.

L. O. Barber, who recently dissolved partnership with Glenn Denise, the West Bridge street grocer, has purchased the grocery business of E. J. Killean, 243 Michigan avenue, and will continue the business.

L. Hughson, who opened a general store at Wacousta, purchased his grocery stock of the Judson Grocer Co.

Fish Wear Out a Bridge.

John Shafer, Jr., deputy in the office of County Surveyor Frank Haycock, of Hennepin county, says that fish have butted and rubbed up against the piles of the bridge at Orono, Lake Minnetonka, until that aged edifice has become weakened, necessitating its closing, says the St. Paul Dispatch.

Shafer and Edward Terrell, another deputy, were sent out to inspect the dam.

"Yes, sir," said Shafer, "those fish kept on butting up against the pier until the wood was almost worn away. In order to get there we had to pound the water around the place to keep the funny things away until we could finish our inspection."

"Why, those fish are so numerous at Minnetonka this year that they get pushed through the narrow passage so swift that they simply wear out the wood."

Why the Hen Needs a Head.

Little 4-year-old Ollie Jean, on seeing some chickens fly over a fence, told her uncle he would have to clip their wings. "Well," her uncle replied, "I won't only cut their wings, but their heads, too."

"Humph! you won't get any eggs then," said Ollie Jean.

"Heads don't have anything to do with eggs," said her uncle.

"Yes, they do, too; they have to cackle," Ollie Jean positively replied.

The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Cantharides, Chinese—Have advanced.

Prickly Ash Bark—Is higher.

Tonka Beans—Have again advanced.

Oil Bergamot—Is higher.

Oil Wormwood—Has advanced.

Elecampagne Root—Is higher.

Balsam Fir, Canada—Has declined.

Oil Spearmint—Is lower.

Sorghum and Molasses—The first shipments of sorghum have arrived and the quality is exceptionally fine, but reports from the growing sections of the South state that the crop will not be large. Molasses is holding at the same price as last week. The demand is about normal for the time of the year.

The Judson Grocer Co. furnished the grocery stock for the Bice & Yeomans' general store, just opened at Sigma, one of the new towns on the extension of the M. & N. E. R. R., near Grayling.

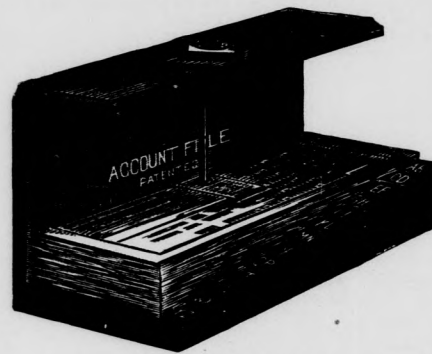
Chief Editor—Look here, Sharpe, here's a fiddler been hanged for murder. How shall I headline it? Musical Editor—How would "Difficult Execution on One String" do?

Lord Hubert (motoring)—Now there is no traffic about, get up a "fine" turn of speed for a few miles. Chauffeur—Yes, my lord—five or ten pounds fine, my lord?

BUSINESS CHANCES.

For Sale—Safe, fireproof, 4x2½x3, steel chest. Good size, good condition. \$138. Address F. W. Lewis, Evart, Mich.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



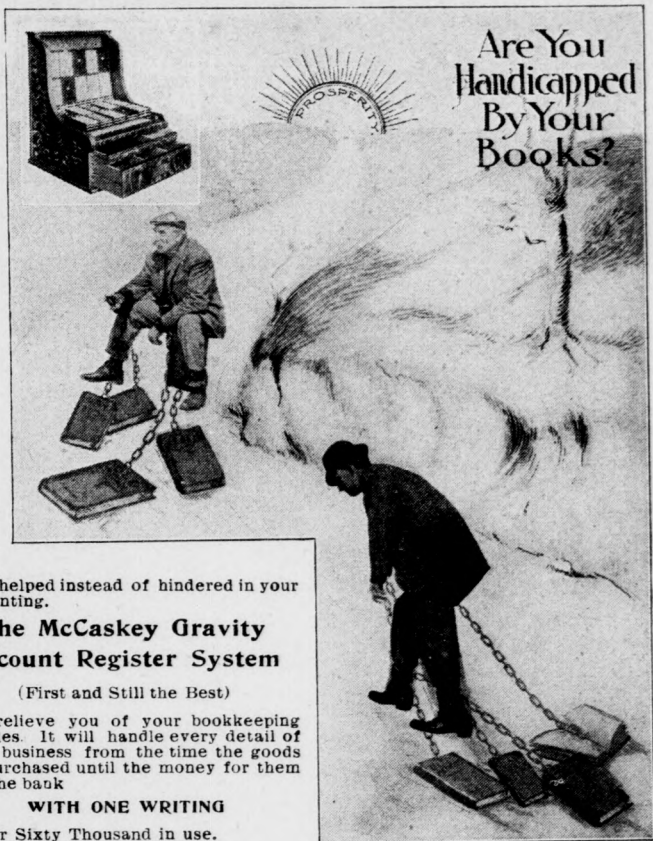
TRADESMAN COMPANY, Grand Rapids

Insurance:



PACKED SECURELY IN TIN CANS SEALED BY THE LABEL, this superb coffee IS REALLY INSURED against **Dirt, Deterioration and Disappointment**—the 3 "Ds" modern sanitary requirements and people paying good money for coffee don't want and **WON'T HAVE**—they'll go somewhere else first. See?

Distributed at Wholesale by
SYMONS BROS. & CO.
 SAGINAW



Be helped instead of hindered in your accounting.

The McCaskey Gravity Account Register System

(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING

Over Sixty Thousand in use.
 Ask any User! Or write

THE McCASKEY REGISTER CO., Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

Detroit Office: 1014 Chamber of Commerce Bldg.

Kellogg



- invented the goods,
- made them,
- advertised them,
- gave them their reputation,
- helps you sell them,
- deals square,
- packs no private brands,
- protects quality, because
- owns the brand.
- believes in his goods and
- stands for
- reciprocity.

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



Fully Guaranteed
Washes Faster Than You Ever
Saw Before

It's Wonderful

A Few Reasons Why You
Should Sell the

Wonder Washer

- It is noiseless.
- It is the lightest—weighs but 28 pounds.
- 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 stool 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.

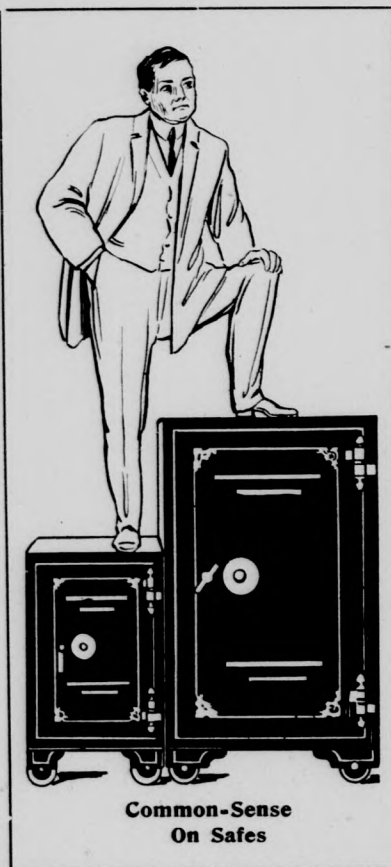
We have a town of 10,000 people and are safe in saying that we have sold more washing machines than all the rest of the town put together, the past two years, and there are twelve other dealers handling washing machines.

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.



Common-Sense
On Safes

Now He's Clerking At \$10 a Week

He had a nice little business in a country town. He worked early and late, he had a growing family he was trying to educate, he felt he must economize in every way and he did. Aside from the actual cost of living his profits were always represented in his book accounts. Every night when he closed his store he placed his

Account Books In a Wooden Box

under the counter. The same sad story. One night the store burned, a total loss, accounts burned. The small profit of years wiped out and now he is clerking at \$10 a week. This is a true story.

Buy a Safe Today

Ask Us For Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.