

The Lord's Prayer

(The following composition was found on the battlefield at Charleston, S. C. during the war. It was written by a wounded comrade who never lived to get home. It is quite a literary curiosity.)

Thou to the mercy seat our souls dost gather	
To do our duty unto Thee	Our Father
To whom all praise, all honor should be given;	
For thou art the great God	Who art in Heaven;
Thou, by Thy wisdom, rul'st world's whole fame	
Forever, therefore	Hallowed be Thy Name.
Let nevermore delay divide us from	
Thy glorious face, but let	Thy Kingdom come;
Let Thy commandments opposed be by none	
But Thy good pleasures and	Thy will be done
And let our promptness to obey be even	
The very same	On Earth as it is in Heaven.
Then for our souls, O Lord we also pray	
Thou would'st be pleased to	Give us this day
The food of life wherewith our souls are fed	
Sufficient raiment, and	Our Daily Bread;
With every needless thing do Thou relieve us	
And of Thy mercy pity	And forgive us
All our misdeeds for Him whom Thou didst please	
To make an offering for	Our Trespases
And, forasmuch, O Lord, as we believe	
That Thou wilt pardon us	As we forgive
Let that love teach, wherewith Thou acquaintst us,	
To pardon	Those who trespass against us;
And though, sometimes, Thou findest we have forgot	
This love for Thee, yet help	And lead us not
Through soul or body's want to desperation	
Nor let earth's gain drive us	Into temptation,
Let not the soul of any true believer	
Fall in the time of trial,	But deliver
Yea, save us from the malice of the devil,	
And both in life and death keep	Us from evil
Thus we pray, Lord, for that of Thee, from whom	
This may be had	For Thine is the Kingdom,
This world is of Thy work; its wondrous story,	
To Thee belongs	The power and the glory
And all thy wondrous works have ended never,	
But will remain forever and	Forever,
Thus we, poor creatures, would confess again	
And thus would say eternally	Amen.



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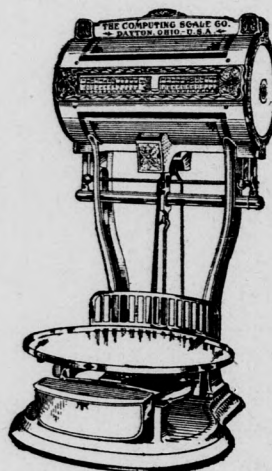
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most important part of our scale, we built
a sample for our show room having a
beautiful piece of plate glass at each end of
the computing cylinder through which the
operating mechanism is clearly shown.

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What was the result?**

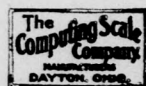
They wanted scales just like it and were
willing to wait a while to get them. We
are now shipping them in large quantities.
They are meeting with success beyond our
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We use springs because they never wear out. Do not confuse
our scales with those heavy pendulum, cut-down-pivot scales advocated by
other manufacturers. [You know the life of the sensitiveness of the pen-
dulum scale is only as long as the life of the cut-down pivot.]

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

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Local district sales offices in all large cities.



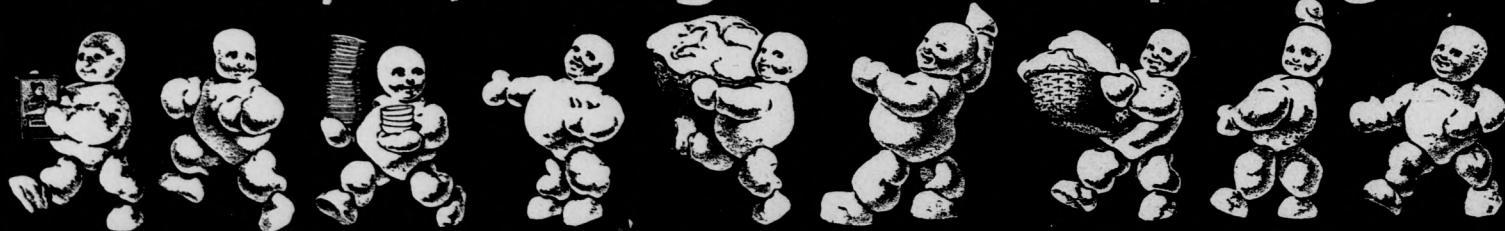
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Snow Boy keeps moving out-Profits keep coming in



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

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Buffalo, N.Y.

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 2, 1910

Number 1415

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THE ELECTION.

Before another issue of the Tradesman reaches its readers the State election will have been held, and the results will be known. This is an "off year" in politics and the campaign has not been so exciting as to have kept anybody who really wanted to attend to business away from it. And yet the election is important—so important as to be worthy the thoughtful attention of every good citizen.

Whoever is elected Governor will have great influence in shaping the policies of the State for the next two years. Whoever is elected to the Legislature will help make the laws under which all of us will live for at least two years unless the Supreme Court sets such enactment aside. It is hoped every good citizen has posted himself on the merits of the candidates, what they stand for and what policies they represent. This paper is not a prophet. It will not venture a forecast of results. But of one thing the Tradesman is certain, whoever may be elected Governor, whatever may be the makeup of the Legislature, Michigan will still live and prosper and grow and be happy. Regardless of who may occupy the executive chair the real Governor of Michigan is the good common sense and sterling integrity of the people of this State. One man or a small group of men may occupy the center of the stage, but the real power is intelligent public sentiment and a sound public conscience. The election is a mere incident. The people will still rule.

Manufacturing Matters.

Detroit—The capital stock of the Eastern Pattern Works has been increased from \$2,500 to \$10,000.

Kalamazoo—The Kalamazoo Vegetable Parchment Co. has increased its capital stock from \$50,000 to \$100,000.

Bay City—The capital stock of the North American Construction Co. has been increased from \$2,500 to \$60,000.

Detroit—The capital stock of the Forman, Earle Co., lumber manufacturer, has been increased from \$250,000 to \$300,000.

Detroit—The Standard Biscuit Co., formerly the E. J. Kruce bakery, has been taken over by the new Federal Biscuit Company.

Walkerville — J. A. Visger, who operated a grist mill here, has suffered a loss of \$7,000 by fire. The damage done was partially covered with an insurance of \$3,500.

Cadillac — The Cadillac Builders' Supply Co. has been incorporated, with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and paid in in cash.

Walkerville — The Walkerville Creamery Co. has been organized with \$4,000 subscribed capital. Emanuel Hager, Henry B. Burham and Noble Holt are the largest stockholders.

Detroit—The Clyde Construction Co. has been organized with an authorized capital stock of \$50,000 common and \$2,000 preferred, of which \$26,000 has been subscribed and \$5,200 paid in in cash.

Jonesville—The Jonesville Milling Co. recently received an order for a carload of flour from a Boston firm. A peculiar thing about the order is that it calls for two thousand five-pound sacks of flour.

Muskegon — The Lyons Folding Wardrobe Co. has been organized to manufacture folding wardrobes and accessories, with an authorized capital stock of \$20,000, \$11,000 being subscribed and \$2,000 paid in in cash.

Kalamazoo—The Butte Falls Lumber Co. has been incorporated with an authorized capital stock of \$100,000, of which \$99,310 has been subscribed and \$10,000 paid in in cash. Operations will be carried on at Butte Falls, Oregon.

Saginaw—Ezra Rust and a number of other Saginaw capitalists have formed a company to manufacture a beet sugar "topping machine," a contrivance that is expected to solve a harvesting problem that has concerned growers since the industry began.

Reed City—The new power house of the Osceola Light and Power Company is completed, a new dynamo has been installed and the machinery is now being tested out. The plant is equipped with three new horizontal turbines of the most recent type.

Detroit—The Standard Smelting & Refining Co. has engaged in business, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$1,500 being paid in in cash and \$6,000 in property. The business office is located at 505-6 Hodges building.

Battle Creek—The White Hand Stove Polish Co. has merged its busi-

ness into a stock company under the style of the White Hand Polish Co., with an authorized capital stock of \$1,000, which has been subscribed, \$146.42 being paid in in cash and \$853.58 in property.

State Forestry Association.

The fifth annual meeting of the Michigan Forestry Association will be held at Kalamazoo, Nov. 15 and 16. President Chas. W. Garfield will preside aside from routine business. The program will be:

Tuesday evening, November 15.

7:45 p. m. Thirty-minute addresses, illustrated with stereopticon views:

(a) Trees and Forests as Features in the Landscape—O. C. Simonds.

(b) The Day's Work of a Forester—Walter Mulford.

(c) Practical Lessons for Michigan from the Forests of Europe—Filibert Roth.

Wednesday, November 16.

9:00 a. m. Greeting from the City of Kalamazoo.

9:20 a. m. President's Address—Chas. W. Garfield.

10:00 a. m. Conservation at the St. Paul Congress—Hon. J. E. Beal.

Work in Forestry of the Public Domain Commission—Hon. A. C. Carton.

11:00 a. m. Shade and Roadside Trees, Their Protection and Care—Jas. R. Wylie.

Wednesday, November 16.

2:00 p. m. Practical Forestry for the Farmer—Messrs. Cook, Watkins, Bissell and others.

3:30 p. m. Michigan Women in Forestry—Mesdames Mautner, Perry and others.

4:30 p. m. Forestry in the Educational System of the State—Prof. Waldo and others.

5:00 p. m. Question Box.

Wednesday, November 16.

8:00 p. m. Platform meeting. This meeting will be devoted to popular Forestry questions—led by selected speakers.

Elgin Butter.

Elgin, Ill., Nov. 1—Generally speaking trade has been very quiet the past week, and receipts show a gradual shrinking, not any more than is usual at this time of the year. There has been an advance on the top grades, specials and extras, but the balance of the list shows practically no change. Below extras there is a large supply of goods, and it is easy to get slight concessions made, as holders are anxious to keep this grade moving. The continued mild weather has been against any large movement of storage stock, but the advance in specials and extras helped out a little in this respect and holders are working out some of the goods to their own trade, and there is

some little call from other sources. The trading is all in the highest priced goods, the situation not warranting any movement of the medium and lower grades in storage. Process business has been rather slow and quiet, and there has been no change made in values. State dairy does not cut much figure in the market, either in receipts or in demand. Packing stock does not show any improvement in demand and there is rather a quiet business reported.

Creamery specials	32	@32½
Creamery extras	30½	@31
Creamery firsts	27	@29
Creamery seconds	25	@26
Creamery held special	31½	@32
Creamery held extras	30	@30½
Dairy	26	@30
Process	24	@27
Packing stock	20	@23½

Drug Inspection.

Lansing—The official report of the first annual meeting of the state board of drug inspection shows that 350 samples of drug products were examined by the department during July, August and September. Of these, 194 were condemned for not conforming with the Pharmacopoeia or national formulary requirements.

These products consisted of tinctures of iodine, spirits of camphor, spirits of nitre and other drugs. The commissioner has been authorized to issue from time to time, drug inspection decisions, governing the various drug products examined and these decisions will be issued for the guidance of the druggists.

The Great Executive Committee of the L. O. T. M. M. is in session in Detroit this week at the Hotel Tuller to take final action on the hospital beds, rates and other important questions. Concerning transfers of members, which must be made before January 1, the Great Record Keeper reports most gratifying results, an average of 950 transfers per day being recorded.

Traverse City—The Traverse City Retail Druggists' Association has changed its name to the Drub Club, and has decided to close the drug stores in the city at 8 o'clock in the evening here after, except upon Wednesday and Saturday evenings.

The New Era Coal Company has been incorporated, with \$500 paid in, \$5,000 subscribed and \$10,000 authorized capital. The company will do a general coal business on the co-operative plan as an auxiliary of the New Era Association.

Wm. G., Alfred J. and Richard J. Brummeler have organized the Handy Press Co., to manufacture machines or presses for baling waste paper, rags, etc., with \$37,350 preferred and \$5,000 common stock.

ALCOHOL FROM POTATOES.

With Distillery Good Use Can Be Made of the Culls.

The Department of Agriculture at Washington has just issued a bulletin on "Potato Culls as a Source of Industrial Alcohol." The purpose of the bulletin is to outline conditions favorable to making denatured alcohol and to give practical information as to methods. The bulletin is limited to the handling of potatoes because, first, potatoes have been successfully used as a source of cheap alcohol in other countries; second, conditions in this country indicate that large quantities of potato culls with the necessary starch content are available for this purpose at a price which would permit of the profitable manufacture of alcohol therefrom; third, the experimental work of the Department distillery has shown how potatoes can be economically handled and practical instructions in the methods of manufacture can now be given; fourth, this work has been done in a small distillery such as would be suitable for large farms or communities of farmers working in co-operation. These data will, the bulletin says, enable the farmer to convert frosted or inferior grades of potatoes into a source of revenue, as it has been shown by the experiments that these may be made into alcohol at a fair profit.

The first consideration is that the distillery be centrally located in a potato-raising country; second, that there are railroad facilities for the delivery of raw materials and fuel and the marketing of the finished product at a minimum expense. An abundant supply of cold soft water is of almost equal importance. It is desirable that the plant be near a creek or stream from which the water may be obtained and into which it may be drained after serving its purpose in the distillery. The character of the water should also be considered, and, if possible, it should be such that it will not deposit a scale on the boiler and condenser tubes; this difficulty can be overcome, however, by treating the water with one of the various compounds on the market for relieving such conditions. The possibility of handling and housing cattle to be fattened on distillery waste should also be considered.

The machinery should be such as will permit of economy in operation together with a high degree of efficiency. As a distillery in most cases would not be operated during the entire year, which invariably means a change in the working force for each season's operation, and as skilled labor is not always available, the machinery should be as simple as is practicable. It must be remembered, however, that with more costly machinery and apparatus better results can be obtained. The equipment should be so installed that its operating cost will be reduced to a minimum, and so arranged as to allow any part to be thrown out of motion when not in actual use.

The information as to sizes and proportion of equipment can be obtained from manufacturers of distill-

ing apparatus by informing them as to the kind and amount of material to be used and the conditions under which the work is to be done.

It is advisable to operate a distillery only during the colder months; for instance, from early autumn until late in the spring. During this time the temperature of the cooling water will be considerably lower than in the warmer months, the amount required correspondingly less and the time required for cooling decidedly shortened. It is essential that a distillery be operated daily, and not intermittently, as each day's work depends in a greater or less degree both upon that of the preceding and the following day.

There is still another very important point, namely, cleanliness, and upon this the yield of alcohol will in a great measure depend. Cleanliness is especially necessary in the case of the yeast and fermenting tubs, where the intrusion of these organisms will cause serious trouble. The walls of the distillery should be kept free from mold by an occasional coat of white-wash. The floors should be flooded daily, and the sewer connections must be adequate to remove the water and other wastes from the premises.

The following data give some idea of the cost of installing and operating a plant of moderate capacity and the approximate value of its products. It will be supposed that the plant under consideration has a capacity for handling 8,000 pounds of potatoes (equal to 1,000 gallons of mash) in one working-day of ten hours, and that the building is one story high, requiring a ground space of about 1,000 square feet. The walls may be constructed of any available material. Wood sheathing covered with corrugated galvanized iron will be economical and serviceable. In many cases farm buildings such as barns, etc., could be used. Such a building will not cost more than \$1,500. The total cost of machinery and equipment, not including the motive power, will be about \$9,000. One 75-horsepower boiler and a 25-horsepower engine will be required, at an additional cost of about \$1,500. The cost of erection need not be considered, as a plant of this size would be furnished by the manufacturers in such shape that the purchaser could erect it himself. This would make the total investment amount approximately to \$12,000.

Of necessity all such estimates of the cost of equipment, operation and the value of the output involve some hypothetical factors and will vary under different economic conditions. The expense of a day's operation will include the cost of potatoes, barley, fuel and labor. From enquiries made by the Department, cull potatoes can be delivered at a distillery in some potato-growing districts at 25 cents per hundred pounds. At this rate the raw material for a day's run of 8,000 pounds would cost \$20. There will be needed to convert the starch in the potatoes into sugar the amount of green malt yielded by 120 pounds of barley, which at 70 cents per bushel will cost \$1.75. The cost of fuel will vary with the skill of the fireman, but

with a proper utilization of the fuel (soft coal) one ton at \$4 should be sufficient for each day's operation. The services of three men will be required, namely, one competent foreman and two laborers. This will make a total of about \$33 for daily operating expense.

The products will consist of alcohol and "slop." About 1.3 gallons of denatured alcohol, 180 degrees proof, can be obtained from 100 pounds of potatoes. The total amount of alcohol produced per day will therefore be about 104 gallons of 90 per cent. alcohol, or about 187 gallons of 100 degrees proof, or 50 per cent. alcohol, on which the internal revenue regulations are based, which at about 40 cents per gallon will be worth \$41.60. There will be about 1,000 gallons of slop. Twenty gallons of slop per day per head is sufficient for fattening oxen, so that the slop from one day's operation will form the major portion of rations for fifty head of cattle.

Such a distillery as this is somewhat larger than is contemplated for the so-called industrial plant, being better suited for a community or a co-operative plant. A plant with a capacity of 100 proof gallons (50 per cent. alcohol) per day or less, designated by the Government as an industrial distillery, for which special regulations and privileges are granted, will be better suited for individual farmers. The cost of the smaller plant will be less, but the operating expense will not be decreased in proportion to the size, which makes the larger plant more economical and therefore more likely to succeed. The cost given may be used as a basis for estimating that of a plant of any size, but the exact figures can be obtained from the manufacturers of distillery machinery.

When the erection of a distillery is contemplated it is necessary that notice to that effect be given to the internal revenue authorities and that the laws and regulations relating to such a business be complied with. The regulation may at first seem complicated, but they are found necessary by the Government in order to prevent fraud, and can easily be followed when one is familiar with them. They consist chiefly of monthly reports to be furnished to the Bureau of Internal Revenue showing the amount of raw material used, the amount of alcohol manufactured and the disposition made of same. Agricultural distilleries manufacturing less than 100 proof gallons per day are exempt from many of the regulations applying to plants of larger capacity. All the necessary information can be

obtained by applying to the collector of internal revenue in which the distillery is to be located.

In manufacturing alcohol from potatoes they are first washed and then cooked so that the starch present can be readily converted into sugar by the action of malt. The sugar so formed is fermented by the addition of yeast and the alcohol contained in the fermented liquid is separated from it by the process of distillation. The denaturing process consists in adding certain ingredients to the alcohol to make it unfit for drinking purposes. Alcohol to be denatured must be 180 degrees proof, which is equivalent to 90 per cent. alcohol, and the ingredients used must be authorized by the Bureau of Internal Revenue and the denaturing done under its supervision. Wood alcohol and benzin are generally used as denaturing agents, although the Bureau of Internal Revenue allows the use of other agents, depending upon the use to which the denatured alcohol is to be put.

Peak Load in Agriculture.

P. S. Rose, formerly Professor of Steam Engineering at the North Dakota Agricultural College, has borrowed a phrase from engineering to apply to the work of plowing. It is called "The peak load in agriculture," i. e., the work requiring the greatest and most concentrated power. In the few weeks, when conditions are favorable to plowing, the farmers of the country use more power than is required to run all the electric railways in the United States for an entire year. To plow an acre with a twelve inch plow one must walk eight and a quarter miles. Twenty round trips to the sun would no more than equal the distance traveled by our plowmen in turning 200,000,000,000 tons of earth bottomside uppermost each year. One-third of the average horse's power production for the year on a corn belt farm is at the plow; on a grain farm the plow takes fully half. Even with this expenditure more power applied to the plow is demanded by all students of causes for low crop yields. The solution of this "peak load" is mechanical power and suitable plows. As part of the United States and Land Irrigation Exposition at the Coliseum, Chicago, Nov. 19 to Dec. 4, mechanical power on the farm will be illustrated by an Oil-Pull tractor. It is the concentration of the power of thirty horses, the endurance of a hundred, in a mass of tireless but obedient steel. It carries the peak loads of seed-time and harvest-time and in the interim costs nothing for maintenance.

The Western Sales Co.

are giving more return sales for the merchants than any concern in the Special Sales Business. We have just concluded our fifth sale for a firm in Madison, Wis., and it was the best one yet. So our work must be successful and satisfactory. Reduction Sales—Closing Out Sales a specialty. Write us at 99 RANDOLPH STREET, ROOM 10, CHICAGO

THE HALF-HOLIDAY.

A Grocer's Opinion of Closing Stores on Thursday.

Written for the Tradesman.

"Next summer," said the grocer, as he dumped about two dollars' worth of fruit into the garbage can, "there will be no Thursday half-holidays in this store."

"What's the difficulty now?" asked a customer who had called to kick on the non-delivery of goods the day before.

"The difficulty is that my customers are dissatisfied with this closing of places of business in the middle of the week."

One of the clerks came out to the back of the store where the boss stood and announced that the berries out in front were sour.

"There is another difficulty," the grocer said. "I work like the Old Harry to unload the perishable goods I have on hand, so as to leave the store clean for Thursday afternoon, many times selling at a loss, and even then I can't prevent fruit and vegetables from being left on hand and spoiling. It is enough to have to look out for Sunday, without having another clean-up in the middle of the week. No, sir, no half-holidays next summer for me."

The customer suggested that the clerks would kick.

"No, they won't," was the reply. "I will look out for that. I'm going to have six clerks next year instead of five, and that will keep one for extra work. My boys will get a whole day off instead of half a day. Each day one goes out for a good time. See?"

"So they work five days a week each?"

"That is just it. I'll make up the extra by having the store open on Thursday afternoon."

"But will the clerks like that as well?"

"Oh, I presume so. They ought to be satisfied with getting six days' pay for five days' work. Besides, I'm not running this business for the benefit of my clerks. I'm going to have the store open during all business hours, anyway."

Just then the grocer was called to the 'phone, and the customer heard a one-way talk like this:

"Left here at nine."

"I saw it on the wagon, all right."

"Yes, your name and number were on the package."

"I can't see where it could have been."

"Smells of hay?"

"Yes, he might have left it lying in the barn in the wagon."

"Of course I'll send out for it and make it good."

"There you are," said the grocer, coming back to the customer, "that customer has some sense or I would have lost her."

"Non-delivery yesterday forenoon?"

"Yes, and I saw the goods carried to the wagon about nine o'clock."

"That is what I came to see about," said the customer.

"Another kick?"

"Yes, I regret to say. My wife ordered berries here day before yesterday,

for delivery Thursday morning. She was all ready to can them. Well, the fruit did not arrive and this morning a messy lot of fruit was brought in by the delivery man and dumped down on the porch. Looks as if he was ashamed to bring it into the house. Now, when were those berries put on the wagon?"

"About nine Thursday forenoon."

"Then the driver drove the rig into the barn or shed, wherever the wagon is kept, and left them there until this morning."

"Yes, and I'll have to make the loss good. That was another case you heard me talking about at the 'phone."

"The driver must have been in a hurry to get away for his half holiday."

"Yes, and the clerks are always ready to jump at the tick of the clock on Thursday," complained the grocer. "It takes them all the forenoon to consult with each other about where to go in the afternoon, and the next morning they show up looking as if they had been monkeying with a brewery."

"But the fruit you lose ought to be charged back to the driver."

"Sure, but what is the use of having a row with the delivery firm?"

"You fellows are all afraid of your delivery firm," said the customer. "If your delivery firm says they can't drive over the middle of a certain street, that goes, and customers who would otherwise trade in town buy their stuff at suburban groceries."

"There is something in that."

"By the way," continued the customer, "who is it that is pushing this Thursday half-holiday business?"

"Why, the grocers and the clerks."

"You have another guess coming," replied the customer. "So far as my observation goes, it is the delivery firm. They are the people who carry around the petitions. Aren't they?"

"Well, in this town they do appear to be."

"Of course. They get pay from the grocers by the week—from \$1.50 a week to \$10, according to the volume of business. They like to have the half-day off because their horses get a chance to rest, and, at the same time, their pay goes right on, just the same."

"Yes, we don't dock them for the half-day."

"You try docking them for the half-day and see if they will be so fast with their petitions. The grocers have to pay rent for that half-day and lose perishable goods on account of closing, while the delivery men get their money without losing a thing."

"I have often thought," observed the grocer, "that every grocer ought to have his own delivery rigs."

"That is a question for the grocers to settle for themselves. They probably can't deliver goods as cheaply as they can under this system, but they will be more independent."

"We could get along all right with the delivery system if there were competition," the grocer went on, "but under this non-competitive system we are at the mercy of the contracting firms. Many a time I have

to pay an expressman to deliver goods only two blocks beyond the arbitrary limits mapped out by the delivery firm."

"Well," said the customer, "I don't know about the difficulties of the system in that regard, but I do know that it is the delivery men who are always pushing the half-holiday scheme. And I also know that your customers do not like to have the stores closed every Thursday afternoon. Besides, there are always grocers who do not live up to the agreement."

"That is another trouble."

"Yes, and the merchants who are honest in the matter lose trade. All this talk about buyers being willing to purchase goods so as to permit this closing is all bosh. The stores that keep open on the half-holiday are always full of business."

"I'm going to cut it out next year, anyway," said the grocer, "I shall have some trouble in delivering goods, but I'll get through with it in some way. I am here to sell goods and my customers forget that we close Thursday afternoon. Stand in front of my place any half-holiday and you'll hear talk from good customers that would not look well in print."

"I know that from my own experience."

"Well, it is all a question which must be settled by trying the new way, but I'm going to try it."

There is no knowing, as the grocer said, whether the new plan proposed will work well with the trade or not. Still, it is a pretty safe bet that customers will like the innovation proposed.

As one grocer remarked, in discussing the question, the closing half a day in the middle of the week seems like the old newspaper system of not getting out a paper on legal holidays.

It may be that in the near future business men will decide to give their clerks a full day during July and August and keep the stores going for the accommodation of customers. Men who work in the shops are not given half a day, with pay, in the middle of the week, and there is no kick from them. Still, these shop men do not have to work until ten or eleven o'clock every Saturday night. That is the reason why it is only just to make this up to the clerks during the week, the same as the barbers do.

But, as the consumer says, it seems that the clerks might be provided for without making the city look like a dead town every Thursday afternoon. The conversation between the grocer and consumer as given here is simply suggestive, and given in order that the matter may be talked over by the grocers themselves.

Alfred B. Tozer.

Mildred—Papa, I am going to make mamma one of those \$3 center pieces that the "Woman's Home Jabber" says can be made at home for 75 cents. Papa (remembering past years)—Certainly, dear! Here's \$10! That ought to be enough to cover the expense.

Work for Holiday Trade.

At this time of the year it behooves every enterprising merchant to look over his stock and make his preparations for the holiday season. From now until New Year's the housekeeper, who at other seasons considers it necessary to economize in every direction, feels she can allow herself considerable latitude in the purchase of supplies and indulge in many little delicacies forbidden at other times. To meet this demand the storekeeper should employ every appropriate device which will add a pleasing appearance to his store. A well-assorted stock, tastefully displayed, will, however, do more to impress the customer than any quantity of decoration. A stock of groceries will permit such an arrangement, and in the hands of an intelligent person it is wonderful what effects may be produced.

At no other period in the year has the grocer such an opportunity to push the sales of goods paying liberal profits as during the holiday season, inaugurated with the national Thanksgiving Day. Make special effort to increase the sale of staples, and strain every nerve to double the demand for fruits, nuts, pickles, sauces, canned goods, spices, crackers, confectionery high grades of coffee, fine-flavored tea and delicacies of all kinds. Bring them to the front, making them the chief attraction in window display, for a floor exhibit, on the counters and at every available point. Raisins, currants, citron, prunes and similar goods will sell twice as fast when placed so as to catch the customer's eye as when stored away under the counter, only to be brought out by special request. Do not forget to make a handsome show of whole spices. It will pay to invest in exhibition jars and procuring fine samples. It will give character to the store and prove a very cheap yet effective way of advertising. Show the public some new novelty every day. Push your trade for all it's worth. It pays handsomely.—American Grocer.

This Waiter Was Wise.

One of the last times that Bishop Burgess, of Long Island, dined out was at the Press Club, where the waiters are all negroes. The head waiter bowed Bishop Burgess and his host profusely to their places. "This way, adm'ral," said he. "Tek this table. You get a bettah view of the harbor heah, adm'ral."

"I am not an admiral," said Bishop Burgess, smiling.

"My mistek, suh," said the head waiter. "Ah mout er known all the time I was er talkin' to a military man. You like dis table, colonel?"

"I am not a colonel," said Bishop Burgess, smiling more broadly, "I am a bishop."

"To be shuah, suh," said the head waiter. "To-o be suah! Ve'y sorry for mah mistek, suh. I got dem titles of adm'ral and colonel wrong. Ah knowed soon as Ah saw you dat you was one of the face cards of you profession, suh."

Doing one job well helps to do the next job better.



Movements of Merchants.

Zeeland—Mrs. S. Gauw has opened a bazaar store here.

Zeeland—B. Wiersma and Roy Green have formed a copartnership and opened a tea store here.

Belding—S. S. Smith succeeds Clay H. Keeney in the meat business.

Wolverine—Charles Peterson has engaged in the meat business here.

Reading—S. Malcolm has opened a harness and leather repair shop here.

Litchfield—John Dean & Sons succeed Curry & Sheppard in the meat business.

Pentwater—J. C. Birdsall has erected a store building and engaged in general trade.

Escanaba—O. G. Champlin has sold his fruit and confectionery stock to E. G. Greenwood.

Petoskey—The Northern Automobile Co. has increased its capital stock from \$2,500 to \$5,000.

Manistee—Matt Jensen has opened a fruit, confectionery and cigar store at 90 Washington street.

Hastings—H. C. Wunderlich has added a line of groceries to his fruit and confectionery stock.

Grand Haven—Richard Bolt has purchased the Cut Rate market and will continue the business.

Ann Arbor—B. M. Stahl, of Detroit, is now in charge of the shoe department at Mack & Co.'s.

Dowagiac—Charles Rasak, recently of Michigan City, has opened a fruit and confectionery store here.

Manistee—The Masons have purchased a site on Maple street, where they will erect the Masonic Temple.

Cadillac—W. A. Truax, formerly of McBain, has engaged in the meat business at 306 North Mitchell street.

Freeland—Frank Harris, of Bay City, a registered pharmacist, has accepted a position in Barbarin's drug store.

Pewamo—Edward Fineis, recently of Portland, has purchased a half interest in the Pewamo Hardware Co. stock.

Charlevoix—A. E. Jeffries has sold his grocery stock to Block Bros., who will consolidate it with their meat stock.

Petoskey—S. A. Williams has re-engaged in the grocery business, having conducted a store here several years ago.

Allen—L. C. Frank has purchased the A. B. Whitmore grocery stock and will continue the business at the same location.

Hastings—J. S. Klimmer, formerly of Grand Rapids, will open a shoe repairing shop in the building west of Dr. Barber's office.

Middleville—Stephen Whited has

sold his bakery to A. M. Bregg, recently of Reed City, who took immediate possession.

Reading—Cowell & Payne have sold their news stand and bazaar stock to T. F. Snyder, who took immediate possession.

Freeland—E. P. Winslow has sold his stock of jewelry to J. I. Merri-man, who will continue the business at the same location.

Hastings—C. B. French, proprietor of the French Studio, has taken L. H. Oster of Sault Ste. Marie as a partner in the business.

Kalamazoo—F. W. Hinrichs, jeweler, has opened a branch store at 117 Portage street, under the management of Albert Hinrichs.

Plainwell—N. H. Griffith, recently of Kalamazoo, has leased the Crispe building, which he will occupy with a stock of general merchandise.

Manistee—O. Gunderson and Sons have opened a branch grocery at 133 Washington street, in the store formerly occupied by J. Sosnoskey.

Traverse City—Harold Nicholson has taken over the grocery stock of Robert Scofield, and will continue the business under his own name.

Port Huron—George W. Riddle has taken over the grocery stock of Timothy Walsh, and will continue the business at the same location.

Grand Ledge—The grading for the proposed electric railway is nearing completion and will be in shape for the ties within a week or ten days.

Wayland—G. E. Tubah has gone on the road as salesman for the Foster-Stevens Co., of Grand Rapids. E. S. Fitch is in charge of his hardware store.

Charlotte—O. F. Spaulding has resigned as book-keeper in the furniture store of F. A. Ives and is planning to go to Southern California for his health.

Kalkaska—Mack S. Johnson, formerly of Johnson & Hunter, of Spencer, took possession of the grocery business of C. H. Personette on November 1.

Kalkaska—C. H. Personette has sold his stock of groceries to Mark S. Johnson, formerly engaged in trade at Spencer, who has taken immediate possession.

Zeeland—John Fris, who for more than seven years has successfully conducted his bazaar store in this city, is about to open a branch store at Coopersville.

Mt. Pleasant—Hogan & Co.'s new store building is completed and last week the doors were opened to the public. The building is two stories, modern in every respect.

Zeeland—R. Manning has traded

his general stock of merchandise and store building, for the residence of Stephen Buter, who will continue the business at the same location.

Escanaba—Alexander and Robert Norship have formed a copartnership and purchased the R. Schwartz meat stock and will continue the business under the style of Norship Bros.

Saginaw—The King Furniture Co. has been incorporated to carry on a general furniture business. Authorized capital, \$10,000, \$1,000 being paid in in cash and \$4,000 in stock.

Hancock—The People's Drug Store, owned by the late John Kuperas, was sold at sheriff's auction to Edward M. Lieblein and Dr. W. H. Van Slyke, who held mortgages on the stock.

Kalkaska—The G. R. & I. has broken ground for a new depot. The town is progressive and enterprising with many improvements made the past year and more in prospect.

Lakeview—James A. Carlton, has purchased the interest of Mrs. Geo. Humiston, in the general stock of Humiston & Carlton, and will continue the business under his own name.

Eaton Rapids—John H. Stirling has accepted a position as traveling salesman with the Buckley & Douglas Lumber Co., of Manistee, and will have the western half of the state of Iowa, for his territory.

Detroit—The Crown Oil Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,500 paid in in cash.

Marshall—George Court, who has had charge of the poultry and egg business of Court & Son at Homer, will return home and the house at Homer will be managed hereafter by Wm. Lowe, of Litchfield.

Kalkaska—Geo. Sietung has moved his hardware stock into a handsome new store. The new building is 24x90, two stories high, and Mr. Sietung occupies it all. There is a warehouse in the rear for his surplus and bulky stock.

Temple—The Temple Live Stock Co., with \$10,000 capital, has been organized to buy, sell and breed horses, cattle and other live stock. Aram and Hattie Buffham, of this place, and Geo. J. Cummins, of Harrison, are chiefly interested.

Traverse City—The Northern Michigan Hide, Wool and Fur Co. has sold its stock to Freimann & Co., of Milwaukee, who will take possession Nov. 10. Mr. Freimann was formerly with Herman Metzger, Portland Ore., and the Pfister & Vogel Leather Co.

Hastings—The furniture firm of Stebbins & Glasgow has sold its stock to the Miller & Harris Furniture Co. Mr. Stebbins will engage in the undertaking business with his father under the firm name of W. H. Stebbins & Son. Mr. Glasgow has not announced his plans.

Northville—The report of State Oil Inspector Neal for the quarter ending Sept. 30, shows the inspection of 4,720,906 gallons of kerosene oil; fees collected, \$9,506.48; total expenses, \$7,330.05. The total amount inspected for the first nine months of this year

is 15,954,605 gallons, total fees \$32,098.91; balance to turn into the state treasury after paying all expenses \$9,440.77. Including what will be paid in this year, \$100,000 will have to be turned into the state treasury from the oil department since 1903.

Detroit—W. J. Scully, wholesale dealer in wood and coal, has merged his business into a stock company under the style of the W. J. Scully Coal Co., with an authorized capital stock of \$75,000, of which \$65,000 has been subscribed, \$15,000 being paid in in cash and \$50,000 in property.

Detroit—The clothing business formerly carried on by Harry Titlebaum has been merged into a stock company under the style of the Titlebaum Clothing Co., with an authorized capital stock of \$2,500, all of which has been subscribed, \$20 being paid in in cash and \$2,480 in property.

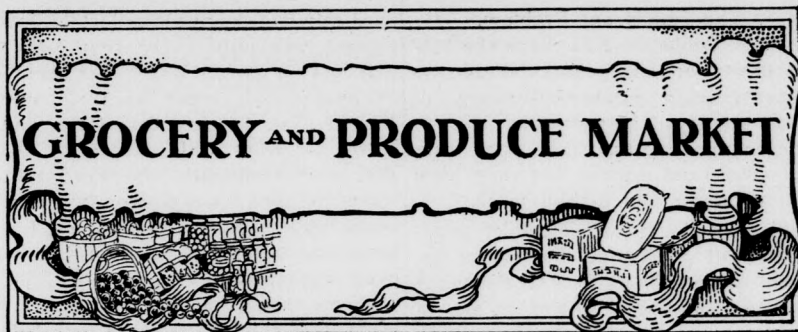
Detroit—A new company has been organized under the style of G. H. Beckley & Co., to sell, rent and deal in vacuum cleaners and engage in a general renovating business. The company has an authorized capital stock of \$10,000, of which \$6,600 has been subscribed and paid in in property.

Fennville—Lloyd Tryon, who has been working in Joslin's grocery takes a position in W. H. Fouch's drug store. Floyd Flanders takes his place at L. A. Joslin's. Frank Flanders, who has been working this summer for Billings Bros., at Harbor Springs, is the new clerk at C. E. Reynolds.

Houghton—The Roach & Seeber Co. will invade the iron range territory with its wholesale grocery and produce business and A. W. Walsh, Manager of the grocery department, has gone to Ironwood to let the contract for the erection of a concrete warehouse and cold storage plant at that place. The building will be 125 x 45 feet concrete, two stories, and its equipment will include a refrigerating plant.

Benton Harbor—Frank Connell, of Belding, has purchased the Bell drug store and will continue the business. The drug store was opened by the late Dr. John M. Bell in 1865 in partnership with John C. Gates, and it remained in the Bell family until the sale. The purchase is only of the drug, book and stationery department. The Bell estate retains the wall paper and paint department and will continue it as a separate business.

Traverse City—The Hannah & Lay Mercantile Company has decided to hold a fair during the meeting of the State Grange the week of December 12 that will eclipse anything of the kind ever attempted in the State. No trouble will be spared in getting together the best in the line of fruit and vegetables that have been produced during the past season and they will be arranged in the regulation county fair style and placed on display in the aisles of the store in such a manner that the public can have access to the exhibit at all times that the store is open. The exhibits will include all the products of the farm and also fancy needlework and all fancy and domestic work that is usually put on display upon such an occasion.



The Grocery Market.

Sugar—Sugar went off 20 points Saturday, 15 points early in the day and 5 points before the market closed. The local brokers attribute this partly to the coming of beet sugar. The Grand Rapids merchants are now able to get their full supply from the Holland refinery. October 31 on basis of New York domestic refined is quoted at 4.60c, less 1 per cent. for cash for fine granulated. The spot raw markets are steady at 3.80c for centrifugal, 3.30c for muscovado and 3.05c for molasses. The London beet sugar market was steady and unchanged.

Tea—The Japan market remains firm, with no apparent change in any grades. American Consul Reat, of Tamsui, Formosa, reports that the Formosan market for 1910 has ruled steady and firm all through the season. The crop has been better both in quality and quantity, the production reaching about 20,000,000 pounds, 1,000,000 pounds in excess of last year on the same acreage. On account of raising the United States Government standard a decrease in the importation was predicted, but the result has proved very gratifying by showing an increase instead. The China market holds firm. Samples of Uncolored Hoochow Gunpowders have reached this country as an experiment, with the possibility that they may become popular considering the pure food agitation in this country and the prospect that the importation of colored teas may be prohibited in the near future.

Coffee—Prices hold unchanged and there is nothing much in the situation, near or prospective, to indicate a change of any consequence either way. In Brazil the market is firm, and Brazil certainly seems to control the situation on the soothing berry. Demand is getting better. There has been no falling off in consumption on account of advancing prices in green and roasted coffees. The reverse is true, for coffee handlers in the West, Far West and Southwest report that there has been an increasing call for coffee all the fall, and the general belief in this part of the country is that demand will be fully up to normal, while that demand will be active.

Canned Fruits—The market on canned fruits is about the same as last week, as packers and jobbers are busy filling their future orders and have not been in the market for much, if any, goods. The demand continues good from the retail trade for California fruits and berries are more in demand than a short time ago. Blackberries and blueberries are in

small supply and prices are very firm. This year's pack of New York gallon apples is just coming on the market and prices are high and very firm.

Canned Vegetables—There has been a shortage reported in the tomato pack several times this season, and last week the Cannery Association in Maryland, Delaware and New Jersey held a meeting and the extent of the shortage in the pack was estimated at more than two million cases in the three states mentioned. The demand has been very good during the week and prices are firm but unchanged since last week. The pack of Minnesota corn was very short, which is the case in many states this year, but as yet the shortage has not been felt. The wholesalers were compelled to take a part of their future orders from some of the packers, as many were unable to ship in full. There are very few, if any, peas on the market that could be retailed at 10c per can, and the supply of other grades of peas is firmly held at present prices.

Canned Fish—The condition in the salmon market is no better than a week ago. Prices are just as firm, and the demand continues good. Prices on pink are higher than for some time and the demand on this line is much heavier than usual. There is very little change in the sardine situation; supplies are still much too small and it is said that mustard sardines are very scarce.

Dried Fruits—Prunes are about unchanged in price and are in quiet demand. Peaches are steady and dull. Apricots are in quite active demand at unchanged prices. Raisins are weaker again and show a decline of perhaps 1/4c for the week. This gets them down about 1c below the highest point reached only recently. The demand is light. Currants are unchanged and in fair demand. Figs are selling moderately at prices at least 1c per pound above normal. Other dried fruits are dull and unchanged.

Syrups and Molasses—Glucose is unchanged. Compound syrup is in light demand, due to the warm weather. Sugar syrup is unchanged and quiet. Molasses rules at unchanged prices, and is not wanted to any great extent. The first new crop cane juice came into the market last week and sold at about the same prices as last year.

Rice—Demand has been moderate. Receipts are fairly liberal and prices are steady at about the lowest range for the season. Advices from the South note quiet conditions on the Atlantic coast; the recent hurricane did some damage to crops yet in the

field; the loss was severe locally, but insignificant as compared to the total crop of the United States. At New Orleans there is a fair distributive demand; prices on Honduras are steady at low range of values. Old crop Japan is being offered at concessions, as the new crop is coming in more freely. In the interior, Southwest Louisiana and Texas, the market has been irregular, widely different prices ruling in different sections.

Evaporated Apples—C. C. Hall, of Rochester, writes that the market continues active, with prices very firmly held. It is impossible to buy strictly prime quality under 8 1/4@8 1/2c f. o. b. in 50-pound boxes; 7 1/2@7 3/4c loose is being paid to the producers. The output according to present indications is going to be very light and there is very little surplus being piled up in any one section. Cores and skins are also very firm, up to 2 1/4c in bags having been paid. Chops are scarce and are firmly held from 2 3/4@3c in bags. Raspberries hold firm, and it is very difficult to buy them anywhere under 25c f. o. b. in barrels. Holdings of all dried fruit are so light that the holders feel perfectly confident that they can realize the prices they ask, and if they do not get them now can get them later.

Olives—The market has advanced 50c per dozen on quart jars of Queen olives and reports received from Italy are from bad to worse, and it looks very blue for the new olive oil crop. Prices have been advanced all along the line and there is sure to be a shortage of fine grades of edible oil. According to the latest reports from Seville, the harvesting of the crop of Queen olives now well under way has developed the fact that 50 per cent. of the fruit on the trees is worthless, owing to the blight and rot. The crop of Manzanillas is reported to be even shorter than that of Queens.

Spices—The market has been very firm for some time and prices have advanced from 1@2c per pound, except mace, which advanced 10c per pound. Pepper shows the most strength, both for spot and futures. The demand has been very good for nearly the whole line during the pickling season, and with the approach of the holidays there will be an increased demand for goods that have not been much in demand during the fall months. The cause given for the higher range of prices is the short crop of many of the leading varieties last season.

Provisions—Everything now depends on the hogs. If the grower has plenty of them and will market them early there undoubtedly will be a more healthful appearing provision market. The trade as a rule has been a little timid about selling January delivery product, but has sold May delivery on a basis of about 6 1/2c hogs as against a present hog market over 2c higher. Provision men express little doubt of lower prices for provisions later. It is counted a foregone conclusion that the packer will not lay down his winter supplies on the present basis of hog values, and he is also not likely to assume the position of both packer and speculator

on such levels, particularly in view of his light trade during the last year. The summer season's packing of hogs promises to run about 2,150,000 head short of last year, but there is no shortage of supplies of product. The consumer has balked at the high prices, and, with current low prices of corn and fine weather for fattening hogs, there is every indication that the wishes of the consumer will receive more consideration in the future than in the recent past. Pork prices declined 20@60c last week. October lard gained 5c and November 4 1/2c, while January declined 2 1/2c and May declined to 10c. October ribs advanced 17 1/2c last week, while January declined 15c and May declined 10c. Last week's range of prices of the principal articles in the Chicago market was:

	High	Low
Wheat		
December	\$.93 3/4	\$.90 3/4
May	1.00	.97
July97	.95
Corn		
December47	.44 3/4
May49 3/4	.48 3/4
July50 1/2	.48 3/4
Oats		
December31 3/4	.30
May35	.33 3/4
July34 1/2	.33
Pork		
October	17.50	17.15
January	17.40	16.97 1/2
May	16.32 1/2	15.97 1/2
Lard		
October	13.05	12.80
January	10.42 1/2	10.15
May	9.85	9.65
Ribs		
October	11.25	10.90
January	9.22 1/2	8.97 1/2
May	8.97 1/2	8.77 1/2

Fish—Norway and Irish mackerel both show a decidedly higher tendency. The demand for Norway mackerel is exceptionally large and prices will probably not get as low again as they were some time ago. Irish mackerel are higher in sympathy with Norways. Cod, hake and haddock are firm and Georges cod is about 1/2c higher by reason of scarcity. Domestic sardines are steady and unchanged; demand is quiet. Imported sardines are in quiet demand at ruling prices. All grades of salmon remain firm and are unchanged.

Chas. A. Coye has purchased the four story 40x100 brick block at Campan and Louis street from Walter Sparling, of Detroit, and as soon as present leases expire will remodel and occupy it with his tent and awning business. For twenty-two years he has been located at 11 Pearl street.

The Le Savos Company, to manufacture toilet articles and other preparations, has been organized, with an authorized capital stock of \$20,000. \$3,000 being paid in in cash and \$3,000 in property. Those interested are Florence and Paul Kayjanian and Edward Grabbar.

The Kemmel-Rogers-Boer Co., wholesale millinery, has changed its name to the Kemmel-Rogers Co., Rufus Boer retiring. Mr. Boer will resume his old position with Corl, Knott & Co.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—D. B. J. Schafer, former Sheriff and Mayor, and Geo. M. Platner, his brother-in-law, have opened a cigar store and billiard parlor, with furnishings and equipment said to be the finest in the State.

Ft. Wayne—The Home Telephone and Telegraph Co. will enlarge its central exchange by putting in a switchboard for 800 additional subscribers.

Indianapolis—The State Florist Association will give a flower show with prizes aggregating \$1,872 in connection with their annual meeting next week.

Indianapolis—Eli Lilly & Co. have completed their new stock building and will soon start on their scientific building. When completed they will have one of the finest pharmaceutical plants in the world.

Indianapolis—The Commercial Club has opened its enlarged quarters. The Club now has cafe, billiard rooms and other features, occupying three floors.

Terre Haute—A new feature is a shoppers' excursion run from Odor to Terre Haute, with free fare for one member of the family and one fare for the round trip for others.

Evansville—A company has been organized here, capitalized at \$50,000, to manufacture flying machines.

Indianapolis—C. B. Cones & Co. opened their new building Saturday with a chicken pie supper and reception. The company manufactures overalls and employs about 500 hands.

Muncie—Owing to the fact that subscribers to the Muncie Industrial Association's fund are slow in paying their assessments, the location of several factories here is being held up. The Association has located six manufacturing institutions in this place in the last year or two by means of its factory fund.

Bluffton—Charles and Frank Haeker are building a new elevator at Keystone, the only one there.

Evansville—The Lumbermen's Club will issue a booklet showing the growth of the lumber business here, the different kinds of lumber manufactured and sold, the volume of business by years, and the territory covered by the Evansville lumber market.

South Bend—L. S. Kent has purchased the Temple & Shaw cigar factory, which has been idle for some time, and will resume operations with fifty hands.

Ft. Wayne—John T. Knott has withdrawn from the Knott-Van Arnam Manufacturing Co. and the company has reorganized as the Van Arnam Manufacturing Co., with Geo. H. Van Arnam at its head.

Richmond—The Beeson's Station Grain Co. has been incorporated to do a merchandising and grain business.

Richmond—John Evans has purchased the W. C. Martin property and will build a large business block.

Ft. Wayne—Schroeder Bros., who have conducted a retail harness busi-

ness several years, have sold out to Hy C. Rose, who has for the past two years conducted a similar business at Convoy, O.

Carmel—The creamery business of E. H. Day has been combined with that of Kellum Bros. & Co., of Indianapolis, under the name of the Union Dairy Company.

Columbus—The Art Garment Company, recently incorporated by Indianapolis men who took over the holdings of the McNeeley & Cox Manufacturing Co. here, is preparing to enlarge the local plant.

Anderson—The annual meeting of the Indiana Retail Merchants' Association will be held in this city Jan. 17-19.

Ft. Wayne—The Ft. Wayne Optical Company has recently been organized and has a modern plant for the production of optical goods.

Evansville—Grocers of Indiana, Illinois and Kentucky have organized a co-operative wholesale house, to be known as the Merchants' Grocery Co. The company opened a store Nov. 1 and has \$100,000 capital, with \$50,000 common stock, and it is the plan to have fifty retail grocers in the three states, each to take \$200 in stock. The company will have no traveling salesmen, and will do a strictly cash business.

Societies For Minding One's Own Business.

This truth is becoming evident to a few, and those who are awaking to it are instituting a much-needed change of philanthropic base. They have been awakened to the necessity of a decentralizing movement in social effort. Instead of joining the cry of "back to the soil," they are pondering means to keep their neighbors on the soil by transplanting to it what the human plants need. They are plucking up courage to shut their hearts to the poignant cries for aid from the victims of the cities, and are devoting their energies to lessening the supply of the victims who so cruelly need that aid. The first step in this new social effort is to recognize that in the country some of the advantages of the city must be afforded. The next, that concerted effort can achieve more than is within the power of any individual, and that the banded efforts of the countryside rightly applied will secure for the dwellers there the most desirable opportunities of city life. These leagues have been called by many names, but perhaps the most proper title would be Societies For Minding Our Own Business. One early member of a neighborhood league thus defined the appositeness of this subtitle: "What is our own business? Why, to see that our taxes are properly spent; that the elected officials do their duty; that our roads are kept in order; the public health guarded; the laws obeyed; the schools maintained at a high standard; the beauty of the countryside preserved and increased and that every one of us has an opportunity for healthful pleasure."—Elizabeth Bisland in North American Review.

We seldom make the same mistake twice—we usually make another.

The Immigrant Problem.

There landed in New York the other day 7,000 immigrants. Within a short time, a number of hours, all were employed at tasks beneficial to the commonwealth. True, they were in sewers and ditches, but they were doing honest and helpful work.

If 7,000 American university graduates had landed at that wharf instead of these men then I believe the immigration problem would be a much more serious one than it is. The university graduates would be looking for something to do; they would want to work with their heads, and there are too many of us doing that already.

I made a visit to a saloon to study the loafers the other day. The men there were partly the sons of rich men who had nothing to do, and partly foreigners. In studying the loafer element in the saloon I find the percentage of immigrants small.

In my trips across the water I often go into the steerage. I find that it requires an introduction or a slight acquaintance of eight or nine days before a lady traveling first class will venture to enquire whether I think it will be stormy the next day. In the steerage there are plenty of unspoiled people who meets me with a hearty handshake and are eager to answer my questions. I ask several their names, why they are going back and how much money they carry. One fellow is going back to be married and expects to return with his bride to this country. This one has \$700. Another has \$300. I find that among a thousand returning foreigners there is \$25,000.

Twelve of us traveling first class have over \$200,000, while a thousand foreigners in the steerage have only \$25,000. But there is a difference. The people in the steerage earned every cent of their money and we did not.

Italians who come over here are not seated on a box in factories and fed lemonade. They are put in bunches under an American foreman and worked for all there is in them. Then they are given the daily wage. This wage is a low one. Consequently living conditions are bad. There are thirty-six in one room, who are employed in a cement factory. It is a terrible habit, but they are forced to live that way. Parts of New York are the most crowded of any city in the world. The people don't live that way from choice, but conditions make it necessary.

When they can better their conditions they do so. It is the women who usually get their eyes open first. They buy carpets and upholstered furniture, usually gaudy and in poor taste, but not unlike what we used to own.

This change from the old to the new way generally takes place in less than five years. The women leave off the short skirts and headresses which they are accustomed to wear and adopt American clothes.

Foreigners soon become so Americanized that they live up to their income and a little over. It is characteristic of them that they pay their debts, however. During the recent

hard times the percentage lost on foreigners was only 2 per cent., while that lost on natives was 30 per cent.

These people come from all over Europe. Can we assimilate them, and if we do what will become of us? We must remember, however, that when the lion eats the ox the lion never becomes an ox. He may eat too much and become a sick lion, but he never changes into an ox.

When they come to this country, when the children breathe our air, eat our food and live under our conditions, their whole nature becomes changed. The sluggishness, which is often characteristic of them disappears and they become restless and active. I am not afraid of any degeneracy of our type as long as we grant them plenty of fresh air, food and plenty of it and good public schools. The type will then take care of itself.

Prof. Edward A. Steiner.

Lovely Fall Weather.

It is a lovely fall we are having just now; did you ever see handsomer weather? Days never were finer than this, you'll allow, in all of the seasons together. There's no frost on the pumpkin or ice in the milk or snow in the No. 2 alley, and everyone seems to be finer than silk in city and mountain and valley. (But there's an exception, of course, to the rule: The man who sells coal feels as mean as a mule.)

We are wearing the flannels we wore in July—they're warm enough yet in the autumn. We don't need the heavy balbriggans to buy—we couldn't wear such if we bought 'em. From union suits purchased in April or May we still find it needless to sever. The weather is such that we're yelling, "Hooray! The flag of our Union forever!" (But the fellow with underwear items for sale is down in the basement a-chewing a nail.)

An overcoat? Pardon us, please, what is that? Whatever, we don't seem to need it. We're wearing the same little 'varsity hat—no derby we've bought to succeed it. The suit of pearl gray that we bought back in June is still doing duty, you'll notice. What need of a new one while birds are in tune and caroling every throat is? (But the man who sells overcoats, cotton or mink, has slid from the church and has taken to drink.)

So it seems that the weather is never quite right for all us unfortunate mortals: It turns the red hair of some people to white while some other personage chortles. If it rains someone kicks, if it shines someone kicks—our minds never travel together. It always leaves some other yap in a fix no matter the kind of the weather. (In fact, it appears, be it torrid or chill, it's a mighty good wind that blows nobody ill.)—North-western Lumberman.

There is nothing like "something for nothing" to interest the people in your store, but don't forget that too many profitless sales raise your percentage expense of doing business.

Don't be afraid to follow up sales by asking the customer the next time he comes in how he liked the goods,

WASTE MADE PROFIT.**By-Products of Store in Concentrated Form Bring Revenue.**

Conservation in the store is as important an issue as is the movement towards a greater conservation of our national forests.

And conservation in the store does not mean the burning as so much rubbish, of paper scraps, rags and shavings that still, as junk, properly accumulated, is a source of revenue.

The by-products of the great manufacturing industries are the dividend earners. For several years the ox blood in the packing houses has been turned from waste into gain. To-day that former adorns the wearing apparel of the people in no less important form than that of the button. A patented process converts the raw material into a source of revenue and like this by-product, the junk, scraps of paper, rags, etc., in the store by a simple contrivance is converted into as steady a money-maker.

This still too frequent waste has swelled to enormous proportions. The larger the store the greater the pile of scraps of paper, representing all kinds and conditions, from old newspapers to the carton and fiber board cases that have come into universal use as shipping containers. In its comparatively loose, scattered condition, it has not only been a source of annoyance but constitutes a serious fire hazard.

To facilitate the handling of this or other balable material, and minimize the expense which it involves, there have been made a variety of sizes of presses, which are not only compact, simple and easy to operate, but also correspondingly inexpensive.

The lever presses can be driven either from line shafting or directly by electric motor connected to an ordinary power or lighting circuit, the power being applied by means of toggles and a stationary screw; and the hydraulic presses either through pumps or from power primarily intended for hydraulic elevator service.

The hand-power presses are found in most common use in the store and as the name implies, the power is procured by hand.

The prices paid for paper scraps varies according to the condition of the market, but the general trend is for higher prices, due to the fact that materials for the making of paper are becoming very scarce.

Paper mills give approximately the following prices for the different grades of paper, which are most apt to accumulate in the average mercantile establishment.

The first grade would be what are termed mixed papers; they include anything whatsoever that is made of paper, pasteboard boxes, strawboard boxes, and the only requirements are to keep them reasonably free from dirt, strings and foreign matter.

Old newspapers are divided into several different grades, which are termed crumpled news, folded news and over issues. The over issues are papers fresh from the press.

Blanks or No. 2 shavings are com-

posed of white ground wood paper. In other words, the waste from newspaper rolls before it is printed on and the shavings from this class of paper.

No. 1 shavings are the waste from No. 1 white book paper that is free from ground wood.

The prices on the above enumerated grades vary considerably, but below are given the extremes:

Mixed papers sell for as low as \$8 per ton delivered and as high as \$18 per ton delivered. News as low as \$9 delivered and up to \$20. Blanks and No. 2 shavings as low as \$18 and as high as \$27. No. 1 shavings as low as \$32 per ton and as high as \$45.—Modern Grocer.

Mark Twain's Estate.

It is said that the inventory of Mark Twain's estate shows that the humorist was the victim of some unfortunate investments. But there are shrewd business men who have not escaped occasional blunders in placing their money, so that we may not ascribe Mark's mistakes exclusively to the artistic temperament. Were there not, by the way, intimations that he had the invaluable assistance of H. H. Rogers, and did not Mr. Rogers himself plunge pretty heavily on certain large undertakings in which there was a big element of risk? A few lucky strikes may serve to cover many errors of judgment and it happens not infrequently that superior acumen is but another name for a favorable opportunity which might easily be recognized without the exercise of extraordinary powers of insight and discrimination. The fact remains, however, that a man is likely to be most successful where he is most intensely interested, and Mark Twain's interest was in literature. With his life's work what it was, he had no time to study investments, and so it is with thousands whose labors in a particular field engross their attention without giving the man expert knowledge that points unerringly to moneymaking. The only wise plan that is open to them is to consult safety first and to be content with small returns, to eliminate as far as possible every element of speculation.

But we should say for Mark Twain that he was an excellent business man in one respect. He gave an example of business integrity that deserves to be long remembered. He set to work with admirable courage, with the deepest sense of honor, to discharge an indebtedness incurred by a corporation with which he was identified, although he might have avoided the burden, and he accomplished his purpose.

Finally, his estate, reckoned in dollars and cents, was not so small after all, and he left something that will perpetuate his name and make him a creditor to thousands yet unborn when most of the millionaires among his contemporaries are clean forgotten. We think, upon the whole, that he may be pronounced a success in spite of those accumulations of worthless stocks.—Chicago Record Herald.

What Other Cities Are Doing.

Written for the Tradesman.

The Bardeen franchise, covering the proposed route of the Grand Rapids-Kalamazoo electric line in entering Kalamazoo, is being considered by the aldermen of that city.

The Manistee Board of Trade has excellent prospects of landing three or four manufacturing industries.

The annual banquet of the Manistee Board of Trade will be held Friday evening, Nov. 4, the speakers including John I. Gibson, Secretary of the Western Michigan Development Bureau, Wm. Rath, Mayor of Ludington, and Perry F. Powers, of Cadillac, President of the Western Michigan Press Club.

Lapeer will entertain the Michigan Knights of the Grip at their annual State convention on Dec. 20 and 21.

Saginaw business men have asked Michigan Central officials to give them better railroad service to Caro and prospects indicate that the request will be granted.

The temporary check in the automobile industry has not affected Lansing very greatly. Two building and loan concerns there have loaned over \$140,000 in the past six months, every dollar of which has gone into the building of new homes.

The Ypsilanti Board of Trade has been incorporated with \$10,000 capital and will go out after new factories.

Frank Davis, the new Secretary of the Portage Lake Business Men's Association, Houghton and Hancock, is meeting with success in his campaign for new members.

The city of Detroit will pay 82½ per cent. of the taxes of Wayne county this year.

A truck farmer operating within the city limits of Dowagiac has sold this fall over 700 bushels of tomatoes and 4,000 to 5,000 dozen ears of sweet corn. Much of the corn was shipped to Gary, Ind.

Chestnuts grown in the vicinity of Allegan sold in that market recently for \$6 per bushel. Why wouldn't it pay the owner of waste lands to plant chestnut trees, securing a double profit in nuts and timber?

Instead of burning their leaves some of the smaller cities bury them in shallow trenches and manufacture leaf mold, which is invaluable in gar-

den and flower cultivation and sells at \$1.80 to \$2 per barrel.

Adrian is still negotiating with the Van Camp Packing Co. over the building of a condensery there. The Van Camp Co. will put \$4,500 into a site and the balance will have to be donated.

Saginaw photographers are camping on the trail of itinerant picture takers who are doing business there and would drive them from the city, or at least compel them to secure licenses.

Menominee has a lively Commercial Club of 175 members.

Almond Griffen.

Pointers For the Grocer.

A grocery man should know that in filling an ordinary size bag he should hold the bottom of the bag in the open left hand. That in taking an order he should never lean on the counter. That instead of saying, "Anything else?" it should be, "What next, please?" That in weighing a piece of meat he shouldn't say five pounds and seven ounces, but "Not quite five and one-half pounds." That the bill should be figured up and the amount given instead of asking, "Shall I send it C. O. D.?" That in answering a phone call he should mention the name of the firm instead of saying, "Hello." That packages should be wrapped together when they are to be carried home before the customer makes the request. That children should be waited upon in regular form. And that a scoop should never be left in a bin or drawer.

Raisin Day Had Good Effect.

The Raisin Day propaganda of the Fresno, Cal., raisin growers seems to have left a permanent impress on the confectionery and bakery trades in California. Raisin bread is now a regular feature of some of the San Francisco restaurants and lunch houses, and raisin candy is very freely bought at most of the larger candy stores. Confectioners realize that there is a chance for a number of new creations in the way of raisin candy, and new things are expected to come out right along. A few days ago a company was organized in Fresno which will make a specialty of raisin candy, and the trade is hoping that it will be able to evolve some taking things.—Pacific Coast Gazette.

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E. A. STOWE, Editor.

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OLD POLITICAL PARTIES.

Are the old political parties breaking up? This is a question that arouses many diverse opinions.

There are some who believe that the two great parties that have essayed, each in its particular way, to guide the destinies of this great nation, are already little more than dead carcasses, while others hold that the changes going on in the political condition of the country are operating to work needed and wholesome reforms in both parties, and that both being purified and freed from injurious abuses will receive new strength, and will be able to continue for long terms of years the competitive conflicts that are necessary to maintain Democratic - Republican institutions and government by the people in healthy activity.

Before any positive opinions are expressed upon the situation, it will be well to take a glance at party changes in the past history of this country.

The first political party which had control of the public affairs of the United States after the Revolution, was the Federal. It was a strong government party, with Alexander Hamilton as its leader. Washington was inclined to it, and it had the support of all the financial and commercial interests.

The other party was the Republican, which subsequently changed its name to Democratic, and was headed by Jefferson. It was a people's party, opposing all domination by a central authority and standing for the rights of the states as the dominant influence.

After the war of 1812-15, in which New England threatened to secede from the Union, the Federal party, which had its stronghold there, went into a rapid decline, leaving the country under the control of the Democrats.

About 1834, when General Jackson was President, who despite his arbitrary and dictatorial administration, was opposed to any aggression of the national or central government except when it was done by him, the Whig party, which was devoted to a tariff on imported goods, and a central national bank, and an increase of

power for the national government, grew up and maintained itself until the angry dispute over the existence of African slavery in the Southern states brought on the sectional war and the rise of the sectional Republican party.

That broke up the old Whig party, whose Northern element went into the Republican war organization.

The Republican was a strong government party, urging the national government to assume all authority and crush out slavery and the Southern slave owners. The Republican was an uncompromising, sectional war party, with every energy aroused to conquer and reduce to subjection the Southern States. The Northern Democrats, while they espoused the Northern side of the sectional quarrel, still maintained a fixed political opposition to the Republican domination.

Everybody knows history of the two great parties up to the present time, when both, while proclaiming their mutual antagonism, have actually come together on so many former points of difference that Mr. Bryan, who has been in recent years the leading promulgator of modern Democratic doctrines, charges President Roosevelt, the head and front of the Republicans, with having stolen and adopted the Bryan dogmas.

But the new Democracy is not the original Jeffersonian article. The national treasury, with its billion dollars of revenue and its supposed power to create unlimited quantities of paper money as good as gold, has become the grand attraction of all parties. To get possession of it is now the chief object of every one.

It is charged that there is no actual difference between the two old parties, but that in place of their old cardinal doctrines there has grown up a strong conservatism whose effort and object are to support and maintain substantial interests of the country, and in opposition to it is a vast public opinion that seeks to regulate and control, if not actually overthrow the great financial, commercial and industrial combinations and corporations characterized as "trusts," with Theodore Roosevelt at its head.

Of course, there are various and varying opinions on the subject, and as nobody is willing to believe that a great political revolution is at hand, few are willing to think that the two famous and historic old parties which have so long had the political destinies of the republic in their hands, are on the very verge of breaking up. The history of parties in the past, of this country should shed some light on the situation. Predictions are of no consequence under the circumstances, and it is a mere matter of conjecture as to what is going to happen in the premises.

BURDENS OF THE RAILROADS.

Signs are not lacking that when the Legislature meets again the railroads will be on hand with a well organized demand for easier conditions under which to do business. They will contend that the taxes levied against them are too burdensome, that the 2-cent fare is a hardship, that the

many rules and regulations, State and Federal, greatly increase operating expenses, that no longer is it possible to do business at a profit.

Compared with conditions that once obtained in Michigan the railroads certainly are hard hit. Whether the burdens imposed upon them are too severe can not be said off hand. But one thing is certain, the railroads themselves are largely responsible for what has come upon them. For years, by corrupt methods, they controlled legislation. They evaded just taxation. They made the people pay tribute to their greed. It took a Pingree to bring about reform. If the reform went farther than was necessary, if it went so far as to be a hardship, the railroads may have the sorry consolation of knowing that they invited the fate. In asking for easier conditions they may have more of the same sort of consolation when they observe the suspicious attitude of the people. In other days they did not hesitate to lie, misrepresent, bribe and even steal to get what they wanted from the Legislature, and from those in official positions. Are they truthful and above board in seeking present relief?

Whether or not the railroads are being hit too hard is, however, worthy of careful, candid and honest investigation. A utility corporation, whether a railroad or a gas plant, can not give good service unless the income shows a fair margin above the outgo. Good railroad service, passenger and freight, is far more essential to the prosperity of the people than all the money the railroads pour into the State treasury. If investigation shows that the railroads can not prosper under present conditions, if they can not give the best service, if they can not keep equipments up to date and make improvements and extensions as needed, then there might as well be some revisions in the law and easement. But the investigation should be honest and movement should be in the open and above suspicion.

THE DIRECT AIM.

The parrot has snowshoe-like feet which enable it to travel forwards, backwards, or sidewise with almost equal facility. Yet its pace is slow and uncertain in either direction, and when it really starts out in a business-like manner it uses its strong beak and mounts upward.

Some of us wander from side to side in much the same manner as the parrot, now with this thing in view, and now with that. But when we really strive for some laudable purpose we must use another method of propulsion, and climb like the parrot.

That it was the tendency of human nature to vary from directness even in ancient times is implied by the words of Horace, "A vase is begun; why, as the wheel goes round, does it turn out a pitcher?" When a child is given a piece of clay he experiments by making first one form and then another. He has not yet formed a definite conception of what he does want, and in the plastic condition of his material, he realizes that he can go on shaping and re-shaping at will, not having in the end accomplished

any permanent work, but having succeeded in amusing himself.

But an Angelo calls for the marble block, and with decisive strokes he evolves a form which will live after the hand which gave it reality has crumbled to dust. He has a definite aim, a clear conception of what he would produce, and his fingers have been trained to execute the details. This is no child's play, to endure but for an hour. He recognizes the fact that life is earnest and the figure, whether of a god or a demon will remain. High ideals bring greater results. A Raphael could scarce be pardoned for turning his attention from Madonnas to the more material things.

OUR BEST.

Those who placed the Dusseldorf at the supposed point of victory in the recent aerial contest may be pardoned if a bit humiliated that the America II, though reporting tardily, has outstripped them in the race for long distance flight. Yet they made a good record, did their best. They really have much to feel proud over.

When we have done our best, conscience says "well done," no matter whether the world applauds or not. And this is really the most discerning, capable, and just judge. It understands our limitations, our intentions. If fortune has proved adverse, no one appreciates the fact more fully; and if by unjust advantage we have won the point, it partially veils the glory from our own eyes, even though others do not perceive the dimness.

The airships which were outdistanced by the two breakers of records in flying may have also done their best, and thus deserve, as such, our praise. If they or any of them descended with the satisfaction that they had done better than had been done before, they now see the mistake in not striving a little harder, putting forth still greater effort. The strife which stops just beyond where it is believed others have gone is not that which excels; it is the effort which stands for the best that is in one which is the supreme test.

Our best is capable of growth. The dumb-bells which were lifted with difficulty a month ago are now swung with ease if we have practiced faithfully. The task of to-day will become the play of to-morrow. "See that no day passes," says Ruskin, "in which you do not make yourself a somewhat better creature." This can only be done thoroughly by doing each day the best possible, whether in a balloon race or in the ordinary walks of life.

You can develop vices enough of your own without adopting those of other business men. Follow no example but a good one.

The man who is trying to get rich without hard work is sure to find that he has chosen the hardest of all roads.

The fellow who is always late getting to business will soon find that business is late in getting to him.

SHAKING OF TABLECLOTH.

"How nice it is that we are going to be neighbors," was the greeting of a woman to her old friend; "you can see me shake my tablecloth."

"Yes, but I shall not wait to see you shake the tablecloth before I start," was the laughing response.

There are many people in this world who wait until after the cloth is shaken, and consequently are obliged to race with the chickens for even the crumbs. Those who wish to enjoy the full feast must be on hand before the meal is commenced.

The principle is noticeable when ordering goods. You have all seen the man who never thinks about the necessary supply of raincoats until it begins to rain. Then by the time he gets his stock it has cleared up or every one is supplied. Seasonable goods of any sort must be prepared before the time for use. Some of them are in stock among the provident weeks before, in order to give the consumer opportunity for getting them ready for use. This is especially true of dress material. The makers of the fashion sheets are keenly aware of this, and the fall numbers are full of models for winter goods, that the seamstress may have full directions for getting her work completed at the proper season.

The force of the old Spanish proverb, "When a fool has made up his mind the market has gone by," is just as great now as a century ago. If you do not furnish material on time you might just as well not furnish it at all; better, in fact, for there will be practically no demand; and the time and money spent over the out-of-season goods can better be employed in getting something at the proper time. You may be content to be a plodder, but your customers will soon show you that they do not propose to tolerate the crumbs.

THE KNOWING HOW.

An expert locksmith was summoned to a neighboring city early one morning to unlock a safe in one of the leading banks. He did it in fifteen minutes, yet his bill was \$25. The bank officials protested that that was too much money to pay for so short a period of work. "All right," was the brusque response as he slammed the door shut again with a combination of his own. "Open your own safe." He turned to go, his manner being as determined as his words. But when the bankers volunteered to pay him his price he replied, "\$50 is my price for opening it twice. What if it does take only a few minutes? I must have my pay for the years I have spent in learning how." It is needless to say that he got his money.

An Edison can command his own price for a magazine article if he wishes. It is not that his rhetoric is elegant, or that his ability to put his thoughts on paper is superior to that of many others; but it is well known that he knows more about his chosen sphere of work than any other living man. The apprentice in any department may feel a bit misused that he receives low wages while one who seemingly does not half the work required of him is receiving a princely

salary. Yet the other man not only knows how to do his work, but that of many others. In an emergency he is quick to see what must be done. He gets paid for the accumulation of knowledge which he has been gathering for years.

The knowing how has a direct face value, no matter where we may turn. The greater our skill along any line the more we have a right to expect for services pertaining to it. The surgeon gets \$25 or \$50 for a simple surgical operation, but part of this must be applied to the olden times when he was learning how. Learn how to do skilled labor that the world needs and your work will be rewarded.

THE ROAD TO EXCELLENCE.

Ross Erwin, who has achieved fame in sporting circles for his skill as a baseball catcher, did not arrive at this stage without protracted study. He worked steadily for five years in various places, studying pitching styles before getting into the major league. Some would count this a waste of time, but he does not. He started out with a determination to excel. He has made the National sport a business, and he has succeeded with it.

There is no short road to true excellence. The cheap imitation may be reached by coasting down the side slopes. But there is always danger of an accident which will wreck the best laid plans. Webster declared that he had worked for more than twelve hours a day for fifty years. And yet when a lad he was called lazy! "Mankind worships success," says Field, "but thinks too little of the means by which it is attained—what days and nights of watching and weariness, how year after year has dragged on and seen the end still far off; all that counts for little, if the long struggle does not count in victory." Goethe said: "Each bon mot of mine has cost a purse of gold. Half a million of my own money, the fortune I inherited, my salary, and the large income derived from my writings for fifty years back, have been expended to instruct me in what I know."

When the first glass factory was started in Pittsburgh there were many failures and discouragements; and after the first bottle was turned out Gen. O'Hara, the man at the helm, announced the fact to friends with the added statement that it had cost \$30,000. But the industry soon grew to be a profitable investment and through this was laid the foundation of a great industrial center. "To color well," says Ruskin, "requires your life. It can not be done cheaper." And, as in the arts, the requirements of the trades and commercials are exacting.

REDEEM THE COUPONS.

A child of a family where the flour was all bought eagerly hoarded the coupons issued with a certain brand, for the presentation of a certain number to the grocer of whom the purchase was made gave the assurance of a handsome bread box—just the thing that she knew mamma wanted. It took many coupons. She was over

a year in gathering them, for sometimes the grocer did not have that grade of flour and another was substituted. Carefully she counted the coupons from time to time, not a single one escaping, and more than pleased was she on the morning that they were proudly presented.

"What did Mr. X. say when you gave them to him?" was asked by one of the family.

"He just looked at them and smiled," was the reply.

In a few days she was told to ask him about the matter. He confessed to having forgotten about the coupons but "would see to it the next time he ordered flour."

Time passed and at last one of the older members of the family made enquiries, to be answered in a similar manner. Is it any wonder that such evasiveness on the part of the dealer created an indifference on the other side? If he did not propose to give the premium offered, why handle goods promising it and why not at least be honest enough to say at once, "We did not suppose that any one would collect so many coupons and we have no boxes for distribution in this way."

In the instance cited the damage was two-fold: It caused an old patron to find out that promises at that establishment were not reliable, it caused a child to feel that the careful saving of small things is of no avail. Insist upon the fulfillment of any offer which you have a part in rendering to the public.

THE POWER OF SYSTEM.

It is stated that some of the injured in the recent Italian disaster suffered for hours in the fierce rainfall, and that not until warships reached the Island and landed sailors that systematic rescue was commenced. There may seem to be unnecessary red tape about the discipline of seamanship, yet this is just what is required to bring order out of chaos in a critical time.

Visitors in any great industrial establishment are at once impressed with the system apparent at every turn. There is nothing done in a haphazard manner. Every one knows his place and fills it to the best of his ability. The plan set forth by the ant and the bee is perfected in the materialization of man's greatest achievements.

Go through the Heinz establishment, where the "fifty-seven varieties" are being manufactured, from the making of the can to the filling with the finished product, sealing and sterilizing, and each of the hundreds of blue-uniformed girls knows just what her part is in the process. Were there not perfect system at every turn the uniform rate of manufacture would be materially decreased.

Even in the homely duties of the housewife we have all seen one who made every step count; another trotted back and forth aimlessly at times, and the greater the hurry the more helpless she became. The one had system, the other lacked it. For one the work was easy; with the other it dragged.

Every device which systematizes

our work makes it easier and more effective. If there is sometimes "method in madness" there is certainly no madness in method when it enables us to be more reliable, more efficient. System has the power of increasing capital five, ten or a hundred fold.

VOTE FOR THE PARK BOND.

The indications are favorable that the proposition to issue \$200,000 bonds for the purchase of additional park and playground lands will be endorsed at the polls next Tuesday. The proposition is one which every grocer, every butcher, every baker, dry goods dealer and shoe man, retail and wholesale alike, are interested. More parks and playgrounds means a better and a bigger town, better people and more of them. Lands desirable for parks and playgrounds can be bought cheaply now; a few years hence, when the city's growth makes the need for them urgent, they will be out of the market or obtainable only at great expense. The city is growing and by buying now it will be getting in on the ground floor and will profit by the increase in real estate values.

Not only for its own good but as an example for all the towns in Western and Northern Michigan that look to this city as a center, Grand Rapids should vote the bonds. If this city recognizes its needs other cities and towns will discover that they have needs other than of a money grabbing nature. They will see that a public playground is better for the boys than the pool room or the streets; that a park with trees and flowers in it adds to the beauty of a town, becomes a source of pride and makes people more content. Even the smallest town should have its parks and playgrounds and if Grand Rapids points the way others will certainly follow.

IN THE SMOKE.

Rev. Russell H. Bready made a remark at the banquet of the Preferred Life Insurance Company of America last week that the brethren of the cloth of all creeds and denominations might well heed. He does not use tobacco in any form, he abhors it, he said, but he declared he found it more profitable sometimes to be in the thickest of the smoke than at the weekly prayer meeting. In the smoke he found men as they really are; where he found them in prayer meeting he did not say, nor was it necessary for him to do so.

The trouble with most churches and most pastors is that they live and think and work entirely too much in the skies. They consider what ought to be, not what is. They should get down to earth, become acquainted with men and the affairs of the world and seek to make present conditions happier, brighter and better. If we have a heaven on earth, the future can be depended upon to take care of itself, at least to a reasonable and respectable degree. If more will get into the smoke occasionally, if they will more freely mix with their fellowmen, their influence will be strengthened and their power for good increased.



SANTA CLAUS IS UP TO DATE. He Will Have Air Ships For His Children This Year.

Santa Claus, the progressive old soul, having ordered the newest model of aeroplane to make his annual trip southward, is now, according to the latest authentic news from the North Pole, laying in a stock of new style toys. The year that sees the toy monoplane will take Noah's ark and the Teddy bear away.

For the 364 days from Christmas to Christmas serious minded grown-ups are spending much of their time and brain power devising and manufacturing new toys, a little more splendid, a little more unusual, a little more mechanically perfect than those of a year ago. The popularity of the old favorites does not wane, and most of the new ideas, however ingenious they are in themselves, must be modifications of the time honored favorites or run the risk of failure.

Dolls always have been and will be of first importance to most small girls and some small boys, and all that the manufacturers can hope to do is to make this year's dolls more like real babies than they ever were before.

With the small boy the problem is less complicated. He keeps an eye on current events and it is a queer boy who couldn't give the inventors points on the latest automobiles, aeroplanes and magnetos. If an invention marks a step in progress the boy expects to see it duplicated in a toy and he has learned not to be content with make-believes, but demands something that will really go.

Not even second to the newest Teddy game are the toy aeroplanes which every boy will probably be demanding for Christmas. Some are made of celluloid, some of silk, but the important thing about all of them is that they fly. A key winds them up.

For the boys whose aspirations are not aerial there are mechanical warships, which can be propelled in Bath-tub Harbor or Frog Pond Bay by their own machinery. For land-lubbers a new hybrid, half auto and half horse, will prance or whizz; in fact, a sort of Gee Whizz which will share the honors of locomotion about equally with the hill climbing steam engines.

Hitherto the great drawback to toy engines has been in their unwillingness to do any real work. They were all right on level tracks, but a lump in the rug would wreck the locomotive and spill all the passengers. But an engine that will go up hill is almost as good as the real thing. Some

of the trains are propelled by electricity.

Dolls with motionless, staring faces have talked and cried in the past. They have been black, white and yellow, able to open and shut their eyes and have possessed wardrobes and trunks to hold them, and all that sort of thing.

But this year a doll will have real eyelashes and real hair, some of them. There is also one magnificent creature who will soon make her debut in the shops, who is called the "flirting doll," because she rolls her eyes coquettishly.

The Teddy bear, which threatened to be a dangerous rival to the waxen beauties, has this year formed a merger with the doll, and the result is unique, although losing perhaps some of the charm of both. However, the zoo-dolly has a charm all its own. It is dressed in a queer costume of feathers or fur, but has a doll's face, with a hood which can be pulled over the face to make a complete animal or bird. At once the harmless doll becomes an elephant, a donkey, lion, cat, dog, a rooster, or a frog.

No longer will a doll-like expression be the term of reproach that it was, for the haughty blonde and sparkling brunette with features icily splendid are giving place to funny, squat, humorous, lifelike babies, called "character dolls," whose faces are taken from human models and are startlingly realistic. They cry, laugh or smile, but the old time simper is not on their sturdy faces. They also possess the valuable quality of indestructibility.

For young children a comfortable doll is one which is a hot water bag in disguise. She has a doll's head and clothes, but a substantial rubber body which gives her a warm, human feeling much more sympathetic than raw sawdust.

What will delight the eternal feminine in miniature is the reproduction of every article of wearing apparel in doll sizes. Underclothes have always been fashionable for careful mothers to put on their children, but never have they been so complete in detailed imitation of reality. The novelties in dolls' clothes read like the advertisement of a sale, for there are kimonos, belts, hats, furs, corsets, nightgowns, parasols, opera bags, atomizers, combs, rubber auto coats, jewelry and even garters.

Doll furniture has reached a height of magnificence hitherto unequalled, beds being made of real mahogany in Colonial designs and of solid brass. There are also doll Pullman sleepers and perambulators.

The adventures of Roosevelt in Africa made the toy dealers happy, for it gave them an unlimited field of new, bizarre animals to delight the children. The butek and the dikdik and the wildebeeste will all have their places in Santa's pack, besides an elaborate game showing the Colonel, with his spectacles, and Kermit, with his little camera, in the midst of a raging jungle filled with red, green and yellow animals and waving pampas grass. It is Noah's ark up to date.

Vera (8 years old)—What does transatlantic mean, mother? Mother—Across the Atlantic, of course, but you mustn't bother me. Vera—Does trans always mean across? Mother—I suppose it does. Now, if

you don't stop bothering me with your questions I shall send you right to bed. Vera (after a few minutes' silence) — Then does transparent mean a cross parent?

We are manufacturers of
Trimmed and Untrimmed Hats
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

Table Linens SOME GOOD VALUES

64 in. Bleached all linen	37 1/2 cents
70 " " " "	40 "
72 " " " "	75 "
60 " Silver " "	40 "
72 " " " "	85 "

Sets consisting of cloths and one dozen napkins to match in individual boxes, \$4.50 to \$10.00.

P. Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.

JUST NOW

Is the Right Time to Replenish Your Stock of

**Flannelettes,
Outing Flannels,
Shaker Flannels,
Wool Flannels
Comforters,
Blankets,
Bed Spreads**

We have a large and new assortment of the above and would be glad to receive your order.

Grand Rapids Dry Goods Co.
Exclusively Wholesale
Grand Rapids, Michigan

Fashion Parade Attracted Attention.

Kaufman Bros., Aberdeen, Wash., seem to have hit upon a splendid crowd-bringing idea in their Style Parade, which was held two weeks ago.

They advertised the fact that six living models would parade the store on Friday evening. Each girl was dressed in altogether different style and the descriptive catalogue told what each represented, as follows:

"New York Tailored Girl" represents the simple, yet modish, attire of a strictly up-to-date tailored girl.

"Shirtwaist Girl" shows the different styles of fancy as well as plain tailored shirtwaists now in vogue.

"Motor Girl" gives you an idea now in vogue.

"Motor Girl" gives you an idea how to dress when going on a motoring tour.

"Athletic Girl" illustrates many chic styles of sorority and sweater suits.

"Winter Girl" offers many new suggestions in furs.

"The 1910-1810 Girl"—How far we have come in 100 years. Note the extreme difference in the style of dress.

"Opera Girl"—Always with a winning smile.

Note—The hats worn in the parade are selected from our millinery rooms by Madame De Gibeault.

In addition to the parade a splendid musical programme was arranged. The store was decorated with autumn foliage and it would seem that no slight details had been overlooked.

Kaufman Bros. say the crowd was so great they were compelled to lock the doors and have the crowds that were unable to secure entrance view the parade through the show windows.

They secured a very good write-up of the affair in the local paper, which account also states that the store was unable to handle the crowd.

Such an event will not only cause a great amount of helpful comment, but will be remembered by the people for some time. The plan will no doubt result in a permanent benefit to the store sufficient to justify them for the time and expense of producing it.

Origin of the "Waist."

The invention of the waist is a comparatively modern thing which had its beginnings in the Renaissance. It was then, according to an English magazine, that the lady developed a waist.

In the Middle Ages her garment had been all of a piece, sometimes girdled more or less closely, but characterized by long lines from shoulder to toe. Her lamentable modern conception of herself as consisting of two parts, an upper and a lower, susceptible of different architectural treatment, dates more unexpectedly from an age of beauty. Bellini's kneeling Venetian lady (blonde, of course) has cut off her tight-fitting bodice at the waist and sewn her skirt to it.

The next step was to make bodice and skirt of different colors, and the lady was sawn asunder with as hap-

py effect as if a Doric column were to be painted two-thirds red and one-third yellow. The mechanical difficulty of adjusting the tight bodice to the curves of the human body was met at an early date by the application down the middle line in front of a strip of some unyielding substance. This object was often exposed to view when it was made of ivory or silver or mother-of-pearl, and richly ornamented. Thus gaily was the corset ushered into women's apparel. The establishing of this instrument in its complete form is attributed to Catherine de Medici.

Catering To the Inner Man a Source of Profit.

In the big, up-to-date store of today almost as much importance is attached to "service" as to the merchandise carried. The public has learned to demand many conveniences that were unknown in the store of twenty years ago, and the store that now gets the most business is the one that offers its patrons the best service and the greatest comfort. One of the conveniences of the modern store is the serving of refreshments to shoppers. This service varies from the elaborate culinary equipment of some of the big department stores that have restaurants prepared to serve the most elaborate dinners, down to the simple arrangements for serving a cup of hot tea with cakes or crackers.

It is pretty generally conceded today that in a big store it is necessary to provide shoppers with refreshments of some sort. With many women shopping is an arduous task involving hours of standing and walking about the store. It is a task that leads to hunger and fatigue and a quiet place where one can seat herself comfortably and rest while partaking of a refreshing hot or cold drink and a sandwich is much appreciated by the weary shopper. In fact, this sort of a luncheon is a real necessity with her and if it can not be had in the store she will have to get it outside. For patrons from out of town, and every big store has many of these, the store luncheon is an even greater convenience than for those who live in the city and who can eat at home.

There are many stores that make a soda fountain serve all necessary requirements for luncheons and refreshments. There are a few tables and comfortable chairs where patrons are served with a considerable variety of hot and cold drinks as well as with cakes, sandwiches and other edibles that are easily prepared. This feature, when properly managed and advertised, will not only prove a great convenience to shoppers but will bring in a very substantial profit. Of course, a complete soda water outfit involves a considerable initial expense, or investment, rather. This is true, however, of any improvement connected with merchandising. But, once installed, the soda fount begins to make money, providing it is handled with the same care and attention that are given to other features of the business. It is not difficult to establish a reputation for a soda water fount that will bring people blocks

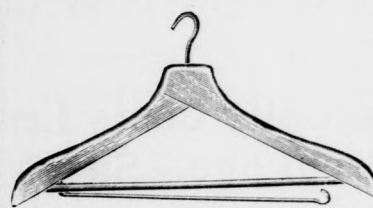
out of their way to the store, winter and summer.

In stores where it is impracticable to install a soda fount, the same results may be obtained on a smaller scale by putting in a hot soda outfit, which may be done at a trifling cost. A complete outfit for serving hot soda and a great variety of other hot drinks can be put in for less than \$20. Hot drinks have become wonderfully popular all over the country and manufacturers have kept up with the increasing demand for new things in this line. They offer many kinds of extracts that require only the addition of hot water to convert them into delicious and wholesome beverages. For this reason there is no experience or skill required to operate the hot drink booth. Any bright girl or boy can do it. As to the menu, this is a matter that must adjust itself according to the demand. Sandwiches of several kinds, cakes, etc., will be found all that is necessary in many stores. In others there may be a need for something more substantial, but there is a good profit in most of the things that will be served. The manufacturers of the apparatus are prepared to supply all the practical information that may be required; they have collected a great deal of data on the subject and can tell accurately what will be required under any given conditions.

It will be worth while for any merchant who has a good-sized store to look into the hot drink proposition. In the beginning the idea may not appeal to him as there are many merchants who are averse to leaving the well-beaten path that they have followed for years. In this matter, however, there is the wisdom and experience of most of the best merchandisers in the country to back up the statement that refreshments served in the store at a reasonable price will bring both business and profit.—Merchants Record and Show Window.

Binks—Is Jones a good photographer? Winks—Yes, indeed. He took a picture of father so natural that mother wouldn't have it in the house.

H. A. SEINSHEIMER & CO.
CINCINNATI
MANUFACTURERS OF

HANG UP YOUR CLOTHING

No. 54 Combination

Suit Hanger, Per 100, \$8.00

With wire attachment to hold trousers

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

The Taylor Mfg. Co., Princeton, Ind.

No Time For Flowers.

Apropos of election day, Senator Penrose said at a luncheon in Philadelphia:

"More mud is thrown than flowers at this season. It can't be helped, I suppose. All the same, it puts many honest candidates in a bad light."

"I was talking once to an independent voter a few days before election. He said he had read up the careers of the two candidates exhaustively."

"And which of them will you vote for?" I asked.

"I don't know yet," he answered, shaking his head. "The fact is, from what I hear about them, I think it's a great blessing that only one of them can get in."

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

Made in Chicago by

BECKER, MAYER & CO.

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

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

BAGS New and Second Hand

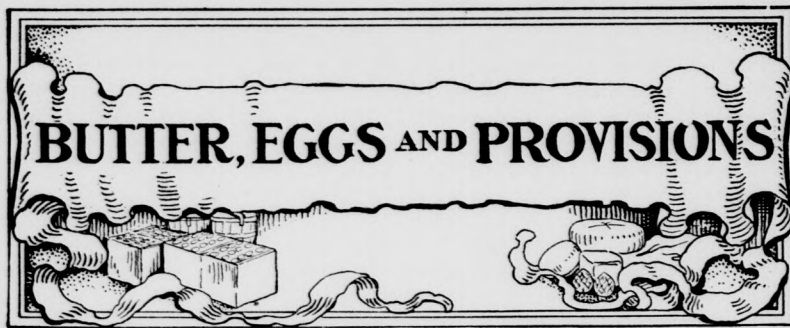
For Beans, Potatoes Grain, Flour, Feed and Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

Perfection
COPYRIGHTED

BOYS' CLOTHES



FIGHT ON BAD EGGS.

Purdue Will Campaign Among Indiana Shippers and Jobbers.

Under the guidance of the Agricultural Department of Purdue University a determined campaign will be made among farmers, country shippers and finally large jobbers in Indiana in an effort to persuade them to use more care in handling eggs. A. G. Philips, associate in charge of poultry husbandry of the college faculty, will have immediate supervision of the matter, and he has mapped out a course by which he hopes to reach all dealers.

The first step will be to educate the farmer in the proper method of caring for his poultry, thus improving the quality of eggs. An effort will be made to show him that it is to his advantage to sell the eggs fresh and only on a loss-off basis. The majority of the dealers are in favor of buying only candled eggs, but many hesitate to adopt a firm policy in this respect for fear they will be unable

to obtain a sufficient supply. With the farmer and shipper working together for a better quality of eggs, the public, it is believed, will be quick to realize the advantage of using only the candled product. Under the loss-off system the farmer stands the loss from the bad eggs among those he sells to the dealers.

A call will be sent out from Purdue University to all the car lot shippers of Indiana for a general meeting to be held in Indianapolis about the middle of November. There is a State organization of live poultry shippers, but no similar society of egg shippers, and all campaigning will have to be done through individuals. With the University faculty in charge, it is planned to appoint a committee of three or five shippers, who will confer with the State Board of Health in regard to having a law passed governing the sale and shipping of eggs.

The questions sent out by the Poultry Department of the University to all buyers are intended to cover the entire field. They deal with

the statistics regarding the percentage of good eggs at different times of the year and with the best methods of taking care of the eggs. Some of the leading questions follow:

How many cases did you buy during the hottest thirty days of the year? What was the per cent. of rots during that month? What is the average quality of the eggs which you buy—poor, fair or good? How do you grade your eggs when you candle them? What in your opinion causes the large number of rotten eggs to be sold on the market? Is it holding for higher prices by the storekeeper, or is it because the farmer does not give the eggs proper care?

Regarding the methods of buying, the following queries were put: Do you buy case count the year round, and if not, when do you buy loss-off? Could you afford to buy loss-off the year round? Do you think it would be advisable for all buyers in Indiana to agree to buy eggs loss-off? What difference do you make in price when buying loss-off? When you candle your eggs after buying, either loss-off or case count, state the number of dozen of eggs lost a case during each month of the year. How many dozens of eggs do you figure you will lose a case when buying case count? If the bad eggs could be eliminated, could you afford to quote higher case count prices? If so, approximately, what increase could you afford? In case a community of farmers were instructed as to the kind of eggs which are best to sell, and would ship you

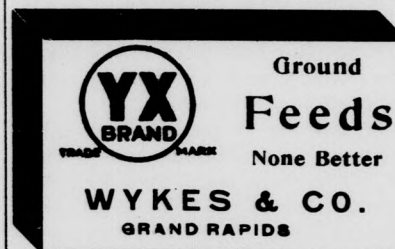
first-class eggs, could you afford to put a premium on them above the market price?

Among other miscellaneous questions is this: Do you think that rigid enforcement of the pure food law would make the farmer or storekeeper more careful?

Selling Eggs By Weight.

An ordinance is under consideration in New York requiring dealers to sell eggs by weight instead of by count. At a recent hearing before the Commissioner of Weights and Measures Geo. E. Cutler argued against the plan, and in part said:

"From time immemorial eggs have been collected, bought, sold and shipped by the dozen. The farmer has marketed them, the shipper has shipped them, and the markets of the world have priced and quoted them by the dozen, and there is a natural and inherent reason for this. The egg is a unit of substantial uniformity. Nature at the time of production compresses into every shell a fairly uniform amount of nutritive material, so that, for all practical purposes, one dozen of new-laid eggs is accepted as the equal in nutritive value of any



Why Lose YOUR Egg Profit?

Over 200,000 dealers have stopped breakage and discounts by using

Star Egg Carriers and Trays

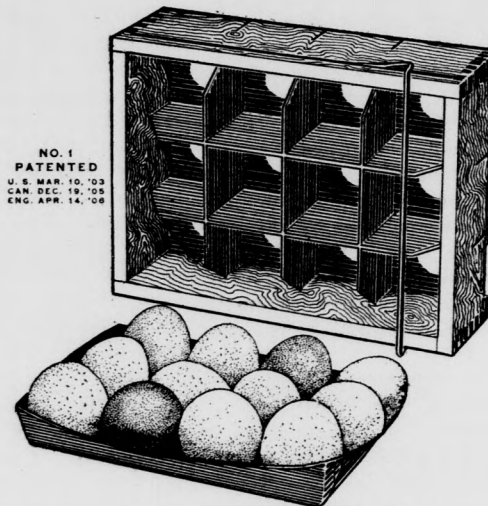
for safe egg delivery.

The STAR system is a cheaper method of egg delivery than paper bags or boxes---

**Actually Costs Less in Dollars and also
Saves Breakage---Saves Time---Saves Customers**

It is surely worth your while to look into this system—today—now—Ask your jobber and write for our booklet—"NO BROKEN EGGS"—It explains everything. Also repeats what some of the 200,000 say—

STAR EGG CARRIER & TRAY MFG. CO. ROCHESTER, N. Y.



Made in One and Two Dozen Sizes

other dozen of new-laid eggs. Nature, in this, never defrauds us. She never imposes upon us, in the laboratory of production, by partially filled shell. Variations in price are occasioned by varying degrees of freshness, cleanliness and minor differences, not accurately determined by weight, but requiring the intervention of the skilled inspector.

"In the wholesaling of eggs, there is a universally accepted standard. Wholesaling and shipping are done in the standard case or carrier containing thirty dozens of eggs. This is a case of exact dimensions, to receive ten strawboard fillers holding three dozens each, and so satisfactory is this package to all parties interested that even the transportation companies permit the billing of eggs in thirty-dozen cases at the uniform rate of fifty-three pounds per case, whereas they require the actual weighing of commodities generally. Our standard package is an evolution and has gradually supplanted all other shipping packages.

"It therefore appears that in wholesaling and distributing them to the consumer in New York by the dozen we are in exact conformity with our entire country and we would impose great hardship upon the trade and cause discrimination against New York by the adoption of a different system.

"Now, as to whether the selling by weight would cause greater accuracy and fairness than the selling by the dozen: I contend that the weighing system is far more liable to unintentional error and intentional fraud than the system now in vogue. I have already referred to the fact that wholesaling is universally done in the standard thirty-dozen carrier. The dimensions of this carrier are such that it is a physical impossibility to pack into it more than ten fillers of a capacity of three dozens each. No short packing is possible without immediate discovery, through the empty fillers, and a corresponding allowance to the buyer. My experience as a wholesaler of eggs extends over a period of twenty-four years, and it has convinced me that the present system is honest, accurate and just to buyers and sellers alike."

Babies at the Food Show.

A German, an Irish, an Italian, a Polish, a Russian and a Servian baby, ranging from 3 days to 4 months old, were the star features at the dairy show in Chicago. The infants were installed in the glass-enclosed booth, and from the moment of their arrival this section of the show became the principal point of interest. The babies were scientifically fed by trained nurses from St. Vincent's Orphan Asylum, and the object of the demonstration was to teach mothers how to feed their little ones on cow's milk.

"Well, have you learned anything from your experiment at making garden?" "Yes; I have learned not to promise anyone any vegetables."

A blind man recently shot a deer in Maine. We suppose he did it because, being blind, he was unable to mistake a guide for the buck.

German Milk King Is Dead.

A man whose name is familiar to every baby in Berlin passed away a few days since, at the ripe old age of 78—Geheimer Kommerzienrat Karl Bolle, the multi-millionaire milk king.

Herr Bolle, a self-made man in the best sense of the word, raised himself from small beginnings to an enviable position in the business world. At the time of his death he was the master of the milk situation in Berlin and its environs.

Twenty-five hundred people were in his employ. His wagons, with their tinkling bells and blue clad milk maids and milk boys, have for decades been one of Berlin's most familiar sights.

Herr Bolle leaves a fortune of millions. Children knew of him as some mythical benefactor, whose daily calls were the source of life and health to them.

"Bimmel - Bolle" — "Dingdong Bolle"—are among the first words a Berlin baby learns to prattle. He grows up calling every bell he hears a "Bimmel-Bolle."

Herr Bolle enjoyed the friendship of the Kaiser and Kaiserin, who once visited his great dairies on the outskirts of the capital, as a token of their appreciation of his efforts in purifying the Berlin milk supply.

Near his native place of Mirow, in East Prussia, Herr Bolle, a few years ago established a holiday home for the children of his employes. Orphaned himself when still in swaddling clothes, Herr Bolle grew up with a keen love of children and a keen realization of their needs.

His stupendous milk business was always conducted with a view to doing everything possible for the comfort, health and happiness of the infant and youthful population.

Hen Jag Raises Egg Price.

When Mrs. Adam Forry, of Myers-town, Pa., emptied into the yard a bottle of wild cherries that had been soaking in whisky for years, she did not imagine that her flock of chickens would eat them. They gulped all of them down and in less than ten minutes an amusing chicken spree was on. The old hens lay down helpless, and the roosters and pullets staggered around and trod all over the hens.

Scores of villagers flocked to the place to witness the novel sight, and a shocked teetotaler delivered a lecture on the evils of strong drink, using the drunken hens as a horrible example.

When night came on the "drunks" tried to reach their roosts, but their legs were too shaky and they slept on the ground, just like old toppers.

An eggnog vender is paying Mrs. Forry double price for all the eggs the bibulous hens may lay during the next ten days.

"I had a curious experience yesterday," said Farmer Cornstossel. "What was it?" "A stranger came along and told me a funny story and didn't try to sell me anything."

Some people keep so busy preparing to die that they never find out how to really live.

A. T. Pearson Produce Co.

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

The place to market your
Poultry, Butter, Eggs, Veal

For Dealers in HIDES AND PELTS

Look to

Crohon & Roden Co., Ltd., Tanners
37 S. Market St., Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

Get my prices on
Eggs, Packing Stock and Dairy Butter
Veal and Poultry
F. E. STROUP Grand Rapids, Mich.

SEEDS—Clover, Alsike, Timothy

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

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

O. Gandy & Company South Whitley, Ind.

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or carloads write or wire us. We are always in the market and can pay you the top price at all times.

WATSON & FROST CO.
Grand Rapids, Mich.

A HOT SELLER

**WEILER'S
PURE
COUNTRY
SORGHUM**

**Your Customers
Like It Because**

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

**You Will
Like It Because**

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

IT'S FREE

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

Address

Jos. R. Weiler, Olney, Ill.

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

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

Distributing Agents for

Capital City Dairy Co.'s High Grade Butterine

Write for prices and advertising matter

W. C. Rea

REA & WITZIG PRODUCE COMMISSION

J. A. Witzig

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

"Buffalo Means Business"

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

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

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

Established 1873

Clover Seed and Beans

If any to offer write us

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

Established 1876

Wanted

**White Beans
Red Kidney Beans
Potatoes**

**Clover Seed
Brown Swedish Beans
Onions, Eggs**

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

HOW TO HELP YOUR TOWN.

Make It a Place People Will Like to Live In.

The first requisite for a city to succeed is to improve its own municipal conditions. Outside capital and labor will not be attracted to any city which, within itself, is not doing those things which make for the "City Beautiful." Commercial organizations in every city should take it upon themselves to encourage and secure the building of parks, improvement of water ways, paving of streets and all matters of like nature. Whenever a bond issue is required for these purposes the commercial organization should endorse same to the fullest extent and secure favorable action. This city last year secured the passage of a bond issue in the amount of \$625,000 for the erection of a new bridge, the straightening of the Great Miami River and the building of levees in conjunction therewith. This improvement, when completed, will result in the reclamation of more than 500 acres of now valueless land, located within the city limits. W. B. Moore, Sec'y Chamber of Commerce, Dayton, O.

To my mind the beautification of the modern city by means of parks, playgrounds, boulevards, breathing spaces and architectural beauty, in its bearing upon the commercial prosperity of the community which is farsighted enough to undertake such work, is exactly analogous to the development of the modern store, as a means of stimulating the trade of the proprietor. The storekeeper who today contents himself with displaying his wares and receiving his customers in the small, dingy, unattractive and often unclean quarters which were considered appropriate for shops not so very long ago, must content himself, also, with seeing modern people, who are beginning to be a little more sensitive to their environment, gravitate to the store where the goods may be no better, but where they certainly look better, surrounded by mahogany, plate glass, nickel plate and electric light.

So, among our cities, the material elements of prosperity must, nowadays, have a setting which will make them look all the more prosperous. As young men and women grow up and have the inclination or opportunity to settle upon their future homes, it is these things that attach them to their home city far more than the industrial establishments. I have rarely heard a tourist who, in speaking of Munich, Paris, London, Boston, Toronto, or any other city, say a word about the immense industries in those places; they have advertised them, and compared them with each other, solely by the features of beauty in public and private grounds, buildings and conveniences.

Ernest H. Rowe,
Sec'y Chamber of Commerce,
Uniontown, Pa.

We are now seeing the necessity for a large public park, something which will accommodate a large gathering of our citizens and we now

have under way plans for the securing, improvement and maintenance of a tract of two hundred and forty acres which we believe will be adequate for the present.

About three years ago the benefit of parks to Topeka was realized to the extent that we at that time appointed a Superintendent of Parks, whose entire time is given to this work. One of our City Commissioners also gives practically one-half of his time to our park proposition.

I believe the public park proposition to be one of the most important problems that cities now have to solve and the quicker that a growing community realizes the benefit and necessity for large parks the easier it will be on the taxpayers and the greater will be the benefit to the community at large.

Geo. S. Badders, Sec'y
Commercial Club, Topeka, Kan.

Eight years ago we had less than 100 acres of parks, whereas to-day we have 975 acres, and in every instance where the city acquired park land the adjacent territory advanced from 100 to 500 per cent. One special point I now have in mind is five acres acquired in our Reservoir Park, for which we paid \$1,000 per acre and only last spring the adjacent farm land sold at \$4,000 per acre and is now being built up, the land selling in lots at the rate of \$12,000 per acre. It is a conceded fact that the valuations on adjacent lands to parks will advance sufficiently so that taxes from same in period of ten years will pay for original land so acquired. In other words, city money put into parks is considered a good business investment for the city.

James A. Bell, Sec'y
Board of Trade, Harrisburg, Pa.

I believe that you are doing a great good for all the people in endeavoring to secure greater park facilities for your city. The writer wishes you success in securing the bond issue for greater park facilities in Grand Rapids. W. R. Williams, Sec'y Chamber of Commerce, Geneva, N. Y.

I am a thorough believer in the doctrine that the ordinary inland city must first make itself attractive to its residents before it can become a really great commercial center. I think your own Michigan city of Detroit is, perhaps, the best exponent of this idea. It is true that Detroit has natural advantages in the way of shipping facilities which can not be offered by many other towns. But I know also that when some years ago a factory was moved from Detroit to one of our suburban towns, bringing with it a large number of Detroit workmen and their families, the majority of these workmen returned to Detroit with their families within two years of the time they arrived here. Their return to Detroit was not because of Detroit's shipping facilities, nor was it because of higher wages, but was simply due to the fact that those men found living in Detroit, with its parks and pleasure grounds, more enjoyable than in Wilkesbarre. I am not admitting, however, that

this same experience would be repeated now, for Wilkesbarre has learned a lot about self-improvement within the last few years.

R. W. Ferrel, Sec'y
Board of Trade, Wilkesbarre, Pa.

My experience as a "town booster" has shown me that the most powerful influence is the miscellaneous business man, as he is an absolutely independent agent, relying upon his own resources for success.

This gentleman has been so absorbed in conducting his personal business than he has not realized that it is in his power to control all vital issues pertaining to his community and regulate all conditions for the greatest good to the greatest number, and indirectly to greater profit to himself—and it is this lesson that the commercial organizations are gradually teaching him.

When he has thoroughly learned that what hurts his neighbor's business hurts his, and what helps his neighbor's business helps his, whether that neighbor be a corporation or a laboring man, a laboring man's family, or his competitor across the street, he will realize that it must be through the combined influence of men of his class that his town is made one of the best places to live in; and this must be obtained by control of politics, best sanitary conditions, practical institutions of learning, provisions for public recreation—in the form of parks, pleasure grounds, auditoriums, etc., and, in fact, all the ele-

ments generally classed as sentimental.

When he has seen that all the sentimental elements of the community are ones of actual dollars and cents and combine to furnish service to the people—that the city furnishing the greatest service will receive the greatest returns (as service in a city means industries, large population, contented labor and prosperity, from the wealth which will flow to it in compensation for the service his city renders), we will have his enthusiastic support.

It is my opinion that the business interests should heartily stand behind any measure, honestly promoted to provide parks and other sentimental improvements necessary to develop every ambitious city, if for no other reason than the actual profit in dollars and cents that will accrue; and when that profit is safely locked up in the bank they will find that it is the least of the many other profits derived. M. S. Sanders, Sec'y Board of Trade, Traverse City.

We are all creatures of respectability. When it was respectable to get without giving, and to assume that there was a best end of every bargain, why, that is how we lived. Now that we look down upon graft and idleness, very soon it will cease to exist—simply that it is not respectable.

Every business carries insurance on their physical assets, and the cost of keeping a patron satisfied is only good-will insurance.

We are Expert Publishers of

Local View Post Cards

Our expert German color artist
always brings out true colors on our cards

No other merchandise pays better profits
Prompt delivery, close prices, a square deal



Write for booklet showing many styles
with prices and all needed information for ordering

The American News Company

Post Card department—Desk X

No. 9-15 Park Place

NEW YORK CITY

MORAL PUBLICITY ASPECTS.**Municipal Advertising Should Appeal to Heart as Well as to Purse.***

That title to a talk sounds like the prelude to a preachment; but it is not.

It is an interesting fact that the Latin word "mores" meant manners as well as morals, indicating that the politeness and other essentials of good manners were based on the moral sense; the obligation to righteousness or rightness (which is the same thing) in all our doings and dealings with our fellows.

Morality involves a sense of duty and duty is really due-ty—that which is due or owing from us to others.

My conception, therefore, of the morality of publicity is that it goes outside the sordid lines of publicity for profit only; that it has a message of helpfulness and mental broadening as well as a purpose to increase material gain.

Ruskin, in his discussion of the development of Gothic architecture, points out that utility preceded and underlaid beauty. In building, the first idea was shelter, safety, protection. Then came the adaptation of utility to comfort; later the improvement of comfort into beauty. The pointed Gothic window, for instance, was built with a sill for utility. But in time there was evolved the beautiful rose window, a window equally adapted for the purpose of illumination and uplift to the realm of pure artistic beauty.

It is the rose indow that we want in the architecture of municipal publicity; something that goes outside of and beyond practical and conventional utility.

To be more definite, municipal advertising should appeal to the heart as well as to the purse; it should appeal to the home instinct, the love of beauty, the desire for happiness as well as to the mere desire for gain.

When people are attracted to a town or city by advertising there should be provision made for their betterment socially and morally as well as industrially. People should not only be getting on in the world but also going on. To be getting on is usually to add dollar to dollar without any consideration for social development or moral growth. A man may acquire a respectable bank account and still have to put a cross against the signature drawn for him. John Smith, his mark, may be good for tens of thousands, but the mark which stands on the one hand for money stands on the other hand for ignorance and illiteracy. Going on in life implies mental growth, moral fineness, the refinement of culture.

Now these things are not to be achieved in a hostile environment. The two great forces at work in the world for human progress are heredity and environment, and science has long since shown that environment is by far the mightier factor in the upward march of mankind. I think that it was Huxley who said that Heaven itself, scientifically considered, would be only a condition in which man would be in perfect har-

mony with his environment. And in as far as we create a harmonious environment here, in so far do we approximate the highest condition to which mortals may attain. In as far as we eliminate the possibilities of waste, lost motion and friction in municipal affairs, in so far do we raise the standard of life in the municipality.

Nothing is easier than to attract attention and arouse interest by a vigorous campaign. The Ballyhoo is mighty effective in inducing people to pour into a side show. But the Ballyhoo artist does not expect to get the same people twice. He knows that the show can not live up to his extravagant claim, his florid descriptions. The Ballyhoo, therefore, is not suited to advertising that is intended to create a permanent impression upon the public.

Let us assume that you attract to a municipality by extravagant claims and wild and windy promises. In the final issue it is the town itself that must make good. If streets are dirty or ill paved, if the visitor has to grope his way around for lack of guiding street signs, if there is a general air of neglect and indifference as to lawns and shrubbery; if vacant lots reek with refuse and are heaped with tin cans, the lie is given at once to all the attractions and inducements set before the prospective settler.

Picture to yourself the resident of a neat New England town with its overshadowing elms, its trim lawns, its neat fences and well kept highways being drawn by the prospect of industrial betterment to another state. He gets off at a depot and confronts "Whisky Row" with its ramshackle buildings, ill kept streets and its loafers. He asks his way toward for lack of directing street signs. He walks under stunted maples, by ill kept lawns and shabby houses. He asks himself can I afford, for the sake of financial benefit, to move my family to this dispiriting environment? His answer will be, "No," almost to a certainty. It is easy enough, then, to draw new people by a flattering presentation of great industrial advantages, but to keep them is another matter entirely.

To clean house, then, is the prime pre-requisite for successful municipal advertising. To have the town swept and garnished so that it looks home-like.

It is an excellent thing to offer inducements to factories and other industrial enterprises to locate in a thriving community. But if the factories are permitted to clog and defile the clear waters of the running brook with refuse, so that it becomes an Avernus avoided of birds; to poison the stream that fills the old swimming hole, beloved of boys, and deface the landscape with hideous piles of slag and waste, then there is a moral loss to the community which in the long run will overbalance and outweigh the money gain derived from the coveted industries.

You, perhaps, have seen some of these results of industrial enterprises. There are cities, not a few, in which the dividing line is the railroad track. "Over the track" means

to live in the shadow of factories and among their refuse. A great factory is perhaps subsidized to promote local progress. It is hailed by the municipality with bands and bankers. It is located on meadow land on the outskirts of the city by a grassy margined stream.

A little group of houses grow up around it. Soon the clear stream is discolored and tainted by chemical waste, heaps of refuse blot the landscape, the poor houses drop down to their surroundings. Broken window panes are stuffed with rags; the sagging gate hanging by a single hinge; the dismantled fence, the slatternly women and frowsy children are all on the level of the surroundings and in keeping with the dingy saloon at the corner.

Get factories by all means, but when you get factories give flowers. Keep the stream pure and the landscape unblemished and you will find that people live up to beauty as they live down to ugliness.

There is a great opportunity to make municipal advertising a power for civic improvement. To better the streets and highways, to plant trees and flowers, to create breathing spaces in crowded quarters, to elevate the architectural standards of the city; this is to lay the foundation on which may be reared the city beautiful—the city of municipal desire, the city of civic pride and happiness.

It is apparent, then, that municipal advertising rightly directed offers a large opportunity to develop the city from within as well as to enlarge it

from without, to make it richer in character as well as richer in dollars and cents.

Some one once said that the streets of Jerusalem were kept clean because everyone swept before his own door. When each individual citizen is enlisted to make good the advertising of his city, the task is easy. He will have only "to sweep before his own door," "to do the duty that lies nearest him." This is the municipal ideal. Prosperity and growth can not fail where this ideal is realized.

"Did you have any narrow escapes in the surf last summer?" "Yes," replied the life saver. "One lady whom I rescued was so grateful that she nearly married me."

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.

1868

1910

42 Years Between These Dates**And Steadily Pursuing the Roofing Business**

We ask the Hardware, Lumber and Building Supply trade of Michigan if they think this means anything. Every indication points to a late fall with plenty of time to lay new roofing and insure dry interiors during winter thaws and melting snows.

Send in your orders for either our OLD RELIABLE ASPHALT GRANITE ROOFING or RE-RO-CO ASPHALT GRANITE SHINGLES and don't let the cheap "Jim Crow" makeshift stuff enter your quality establishment. Stand for QUALITY FIRST, LAST AND ALL THE TIME.

Telephone us your orders at our expense if you are in a hurry for goods. The shipment will go the same day order is received.

H. M. Reynolds Roofing Co.

Established 1868

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Grand Rapids, Mich.

*Address by Frank E. Morrison, editor of Success Magazine at convention of Commercial Executives in Grand Rapids.

FOOLING THE OLD MAN.

Everything Considered Save Convenience of Buyers.

Written for the Tradesman.

"I'm glad," observed the young partner with the pink side whiskers, "that the old man has gone out of town."

"He needs a rest," said the young partner with the long, silky mustache. "He surely does."

"So do we," replied the man with the pink fire escapes.

Then the two went out to a nearby soda fountain and consumed several drinks with cute little names.

"The old man," continued Pink Whiskers, lolling back on his stool, "should have gone out of business years ago."

"You bet!"

This from Mustache.

The two young men owned, between them, one-third interest in the Banner Store, out in a city which need not be named here. They also belonged to the exclusive set of the little burgh. To belong to the exclusive set in a little burgh it is only necessary to have a hired man about the home place, to milk the cow and take the hens out for exercise.

"Regular old country store," Pink Whiskers confided to his partner, "and while the old man is gone on his vacation suppose we fool him?"

"That will be all right," replied Mustache.

"For one thing, we'll change things around in the store so we won't be mixing with our customers so much."

"It is ridiculous the way those old scrub women and hired men from the farm go looking about."

They both decided that they must be more exclusive in the store. It looked common to have customers walking right up to the shelves and looking over the goods.

It was decided to build a lot of counters, and put a wire netting between the vulgar crowd and the sacred door of the room where Pink Whiskers and Mustache sat in their desk chairs.

"The old man," Pink Whiskers said, "allowed his patrons to run over him."

"He hasn't any style," argued Mustache.

"Besides, he needs rest," reasoned Pink Whiskers. "He's been in business a good many years, and he ought to go out into the country and supervise the erection of symmetrical haycocks."

"Now you've got it," admitted Mustache, and so the mental status of the old man was fixed!

According to both new partners, the old man had built up a fortune and the largest trade in the southern end of the State just by luck. He had had nothing to do but sit down and take the money that was poked in at him.

They did not know of the dozens of competitors with plenty of brass and plenty of gold, too, who had set up opposition to the Banner store in the years gone by. They did not know that the old man had won out partly by having good credit, partly

by having plenty of pluck, partly by being capable, but mostly by having the people of the section with him.

The people of six counties called Hiram Beecher "the old man." They walked into his store and made themselves at home. They brought their families to town and ate their lunches in his shoe department, and in his farm implement department, and in his dry goods department.

They bought crackers and cheese in his grocery department and paid for them in eggs and butter, and while they ate and the babies crowed the old man sat with them and told stories.

The new partners were going to change all that. They had come from the city, and were going to make a city store of the old man's Banner store. The old man had unwisely formed a stock company and Pink Whiskers and Mustache had bought one-third of the stock.

The old man had taken partners so he could get away from business, and the partners saw that he did get away from business. Before he left he gave his permission for them to make a few little changes in the place. They made them.

They put in enough counters and wire screens and glass partitions to constitute a maze to any old customer who wandered in. They put up signs over the doors of the rooms where lunches had been eaten for forty years, and the signs read something like this:

"This is private."

"Ask permission before you enter."

"There is a room at the rear where lunches may be eaten."

And there was a room at the rear, and it was a room which looked like a barn, only there wasn't anything as soft and sweet-smelling as hay in sight, nor any form of animal life as inoffensive and courteous as a cow in there to visit with the people who went there to eat their home-made dinners.

Some of the old customers were frozen stiff by the new clerks when talk along old lines was attempted, and some of the old clerks were fired when they stopped to talk with some patron of the store they had waited on for thirty years or more.

Everything in the store was bright, and new, and clean, and the new partners thought that if the old man would remain away about a year they would have a store they wouldn't be ashamed to show to their city friends.

Farmers who brought in produce were waited on by young men who knew quite a lot about butter and eggs and potatoes, but who didn't know a thing about courtesy. Then they were sent over to a sweet young thing who was giving one thought to the things they wanted to buy and three thoughts to the way her hair looked when she stopped in front of the mirror.

It surely was a nice store, and the exclusive set of the town praised Pink Whiskers and Mustache for getting it out of the rut.

And the old man stayed away a long time, hunting and fishing, and



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

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

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

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK

going to the Pacific coast by way of Panama. The new partners had plenty of time to work their will on the good old Banner store, and they gloried in what they were doing. Pink Whiskers came in one morning with a happy smile on his face. He had seen the owner of the store across the way—virtually the only strong competitor—directing a contractor about putting on an addition and making the main building one story higher.

"He'd better be curtailing his expenses," observed Mustache, when told of the joke. "We've got a store now that no one can compete with. It is a wonder to me how that old chap over there keeps his head above water."

"I don't see how he does it," said Pink Whiskers. "Look at the mussy place he does business in!"

"Yes, and compare his customers with ours," Mustache went on. "I counted seven fine carriages in front of this store at one time yesterday. He can't get any of the exclusive trade."

No, the old man across the street did not appear to be getting any of the exclusive trade. There were few fine turnouts in front of his place of business, but there were, somehow, a good many farm wagons which used to stop on the other side of the street. The middle price clothing and things did not appear to go off quite so well as in the days when the old man ate cold hard-boiled eggs with his customers at the noon hour, and once Pink Whiskers had to go to the town bank and ask the cashier to renew a note.

"This note never should have been given," said the cashier, crossly. "The old man never gave any notes. What are you boys doing?"

Pink Whiskers bridled at the word boys. He said they had been making improvements and matters had not quite adjusted themselves. As the old man owned three-fourths of the bank stock the note was renewed. Then it was renewed again, and a wholesale house sent a man down to see why more goods were not being ordered. The cashier wrote to the old man about it.

When the old man got home he found that Pink Whiskers and Mustache had kept their promise—made to themselves—to fool him. He spent his time for about a week in looking over past-due bills and signing checks on his private account. Naturally, Pink Whiskers and Mustache kept away from him while his good right arm was sore from too much check writing.

"You have a very neat store here, boys," he said, when at last the two timid partners approached him. "You have got a clean store, and bright-looking clerks, and your goods are kept in fine shape. There is just one thing it lacks. And that is SOUL. A store is like a man and this store is like a dead man. There is no evidence of human interest, or helpfulness, or sympathy in it. You ask the people of this section to march in here and lay down their money without making you any trouble. They

think you are willing to accept their money if they pass out without musing up things. They won't stand for that.

"Instead of doing something to tie the people a little closer to you when you came in here, you began planning to hold them at a distance when they came in. You let them know that you were exclusive. You filled your store with signs which were insults. Now, when a business man puts restrictions on the liberty of the people who are supplying him with money he is a fool. As long as buyers lay down the cash let them think they own you and the store.

"A merchant can't settle back and tip up his chin to the public. No one can do it. Not even a railroad president or the powerful janitor of a business building. Here's something you probably never thought of before:

"The only way to get a dollar is TO GET IT AWAY FROM SOME ONE ELSE!

"Think that over, and in planning future business games don't get so pig-headed that you lessen your chances of getting the dollars you want away from the people who have them. All over the world you will find the saying true. It touches every living person, from the king to the Chinaman working for a cent a day. Even the men who dig gold have to get their dollars from the mint. I'll say it to you again and then give you checks for the value of your depreciated stock.

"THE ONLY WAY TO GET A DOLLAR IS TO GET IT AWAY FROM SOME ONE ELSE! Don't get chesty with the people who have the money you want, and when you get their dollars be sure that they are satisfied. Be sure you leave in their possession value received, so they will go away and get more dollars from some one else TO BRING BACK TO YOU! That, my sons, is the first principle of business."

Alfred B. Tozer.

He Wins or You Lose.

Mr. Roosevelt, discussing in Milwaukee his idea of an employers' liability law, said to a group of correspondents:

"Such a law would assure an injured workman of compensation without the cost of a suit. To be sure, some lawyers would thus lose money, but, after all, the 'ambulance-chasing' type of lawyer is not worthy of much consideration.

"An injured miner was telling a friend how one of these 'ambulance-chasers' was going to bring a suit for him.

"He's working for me on a contingent fee," the miner said. "What is a contingent fee, do you know, Jimmy?"

"Sure I know," Jimmy answered. "If you lose the case your lawyer'll get nothing, and if you win you'll get nothing."

When we read of the millions of bacteria in a drop of milk we must wonder how there can remain any room for the milk.

Aviation is said to produce irritability and nervousness. It is at least

true that too many aviators are falling out.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

5 size—5 boxes in package, 20 packages in case, per
case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per
case 20 gr. lots.....\$3.35
Lesser quantities.....\$3.50

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes)
in 2 1/2 gr. case, per case 20 gr. lots.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

5 size—Black and white heads, double dip, 12 boxes
in package, 12 packages (144 boxes) in 5 gross
case, per case 20 gr. lots.....\$3.75
Lesser quantities.....\$4.00

BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144
boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr
case, per case in 20 gr. lots.....\$1.80
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 pack-
ages in 6 gross case, per case in 20 gr. lots.....\$5.00
Lesser quantities.....\$5.25
Grocers 4 1-6 gr. 3 box package, 100 packages in
4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
Lesser quantities.....\$3.65

ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in
two gross case in 20 gr. lots.....\$1.40
Lesser quantities.....\$1.50

BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in
2 gr. case, in 20 gr. lots.....\$1.60
Lesser quantities.....\$1.70
3 size—In slide box, 1 doz. in package, 144 boxes in
3 gr. case, in 20 gr. lots.....\$2.40
Lesser quantities.....\$2.55

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages
in 5 gr. case, in 20 gr. lots.....\$4.20
Lesser quantities.....\$4.50

UNCLE SAM.

2 size—Parlor Matches, handsome box and package;
red, white and blue heads, 3 boxes in flat pack-
ages, 100 packages (300 boxes) in 4 1-6 gr. case,
per case in 20 gr. lots.....\$3.35
Lesser quantities.....\$3.60

SAFETY MATCHES. Light only on box.

Red Top Safety—0 size—1 doz. boxes in package
60 packages (720 boxes) in 5 gr. case, per case
in 20 gr. lots.....\$2.50
Lesser quantities.....\$2.75
Aluminum Safety, Aluminum Size—1 doz.
boxes in package, 60 packages (720 boxes) in
5 gr. case, per case in 20 gr. lots.....\$1.90
Lesser quantities.....\$2.00

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotape Department and are in a position to give the purchaser of electrotapes 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 Electrotape Co.

H. L. Adzlit, Manager Grand Rapids, Mich



Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
Grand Rapids, Mich.

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



NOVEMBER SHOW WINDOWS.

Thanksgiving Display Should Be Optimistic and Cheerful.

At Thanksgiving time the show windows and newspaper advertising should be cheerful and optimistic. These requirements must be personified at this season in order to secure most successful publicity. Thanksgiving advertising should impress prosperity, success and contentment upon all people to whose attention your notice may be brought.

Only by such advertising can you successfully hold and convince your audience of sincerity and enthusiasm. The Thanksgiving window showing is usually thought of as a showing of linens. Two important items to take into consideration in placing a linen display that will result in an out of the ordinary showing are the securing of a timely background and an appropriate color scheme, a color scheme that will bring out the richness of the linen designs.

The show-card wording should suggest Thanksgiving Day or season, bringing this to attention with clever wording neatly placed.

Lovely Linen at Thanksgiving Prices.

For your cranberry sauce: Beautiful and odd pieces of china and glass.

For a Tough Turkey—Guaranteed Carving Sets, at \$4.

We may give thanks—We do give bargains.

Flags to fly at the football game.

Damasks of Daintiness and Distinction.

With the advent of chilly days comes the demand for heavy goods. Heavy garments, coats, cloaks and furs now have the call and much can be said about them. A Thanksgiving sale is in order, and a strong advertisement can be evolved from this idea.

For the Thanksgiving sale some sort of a feature cut suggestive of the occasion would tend to attract the eye and would make the advertisement more impressive.

Across the advertisement, right under the argument, place table linens, cutlery, glassware and china. Give a good strong talk to the housewife about the need of these things at this particular time. Creative advertising is the kind needed now.

During the first weeks of November, retailing should be at its height. Fall and winter waists are especially good at this time. Begin to prepare for next months' business by introducing late season novelties for high-class selling. Make a specialty of fancy dresses and evening wraps, for this is practically the beginning of

the social season. This is a good month for featuring flannelette negligees, petticoats and warm house garments.

Midwinter dressy millinery should be extensively featured this month. Fur hats, feathers and late season novelties should be given more than usual attention in display and advertisements.

November ought for the most part to show good substantial profits and a good sale of fancy and staple dress goods and silks. Keep your assortments well up on staples, but be careful about high novelties and expensive goods. Any goods that have proven laggards ought to be relentlessly cut in price, to get them out before the end of the month. To stimulate the general dress goods business make an effort to find job lots to throw out at a price. Some very hard sellers are sometimes easily closed out when cut up into salable lengths. Mark them at a price for the entire length in plain figures and put a healthy P. M. on them.—Dry Goods Reporter.

The Shrewd Man.

A man spoke of another as shrewd in making a bargain. We don't like that word shrewd. It has a sinister look. While it has the meaning of insight and keenness, these qualities are tainted with a selfish purpose. The primary meaning of shrewd is curse—a judgment against a person who is turning every circumstance to his own account.

It is the opposite of frank. It is bending a transaction to one's own benefit by hiding what is prejudicial to another. It has the quality of being keen, artful, sly, which means taking advantage of another. It is a poor trait, one that should not make a man proud. But it is passing away. It is not so fine a distinction to be proud of as it once was. There is much of it yet, but business is fast learning that it is best to be frank, above-board, cover up nothing, straightforward. These are the characteristics of a true business man.

If a man is shrewd he must be watched; if he is candid you can meet him on the square, trust to what he says, get what you buy and pay an honest price. The successful business men have found that out. They do not want a shrewd man even in their own employ, for he will have to be watched.—Ohio State Journal.

"You are always asking me for advice, but you never seem to take any that I give." "I know it. You see, I am frequently in doubt, before I consult you, as to what is the best thing not to do."



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Man Higher Up and Man Below Have Eyes on You.

No matter what position you occupy in the business in which you are engaged, there are at least two persons who are watching you very closely.

One is the man higher up, part of whose time is given to the supervision of your work. The other is the man below whose service is subject to your guidance. The first is studying your value and endeavoring to increase your efficiency. He may or may not be seeking opportunity to aid you in your material advancement. The other is also studying your value, but whether he would or not, he is not in a position to assist you to higher ground.

Possibly you look with envious eye upon the position of the man higher up. If so, you may expect that your own position is being regarded in a similar way by the man lower down.

You are watching and being watched. What is to be the outcome? Will some one take your place? Will you go on and on, at your present level, or will you move up to displace the other man?

These questions may seem to cover the possibilities, but they do not. It is not necessary to hold another man down to enable you to rise. It is not necessary that you crowd another man from a pinnacle in order to hold one for yourself.

While you are being closely watched by the man above and also by the man below, your success or failure need not be gauged by their success or their misfortune. You hold a place. First, you must fully occupy that place. You must go thoroughly perform the duties of the position as to leave no doubt concerning your fitness for it.

Then, instead of crowding upon another's territory, intensify the field of your own activity. Bring results without causing misfortune. Study your work, learn its possibilities and launch out on fresh achievements.

You need not worry about the man above or the man below if you are doing your part. You need not crowd others in making a place for yourself.

Do not take for granted that there is only one way, and that a beaten path, for you to follow. Make new paths. Then the man who was above will watch you in your parallel or diverging way as you advance toward ground higher than he has ever contemplated.

Then the man lower down will follow your lead and your continued success will be constant inspiration for him.

Do not waste time in idly looking at others. Take your bearings and advance.—Dry Goods Reporter.

Be a Gentleman.

Employees of a big Chicago firm are required to memorize a series of rules that are strictly enforced. The first

one is "Be a gentleman!" Few realize how effectively courtesy invites success. The world is full of unsuccessful men who have lost their chance because they failed adequately to value the efficacy of a smile. The soft answer not only turns away wrath, but it puts the boss in good humor. Even the highest ability seldom commands full recognition unless it is accompanied by the habit of courtesy. Without it the average man seldom rises above mediocrity. Mental canvass of successful men you know will disclose many who have no marked ability. Unthinking jealousy credits their prosperity to luck. Scan them more closely and you will discover that good will has been an important factor in their upward climb. They have made a little brains go a long way with the aid of a pleasing personality. Scarcely a man lives who can not look back over his career and point to a time when he lost a chance to advance himself because he indulged a human propensity to give offense. Indulgences of this kind are costly. Frequently they bar the way to opportunity. Thousands of young men, recent output of high schools and colleges, now are beginning their active life. They can find no more profitable occupation than studying the possibilities that lie in the simple rule: "Be a gentleman!"—American Artisan.

Business Drudgery.

Why is it that business is so often considered a drudgery, instead of a pleasure and duty? Simply because its duties are not well performed. The dry details, as they are termed, are slighted or neglected, and in consequence there is worry and vexation. Putting off until to-morrow what should be done to-day is one of the most frequent business sins. This sort of management is one of the delays that prove dangerous. The merchant, to make up for lost time, hurries, worries and frets in giving attention to matters which, had they been disposed of at the right time, would have been easily finished and without friction. The strain which taxes the brain and nerves is too often the result of loose, slipshod methods in management.

There is a real delight and pleasure to be found in business. It is no drudgery, but, on the contrary, the source of great satisfaction when rightly controlled. It gives to mind and body the healthful exercise they require, and is a great stimulus to thought and action. Business men do not wear out from overwork so much as from mental worry. The worry is not the fault of business, but in its management.

Duty well performed is always a source of delight; the details of business are but its duties, and if they are attended to with regulation and precision there is an afterglow of satisfaction that, like oil to the machinery, removes the jar and friction which in trade parlance is termed drudgery.—American Grocer.

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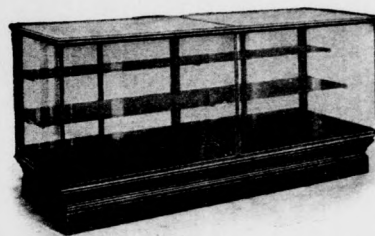
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ONE WAY OUT.

A Middle-Class New Englander Emigrates To America.

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(Concluded from last week)

"Why, wife o' mine," I ran on, "all we've got to do is to pack up, go down to the dock and start from there. We've got to join the emigrants and follow them into the city. Those are the only people who are finding America to-day. We've got to take up life among them; work as they work; live as they live. Why, I feel my back muscles straining even now; I feel the tingle of coming down the gangplank with our fortunes to make in this land of opportunity. Pasquale has done it; Murphy has done it. Don't you think I can, too?"

She looked up at me. I had never seen her face more beautiful although in the days to come God granted me to see it many times just as beautiful. It was flushed and eager. She clutched my arm. Then she whispered:

"My man—my wonderful, good man!"

The primitive appellation was in itself like a whiff of salt air. It bore me back to the days when a husband's chief function was just that—being a man to his own good woman. We looked for a moment into each other's eyes. Then the same question was born to both of us in a moment.

"What of the boy?"

It was a more serious question to her, I think, than it was to me. I knew that the sons of other fathers and mothers had wrestled with that life and come out strong. There were Murphy's boys, for instance. Of course the life would be new to my boy, but the keen competition ought to drive him to his best. His present life was not doing that. As for the coarser details from which he had been so sheltered—well a man has to learn sooner or later, and I wasn't sure but what it was better for him to learn at an age when such things would offer no real temptations. With Ruth back of him I didn't worry much about that. Besides, the boy had let drop a phrase or two that made me suspect that even among his present associates that same ground was being explored.

"Ruth," I said, "I'm not worrying about Dick."

"He has been kept so fresh," she murmured.

"It isn't the fresh things that keep longest," I said.

"That's true, Billy," she answered. Then she thought a moment, and as though with new inspiration answered me again with that same tender, primitive expression:

"I don't fear for my man-child."

When the boy came home from school that night I had a long talk with him. I told him frankly how I had been forced out of my position, how I had tried for another, how at length I had resolved to go pioneering just as his great-grandfather had

done among the Indians. As I thought, the naked adventure of it appealed to him. That was all I wished; it was enough to work on.

A Job at Last.

The next day I found a second-hand furniture dealer and made as good a bargain with him as I could for the contents of the house. We saved nothing but the sheer essentials for light housekeeping: kitchen utensils, dishes enough for the three of us, a few pieces of the simplest furniture and a very few personal gimcracks. I saw Ruth swallow hard when the man made his offer. For some two thousand dollars' worth of furniture he bid six hundred dollars. I accepted this without dickerings, for the sum was large enough to serve my ends. It would pay off all our debts and leave us a hundred dollars to the good. It was the first time since I was married that I was that much ahead.

That afternoon I hired of Murphy the top tenement in his new house. It consisted of four rooms, and I paid him three dollars a week. But that wasn't all I accomplished that day. Dressed in a pair of new overalls I presented myself at the office of a contractor's agent. In ten minutes I had secured a job at a dollar and a half a day. I was to join the subway gang the next Monday as a common laborer. Nine dollars a week for a nine-hour day! It seemed like a fortune. Taking out the rent this left me six dollars for food. There was no need of going hungry on that.

I came back jubilant. Ruth at first took the prospect of my digging in a ditch a bit hard, but that was only because she contrasted it with my former genteel employment.

"Why, girl," I explained, "it's no more than I should have to do if we took a homestead out West. I'd as soon dig in Massachusetts as Montana." She felt of my arm. It's a big arm. Then she smiled. It was the last time she mentioned the subject.

The neighbors showed some interest in our departure, but more in our destination. To all their enquiries I made the same reply: That I was going to emigrate. The result was that I was variously credited with having lost my reason, with having inherited a fortune, with having gambled in the market, with, thrown in for full measure, a darker hint about having misappropriated funds of the United Woolen. But somehow even their nastiest gossip did not disturb me. It had no power to harm either me or mine. I was already beyond their reach. Before I left I wished them all Godspeed on the dainty journey they were making in their cockle-shell. Then so far as they were concerned I dropped off into the sea with my wife and boy.

IV.

We were lucky in getting into a new tenement and lucky in securing the top floor. This gave us easy access to the flat roof five stories above the street. From here we not only had a magnificent view of the harbor, but even on the hottest days felt something of a sea breeze. Coming

down here in June we appreciated that before the summer was over.

The street was located half a dozen blocks from the water-front and was inhabited almost wholly by Italians, save for a Frenchman on the corner who ran a baker shop. The street itself was narrow and dirty enough, but it opened into a public square that was decidedly picturesque. This was surrounded by tiny shops and foreign banks, and was always alive with color and incident. The vegetables displayed on the sidewalk stands, the quick hues of the women's gowns, the gaudy kerchiefs of the men, gave it a kaleidoscopic effect that was as fascinating as a trip abroad. The section was known as Little Italy, and so far as we were concerned was as interesting as Italy itself.

There were four other families in the house, but the only things we used in common were the narrow iron stairway leading upstairs and the roof. The other tenants, however, seldom used the latter at all except to hang out their occasional washings. For the first month or so we saw little of these people. We were far too busy to make overtures, and as for them they let us severely alone. They were not noisy, and except for a sick baby on the third floor we heard little of them above the clamor of the street below.

Turning Over a New Leaf.

We had four rooms. The front room we gave to the boy, the next room we ourselves occupied, the third room we used for a sitting and dining room, while the fourth was a

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small kitchen with running water. As compared with our house the quarters at first seemed cramped, but we cut down our furniture to what was absolutely essential, and as soon as our eyes ceased making the comparison we were surprised to find how comfortable we were. In the dining room, for instance, we had nothing but three chairs, a folding table and a closet for the dishes. Lounging chairs and so forth we did away with altogether. Nor was there any need of making provision for possible guests. Here throughout the whole house was the greatest saving. I took a fierce pleasure at first in thus caring for my own alone.

The boy's room contained a cot, a chair, a rug and a few of his personal treasures; our own room contained just the bed, chair and washstand. Ruth added a few touches with pictures and odds and ends that took off the bare aspect without cluttering up. In two weeks these scant quarters were every whit as much home as our tidy little house had been. That was Ruth's part in it. She'd make a home out of a prison.

On the second day we were fairly settled, and that night after the boy had gone to bed Ruth sat down at my side with a pad and pencil in her hand.

"Billy," she said, "there's one thing we're going to do in this new beginning: we're going to save—if it's only ten cents a week."

I shook my head doubtfully.

"I'm afraid you can't until I get a raise," I said.

"I know, but—"

"There aren't going to be any buts," she answered decidedly.

"But six dollars a week—"

"Is six dollars a week," she broke in. "We've got to live on five-fifty, that's all."

"With steak thirty cents a pound?"

"We won't have steak. That's the point. Our neighbors around here do not look starved, and they have larger families than ours. And they don't even buy intelligently."

"How do you know that?"

"I've been watching them at the little stores in the square. They pay there as much for half-decayed stuff as they would have to pay for fresh odds and ends at the big market."

She rested her pad upon her knee.

"Now in the first place, Billy, we're going to live much more simply. We must have good milk—that you can get somewhere uptown for me every night. I don't like the looks of the milk around here. That will be eight cents a day."

"Better have two quarts," I suggested.

She thought a moment.

"Yes," she agreed, "two quarts, because that's going to be the basis of our food. That's a dollar twelve cents a week."

She made up a little face at this. I smiled grandly.

"Now Billy," she went on, "we must get our oatmeal in bulk. I've priced it and it's only a little over three cents a pound."

"And the other?" I asked.

"About twelve," she answered.

"That's the proportion by which I

expect to cut down everything. But you'll have to do without cream, Billy. We'll have boiled milk instead. And instead of steak we'll have meat that we can make into stews, and instead of pies and cake we'll have nourishing puddings of cornstarch and rice. There's another good point—rice. We'll eat a lot of that. It's hearty and nourishing and for fifty cents we can get enough to last all summer, having it every day. Then there's cheap fish, rock cod and such, that I can make good chowders of or fry in pork fat the way we fixed the trout and bass at home. Then there are baked beans. We'll have those at least twice a week in the wintertime and once in the summer. But mostly this summer we'll live on vegetables. I can get them fresh at the market."

"It sounds good," I said.

"Just you wait," she cried excitedly. "I'll fatten up both you and the boy."

"And yourself, little woman," I reminded her. "I'm not going to take the saving out of you."

"Don't you worry about me," she answered. "It will be easier than the other life."

The rest of the week I took as a sort of vacation, and with the boy we made a round of the markets every day and along the water-front, where we found we could get fish right from the boats at almost wholesale prices, and in and out of the little shops about the square, learning the cleanest and cheapest places to buy. We were surprised at the difference in prices.

How the Boy Was Made Comfortable.

The boy was delighted with the adventure, but I saw that I must furnish him with something definite to do during the summer months before

school opened. I found just what I wanted in the Y. M. C. A. I enrolled him in a summer course in Latin, in which he was a bit deficient, and made up for this by starting him in the gymnasium classes. Here for a small sum he had the advantage of a good building to loaf in with plenty of reading matter, decent companions and as much exercise as was good for him. Moreover, within a few hundred yards of the house, on the water-front, there was a small park with public baths, and I soon made it a practice after returning from work to go down there with him and have a swim in the ocean before supper. To me it was a veritable luxury. If I had been worth a million I couldn't have had a more refreshing or delightful privilege, and

here the city gave it to me for nothing.

The evenings both the boy and I devoted to Ruth. Sometimes we visited another park along the river bank, which was always cool and beautiful with its green grass and shrubbery, and sometimes we went up on the roof and gazed at the harbor lights, and sometimes we took a car to one of the neighboring beach-

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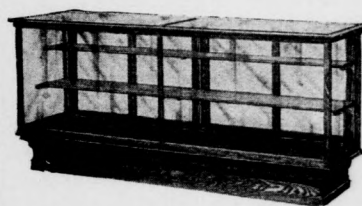
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es. But that was later. I am running ahead of my new life.

On the Monday following our arrival in our new quarters I rose at five-thirty—which was no earlier than I was accustomed to rise in my old life—in order to catch the six-thirty suburban train, donned my overalls and had breakfast. I had a large bowl of oatmeal, a generous supply of flapjacks made of some milk that had soured, sprinkled with molasses, and a cup of hot black coffee. For lunch Ruth had packed my box with cold cream-of-tartar biscuit, well buttered, a bit of cheese, a little bowl of rice pudding, two hard-boiled eggs and a pint bottle of cold coffee. I kissed her goodbye and started out on foot for the street where I was to take up my work. The foreman demanded my name, registered me, told me where to find a shovel and assigned me to a gang under another foreman. At seven o'clock I took my place with a dozen Italians and began to shovel. My muscles were decidedly flabby, and by noon I began to find it hard work. I was glad to stop and eat my lunch. I couldn't remember a meal in five years that tasted so good as that did. My companions watched me curiously—perhaps a bit suspiciously—but they chattered in a foreign tongue among themselves and rather shied away from me. On that first day I made up my mind to one thing—I would learn Italian before the year was done, and know something more about these people and their ways. They were the key to the contractor's problem and it would pay a man to know how to handle them. As I watched the boss over us that day it did not seem to me that he understood very well.

The End of the First Day.

From one to five the work became an increasing strain. Even with my athletic training I wasn't used to such a prolonged test of one set of muscles. My legs became heavy, my back ached, and my shoulders finally refused to obey me except under the sheer command of my will. I knew, however, that time would remedy this. I might be sore and lame for a day or two, but I had twice the natural strength of these short, close-knit foreigners. The excitement and novelty of the employment helped me through those first few days. I felt the joy of the pioneer—felt the sweet sense of delving in the mother earth. It touched in me some responsive chord that harked back to my ancestors who broke the rocky soil of New England. Of the life of my fellows bustling by on the earth-crust overhead—those fellows of whom so lately I had been one—I was not at all conscious. I might have been at work on some new planet for all they touched my new life. I could see them peering over the wooden rail around our excavation as they stopped to stare down at us, but I did not connect them with myself. And yet I felt closer to this old city than ever before. I thrilled with the joy of the constructor, the builder, even in this humble capacity. I felt superior to those for whom I was building. In a coarse way I suppose it was a reflection of some artistic

sense—something akin to the creative impulse. I can say truthfully that at the end of that first day I came home—begrimed and sore as I was—with a sense of fuller life than so far I had ever experienced.

I found Ruth waiting for me with some anxiety. She came into my soil-stained arms as eagerly as a bride. It was good. It took all the soreness out of me. Before supper I took the boy and we went down to the public baths on the waterfront and there I dived and splashed and swam like a young whale. The sting of the cold salt water was all the further balm I needed. I came out tingling and fit right then for another nine-hour day. But when I came back I threatened our first week's savings at the supper-table. Ruth had made more hot griddle-cakes and I kept her at the stove until I was ashamed to do it longer. The boy, too, after his plunge, showed a better appetite than for weeks.

V.

On Saturday night of that first week I came home with nine dollars in my pocket. I'll never be prouder again than I was when I handed them over to Ruth. And Ruth will never again be prouder than she was when, after she had laid aside three of them for the rent and five for current expenses, she picked out a one-dollar bill and, crossing the room, placed it in the ginger jar. This was a little blue affair in which we had always dropped what pennies and nickels we could spare.

"There's our nest-egg," she announced.

"You don't mean to tell me you're that much ahead of the game the first week?"

"Look here, Billy," she answered.

She brought out an itemized list of every identical thing she had bought from Monday to Monday, including Sunday's dinner. We were using a kerosene stove and she had even included the cost of oil. The total amounted to four dollars and sixty-eight cents, which left, as she explained, thirty-two cents for general wear and tear. It didn't sound possible, but it was a fact. And I still had eighty out of the hundred dollars left from the old home. I felt like a capitalist.

And this was the germ of a new idea. It is a further confession of a middle-class mind that in coming down here I had not looked forward beyond the immediate present. With the horror of that last week still on me I had considered only the opportunity for earning a livelihood. To be sure I had seen no reason why an intelligent man should not in time be advanced to foreman, and why he should not then be able to save enough to ward off the poorhouse before old age came on. But now—with that first dollar tucked away in the ginger jar—I felt within me the stirring of a new ambition, an ambition born of this quick young country into which I had plunged. Why in time, should I not become the employer? Why should I not take the initiative in some of these progressive enterprises? Why should I not learn this business of contracting and

build for myself? With that first dollar saved I was already at heart a capitalist.

Getting Used To the New Life.

I said nothing of this to Ruth. For six months I let the idea grow. If it did nothing else it added zest to my new work. I shoveled as though I were digging for diamonds. It made me a young man again. It made me a young American again. It brought me out of bed every morning with visions; it sent me to sleep at night with dreams. I found that even in so humble an occupation as digging in a ditch there was freer play for the intellect than in merely adding figures. There is something to be learned in how to handle a shovel with the largest return for the least outlay of strength; there is some chance for skill in the handling of a big boulder in the path; in directing the efforts of half a dozen men with crowbars. I found myself assuming a sort of leadership among my fellow-workers. I did this unobtrusively, for I realized that it would not do to excite the jealousy of the bullying boss over us. But many a time I succeeded in quietly calming the men when, harried by foul oaths and stinging patois, they were upon the point of rebellion, or when, under the excitement of the moment, they wasted their efforts in frightened endeavor. The foreman was skillful in a good many ways, but he did not know how to handle his men. He wasted their strength, wasted their good will. In spite of all the control I exercised over myself some nights I have realized that half my strength had during the day gone for nothing. But again I'm running ahead of my actual experience. I laid myself out to get acquainted with this race; to learn their little peculiarities, their standards of justice, their ambitions, their weakness and strength.

In the meanwhile affairs at home went smoothly. There wasn't a week when Ruth didn't save her dollar, and sometimes more. The change, instead of dragging her down, brightened her wonderfully. It enlarged her field of human interests. She was a great deal with the boy, this summer, and the improvement in him was marked. The gymnasium work, with the frequent excursions of the class to the beach or the country—the expense of these jaunts was extremely small—had filled him out. The competition with youngsters with lesser advantages in their studies than he had had spurred him on. The street life quickened his imagination, broadened his sympathies.

Ruth had made herself acquainted with the other people in the tenement, and I could see that her influence was spreading down the whole street. The district nurse was quick to find her out and appoint her an unofficial mother for the neighborhood. If a baby became suddenly ill; if hunger pressed hard; if the rent collector threatened, it was Mrs. Carleton who was sent for. It was wonderful how quickly these people discovered the sweet qualities in her that had passed all unnoticed in the old life. It made me very proud.

Early in the summer I had ar-

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.



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.



ranged a small canopy on the roof and Ruth had bought a few plants to decorate our miniature roof garden. Here we used to sit on fair summer evenings, with the city and the harbor spread out at our feet and overhead the same clean stars that shone above the woods and mountaintops. It was wonderful to watch the scudding ship lights on the water, to hear the humming undercurrent of life on the land. I have never felt nearer Nature than I then did. The exercise of the day, the salt bath, and the visions excited by the surrounding roof-tops put me in a particularly receptive frame of mind. I was a man and a free man, with twenty years of slavery back of me to make me glad of this.

And Ruth, reading this in my eyes, nestled closer to me, and the boy, with his chin in his hands, stared out to sea and dreamed his own dreams.

VI.

That fall the boy entered the finest school in the State—the city high school. If he had been worth a million he could have had no better advantages. His associates might have been more carefully selected at some fashionable boys' school, but he would have had no better surroundings, no better instruction, no finer opportunities to prove himself. Moreover, mixed with the worthless, there were in this school the men—the past had proved it—who eventually would become our statesmen, our progressive business men, our lawyers and doctors — if not our conservative bankers. I tried to make the boy see this. I advised him to hunt for them, to make them his friends, and, in order to give fair return for this, find out what he himself could best do in the school life and get into it hard. I wanted him to study, but I also wanted him to test himself in the literary clubs, in the dramatic clubs, in athletics. I wanted him to be one of the active men of his class in the school life. I established it as habit that at suppertime he review for me the happenings of the day. Then both Ruth and I made such corrections and suggestions for improvement as occurred to us. In this way we kept in active touch with him. But the plan itself was again evidence of some new spirit that we were all imbibing down here. Instead of drifting we were setting sail.

Preparations for Better Things.

In the mean while I was working steadily at my own plans. I missed no opportunity for learning even the most trivial details of digging ditches. I consorted as much as possible with my fellow-workmen; I watched the foreman closely and picked up a vast deal of information from him; I learned the price of tools the price of gravel, stone and concrete. After the subway job I was put at work on house foundations and met a new gang of men. So far as it was possible I made it a point to get acquainted with them all. I even took down their names and addresses and made a note of the best workers. I learned the terrible evils of the pedrone system which robs them of half their pay and keeps them for years in a

condition of serfdom. I learned where they came from; how they were trapped into the unfair contracts and how great advantage was taken of their ignorance of the language. There was not a scrap of information that I didn't memorize. I worked with my eyes and ears wide open.

In addition to this I bought an Italian grammar and with the aid of a young Italian on the second floor began to pick up the language, helping him in return with his English. This was not all. I tapped new sources of energy. I had now become accustomed to the daily physical exercise and no longer returned home exhausted. The actual manual labor was child's play to me. My muscles had become as hard and tireless as those of a well-trained athlete. Accordingly I looked around for some regular employment for my evenings. I was handicapped by twenty years and couldn't afford to enjoy them with Ruth much as the privilege meant to me. I found a night public trade school in operation within ten minutes' walk of the house and at once enrolled in a course in masonry and another in mechanical drawing. These filled up my evenings from eight until 10 o'clock. Even this did not take me so much from home as the old employment had done. I still had from five-thirty to quarter of eight at home every night and all of my Sundays. In the old existence there had been many dreary stretches when I didn't get home until midnight, not even for dinner.

In this way my full life sped on from day to day. It was all so vital and joyful that I don't know what to leave out. But the point I wish to emphasize is this: that whereas before in my middle-class circle I found no opportunities whatever, I found here more than I could grasp. There were a dozen things in the trade school I wished to study; there was a free course of lectures downtown that I hungered to hear; there was a night school that offered me chances for which I had always longed; there was the Y. M. C. A. with a wide curriculum; there were constant free public entertainments that often offered talent of the highest order; there was a Civic-Service House with still other opportunities—all within easy reach of this so-called slum quarter; all designed for and maintained for this new type of American. Had I had the time I could have heard good music, seen good drama, had access to all the new magazines and books—I could even have cultivated the arts under the best guidance—all free of cost. As it was, Ruth and I made it a point to visit the art galleries at least every other Sunday with the boy. Before this these buildings had been only names to me. None of the middle-class crowd ever visited them except on special occasions. I found them here a significant feature of the life of these people. We had only to follow the crowd to be swept within the doors.

Before the year was out I met the active workers in the Civic Service and Settlement houses and through them came in closer contact with

sterling members of the aristocracy of the city—a class of whom before I had only read. I made many real friends in this way—men and women with whom, before, I could not possibly have had anything in common. They gave of their best down here in time, talent, money, pictures, flowers—everything. So, too, did the professional men. I had at my disposal absolutely free of cost the finest lawyers in the city—the highest medical authorities. Hospitals stood open to us that before would have taken a year's salary. With a fortune I could not have had more. But, thank God, we had no need for that especial privilege!

When in the spring I was made foreman, at a wage of two dollars and a half a day, my cup seemed running over.

VII.

If I had been making five dollars a day at this time I would not have moved. There was no middle ground between this and an independent fortune that offered me half the advantages. And even the latter could not offer me the same good spirit or half the simple friendships that I was making here. Ruth, the boy and myself now knew genuinely more people than we had ever before known in our lives. And most of them were worth knowing and the others worth the endeavor to make worth knowing. We were all pulling together down here—some harder than others, to be sure, but all with a distinct ambition that was dependent upon nothing but our own efforts.

As foreman of a gang of twenty I had the opportunity to test what I had learned of these people. The result was beyond my expectations. I kept my men in such good spirit and got so much work out of them that almost before I knew it I had a hundred under my personal supervision. It wasn't long before the contractor himself knew about Carleton's gang. Whenever there was a hard, quick job to be done it was Carleton's gang that was sent. I became proud of my men and my reputation. I felt like a captain with a tried and true regiment at his command.

I accomplished this result in two ways: by taking a personal interest in each individual and by adhering strictly to simple, homely justice in my relations with them. I found there was no quality that so appealed to them as this one of justice. By this I mean what Roosevelt has characterized as "a square deal." I never allowed a man to feel abused or bullied; I never gave a stern order without an explanation; I never discharged a man without making him feel guilty. On the other hand I made them act justly toward me and their employer. I taught them that justice must be on both sides. It was remarkably easy with this freedom-loving people. With American-born it was harder.

With my increase in pay we did not increase our living expenses one cent. Ruth was responsible for that. As for myself I was now eager to give her and the boy little luxuries but she would have none of it. Every



CERESOTA is not the kind of flour that can be sold cheap nor that needs to be sold cheap.

It costs more to make than ordinary flour and is worth more to use—the proof is in the flour itself, not in the statement.

BUY ENOUGH TO TRY

JUDSON GROCER CO.
Distributors
Grand Rapids, Mich



Saturday night I brought home my fifteen dollars, and she took out three for the rent, five for household expenses, and put seven in the ginger jar. We had one hundred and thirty dollars in the bank before the raise came, and after this it increased rapidly. There wasn't a week we didn't put aside seven dollars, and sometimes eight. The end of my first year as an emigrant found me with the following items to my credit: Ruth, the boy and myself in better health than we had ever been; Ruth's big mother-love finding outlet in the neighborhood; the boy alert and ambitious; myself with the beginning of a good technical education, to say nothing of the rudiments of a new language, with a royal gang of one hundred men and two hundred dollars in cash.

This inventory does not take into account my new friends, my new mental and spiritual outlook upon life, nor my enhanced self-respect. Such things can not be calculated.

Once again I am puzzled as to what to leave out of this narrative. There wasn't a day that isn't worth recording. That first year was, of course, the important year—the big year. It proved what could be done and nothing remained now but the time in which to do it. It established the evident fact that if a raw, uneducated foreigner can come to this country and succeed, a native-born with experience plus intelligence ought to do the same thing more rapidly. But what the native-born must do is to simplify his standard of living, take advantage of the same opportunities, toil with the same spirit, and free himself from the burdensome bonds of caste. The advantage is all with the pioneer, the adventurer, the emigrant. They are the real children of the republic—here in the East, at any rate. Every landing dock is Plymouth Rock to them. They are the real forefathers of the coming century, because they come with all the rugged strength of settlers. They are making their own colonial history.

To record the incidents of the next three years would be only to trace a slow, steady strengthening of my position. The boy succeeded in school beyond my highest expectations. He stood high in his studies, which he now undertook not as a task but as an ambition; he made both the debating team and the baseball team. He had many friends, not only in school but on our street, and he got nothing but good from them. I, in the meanwhile, fitted myself not only to earn a living as a mason, at from three to five dollars a day, had I chosen, but I qualified in a more modest way as a mechanical draftsman. I could speak fluently in Italian with my men. The new friendships became old friendships—both for Ruth and myself. She was known for twenty blocks as "Little Mother."

How Success Came.

Not only this, but I had learned thoroughly nearly every side of the contracting business. And that was my goal. I had made myself acquainted with builders throughout the city and had learned where to buy the best and cheapest. I had estab-

lished a reputation among all the men I had met for sobriety, industry and level-headedness. I can't help smiling as I recall how little that counted for me when I sought work after having left the United Woollen Company. But here it did count; it counted a lot. I realized that when the time came for me to seek credit.

At the end of the second year my pay had been increased to three dollars a day—then to three and a half. Still we did not increase our household expenses, although it did take a few dollars more for the boy. The most of this, however, he earned for himself in the summer months. In all we actually saved some fourteen hundred dollars. I turned this once in a quick real estate deal that increased it to two thousand.

But my greatest capital was the gang of about one hundred picked men who stood ready to work for me personally in preference to any other man in the city. Not only that, but they could collect two hundred others for me at a day's notice. It was my machine. A body of more loyal or intelligent day laborers could not have been found in the State. It was more than ever Carleton's gang. Men had come and gone, to be sure, but the core of the old crowd was there, and those I added to it were even better, for I had learned to pick with better judgment.

At the beginning of the fourth year, then, with the boy in the senior class of the high school, I was ready for my first radical departure from the routine of my life. I made up my mind to step forward as a contractor for myself. It meant at last complete independence.

My opportunity came in an open bid for a bit of park construction free from political pull. I studied the problem, got my prices and, relying on my men to clip off at least one week, put in my estimate. The grand total ran up into so many thousands that for a moment it staggered both Ruth and myself. She was the first to recover.

"Go after it, Billy," she said. "You can do it."

I did it. The gang clipped ten days from my estimate. I cleared two thousand dollars in a month and through that work secured another contract.

The night I deposited my profit in the bank Ruth quite unconsciously took her pad and pencil and sat by my side to figure out as usual household expenses of the week. They amounted to four dollars and sixty-seven cents. When she had finished I took the pad and pencil away from her and put them in my pocket.

"There's no use bothering your head any more over those details," I said.

She looked up at me almost sadly. "No, Billy," she said plaintively. "There isn't, is there?"

VIII.

During all those years we had never seen or heard of any of our old neighbors. They had hardly ever entered our thoughts except as very occasionally the boy ran across one of his former playmates. Shortly after this, however, business took me

out into the old neighborhood and I was curious enough to make a few enquiries. There was no change. My trim little house stood just as it then stood and around it were the other trim little houses. There were a few new houses and a few newcomers, but all the old-timers were still there. I met Grover, who was just recovering from a long sickness. He didn't recognize me at first. I was tanned and had filled out a good deal.

"Why, yes," he exclaimed, after I had told my name. "Let me see, you went off to Australia or somewhere, didn't you, Carleton?"

"I emigrated," I answered.

He looked up eagerly.

"I remember now. It seems to have agreed with you."

"You're still with the leather firm?" I enquired.

He almost started at this unexpected question.

"Yes," he answered.

His eyes turned back to his trim little house, then to me as though he feared I was bringing him bad news.

"But I've been laid up for six weeks," he faltered.

I knew what was troubling him. He was wondering whether he would find his job when he got back. Poor devil! If he didn't what would become of his trim little house? Grover was older than I was when the axe fell, by five years.

I talked with him a few minutes. There had been a death or two in the neighborhood and the children had grown up. That was the only change. The sight of Grover made me uncomfortable, so I hurried about my business, eager to get home again.

God pity the poor? Bah! The poor are all right if by poor you mean the tenement dwellers. When you pray again pray God to pity the middle-class American on a salary. Pray that he may not lose his job; pray that if he does it shall be when he is very young; pray that he may find the route to America. The tenement dwellers are safe enough. Pray—and pray hard—for the dwellers in the trim little houses of the suburbs.

It is five years now since I entered business for myself. The boy went through college and is now in my office. We didn't move from among our dear, true friends until the other boy came. Then I bought a house outside the city with fifty acres of land around it. There is still another boy there now. We entertain a good deal, but we don't entertain our present neighbors. There isn't a week, summer or winter, that I don't have one or more families of Carleton's gang out there for a half holiday. It's the only way I can reconcile myself to having moved away from among them.

A Realist on Hope.

William Dean Howells, discussing realism at one of his Sunday afternoons in New York, let fall a neat epigram on hope.

"Hope," said the famous novelist, "is not really an angel in a diaphanous robe of white, but only the wisp of hay held before a donkey's nose to make him go."

Parcels Post.

For some time we have called attention to the fact that great effort is being made to bring to the front during the next session of Congress the question of a parcels post extension. Many of our daily and weekly papers have published editorials in favor of the extension of the parcel carrying system of the Government. Very much depends on the action and the attitude of the retail merchants of the United States as to whether they defend themselves or whether they let this question go by default, and wake up some morning to the realization that a bill of this kind has been passed. Everything that can be done has been done by the officers of the National Association of Retail Grocers, ably assisted by the officers of the National Hardware, National Druggists' Association and many others.

If the merchants in the country towns will take an interest in this matter to the extent of furnishing to their town papers material in opposition to parcels post which should be instructive and educational they will find that it will go a long way in preventing the passing of any bill along these lines, it will also bring to the attention of their patrons the fact that it is to their interest as well as the interest of the merchant that the Government does not enter into competition with business men of their home town.

We sincerely hope that our Government will not enter into any combination that will interfere with conditions now existing, to the detriment of the retailers in the smaller and to the advantage of the larger cities.

It is necessary that the merchants of the small towns realize the situation and endeavor in some way to attract the consumer in the surrounding district by studying new methods, by advertising to the consumer, by appealing to them from a business standpoint and not from any standpoint of sentimentality.

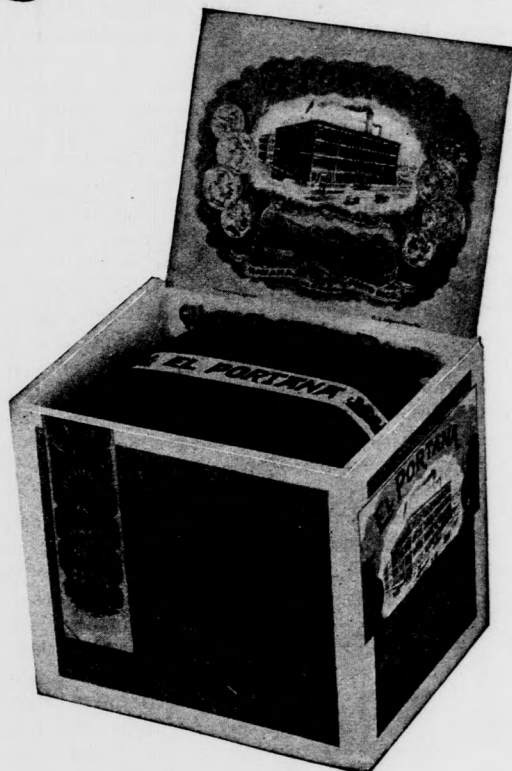
What you have done or what you intend to do may not appeal to the every day customer, but what class of goods and the price will appeal to him.

Once more we make this earnest request that the retail merchant takes it upon himself to see that conditions between himself and his trade are congenial to the extent that nothing away from home will appeal to them; that to trade at home is to their benefit and that when taking into consideration all conditions that they can be better suited at home than abroad. John A. Green, Secretary National Association Retail Grocers.

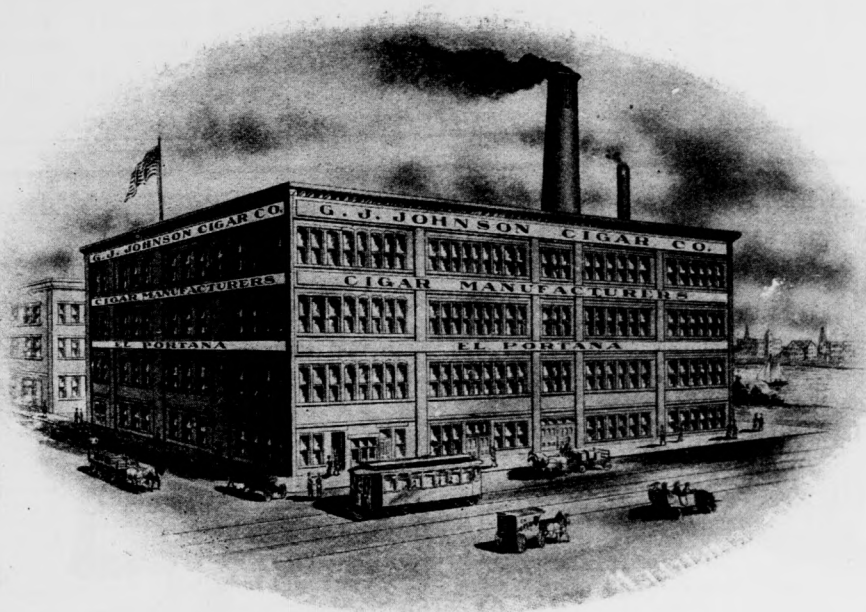
Samson was carrying away the gates of Gaza. "If you fellows have any curiosity to know what a wide-open town looks like," he said to the gazers on the outside, "heres' your chance." But they took Samson for a strong-arm man and fled for their lives.

"Why do you cry, Jerry?" "Casey wouldn't lend me five dollars." "And I thought he was your closest friend." "He never was so close as that before."

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



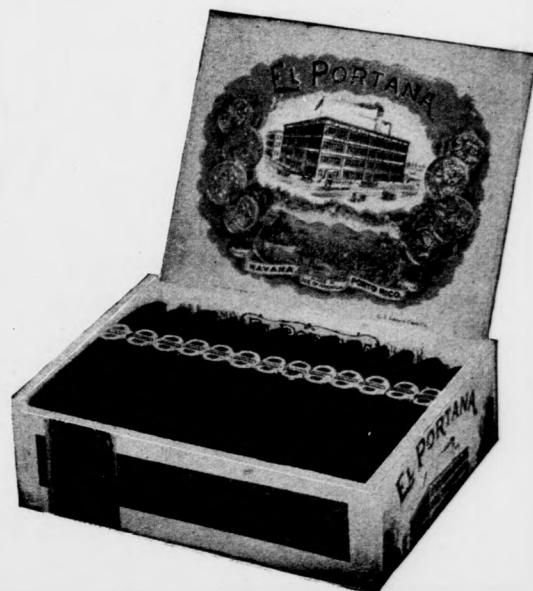
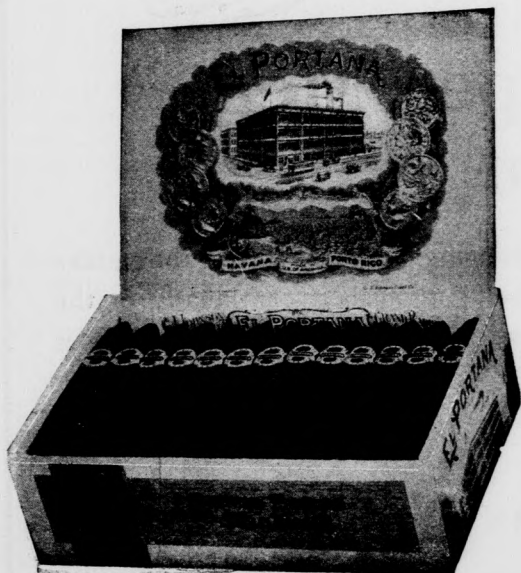
Manufactured
Under
Sanitary
Conditions

Made in
Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



DEPARTMENTIZING A STORE.

Classifying Stock Has Advantages Over Old Style.

Written for the Tradesman.

This expression is capable of so many interpretations that we shall try to explain what is included by our title before proceeding to give directions for bringing about the condition indicated.

To some a departmentized store is a department store, meaning one which contains all kinds of goods. This is not the meaning which we wish our readers to possess.

To others the idea is simply dividing the various kinds of goods into separate sections so that a customer may find one kind of goods in one department and another kind in another place.

Another view of the matter is that the stock is divided into sections, and the books kept with each section so that the proprietors may tell exactly how much the goods of each department have cost, and for what they have sold.

Still another view is similar to the one just described, except that in addition to the keeping of separate accounts the sales force is divided so that each clerk is assigned to a certain department and is not allowed to follow a customer and wait upon him in more than one department.

The plan of dividing the goods into distinct departments and keeping separate accounts with each is one not difficult to carry out. The additional feature of assigning the sales

force to certain definite departments is not so attractive.

It is a well known fact that all stores have certain individuals who are known as "favorite clerks." They attract and hold trade by reason of their skill, tact and courteous attention. The assignment and restriction of salesmen would to a large extent do away with the benefits derived from the services of such clerks.

But we think it is entirely unnecessary to assign and restrict the sales force in order to gain the most important benefits derived from departmentizing a store. By means of the ideas hereafter expressed we think these advantages may be secured and yet permit the clerks to go from one section to another.

Our readers are doubtless familiar with the system of "transfer" in operation in all large stores. When a customer makes a purchase in one department the purchase is recorded upon a card prepared for this purpose. Opposite the entry item is placed a mark indicating the department and salesman.

The salesman in every department in which a purchase is made writes out the proper item on the card, and when the customer finishes trading he or she presents the card at the cashier's desk. At the same time the sum of the items is either paid or credit obtained and the future payment arranged for.

An adaptation of this plan will be found suitable for use in the departmentized store.

The clerk with whom the customer first trades takes the customer in

charge, and when the sales in his or her department have been completed the items are recorded so that the exact article sold may be identified from this card. The selling price is entered on the card opposite each article sold.

Each department is designated by a letter, and each member of the sales force by a number. After every sale the one making it records the letter of the department and the number of the clerk who made it.

After the purchases are completed in the first department entered, if the customer has no preference among the clerks, the clerk making the first sales directs the customer to the next department she wishes to visit. At the same time the clerk gives the card memo. of sales to the customer. The next clerk in like manner enters the sales made from that department and signs with the proper department letter and salesman number.

If one clerk is selected to attend a customer through all her shopping the only difference is that the same clerk retains the sales card until the shopping is finished, when she signs the entire list with her number and places opposite each item the letter of the department from which it came. Usually the department letters are jotted down as each department is visited and each sale made.

In every case when the customer completes her shopping the sales card is either presented in person to a cashier, or is taken thence by a clerk, a cash boy or girl, or by means of an electric cash carrier, as

the case may be. The same means returns the change, if any, to the customer and the act is completed.

Eventually the sales cards all find their way to the accountant department, where a book-keeper copies the information they contain into the books of the house. On the card he finds every purchase recorded and credited to its own department by letter and to the salesman by number. Both these items are preserved.

Sometimes a special inducement is offered to the salesmen whose sales exceed a certain sum in a given time. In some places this information is kept, although no real use is ever made of it. It is claimed that the mere fact that the management knows just what each clerk has done for the house every month has a good effect upon their attention to business.

There is also another reason for preserving the salesman's number. If goods prove unsatisfactory and are returned, the card or a record made from it shows what clerk was dealt with. To this person is given the work of rectifying the mistake, or satisfying the customer. For mistakes on the part of clerks some houses have a system of demerits which operates against merits obtained from large sales.

Each department is charged with all new goods placed in it, and the sales cards show the quantity and value of each separate article sold. By means of this system the manager knows what amount of each kind of goods is yet on the shelves, and may



We've Got the Newspaper Men Working for You

With the most thorough advertising campaign you ever saw—big, convincing advertisements that make your customers hungry for BEARDSLEY'S SHREDDED CODFISH are being published continually in the newspapers your customers read. All you've got to do is to lay in a good stock, put it where people can see it and you'll have a big sale right away.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York

learn what per cent. of gain each department or section is paying him. He can thus locate the source of his losses, and may take the necessary steps to stop them or at least to reduce them greatly.

These advantages, it will be noted, are the results of departmentizing a store, and without restricting the sales force to any particular department.

While it is possible to allow full freedom to clerks in going from one department to another, when so requested by a customer, it is always best to assign each clerk to some definite department in which each is to remain when not needed elsewhere.

There will also be appointed a head clerk for each department upon whom will rest the responsibility for the proper display of the goods and the general oversight of the entire department.

So far as is possible each clerk should remain in the department assigned and should leave it only on a direct request from a customer, or on order from the head clerk of his or her department.

Such an arrangement permits of each salesman's making special study of some line of goods. Each may thus become of greater value not only to the house but to the customer as well.

The departmentized store permits of a closer and better application of cost systems and affords more complete and accurate knowledge of all parts of the business.

There are almost always some departments of a general store which must be operated at a loss. This is done in order to attract and retain custom in other more profitable lines. By the system described these departments are located, and in many instances plans may be devised by which they are made a self-supporting, if not a paying, proposition.

But what is much better, it locates the profits(?) of those departments supposed to be productive, but which are sometimes the cause of continual, aggravating losses. These are thus found out and may either be run on other plans or abandoned altogether.

This is but one kind of departmentized store. There are doubtless many other ways by which the same results may be obtained. But for this plan we claim most of the advantages and the avoidance of many evils usually ascribed to the department store. Its simplicity at least will surely recommend it to the man who hesitates to make use of one of the elaborate "systems" that are being installed by "experts" in some places.

C. L. Chamberlain.

"Father," queried Bob, just home from college, "you've worked all my life, haven't you?" "Quite right, quite right, son," mused father, retrospectively. "Just so," resumed Bob briskly. "Now you had better get busy and work for yourself a bit—eh, dad?"

Hotelkeeper—I'd like to know how this souvenir-taking habit got its start, anyway. Friend—It was when the dish ran away with the spoon, I guess.

Quantity Price vs. Square Deal.

The letter to President Taft by the Secretary of the Los Angeles Retail Grocers' Association, J. F. Paulding, contains a suggestion that has more than ordinary merit and from which some plan may be formulated for the adjustment of the conditions existing in the retail grocery trade of America.

Mr. Paulding cites three cases, namely, the Tobacco Trust, the Spool Cotton Company and the Price Flavoring Extract Company, all of whom are giving a discount of 20 per cent. to a favored few, namely, twelve large buyers, and who refused to give the same discount to the smaller stores even although they combine their order and would buy a larger quantity than some of these twelve favored stores.

It is well that we take cognizance of this thought, it will surely bring it to the attention of those who may assist in bringing about a satisfactory solution of these inequalities.

In bringing these unfair conditions to the attention of the President it will no doubt be the means of having the matter looked into.

The Government has almost entirely eliminated the giving of rebates by railroad companies so that the small shipper may have the same rate and the same advantage as the larger shipper and there is no reason that there should be any favoritism shown to the man who can buy fifty cases as against the man who may only be able to buy ten. They are both in the same business; they both have their capital invested, and it is no wonder now that we are considering conditions after hundreds of thousands of dollars have been lost by honest, industrious, careful, hard working men when they have to compete in this unfair manner with the competitor who can buy his goods at 20 per cent. less than he could.

If the average retailer can have a square deal so that he may buy his goods at the same price as his competitor, and the wholesaler will see to it that he gets the weight that he pays for, there will not be so many failures in the next year as there have been in any of the previous years.

He Wouldn't.

Joseph H. Choate, the New York lawyer, deprecated at a recent dinner the exorbitant fees charged by some lawyers.

"You have perhaps heard," said Mr. Choate, "of the gentleman who remarked to his counsel when his case was settled:

"Well, your fee, sir, is exorbitant. I know positively that you didn't give two hours to my case from first to last."

"Ah, sir," said the lawyer, airily, "it is not alone my actual time I charge you with, but the cost of my legal training as well."

"All very fine," retorted the client. "And now I wonder if you'd mind giving me a receipt for the cost of your legal training, so that your next customer won't have to pay for it all over again?"



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53 DIVIDENDS

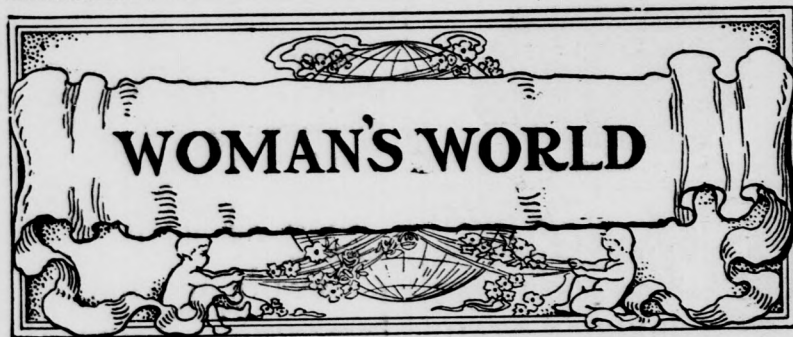
IN AN INVESTMENT THE MOST IMPORTANT, THE ESSENTIAL, ELEMENT IS THE UNDERLYING PRINCIPLE OF SAFETY.

Speculative features, as a rise in value, however desirable are secondary. A combination of the two is rare and one that only the shrewdest can see, and take advantage of. The officers of the CITIZENS' TELEPHONE CO. believe that its stock possesses the first element beyond question. There are no bonds, liens or mortgages on its property, no indebtedness except current obligations, and the ratio of assets to debts is more than twelve to one. A suspension of dividends for one year would practically pay every dollar of debts. Can any other public corporation say so much?

Every year, every quarterly period of its fifteen years' existence has been of steady uninterrupted progress. The business is NOT AFFECTED BY PANICS OR HARD TIMES. Dispensing with the telephone is almost the last thing thought of, and its discontinuance is rarely ordered as a matter of economy. The failure of a well established, well managed telephone company is yet to be recorded. THE CITIZENS' 53 DIVIDENDS have been paid with as UNFAILING REGULARITY as the interest on GOVERNMENT BONDS.

While the tremendous development of the telephone business the past fifteen years has necessitated the issue of large amounts of securities, as the time approaches when the demand for such service slackens, the necessity for the sale of stock will also decrease and stop. While past experience warrants nothing in the shape of a prophecy, the Citizens company believes that such a period is not far off. The territory served by it is fairly covered, there are few towns in it not now cared for, its larger exchanges have been rebuilt, its toll line system well developed. There is nothing in sight that calls for such large expenditures of money as in the past. It appears evident that the time is not far distant when the sale of stock can be curtailed, if not entirely ceased.

If these deductions are correct and are justified by the future, then the Citizens' stock possesses the second element of having a speculative feature as well as the MORE IMPORTANT ONE OF SAFETY. Full information and particulars can be obtained from the secretary at the company's office, Louis street and Grand River.



The Folly of an Inflated Style of Living.

Written for the Tradesman

Very few, if any, of my readers are needy, in the sense of lacking food or shelter or common clothes. But most of us, if the truth were known, are "up against it" in the matter of income; that is, a yawning gulf separates the cheap and ordinary things we actually can afford to have from the luxuries and elegancies our souls covet. From across this chasm we catch enchanting glimpses of palatial homes, yachts, private cars, imported gowns, masterpieces of art, rare laces, gems, antique and curios. These things are not for us, that is, for most of us; so there is no denying that stern repression of aesthetic desires and economic miseries of many kinds inevitably are associated with small and moderate incomes.

But the woman who has the hardest time of all, the one who does the direst things in the way of pinching and scrimping and bargain hunting, the one who is herself most wretched and causes most wretchedness to all who have anything to do with her, is the one who feels obliged to try to make her neighbors and friends and the public generally believe that her income is about twice as great as it is.

There is the case of the Suddick family. Mrs. Suddick, if only she could be dissuaded from her insane worship of appearances, would be a very nice kind of a woman. As it is, her devotion to a most greedy and exacting fetish makes life very hard for poor Suddick and for a number of other people.

When they first were married and Suddick was a clerk earning \$600 a year, she insisted on a \$1,200 style of living. It has happened that I have known the salary he was receiving right along. When he got up to \$1,000 she was already perched on the \$2,000 rung of the social ladder. Soon after this, long before they could decently afford a good horse and buggy, she was "figuring on" an automobile; and the moment he reached the \$1,500 notch she carried her point and the car was purchased. It is not yet entirely paid for.

The home they live in belongs to his mother, who is fairly well-to-do and charges them no rent. With careful economy and a willingness to live according to their means, they might be very comfortable.

Suddick is a good, faithful, plodding fellow, but he is lacking in initiative and probably is destined to spend all his days working, not for himself, but for somebody else. He has become prematurely aged and

worn out in his efforts to bring his income up to his wife's ideas. Of late years he has been discouraged and hopeless as to ever really getting ahead any, because he realizes that even if by dint of harder work and closer application he should be able to secure a hundred or two more salary per year, that long before he will get it his wife will have her plans laid for increasing the outgo fully three times that amount. It really was easier to make ends meet in the old days when he was receiving only \$50 per month. No wonder there are deep lines in Suddick's face, and he wears always a harassed expression, and complains often of not being able to sleep nights. The partner of his joys and sorrows says airily that she would like to hire a chauffeur and relieve Mr. Suddick of the care of the machine, if only she could find one who was sober and capable. A salaried chauffeur, indeed, when the family income is only \$1,500 a year!

Mrs. Suddick is a dread to her groceryman, because, wanting as she does, all her money for outside show and finery and expensive entertaining, she always is grumbling about the cost of potatoes and trying to beat him down on the price of eggs and flour. The dry goods people all hate to see her coming because they know she will want three dollar material and be willing to pay only \$1.19 per yard. The milliners despise her because, while nothing but the swellest kind of a creation will satisfy her ambitious taste, they know she will insist she ought to get it for the price of a cheap ready-to-wear hat.

She makes life miserable for her dressmaker, because that faithful little body, whom she pays only five or six dollars for making a gown, can not put as much style and originality into it as a modiste who would charge from twenty-five to fifty dollars at least. And so on and so on with everyone with whom Mrs. Suddick has any dealings.

A short time ago her girl left her, after a stay of only a few weeks. In fact, Mrs. Suddick always is having difficulty with her help, and the Suddick home is black-listed among all the servant girls in town as "an awful hard place to work," although the family is small, only Mr. and Mrs. Suddick and their one little daughter. But I often have noticed that women of Mrs. Suddick's type, who try to run an establishment really requiring three or four servants, and do it with only one girl, always are having trouble beyond the ordinary with their help.

This Polly, who has just left her, was five years with her previous em-

ployer, a woman with six children, who pronounced Polly a jewel, said she simply wouldn't know how to keep house without her. That woman moved away and Polly decided, not without many misgivings, to try it at Suddick's.

At her former place, while there was considerable to do, they lived in a simple way; the mistress was a good manager and helped with the work herself and they got along very nicely.

When Polly went to work for Mrs. Suddick she found things very different. She must be cook. That was not so bad, for Polly is a very good cook; but she must at the same time be second girl and she must answer the doorbell. She must do the laundry work, and it was pretty hard when Polly was down in the back basement washing to come all the way up to the front door to answer a dozen different rings of a Monday forenoon.

When Polly got her work done up in the afternoon, and was ready to have an hour or two to herself as she had done at her old place, Mrs. Suddick always wanted her to take the little girl out for an airing. Mrs. Suddick really would just as soon look after the little one herself only she thinks there is more "tone" in having the "maid" do it. She called Polly her "maid," an appellation to which Polly had not been accustomed, and this did not set very well.

When Mrs. Suddick entertained, instead of having a simple little spread and a good time with her friends as her resources would warrant, she must serve an elaborate tea or a dinner of many courses, making hours and hours of extra work for Polly. Polly had to be everything on such occasions. She was cook and waitress and butler. Of course at the Suddick's there is nothing to "buttle" except tea and coffee and cocoa and lemonade and carbonated drinks warranted non-alcoholic, but the "butting," such as it was, Polly had all of it to do.

Indeed, so many and so various were Polly's duties that one of the neighbors of a sarcastic turn wondered that Mrs. Suddick didn't require Polly to turn chauffeur and put on a cap and goggles and learn to crank and drive the machine, along with everything else.

Now Polly, considered just as one hired girl for doing general housework, is an extra good one; but Mrs. Suddick failed miserably, as would anyone else, when she tried to make a whole retinue of servants out of her. Polly wouldn't stand for it and left, very quickly securing another place far more to her liking. Mrs. Suddick is looking for another maid.

In this never-ceasing strain to make one dollar do the work of three or four, Mrs. Suddick herself is not happy. It is very hard indeed for a woman to look smiling and care-free and as if she hadn't a financial worry in the world when she has just thirty-seven cents in her pocketbook and needs a hundred and thirty-seven dollars at once with which to meet actual running expenses. This is the task Mrs. Suddick and all like her are setting for themselves continually.

I am not sure but it would be a good thing if the real income of every family had to be blazoned out in big figures on the front of the house in which they live. Then when a \$1,500 family went to affecting a three or four thousand dollar style of living they would become objects of public ridicule and scorn. Quillo.

Is Suffrage Worth While?

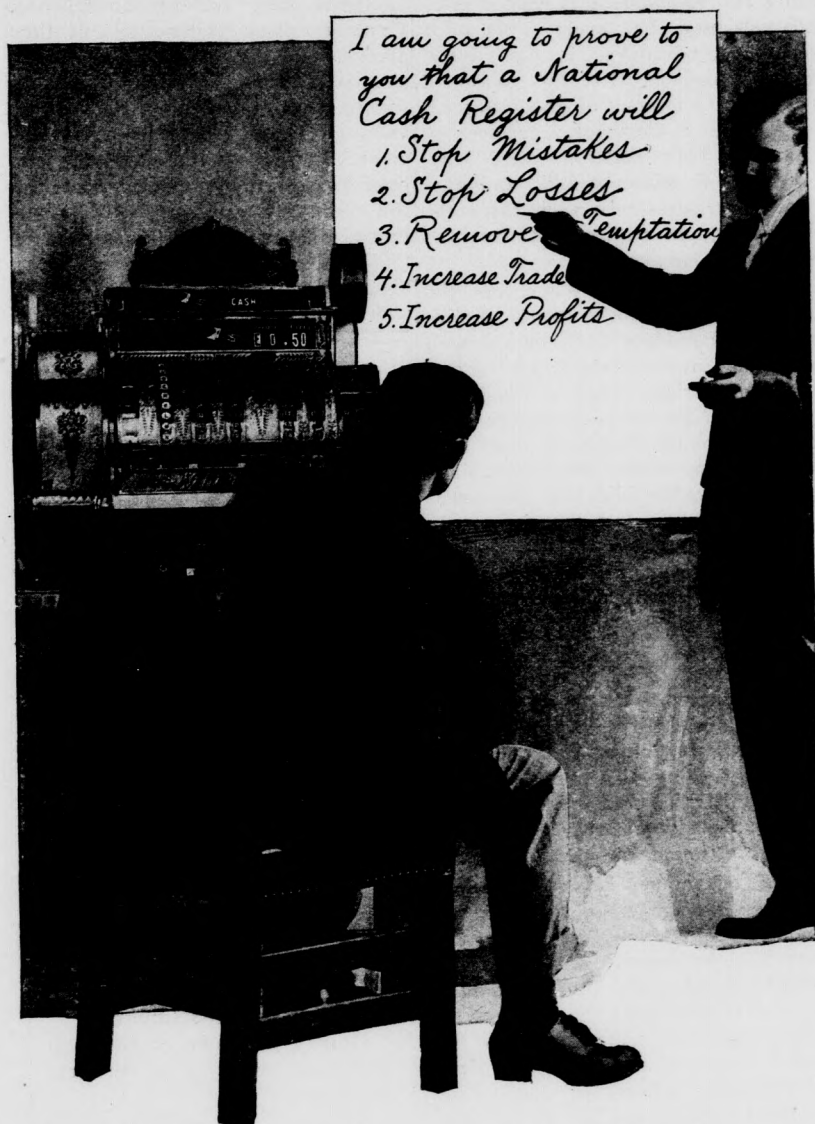
Are votes for women worth while?

It is not exactly man's business to decide, although he and his vote constitute the machinery by which the decision will be made if it ever has to be made at all. Man's business, as it concerns woman, is to provide, in so far as lies in him, that she shall not regret being born into this world a woman and not a man. His concern is to see that she has, in so far as he can manage it, as full and satisfying a life as he has himself, a life unlike his, but not less richly endowed than his with the opportunity for full development. That responsibility man in ordinary circumstances takes with a good deal of philosophy, being much disposed to get all he can, and let woman help herself to such a share of it as she is inclined to convert to her use. This method seems to work pretty well. I think the great majority of American women are still as nearly satisfied with it as they hope to be with things in this world. But a very considerable fraction of them in England and a very active if not considerable fraction of them here insist nowadays that their life is not as full nor their opportunities as ample as they should be, and that they won't be until woman gets the right to vote.

This disposition, when it has gone on long enough and been expounded with sufficient vigor on enough platforms and in enough newspapers, tends after a while to make man a bit uneasy, and brings him into the condition of continually taking stock of himself and his belongings to see what he has got that woman wants, and whether he has got enough—whether there is enough in life—to satisfy her.

For every wise man knows that one of the things most worth while is to command the active, willing and intelligent co-operation of women in the management of human affairs. He must have it. There is no price, consistent with human progress and the persistence of humanity, that is too great for him to pay for it. If woman ought to have an immediate, instead of an indirect, share of political power, of course it is only a matter of time when American women will have it. In the long run, nothing that they want is going to be denied them that is in the gift of American men.—E. S. Martin in Harper's Magazine.

"Why do you weep over the sorrows of people in whom you have no interest when you go to the theater?" asked the man. "I don't know," replied the woman. "Why do you cheer wildly when a man with whom you are not acquainted slides to second base?"



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IN BANKRUPTCY MATTERS.

What the Creditors Ought To Do or Ought Not To Do.*

You may be assured that it is a pleasure to meet with the credit men of the business institutions with whom, either directly or indirectly, the office of the Referee is so closely associated in the practical administration of the bankruptcy law. I was in doubt as to what branch of this subject would be of interest to the members of your Association, but was relieved of this embarrassment by the suggestion of your President, Mr. Tuthill, that I give a paper on "What Creditors Ought To Do or Ought Not To Do." This reminds one of the subject of, "What To Do Until the Doctor Comes."

Perhaps the more intimate acquaintance made possible by your entertainment this evening will be of greater mutual benefit than any suggestions I may be able to make; certainly, a paper along the lines indicated by your President may be made with propriety.

The bankruptcy law, as it now stands, is a complete and well defined code, simple and inexpensive in its practical application, and well framed to protect the interests of both creditors and bankrupts. It is purely statutory, both as to its origin and development. It is of great value to the business world, not alone for what it accomplishes in the actual case but also for what it prevents in general commercial dealings.

I venture to assert that there are no laws, state or federal, which furnish better methods or machinery for investigating frauds, recovery of concealed or illegally transferred property, speedy administration and ratable distribution of an insolvent's assets, nor for the punishment of a dishonest and release of an honest debtor.

Equality of the burdens is the key note for taxation and equality in distribution of an insolvent's assets is the essence of bankruptcy.

1. Greater caution in extending credit.

My first suggestion along the line of "first aid to the injured" is a more rigid diet on the granting of credits. In many of the cases, after knowing the facts as they actually exist, it is simply appalling to note the reckless manner and abnormal extent in which credit is extended to retailers, who are not only actually insolvent, but in some instances wholly unworthy of credit. The granting of credit under such circumstances leaves an open door for a designing debtor to loot an estate to the injury of his creditors. This injury is not alone to the wholesaler who extends a line of credit, but to other creditors, who, in reliance upon this fact, are led to grant credit which perhaps they would not have otherwise done.

2. Debtors should keep books.

Do not extend credit to a dealer who does not keep books of some character, from which he, or any intelligent person, may be able to fig-

ure at any given time, whether the debtor is solvent or insolvent, and whether his business is being run at a profit or a loss. It is safe to say that two-thirds, certainly one-half, of the smaller retail merchants who appear in the bankruptcy court in this district, either voluntarily or involuntarily, keep no books from which their true financial condition may, with any degree of accuracy, be ascertained; this class of debtors seldom, if ever, take inventories of their stocks and do not know whether they are solvent or insolvent, nor whether their business is run at a profit or at a loss. Now, with this class, even although they may be honest, it is usually but a question of time before bankruptcy will be forced upon them. It is one of the grounds, which will prevent a discharge, if the bankrupt has, with intent to conceal his financial condition, failed to keep books of account from which his true condition may be ascertained. This is very good; but this intent to conceal must be based upon proper proofs, and as you all know in the actual case such evidence is difficult to obtain. You credit men should insist that the debtor keep books, not necessarily a complete double entry set, but of some sort, from which his true condition may be determined. Not only this, but you should also insist that accurate inventories of his stock in trade from time to time be made and be by him preserved.

3. Financial or property statements.

When a dealer's financial condition or right to credit is in any particular degree questionable, you should insist upon his making a financial statement in writing, as a basis for credit. This may require co-operation among wholesalers, as frequently if one refuses to sell, another will do so. An honest merchant will not ordinarily refuse to make such a statement, and it certainly should be demanded of one whose honesty is questioned. If such written property statement is materially false and credit is extended in reliance upon it, a discharge in bankruptcy is denied.

4. Delay in commencement of proceedings.

Delay in calling the doctor is dangerous, so also is delay in the commencement of action under the bankruptcy act. Frequently these delays permit opportunity for frauds and cause depletion or depreciation of the estate. If you have an insolvent debtor on your list, and particularly one against whom you have a well founded suspicion as to trickery, and an act of bankruptcy has been committed, act at once. Observation has taught me that it is quite human for an insolvent, if opportunity is afforded, to look well after himself to the detriment of his creditors. Delays for more than four months legalize the acts of bankruptcy committed by the debtor; then it is too late to act. Bankruptcy is no longer looked upon as a crime or even a disgrace. If an insolvent is honest and desires to continue his business, he may readily bring about a composition on a reasonable basis, which action again places him on a solid financial base.

Since the amendment of 1910 a composition may be made even prior to the adjudication. It not infrequently happens that by reason of these delays a stock of goods is turned over to a bankruptcy receiver or trustee a bare skeleton, mere junk, nothing but skimmed milk, and practically worthless. In such cases the trustee seldom realizes sufficient to pay the undertaker.

In this connection I mention the trust mortgage. If the debtor is honest and there are no complicated questions involved the trust mortgage is all right. But if frauds, or transfers of property, or any disputes arise, you must sooner or later seek some forum where these questions at issue may be judicially determined. Again, it is a fact that frequently after the giving of a trust mortgage and a business has been conducted under it for some time, or under a state court receivership, the debtor, who may desire a discharge from liability, or some of the creditors, who may become dissatisfied with the progress made, forces the estate into the bankruptcy court, and all these prior proceedings are upset and held for naught; this occasions an expensive double administration very much to the detriment of creditors.

What advantages have trustees under trust mortgage, or receivers under state courts, over trustees or receivers in bankruptcy, who are under bonds and act under the direction of the court; who may, if occasion requires, and it appears to be for the best interests of the estate, be given all necessary powers to conduct or continue a business, or to do any other acts which a mortgagee trustee could do? None.

5. First meeting of creditors.

Notice of this meeting is given to all creditors. In this referee district it is usually held in this city as being the most convenient for parties in interest. Attendance and participation in this meeting is of the greatest importance, and is too often neglected by creditors. The business ordinarily transacted is: 1. Allowance of claims proved. 2. Election or appointment of trustees. 3. Consideration of policy to be adopted in the disposal of the assets. 4. Appointment of appraisers. 5. Consideration of a composition, if offered, or is to be offered. 6. Examination of the bankrupt. 7. The transaction of any other business which may come before the meeting.

6. Do not neglect to prove claims.

Only creditors whose claims have been proved and allowed may participate in the proceedings of this meeting. This may be either in person

or by a duly authorized attorney. Creditors often assume that if they are listed in the bankrupt's schedules, this is all that is required; others that a mere statement of account or even a letter to the referee is sufficient. This is not the case; the law requires a formal affidavit made by the creditor himself, or his duly authorized agent, having knowledge of the facts, setting forth the amount of the debt, its consideration, set-offs and security, if any, whether upon

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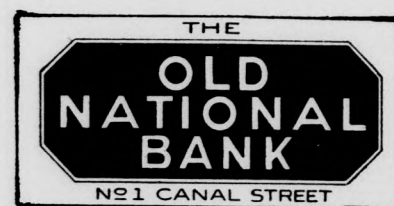
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*Address by Kirk E. Wier, Referee in bankruptcy, at the meeting of the Grand Rapids Creditmen's Association at the Pantlind, Oct. 25.

open account or on note, whether judgment has been rendered, etc. These claims are in fact independent suits, each subject to objection, hearing and determination. If the claim is based upon a note, this should be attached, and if upon an open account, an itemized statement should be attached to the proof. Priority claims should show the basis for priority, and the secured claims the value and character of the security. Taxes are priority claims of the highest class.

7. Employment of attorneys.

In this referee district we aim to make the practice as simple as possible; we try to look to the real merits of controversies rather than to mere technicalities either of law or practice.

It is not necessary for a creditor who merely wishes to prove his claim to employ an attorney, provided, without such counsel and assistance, his claim is properly proved and presented; but in order that all his rights may be properly secured and protected and also that the proceedings may be conducted smoothly and regularly, I emphatically recommend the employment of attorneys who are not only well versed in general commercial law but also have special knowledge of the bankruptcy law.

In practice, nearly every imaginable question of law may arise, and if there are complications an attorney is as necessary as in any other court proceeding. Do not neglect to pay attention to notices of proceedings, order to show cause, etc., as otherwise rights may be waived or lost.

8. Election or appointment of the trustees.

This takes place at the first meeting of creditors and is a most urgent duty falling upon the creditors, for upon his ability and efforts very largely depends whether or not good results are obtained and whether the administration is expensive or inexpensive. The trustee should be an active one, not a mere dummy who hires the work done by others, thus making an expensive administration. A majority in number and amount of the claims proved and allowed are required to elect the trustee; if creditors fail to elect, the Referee appoints. The trustee is required to give bonds in amount fixed by the creditors or the court. In the smaller cases, where the compensation is inadequate, it is often difficult to obtain a first class active trustee who is willing to devote the time necessary to bring results. His compensation is limited by the act itself, and, as you know, is in the form of commissions on the aggregate amount realized from the assets. If there are unusual delays you may be reasonably certain the trustee is neglecting his duty.

It seems to me that your organization might with profit suggest and bring about by co-operation some system to secure the services of trustees whose special ability, experience and knowledge would be of the greatest benefit in the execution of this law, thereby accomplishing a more speedy administration and at a less-

ened expense to the estate. It is emphatically recommended that you consider this problem as being for the mutual benefit of your members in bankruptcy matters.

9. Bankrupt's exemptions.

Among the first duties of the trustee is to set off and report exemptions. The bankrupt is entitled to the same exemptions as under the State law. Under the State law, however, an insolvent makes his own selection, while in bankruptcy, as far as possible, the trustee selects, sets off and reports the exemptions. In fixing the values the report of appraisers is usually adopted as being fair to both the bankrupt and the trustee. If objections are filed the matter is determined upon notice and hearing. The bankrupt may lawfully sell or mortgage his exemptions. It is not uncommon when exemptions are included in a mortgage with other property for the mortgage to be held valid as to exempted property and void as to the remainder. A recent interesting decision on the subject of exemptions has been made by Judge Knappen, of the Court of Appeals of this circuit, in re Hastings, bankrupt. In that case the exemptions were assigned by the debtor to one of his creditors, and in reliance upon this further credit was extended; subsequently this debtor was adjudged a voluntary bankrupt and attempted to waive his exemptions. It was claimed that the right to exemptions was a personal privilege and there could be no exemptions unless claimed by the bankrupt. The court, however, held that they were lawfully assigned and that the assignee could hold them.

10. Sale of the assets.

The property of the bankrupt's estate is sold by the receiver or trustee under order of the court. The policy to be followed is usually considered by creditors at their first meeting. Ordinarily very wide discretion is given to the trustee in order that he may not be hampered in bringing about the best results. The business may be conducted as a going business; the property may be sold, either at public or private sale, in bulk, in parcels, or at retail. Ten days' notice is given to creditors of all proposed sales and the sales are subject to confirmation. Here again is where the necessity for an active and experienced trustee is frequently demonstrated, and here again is where creditors by their co-operation and assistance may materially aid in the satisfactory administration of this law. When you receive notice of the proposed sale of a bankrupt's stock you should use every reasonable effort to interest prospective purchasers and co-operate with the trustee in every way possible.

11. Dividends.

The trustee from time to time files a report of his administration, of which creditors receive notice. The first dividend must be at least 5 per cent., and can include but one-half of the moneys in the estate, after payment of priority claims and anticipating all claims which have not but probably will be proved; subsequent dividends must be at least 10 per

cent., and so on until the final dividend. If claims are filed too late to participate in the first dividend, it is paid with the second or final dividend. If the total dividend does not exceed 5 per cent., the estate must be kept open for one year, and in such case the creditors have that length of time to prove their claims. If more than one dividend, the final dividend may be declared at the expiration of three months from the first, and in that event the creditors who have not proved their claims do not participate. So it frequently happens that estates with small dividends must be kept open for one year, while larger estates may be closed in much shorter time.

12. Discharge of the bankrupt.

The law provides that a bankrupt shall receive his discharge unless guilty of the certain acts or conduct specified. On this subject creditors frequently neglect their full duty of placing before the court facts which may exist and which, if properly presented, would prevent a discharge. The practice in this referee district is, particularly in questionable cases, to direct creditors to show cause, at the time of the final meeting, why a certificate of favorable recommendation for discharge should not be made. Such certificate is based upon the facts appearing in the record. The hearing on the discharge is held before the judge, upon notice. Any creditor, and since the 1910 amendment, the trustee, if authorized by the creditors at a meeting, may oppose the granting of a discharge.

13. Reserved title contracts.

It is not uncommon for vendors to reserve title to the goods delivered to a dealer until paid for. These contracts are not recorded and do not give notice to other creditors of the true conditions; not exactly "a square deal." Some of these con-

tracts are held valid and not affected by bankruptcy, while others are held to be mere security, depending somewhat upon the language used and also the character of the goods covered by it—that is, whether for retail trade or to be retained for use by the vendee. I know of no good valid reason why the laws of this State should not be so amended as to require the recording of these contracts.

14. Amendments of 1910.

These amendments were suggested largely by the conflicting decisions of the courts, and, in brief, are:

1. Regulating the compensation of receivers by placing them on a commission basis, same as trustees; before the amendment the compensation of a receiver was largely in the discretion of the court.

2. Permitting the filing of a voluntary petition by corporations.

3. Permitting compositions with creditors prior to adjudication.

4. Permitting the trustee in bankruptcy to oppose the discharge of the bankrupt at the expense of the estate, when creditors authorize him to do so. This distributes the expense upon all the creditors instead of on a few individuals, as heretofore.

5. Making the date of the recording of a preferential mortgage, instead of that of execution, the governing date, as to solvency. Before the amendment the decisions of the courts on this question were not unanimous.

15. Conclusion.

Here is a complete working law or machine, in the framing of which great thought and study has been given. It remains very largely to you credit men, by your active assistance and co-operation, to see to it that this machinery is put in motion and carried on properly in order to accomplish the desired results.

The Bank Deposits

Of This City Have Increased More
Than \$9,000,000.00 in Seven Years

Have YOU increased yours in that proportion?

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

National City Bank
Grand Rapids National Bank

In process of consolidation
to become the

Grand Rapids National City Bank

Capital \$1,000,000



FOOTWEAR ON TIME.

Place Orders Early for Next Season's Prompt Deliveries.

"Time waits for no man" is indeed true in shoe retailing. The dealer who does not have his seasonable array of goods in his windows at the beginning of a sales season is considered nowadays not an up-to-the-minute business man. Not only must he plan now to have his windows dressed with spring styles before his competitors, but it is imperative that he should plan now to have his shelves laden with seasonable footwear to back up his display. The window trim is the mirror of the stock within.

There are many shoe dealers who are always on time and as a consequence earn for themselves a reputation, especially among the younger trade, as presenting first styles, a fact that results in a successful season. On the other hand there are retailers who think there is plenty of time, and delay ordering until the last possible minute, thus hurting their business at the beginning by losing the first customers which really are the most valuable. The mid season sale is always second to the opening style sales.

Much of this could be avoided by placing their orders early, as the majority of retailers now buy direct from the manufacturer through advance orders, and of course must wait for their goods to be made.

There are so many processes through which a shoe must pass before it is delivered that the chances of delay are very great. When the order is first received in the mail the number of departments it passes through before it reaches the factory is not always realized by the average retailer. The credit-man is the first to start an order on its way. If the financial condition of the customer warrants the order is passed on to the order department, where it is carefully arranged for the factory. This is an important department, as each shoe must be properly stamped, inside tapes (if any) should read correctly and the carton labels must be as ordered, not to mention the instructions for size marking, laces and packing preparatory for shipment.

The cost department here takes the order and figures the exact cost of each shoe. Perhaps the order can not be accepted at the previous prices and in this case it is necessary to write the customer, which delays the order more or less. If the order has been taken by a salesman there is not the liability of delay regarding prices, but there is always a possi-

ble chance for a misunderstanding in stamps, labels, etc.; in which case it may be necessary to correspond with the customer.

When the factory finally receives the order, minute descriptions are written for the various styles, on tags which are numbered and recorded in the manufacturing book.

In addition to a complete description of each shoe, a separate tag bearing the same number is sent to each of the following departments: cutting, fitting, bottoming and packing. These are checked from the manufacturing book as each is reported in the various departments, thus keeping the head office in close touch with the condition of the order.

It may be that an order calls for some special topping stock which will have to be purchased, or perhaps made, and thus at the very outset the order is held up at the factory for an indefinite time.

Occasionally when manufacturing patent or tan shoes a case may be damaged to the extent that it will have to be made over again, necessitating an extension of time in manufacturing.

The numerous mistakes and misunderstandings an order is liable to is amazing to the shoeman inspecting a plant and its system for the first time, especially when the order is requested to be rushed through the factory in three or four weeks. Considering the average shoe manufacturer of to-day, even although well equipped with the best of modern facilities, the above suppositions are not overdrawn. The detail work is so great that orders invariably go wrong when wanted on short notice.

Give the manufacturer more time by placing your order early so that he may see to it that proper care is exercised in the filling of your order and that it can be shipped in good condition on delivery date.

A manufacturer who maintains a stock department can oftentimes supply his trade's wants for sizing-up and I should advise a retailer to take advantage of this department whenever possible. However, it has its disadvantages as a dealer is often disappointed by the manufacturer who is unable to fill his entire order. Very few retailers can keep their stock up-to-date and wholly depend upon the stock department and jobbing house for filling in orders to take the place of the regular season's order of shoes.

It is cheaper in the end to order your goods made especially for you, thus securing exactly what you need for your particular locality. Be sure,

however, to place your order early and thus give the manufacturer a fair chance to complete the order with the best possible workmanship, material and necessary time.—Boot and Shoe Recorder.

Flexible Soles Popular.

Flexibility is an important quality of shoes, as well as of the mind. A flexible mind adapts itself to circumstances and profits from changes in conditions. A flexible shoe bends with the foot and makes walking pleasant.

Flexibility is the most important quality in women's shoes, some experts think. It is the source of good fit, comfort, style and durability. A shoe that is genuinely flexible, not fictitiously flexible, will give a person a better return for his money than a shoe that is not flexible.

Women, in particular, require flexible shoes, because they are upon their feet a great deal, and, also, because the nerves of their feet, as well as of their entire body, are more sensitive than are the nerves of men. Housework, which is the chief occupation of women of to-day, is one of the few tasks that has not yielded to the invention of labor-saving machinery, and women who do housework have to be about on their feet a great deal. Likewise, women who go shopping, or who tend counters in stores, are on their feet a great deal. They require light, flexible shoes, that don't weary their feet.

In former days of shoemaking, particularly when a stout soled McKay shoe was a common product of manufacturers of women's shoes, the tasks, or pastimes of women, were frequently interrupted and cut short and the excuse was given, "My shoes hurt." Very probably an untold amount of household labor has not been performed because of the trivial reason that shoes hurt the feet of the housekeeper and she sat down to rest. A similar statement might be made of women on shopping trips, or other tasks.

But in these days of light, flexible shoes, the excuse is rarely heard, "My feet are tired." Sometimes an ill-fitted pair of shoes will pinch the toes. But it is rarely the case that shoes are so stiff and hard upon the feet that they bind the muscles of the feet and prevent the wearer from walking comfortably.

One may get an idea of how wearisome it is to walk in non-flexible shoes by strapping a board to the feet and trying to walk. One may get an idea of how easy it is to walk in ideally flexible shoes by walking in stockinged feet. If these tests are tried or even imagined, then it becomes plain that the flexible shoe is the correct shoe for women.

German Village Makes Pedestrians Pay For Light.

Why should sober-minded citizens, who are in their homes and safe in bed by 10 o'clock at night, pay lighting taxes for others, who, being of a jovial turn of mind, prefer to stay in cafes, clubs or bars until midnight and do not return home until the early hours of the morning?

Manifestly it is unfair, but in Germany this question has now been answered in a way which will please the earnest taxpayers and probably prove a terror to the late night birds. To the village of Zarkau, near Glogau, in Silesia, must be given the honor of installing a system of automatic electric lighting for the streets. The electric lights burn every night from the outskirts of Glogau through the village of Zarkau, a distance of about a kilometer, until 10 o'clock at a mutual cost to the community in general. Then they are switched out.

At each end of this kilometer stretch, on an iron pillar, stands a small iron cupboard lighted by a tiny electric light. Those persons who are out after 10 o'clock wishing to have their way lighted must insert a ten pfennig piece into a slot in the side of the iron cupboard. Then the nine lamps placed along this stretch burst forth into a twelve-minute life, thus enabling the passenger to find his way in lightness to his or her house.

The scheme is working in a satisfactory way, and it seems quite probable that other German villages and towns will follow the example of Zarkau and install the automatic lighting system to be put into operation after 10 o'clock.

Uncle Eben—Looks to me as if that express train's goin' faster than usual to-day. Uncle Ezra—'Course it is. Squire Hoskins sent a special delivery letter to his son in New York this morning and this was the train it was goin' out on.

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.

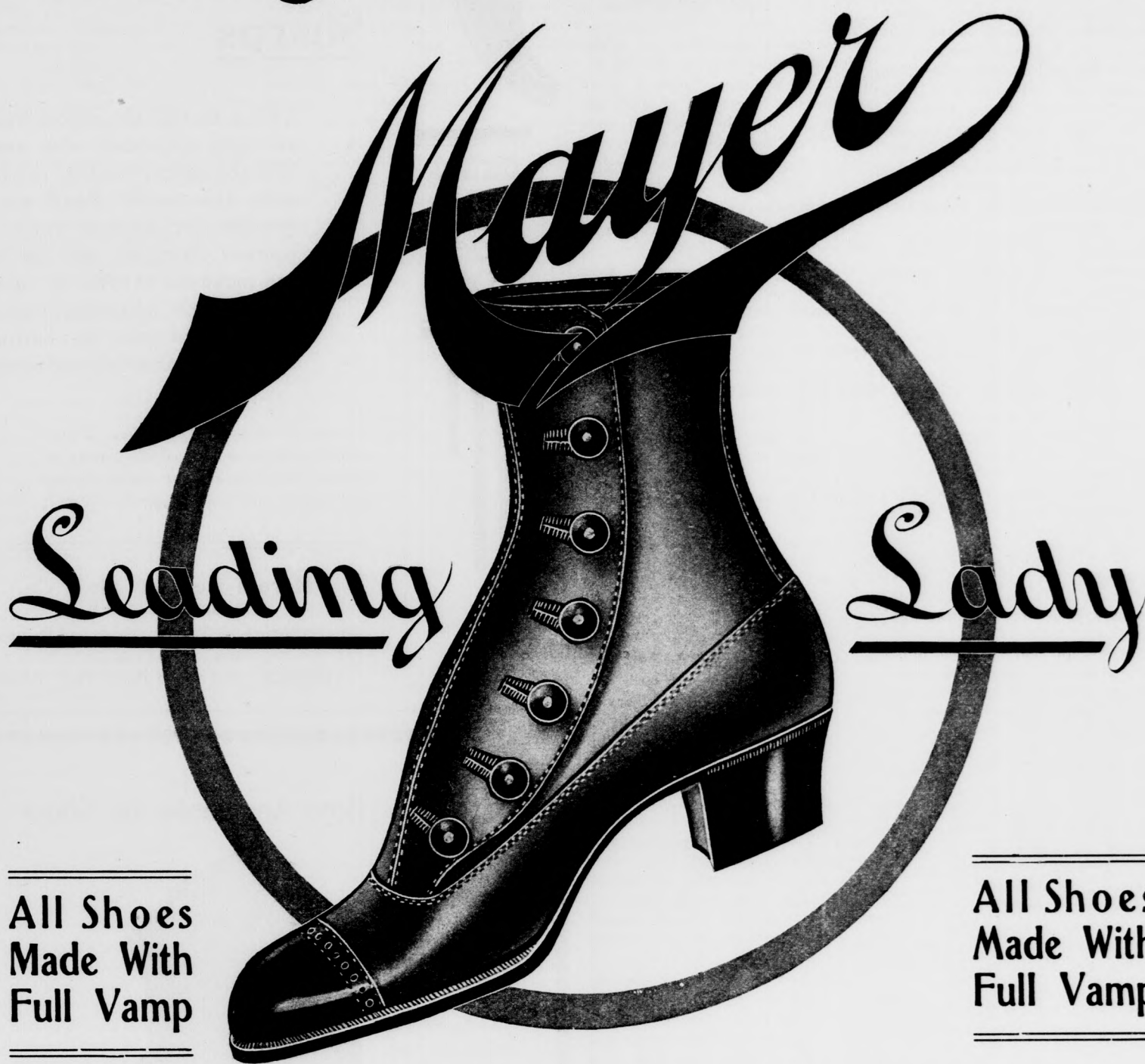
4 in 1. That is what you get in our shoes.

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.

A Winning Line of Ladies' Fine Shoes



**All Shoes
Made With
Full Vamp**

**All Shoes
Made With
Full Vamp**

The Spring line of Leading Lady Shoes presents one of the most attractive assortments of ladies' fine shoes being offered to the trade this season. The style features are in accord with the latest and best ideas in modern shoemaking. Combined with these are the excellent fitting and wearing qualities that have made Mayer Shoes so consistently dependable.

The MAYER LINE Justly Deserves the Reputation It Enjoys as a Quality Line

IT IS NOT EQUALED BY ANY OTHER LINE IN POPULARITY. These are the reasons shoe sales increase wherever Mayer Shoes are introduced.

Our big advertising campaign in newspapers, magazines and periodicals, in which *eleven languages* are used, is extending the popularity of Mayer Shoes. Be sure and see the Mayer Spring Line. A request will bring the salesman who is now in your locality.

SPECIALTIES: Leading Lady Shoes, Martha Washington Comfort Shoes, Yerma Cushion Soles, Special Merit School Shoes.

F. Mayer Boot & Shoe Company

Largest Manufacturers of Full-Vamp Shoes in the World

Milwaukee, Wis.

Bucking Competition and Yet Making a Profit.

Mr. Shoe Dealer was sitting at his desk in the rear of his store after work hours with window shades undrawn, the lights in full blaze and everything about the store having the appearance of being ready for business. The key was turned in the door, the clerks had been dismissed, and everything looked as if it were half an hour after closing time and that Mr. Shoe Dealer was figuring up a long list of profits for the day on his daily record book and that he was so intensely busy that he had not time to shut off the power and close for the night.

It was long after 10 o'clock when a representative of this paper passed by the store and found him, pen in hand, at his desk.

Following the customary habit of the newspaper men to pay friendly calls on the retail trade the representative rattled the knob and was soon asked to enter. He passed the time of night with the shoe dealer and in a jocose way said, "You must have turned four hundred dollars' worth to-day to keep you to this ungodly hour." Mr. Shoe Dealer raised a smile and said nothing.

The two then went to the little island office in the back of the store to smoke and talk over trade matters as only shoe men can talk. The newspaper man, after talking on general subjects for about fifteen minutes saw a peculiar glassy look come over the face of his friend. He recognized the expression instantly. It meant that the man's mind had gone off and left the subject. It was all over for him to keep up the exchange of conversation. The expression was that of a man who had something troubling him, a trouble so deep that it involuntarily came before him in the midst of whatever he was doing. It betokened sleepless nights, worry and deep seated thoughts on some subject troubling and weighing upon his mind. They sat in silence for a little while and then the shoe man told his story.

"Things have not been going well and I am up against a problem which looks as though it would wipe me out. I have put all my money, time and energy into building this store and now it all looks black to me as to how I am to continue. A shyster is putting up the sample cut-price game at the end of the block and he is taking every cent of shoe money outside of the money of that intimate class who would buy of me or go barefoot. My competitor started in two weeks ago to use more newspaper space than I could afford to use in a year and has been hitting the trade with the argument, 'Why pay higher prices when you can get the sample shoe for \$2.69?' I am up against it good and hard and I have turned only \$30 worth of shoes to-day. If I should cut prices it would ruin trade forever, and I could not hope to hit lower than \$2.69 without a loss of from 11 to 81 cents per pair of shoes. It's price against quality; sales at no profit; and a case of going to the wall sooner or later. The

cut price man says he knows his business and says he is making money from his sales. I doubt it and believe that he is simply working the game to make me discontinue and to allow him to get all the trade."

Things certainly looked black to the shoe dealer and the newspaper representative was almost up against it for an idea of how to pull the shoe dealer out on top. Being a careful and painstaking student of trade conditions he put the following questions up to the shoe dealer:

Is your stock live and working, or is it in dead styles and shelf worn?

Are your expenses at a minimum?

Are you getting the maximum efficiency out of your help?

And are you turning this stock more than three times each year?

If not, try "Intensified Shoe Selling" by adjusting your sales and expenses to meet competition so that at the end of the year a fair net profit will come to you.

Here's what to do.

You are tying up a lot of money with a heavy stock.

It is up to you to reduce your investment which is nothing more than reducing your expense.

You've got to turn the capital employed oftener by carrying a smaller stock and re-ordering only when the lines become so broken as to be near the danger line.

Instil your clerks with a feeling that a customer willing to buy must not leave the store at any cost.

The line of staples you are carrying can be slaughtered in price—and people will know that prices are cut because of the difference between their old price and the new price.

For this profit loss you must add a corresponding amount to the goods which will sell at a larger actual price and it is a unique fact that when prices are cut on staples an increase on extras and short line novelties will not be noticed, will get the money and will give greater gain per shoe—if you are careful.

Handle in a small way some of the goods which cost as little or less than those handled by your competitor.

Send night letter telegrams at once to your supply houses to rush your goods with a maximum profit to combat your competitor and to sustain your net aggregate profit.

Get a thousand dollars from the bank and start explaining to the public in a straightforward manner that you are being assailed by price reductions, predict that competition on a no-profit basis will not pay rents and salaries and that it can not long exist and that in self defense you will use the fair weapons against your opponent, but at the same time demurring against tactics which go against common sense.

Then feature the goods on which you have made cuts and explain the reductions.

These should be the lines that pay the largest maximum profit and that when cut in price give at least a small margin to cover time and expense.

Then push the lines that you call



Wizards and Weather Sharps

TELL us that the rubber weather averages up season after season. Will the rubber weather catch you short this year? You'll get the weather allright then you'll find yourself trying to wait on trade and make out an order at the same time and mix up things proper, offend a few of your best customers and lose some hard earned business.

You can phone or wire your Bear Brand order in and we will work overtime to get it away, but why not cut out the worry and send in your order now!

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers

Makers of the Famous

"Bertsch" and "H B Hard Pan" Shoes



Boys Are Harder on Shoes

than anybody else.

And here is an article of footwear built in every detail to stand the hard knocks a boy has to give his shoes. It's an Oregon Calf Star and has made good on thousands of youthful male feet for the past fifteen years.



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

"loss equalizers" and have your clerks instructed to sell these in preference to all others.

Put those goods which made little or no profit in the background and devote as little time as possible to their sale.

Instead of increasing profits by increasing the number of sales, find out ways of getting profits by cultivating regular sales. The old policy, the greater the volume of business the greater must be the profits and that the most effective way to increase sales was to reduce the price must give way to the carrying of lines with long profit, so that when three-quarters of the goods are sold you have your investment back and the remainder represents actual profits.

Forget your policy of tying up a large sum of money in stock and instead endeavor to use your money so that it will buy shoes that turn themselves six to eight times in a year instead of two or three.

You have been figuring the cost of each article against its individual selling price, and assuming that each sale represented real profit. The true facts are that no profit results until the entire investment has first been returned.

It is the method used by big department store managers to pull out a big profit and yet seem to offer at times almost ruinous bargains.

The scheme is entirely practical and can be worked out in your community and can put your unfair competitor out of business; because he is doing a quick business now on the future hope that you will be forced to leave the territory for him.

It is as if you had an investment of \$10,000 and gross sales of \$30,000 and expenses of \$3,800. This shows a capital turned three times at an expense of \$4,500 or 15 per cent. The interest of the investment at 6 per cent. is \$600. If you buy in smaller quantities and purchase oftener the working capital can be reduced to about \$6,000, the interest on the investment can be lowered \$360 and the difference in interests of \$240 can be used to discount the selling price of \$4,000 worth of goods by about 6 per cent. and in this way come closer to the prices named by a competitor. Then the selling prices, if the expense over all has been 15 per cent., should be increased to 18 per cent. Then you can mark the staples at 18 above delivered cost and the sale will cover expenses and leave a margin offset reduction in profits on other lines and you will also be running your business at its lowest possible living point.

Then on the goods on which competition is keenest a discount of from 6 to 10 per cent. can be made on approximately \$4,000 worth of goods. In this way your business will be showing an apparent loss, but which is not actually so and will be taken care of by the reduction of interest on the investment.

If this is done the shoe man can sell a \$4 shoe for \$3.60; a \$3.50 shoe for \$3.15; and a \$3 shoe for \$2.70 and the apparent loss will then be absorbed by the relative expense which remains the same as on the larger

investment, but which is spread over a number of staple lines in which there is not so great a competition.

It will be found that the "sample shoe" competition that you are bucking up against is on your staple goods—goods that have a known advertised face value. It is this fact that the "sample shoe" man is building his business on, job and floor goods marked with good names and yet having doubtful values.

To make a profit over and above this bare living profit it is necessary to sell a few short lined novelties and specialties which will allow a larger profit somewhere around 50 and 60 per cent. on the investment per pair.

In this day when people have been educated up to higher prices it is not hard to get them 5 to 10 or 20 per cent. advance on snappy, stylish novelties. It is now the beginning of the fall season and people must buy footwear to cover their needs and although the novelties have not the life of a staple shoe, they please the public taste at the opportune time when you are most in need of larger profits. By reducing your stock of higher priced staples, which are suffering competition, and substituting small lots of goods that cost less, you get a saving at both ends. These goods will carry a fair net profit over all and meet the figures of the cut price sample dealer.

It is a case of act quick so that the sample shoe man will not have too great a jump on the best trade of the season—fall and winter footwear.

The one great error to look out for is not to allow gross reductions on the total sale of goods to go below a certain danger figure. Simply mark the goods in the beginning at a price covering the inventory cost, freight and expense of selling, with an anticipated discount spread over the entire line so that when you announce special sales you can take the discounts off the selling price of some staples and so that the marked prices actually look to be large reductions and still not make the entire business unprofitable.

But, above all, advertise.

These policies are now in the working and thus far have been successful. The dealer has renewed confidence and is on the firing line to the finish. —Boot and Shoe Recorder.

He Bore It Grinning.

Capt. Kendall, the capturer of Crippen, was talking in the smoking room of the Montrose about the horrors of seasickness.

"Some men bear it well, though," he said. "I took a Liverpudlian to Canada last month and the poor fellow did have a time! Sick from the first day to the last!"

"But he bore it well, and when we reached Father Point he said to me: 'Captain, I think I'll go straight back with you.'"

"Why," said I, "I thought you were going to make an extensive tour?"

"No, I think I'll go back now," he said, gulping as a nasty swell lifted our bow. "I see by your rate card that you carry 'returned empties' at half fare."



"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

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



NERVE NEEDED IN BUSINESS.

It Takes More Courage Than Some Dealers Possess To Say No.

No man likes to be called a coward and the only ones who will stand for it are pugilists or diplomats. Tough as it may sound, however, I know that the ranks of hardware merchants are chuck full of cowards, but remember I am a diplomat, so don't strike until we try arbitration. It is a fact that fully half the hardware stores that go up the flue have failed because the manager lacked the courage to say No.

It is strange that a man who will tackle anything from a tame grizzly up to a wild lady customer, should get cold feet and lack the nerve to say "No" when he faces a pleasant faced salesman, but such is often the case. The story of those friendly drummers being above loading you with goods is fully as mythical as some of the dreams of my introduction, so don't forget it, and learn to say "No." Beautiful promises are no good unless they are on paper and immense shipments with long dating seldom fill the dead stock bins of the man who can say "No."

Of course it is a bad habit to let this "No" business completely control you, so study the "Yes" end of the deal with equal care and learn while you are jumping back and forth that a single horse sometimes pulls a smoother load by keeping in the middle of the road. It pays sometimes to think things over before jumping either way. Many a good buyer is so proud of the fact that he can't keep it dark and spend the profits, so he passes all his good things along to the public.

Another business coward is the man who sells a \$10 bill when he should have sold a \$90 one. He may make a big marginal profit on that \$10 order, but he is a coward just the same, and nerve would have placed mortise locks in Jones' house at \$3 each instead of rim locks at 30 cents each.

A man generally gets what he goes after. You can sell \$10 worth of varnish to finish a \$10,000 residence, or you can sell a \$50 order for the same job. It is merely a question of the quality of goods you stock and the quality of nerve with which you go after business.

Did it ever occur to you to sell \$45 Remington auto rifles instead of \$25 ones? It never did to me until one day a Remington representative sold six such guns for us in one day and showed me up like a white check.

Did you ever sell cream separators from a picture book? I never did until a representative from the fac-

tory sold two for me one afternoon that way, and laughingly told me I "had cold feet."

Did you ever try to land the big builders' hardware orders on the court house or new hotel in your town? I never did until I knew that specialists (other than the jobbers' representative who was at sea in such business) were at my disposal, if I just had the courage to ask for them.

It takes courage to hire an extra boy to do nothing but keep the stock clean, and you are little short of a hero if you fire the old clerk who can't or won't keep busy. It takes nerve to tell Mrs. Jones that she can not buy your cheap, comparative range, and that you prefer to lose her money rather than win her enmity as a result of poor goods.

You know it pays and that nine times out of ten her opinion of you will jump about six notches. It is no weakling's job to refuse credit to the friends of your schooldays, but they are not buying shoes for the children of your manhood, and you want to hang on to your nerve.

One of the greatest feelings of respect and admiration I ever felt for a young woman came when a young society bride once pushed aside the imported enamel ware I was showing her and said she could afford nothing better than tin that day. It takes real nerve to say you can't afford a thing, and it is a brand of courage possessed by very few customers.

The man who lets his old stock grow older while he buries it deeper with new goods that answer the same old purpose is a piker, but he keeps it up and would laugh if we told him he was afraid. Courage springs a hardware sale and makes it stick for profit.

If you are just running a store with no special features to keep the cobwebs out of the show cases or windows, you are a coward and I am one for I have long hesitated to write this article and even now I find courage in the fact that the dead ones do not read hardware journals.

The fact that I want to hammer home is that your business is your sweetheart, so don't offer to die for her. It takes twice the nerve to live and care for the kids.

Put a bunch of live energy into vacuum cleaners, automobile supplies, bath room fixtures, dog kennels or any one of a dozen other new hardware babies and they will soon walk without your support and be the comfort of your old age.

Every time a customer swears that he has spent the last dollar he ever will in your store, because you refuse to dance to the music he furnishes,

just let nerve keep your heart going more regularly than the village water works, and remember he said the same thing of your competitor a short time ago.—Iron Age-Hardware.

Meeting-Places on the Sea-Floor.

To nearly all mankind the seas are so much alike that we should lose our way upon the monotony of waters but for the sight of land, the guidance of charts, the mystery of the compass, and the computation of angles against the noonday sun. But I know men, writes Henry W. Nevins in the November Harper's, who can move from point to point of that indistinguishable surface with as accurate a knowledge of the invisible land below as a taxi-driver has of the streets of London. They call every mile of the untrodden country by its name and can appoint for each other a meeting-place at any spot up on the waves, just as we might ask a friend to join us at Charing Cross or (he might have added) the Times building. The explanation of how they do this nautical trick is one of the memorable points in Mr. Nevins's description of life among the fishing fleet of the North Sea, and that "ob-

long of strength" which is its admiral.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



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

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

LIBERAL TERMS.

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

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating

Iron Pipe

Fittings and Brass Goods

Electrical and Gas Fixtures

Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

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.

WATERWAYS CONGRESS.**Indications Are Meeting in Washington Will Be Well Attended.**

Washington, Nov. 2 — Indications are that there will be an unusually large attendance of delegates at the National Rivers and Harbors Congress which meets here December 7, 8 and 9, especially from the Mississippi Valley and the Gulf States.

J. Duval Armstrong, of New Orleans, says that from every state on the Mississippi and its tributaries, as well as from all of the Southern States, there will come the best delegations that have attended the National Congress whose slogan is, "A waterway policy and not a waterway project." Mr. Armstrong, who has spent many years in business for New Orleans interests in Central and South America, said to-day:

"There are two things to be borne in mind: The people of the Central and South American States are almost as much concerned in opening to unobstructed navigation our great inland waterways and the improvement of our harbors as our own people. It means to the foreigners south of us, who would want our goods and products, cheaper transportation and lower prices for what they buy from us. On the other hand, our producers and sellers to the Southern foreign trade in standing for a great effective system of waterways are working for what will enable them to dispose of their surplus products in a way that would immensely stimulate all our industries, starting more wheels to humming and speeding the plow as never before.

"The great bulk of the trade of Central and South America is almost monopolized by England and Germany. That trade should belong to the United States. With railroads already available and with more navigable streams, with our naturally fine harbors cleared of obstructions and with terminal points equipped with freight handling facilities we would soon be making immense strides toward securing a highly profitable share of the trade south of us.

"We have the Monroe doctrine to keep European powers from encroaching by force and arms upon the territory on this hemisphere, but the Monroe doctrine is powerless to prevent the Europeans from making a complete commercial conquest of every foot of Central and South America. There is already assured a larger participation in the New Orleans Exposition, in the event of the selection of that city, than has ever before been given an American exposition. The foreigners from the south of us rather look upon such an exposition as an enterprise of their own, just as they are expectant of great things from the operation of the Panama Canal. Great numbers of them will visit the states and there will be an excellent opportunity to cultivate substantial business relations with them. And it can also be safely said they are not without particular interest in the improvement of our waterways, for the reasons I have indicated."

In addition to the President of the United States, who will open the convention, addresses will be made by the Ambassador from Mexico, Hon. Clifford Sefton, Chairman of the Conservation Commission of Canada, Hon. Champ Clark, of Missouri, and Senator William Borah, of Idaho.

Michigan Implement Dealers' Convention.

The official announcement of the forthcoming seventh annual convention of the Michigan Retail Implement and Vehicle Association, at Jackson, Nov. 9, 10 and 11, 1910, has been sent out by Secretary W. L. C. Reid. Among other things he says:

"This Association is composed of the most progressive and enthusiastic retail dealers in farm tools and vehicles in Michigan, and the traveling men who sell these lines are honorary members. Besides these, special invitations have been sent to every manufacturer of implements and vehicles doing business in this State, asking them to be present and meet the dealers and help in the discussion of trade topics and matters of importance to both the dealers and manufacturers.

"The sessions will be held in the afternoons, giving the mornings entirely for visiting and other matters.

"You will receive in a short time a directory of the regular dealers and the official souvenir programme of the convention.

"Look out for it—read it carefully. "Go—meet the men you are doing business with.

"Go—meet the men who are doing the same kind of business.

"Go—help discuss trade matters and how to improve them.

"Go—learn how to make more profit and progress.

"Vote right. Then go right to the convention and help settle the questions of Price Cutting, Cost of Doing Business, One Price Cash Basis, The Automobile Trade, Local Associations, etc., etc."

Selling Hints.

Salesmen should remember that few buyers will decide in a hurry. Hence, in presenting samples, the offers should be simplified by a fitting selection and by the strong points of the merchandise being prominently brought forward.

They should avoid any exaggerated forms of expression and any visible attempt to push one article. From the little which has been said, the buyer must be able to gather that the salesman is himself convinced of the merits of his line.

When a buyer has decided on some particular article, it is bad policy to try and alter his selection in favor of some better quality. Unless the salesman is well acquainted with the buyer and his ways, there is a risk of his going off from the line altogether.

In everything a salesman does he must keep in view that he does not want to make only this particular sale, but to retain the buyer as a permanent customer by making a friend of him, so getting other customers. To attain this end it is necessary for

all agreements as to quality, delivery, terms, etc., to be strictly observed, so that the buyer may see how much his continued support is desired. Hence all the conditions of the purchase must be clearly understood.

"The doctor says you have but an hour to live." "Give me pen and paper," said the dying man feebly. "To make your will?" "No; I am going to give the doctor my note for thirty days. He will have to keep me alive at least that long to collect it."

"I trust," continued the maternal parent, "that when it came to the extra helpings you had manners enough to say 'No?'" "Yes, ma," whispered Tommy, "Mrs. Stout kept askin' me if I'd had enough!"

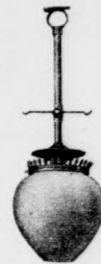
Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

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

Brighten Up Your Store

No Brightener on Earth Like

American Lighting Systems



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

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

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.

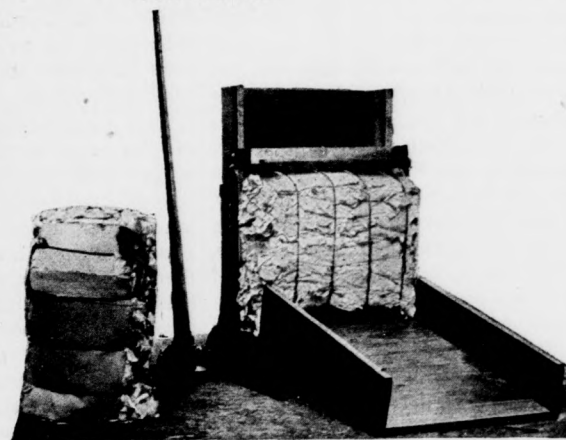
Your Waste In the Way

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

The Handy Press

For bailing all kinds of waste

Waste Paper
Hides and Leather
Rags, Rubber
Metals



Increases the profit of the merchant from the day it is introduced. Two sizes. Price, \$35 and \$45 f. o. b. Grand Rapids. Send for illustrated catalogue

Handy Press Co. 251-263 So. Ionia St. Grand Rapids, Mich.

READ YOUR TRADE JOURNAL.

Business Men Should Keep in Touch With Conditions.

Written for the Tradesman.

A notable and unique feature of the proceedings at recent trade conventions has been the appeals by the associations to their brethren to subscribe for and read their trade journals as the one means of keeping abreast of the progress of the time in their particular line. Argument was especially directed to the lingering few who still labor under the "no time to read." Frequently in these columns we have made such an appeal to this particular class, but advice from so disinterested a source as their own trade association will doubtless have more effect.

"No time to read!" Can you, dear reader, depict to yourself in this twentieth century and in this go-ahead country, a thinking, breathing business man who never reads? Can you picture a merchant of to-day, depending, as he must, on the patronage of the public, yet blindly ignoring what this same public most admires and demand—up-to-date methods and progressiveness? Can you imagine a more distressing spectacle than a struggling dealer, toiling and slaving from sunrise to midnight, a lingering plodder of the past, so out of touch with the spirit of the times that he not only never reads but actually resents advice, suggestion or innovation?

"No time to read!" Think of it. We live in an age when education is almost a necessity of existence, when the printing press is the greatest force in the land, when publicity is the recognized motive power of successful merchandising, yet there are those, and many of them, who will still tell you in seeming sincerity that they have "no time to read." Stalled in a rut and petrified in their opinions they are blind to the fact that this phrase of a dozen letters tells the complete story of the decay and death of many a prosperous retail business, and might appropriately be carved on the tomb of many a merchant who paid with business failure the penalty of his own nearsightedness.

And what manner of man is this who has "no time to read?" We know him—possibly you do also—and his acquaintanceship is one of our personal sorrows. "Business is not what it used to be," he will say, as he glances pathetically at the attractive window of his live competitor across the way or scans his half page advertisement in the daily paper. He thinks he knows it all, poor fellow, and yet his story is invariably one of disappointment and hopelessness. He fails to realize that the world of to-day has no consideration and little patronage for the man who has "no time to read."

But most pitiable of all is the penalty of his self deception. "See over there," said a dealer to us once. "Two issues of your paper with the wrappers still on. I have not had time to open them." "Have you seen M—'s window up the street?" we asked. "I have," he answered; "it's a

beauty sure enough. One of his young men is gifted that way and arranged the displays. I have no one to do that kind of work, and it would take too much of my time." No time to read—no time to change the window trim! Mr. M— had just told us how a handy clerk easily made the displays from instructions in this journal. The other jeweler actually had at his elbow the same source of information, but he had "no time to read it"—a good thing for his competitor over the way.

"No time to read." Common sense must convince any merchant that if he has no time to read his trade journal it would pay him to take time. The life and prosperity of any trade depend on the capability of its members to adapt themselves to changing conditions. They must make a study of daily developments in business-doing, keep in touch with modern ideas, post themselves on what their competitors are doing and adopt with alacrity the methods of their more progressive brethren—and the one way to do this effectively is to read their trade journal.

Little less hopeless than the above incorrigible is the merchant who will say to you: "My other reading takes so much of my time that I can never get around to the trade journals." Here arises the question: What should a merchant read in his spare moments to reap maximum profit from the time so spent? Frederick Harrison, in an admirable essay on reading, says: "Man's business here is to know for the sake of living, not to live for the sake of knowing. Every book or paper that we take up without a purpose is an opportunity lost to take up a book or paper with a purpose; every bit of stray information which we cram into our heads without any sense of its importance is, for the most part, a bit of the most useful information driven out of our heads and choked off from our minds. To know anything that turns up is, in the infinity of knowledge, to know nothing. To read the first book or paper we come across in the wilderness of books and papers is to learn nothing."

This means that to read with maximum profit we should read in the direction of our occupation—that the merchant, for instance, will best use his spare moments by reading his trade journal, which will keep him thoroughly up to date in his knowledge of goods, storekeeping and current happenings.

As a matter of fact, a business man of our day, to be a business man must read. We live in an age of scientific progress and commercial innovation. Every day there are new goods and new inventions; every day there are developments in the methods of storekeeping. To keep in the race in so competitive an age an acquaintance with these is absolutely necessary; and how can a merchant make such acquaintance if he does not read; and how else, if he does read, than by reading his trade journal?

In our day success is impossible and subsistence difficult to the worker who does not read and think as

well as work. The development of machinery and storekeeping methods has been so rapid and continuous that those "who knew it all" years ago soon find themselves confronted with one of two alternatives—the study and adoption of up-to-date methods, or extinction.

And in this connection it would be well for employers to insist on their workmen and salesmen studying their trade journal containing the latest developments in their special branches. "I do the thinking for this store or factory; my employes do the working," say some employers. How silly! Ruskin aptly said: "We want one man to be always thinking and another to be always working, and we call one a gentleman and the other an operator; whereas the workman ought often to be thinking and the thinker often to be working, and both should be gentlemen in the best sense. The mass of society is made up of morbid thinkers and miserable workers. It is only by labor that thought can be made healthy, and only by thought that labor can be made happy, and the two can not be separated with impunity."

"No time to read." A pity it is that the dealer does not always realize the seriousness of this confession. "He doesn't subscribe for nor read any trade journal," wrote the traveling salesman when sending an order to his house. Why this report? Because the shrewd modern credit man insists on this very information as an aid to him in sizing

up his patrons. He has his own ideas about the man who has "no time to read," and they are not helpful to his reputation or his credit.

Harken, therefore, to the friendly counsel of the trade associations, the voice of the age, the prompting of self-interest. Subscribe for and read your trade journal.

H. Frank Middell.

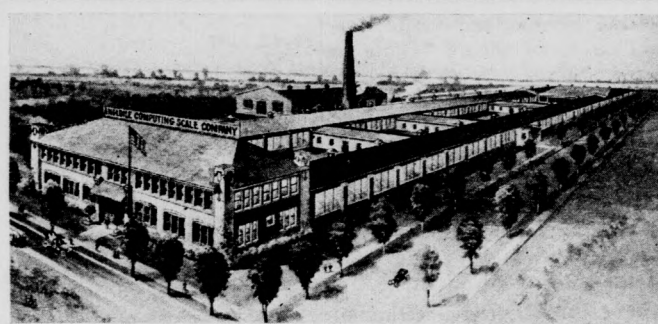
He Kicked Well But Unwisely.

If you meet a porcupine on the highway or in the woods, do not kick it. For advice on this subject apply to Conrad Diehl, Manager of the Western Union office at Port Jervis, N. Y. While deer hunting, a few days ago, he met one of those animals which Nature has furnished with a coat of barbed quills. Mr. Diehl was not familiar with the beast and incautiously kicked it. One of the quills went through his shoe, penetrating his foot, and another stuck fast in his leg, and the hunter had to secure the services of a surgeon to have them removed. Next time Mr. Diehl will use his gun and not his foot when he attacks a hedgehog.

Burn up a business and all its records and if you have good-will you can start in next day, but if you lose good-will you had better burn the physical assets next day.

"I can live but a week longer without you." "Foolish talk, Duke. How can you fix on a specific length of time?" "Ze landlord fix on it, Miss, not I."

The New Home of The Scale that buys itself



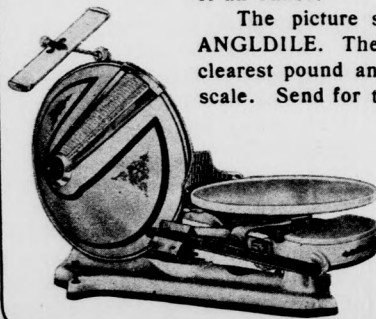
The construction of this handsome building eloquently proves the extraordinary demand for Angldile Computing Scales. Our present plant outgrown in thirty-three months, we are now erecting the largest and most modern computing scale factory in all the world.

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

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

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

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



Angldile Computing Scale Company

110 Franklin St. Elkhart, Ind.

Butterine For Baking.

Great strides have been made in the manufacture of butterine, or oleomargarine, in this country during the past two or three years. The manufacturers have kept their chemists busy experimenting, and some of them have even gone so far as to employ the services of expert practical bakers to help them solve the problem of a perfect substitute for butter in the bakeshop. Their efforts have been rewarded by surprising success, and we now find on the market a number of brands of excellent oleomargarine which their manufacturers guarantee to produce more satisfactory and more economical results in the bakery than the grade of butter commonly used there.

We have always maintained that it pleased the baker to use the best materials in all of his goods. The most successful bakers in this country have demonstrated that our theory is correct. The housewife is only too pleased to let him do her baking when she finds out that he is using high-grade materials and making as good goods as she can make at home. But we often find bakers who complain that they do little or no cake business. They say there is no demand for them in their town. What nonsense that is. Good goods create a demand. There is never any demand for inferior bakery goods. Time and again we have heard people complain of the taste of bad butter in baker's fancy goods. That must hurt the sale of them. When good butter soars to 40 and 50 cents a pound, as it does every winter now, it would be a serious matter for the baker if he had to pay such prices. It is for that reason that we suggest to the bakers that they investigate, without prejudice, the claims of the manufacturers of butterine. They say it will do anything that butter will do, and a number of prominent bakers have told us that it has made good with them. It not only costs a great deal less than even the cheapest butter, but it gives much more satisfactory results. Cheap butter can be noticed readily in cakes. When they are a day or two old the butter becomes rancid and the cakes are simply unfit to eat. Butterine, on the other hand, is clean, sweet and wholesome. It is manufactured under Government supervision under the most cleanly and sanitary conditions, in marked contrast to the conditions under which a big proportion of our country creamery butter is made.

A great many of our largest bakeries in this country, and an even greater proportion in Europe, are now using butterine with the most satisfactory results in all of their cakes and pastries. A few bakers who tried the old-fashioned oleomargarine in the experimental stages of its development and had poor luck with it are naturally a little slow to try it again, but when they do they will notice a big difference in it and a very marked improvement. The sooner they do give it a trial the better it will be for their pocketbook and their customers' palates.

Of course the dairy interests have fought butterine hard, because they

recognize in it a formidable competitor, and they have spent vast sums of money to get legislation that will hamper the sale of it. They have also maintained a bureau of publicity to create a prejudice in the minds of the public against butterine. The exorbitant prices asked for butter has, however, driven a great many people to try butterine, and last winter people simply stampeded over to the use of butterine and a trial was sufficient to overcome their prejudices.—Bakers' Review.

Buying Calves For Market Has Become Regular Business.

Recently the butchers of the country held a meeting in Chicago and one of the resolutions they passed discouraged the killing of calves for veal.

Few persons who are not farmers or butchers or dealers have any idea of the extent to which traffic in such young stock has increased. Calf buying is one of the best regulated businesses of the country districts. A single individual comes so close to owning a "calf route" that he buys all the veal to be had along a road that often is more than twenty-five miles long. Such routes actually are bought and sold just as a carrier buys or sells a newspaper route in the city, and they are covered almost as regularly as rural mail carriers visit the farms.

A calf buyer drives a team of two horses hitched to a wagon with a cage that takes up all of the space save the driver's seat. The cage holds as many as six calves. They are all hauled to the barn of the owner, who has all of the grewsome machinery for converting a frolicsome calf into veal. The entire procedure takes place inside of a building not more than ten or twelve feet square and at least four or five dressed calves are hung at one time. The hide is left on the dressed half and "the tail goes with the hide."

Veal carcasses are shipped by express to meat buyers in Chicago. There are days when the baggage or express compartment of a car will be nearly half filled with dressed veal.

It is claimed that the little town of Lyons, Wis., west of Corliss on the St. Paul road, handles one of the biggest businesses of any place of like size in the West. Calf routes are operated in every direction through the knob farms of Walworth county. A calf buyer knows exactly when a calf will be "ripe" and he never fails to be a "Johnny on the spot" with his wheeled cage.

One of the buyers in Lyons township buys, hauls, kills, dresses and ships no less than 500 calves in a year.

One reason why there are so many calves in the region is that as the farmers are all dairy men, they either ship their milk and cream to bottling plants or creameries, and they want to get rid of a calf as soon as the law will allow them to sell it. A good sized calf between three and five weeks old brings the farmer a satisfactory price. The calf buyer averages a price close to \$14 for the carcass.

Only the calves of grade cattle are sold to the calf buyers. Some of the dairymen are raising dairy stock, for the region is being rapidly developed for this purpose, and all of the promising heifer calves of good stock are raised.

Not less interesting is the egg handling business of this same Badger State region. It is safe to say that three-fourths of a great poultry region markets its eggs on Sunday morning. The farmers drive to church and take the week's accumulation of eggs with them. They first drive to the local buyer and leave their eggs with him and then go to church. Sometimes egg buying in Lyons has occupied a part of Sunday night. On one occasion a buyer was roused out of bed to handle a hundred dozen. The most of the eggs are "candled" in Lyons and shipment is made on the first train Monday morning unless they are held for better prices.

On the Stump.

Timothy L. Woodruff, at a dinner in New York, told a number of election stories.

"Then there was Cosgrove," he said. "Cosgrove made a good stump speaker. An imposing, stately kind of man."

"While Cosgrove was speaking in a hall in Syracuse one night somebody brayed. Cosgrove stopped short, glared and said:

"'Who brayed there?'

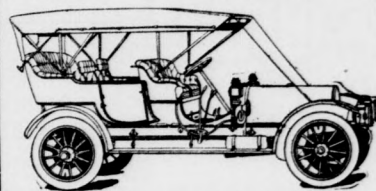
"A little chap in the front row pipped mildly:

"'It was only an echo, sir. Go on with your speech, Mr. Cosgrove.'"

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.



IT PAYS

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavorful, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

Shredded Wheat
IT'S ALL IN THE SHREDS



Case Where Other Side of the House Made Good.

Written for the Tradesman.

"We hear a plenty about men coming up from nothing," said one drummer to another as they sat smoking an after dinner cigar in front of the village tavern. "Why don't we hear something from the other side of the house?"

"About the many failures I suppose you mean, Jack. That's easy. Nobody has a good word for the men that's down; why should he? Life's failures are among the millions, the successes but thousands—perhaps we might say hundreds. There isn't time to waste on the sloths and nogoods of this world, old man."

"Of course not; nobody expects it. I wasn't talking about such people."

"You said the other side of the house, and we had been discussing the men who have made independent fortunes in trade and other lines. Now—"

"Well, the other side is the feminine side, old man."

"Oh, ho, the ladies, bless their dear hearts! Why, Jack, they aren't expected to make good; they have all they can do to look after the home life, leaving hubby to attend the worries of business."

"Yes, I suppose that's so," granted the second drummer.

"Uh-huh, of course it's so," grunted his companion.

And then came the little man with the goatee and critical smile to the rescue of "the other side."

"I happen to know," said he, "that you fellows are all wrong in your understanding of the feminine side of this great, seething question of human existence. The other side, as you term it, has no spokesman here, so it seems to devolve upon me to speak a word for the absentees—that is, with the kind permission of you gentlemen?" and the little man with the goatee turned his face, an interrogation point, upon the others, smiling pleasantly.

"To be sure." "Of course, of course; we'd be delighted," echoed the two very wise men of the grip. And so it came about that Dick Compton told a story that served to illustrate the capabilities of the "other side."

"Philip Marvel was a smart boy, with no particular bringing up. He was from the Emerald Isle, and as witty and pushing as most of her sons. I never knew anything about his family, my story having only to do with him and one other."

"Phil grew up as a lumberjack, nothing more. He met up, as was natural, with all the temptations inci-

dent to a life of this sort, and when fully to manhood grown was a fair sample of a husky son of the 'ould sod,' filled with a strong animal desire to get on in the world. I think Phil had a streak of indolence born in him, since one day while at work in a sawmill he became disgusted at some part of the work and flung aside the canthook he was using and strode out of the mill. 'That's the last stroke of that kind of work for me,' he declared. 'There's something easier than that and I know it.'

"The youngster was right and he at once chose the easier part. He went immediately to town and got a position as bar tender in a saloon. Not a very promising position for a young chap who liked his toddy too well already, you will say, and I quite agree with you. Phil went at the work, however, made a very successful barkeep, was so successful, in fact, that after a few years he bought out his employer and went for himself. At 25 he was a full fledged business man, taking pride in his calling. I see you lift your brows in derision, gentlemen, but it was all in the environment, my friends. Phil never had a mother to admonish him in the course he should go. His honest heart saw a deal of profit in the liquor business and into that he went, heart and soul.

"He made good in a way, too. His saloon was an orderly one, and the word of Phil Marvel came to be as good as his bond. He was everywhere respected for his sterling honesty, say nothing about his business. It came to pass, however, that the young Irishman met a girl, the girl, and fell in love. She was a farmer's daughter, refined and nice in every way.

Quentina Randall told him frankly that she did not like his business, and that he must drop it in order to marry her. Both the girl's parents objected to the match, being of the kind who had no use for liquor in any form, or for men who dealt in the same."

"Sensible old folks," grunted one drummer.

"Undoubtedly they were," assented the narrator.

"Plain case," said Drummer Jack with a sniff. "The young Irishman threw up his business, married the girl, and the twain lived happily ever afterward."

"I am sorry to say you are wrong," proceeded Compton. "Phil argued the point with his girl. He was doing a good business, in fact was laying up money which would soon make them a nice home; it would be foolish to throw all this away for

the sake of a sentiment—or a girl! Smart as she was Quentina was a woman, and she had a soft heart. She held out a while, but finally consented and they were married.

"She came from the farm to live in the town. Phil provided a nice, comfortable cottage for his bride and everything went well for a time. The first nestling to come to that cottage home was a boy. He had his father's eyes, his mother's mouth and forehead. That was a happy home for a time. Of course no good woman could live with even her heart's chosen and note the unsteady step, the thick tongue and bleary eyes without making a protest.

"As Phil grew prosperous he took more to conviviality and his wife noticed it. I'm not going to make a long story of this, gentlemen, although it might be lengthened into a full blown novel. Phil got to own an automobile; hired a chauffeur and was pleased to have his wife and boy visit the old farm in style. The old folks had objected to Quentina's marrying a good-for-nothing saloon keeper and it pleased him to show them how he was prospering.

"One day, however, something happened. Wife and little Phil had gone to the farm in the auto. The driver had been drinking; he lost his head on the return; there was an accident; the driver was killed and wife and child were left crushed and dying by the roadside. A telephone message met Phil as he was leaving his place of business in company with several boon companions.

"The news of the catastrophe came as a distinct shock to the brain of jolly Phil Marvel. He made all haste to the scene of the disaster, nearly killing his one horse in the swiftness of his drive. The first report was not fully verified. The auto driver was dead, but mother and little boy were, while badly injured, expected to recover.

"The old farmhouse of her parents was the nearest and to this the injured ones were conveyed. Mrs. Marvel soon recovered. The boy, however, the light and hope of both fond parents, lingered a long time on the brink of eternity, and at his side, night as well as day, the young mother posted herself, there to fight the grim monster with all a mother's yearning heart and strength of body.

"Quentina knew that it was a drunken driver to blame for the accident. He had paid for it with his life, and she was suffering in body and mind, while Phil, Jr., lay moaning, hopelessly crippled if he did not die, from the same cause. It was a wild-eyed woman who met the husband and father one sad morning and imparted to him her wishes: 'I have long protested your unhallowed business, Philip,' she said; 'you see what it has led to. Again I ask you to throw it over forever.'

"The young Irishman loved his wife and idolized his boy, yet he could not quite bring himself to throw up a business that had made for him a considerable fortune. He went back to his work, leaving Quentina at the farm. His own habits called for more or less drinks

each day. He thought deeply of what his wife had said and decided to coax her off the notion as he had done times before. In fact, since it had been more than a year since she had protested until now he imagined Quentina had given up all opposition, and that he should be able to go on without unpleasant reminders of what sort of work he was engaged in.

"Returning to the farm one evening Phil went to his wife's room unheard by the inmates. The door to the big bedroom stood open; a low voice met his ear, the voice of Quentina, and she was praying! His wife praying! It was a thing unheard of by him before. Instinctively he stopped at the door and listened in spite of himself.

"He heard his own name uttered with sorrow and compassion. The young wife asked God to open his eyes and give him to see the error of his ways. Her gentle, supplicating voice questioned not the wisdom of her husband. He might be right and

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

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

"CAFE ELYSEE"

NEW YORK

Homelike

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike.

Hotel Livingston

Grand Rapids, Mich.

she wrong in the stand each had taken. Inasmuch, however, as the driver had become drunken from liquor sold over her husband's bar, and because of which he had been led to precipitate this terrible accident, she could no longer live with a man who would still persist in this wrong doing.

"There was more to that prayer, reciting many things in the past, secret sufferings endured by that wife quite unknown to her husband until now. 'And now, dear Lord,' she concluded, 'make me strong enough to endure alone what may come to me and little boy Phil hereafter. Husband believes he is doing right, but I can not live hereafter as I have done in the past; I must go my own way.'"

"It was then big Phil went into the room, caught the kneeling woman around the waist and lifted her from her knees. 'Oh, Phil!' she screamed, trying to hide her face. He let her do it, telling her what he had heard, and asked her if it was true that she meant to leave him. When she hesitated, he said in his big, hearty voice, just a little shaken, however, that she need put herself to no uneasiness on that point. 'I am going home, Quentina,' said he, 'to lock up the saloon.'

"Together they stood looking down at poor, pale, suffering little boy Phil, while both shook with sobs. Was he as good as his word, think you? You bet he was. Phil Marvel went home that very day, paid off his bar keeper, locked the saloon door and never opened it for business again. That was a number of years ago. He hasn't regretted the step he took, but is happy in a new, better business in the city. He owns several farms, honestly come by, mind you, and little boy Phil has grown up, something of a cripple still, yet a joy and comfort to both his parents."

"And that is the end?"

"Couldn't end better, could it?" smiled the little man with the goatee. "That was a case where the other side made good, and the fact of its being in every particular true enhances the value of the example."

J. M. Merrill.

Locked Himself Up.

Fred C. Richter, salesman for the Freeman De Lamater Hardware Co., of Detroit, is inclined to thing the "hoss" is on him this time. He was coming down from Traverse City to Walton and found Sheriff F. L. Shutler, of Grand Traverse county, an old friend, on board. Mr. Richter began toying with the Sheriff's handcuffs and just for fun put them on. When he wanted to be released Sheriff Shutler discovered that he had left his key at home. Mr. Richter had to stay all day at Walton until the key could be sent from Traverse City. The Sheriff did the best he could by staying with him for company. Mr. Richter will let somebody else play with the "darbies" next time.

If a business has, say a million dollars invested in tangible assets, then they have something in intangible assets worth five or six times more, and that is known as good will.

WHY THEY DON'T SELL.

Retailers Sometimes Do Not Properly Display the Goods.

The salesman in the wholesale house and the drummer on the road, if they be good men for their jobs, are given to showing new things and stuff out of the ordinary to the retailers who ought to be in a position to use them. More than that, they often urge a retailer to attempt the sale of something which he has not been in the habit of handling and which it seems to them ought to prove a good seller in his store.

Very frequently—more frequently than some of us may think—these salespeople are met with the statement, "I can't use anything of that kind. It won't sell for me. I bought so-and-so a couple of years ago and it still stays with me. Nobody asks for or wants such stuff in my town," and other excuses and reasons of similar import. The proposition has to be dropped ninety times out of a hundred, for the urger is not disposed to guarantee the selling of the goods in the hands of the retailer except in rare instances.

Why is it that such conditions exist in certain stores or in certain towns when the same goods under the same conditions find ready sale in other towns and cities not far removed from the places in question? It is reasonable to infer that the fault is not with the goods or with the public expected to buy them but more largely with the people who have them in stock for sale—and there are those of us who are in the business of direct observation of such things who know that the fault lies in the management of things in the retail shoe store and not in the goods or the public.

For instance, to make the matter direct and plain, in a certain small city which has the reputation of being a resort of considerable prominence, where there are some really good stores and where the profits obtained are not to be materially complained of, a woman went in search of a certain kind of shoe for a child which was popular with children and which could be readily obtained in a larger city a few miles distant. This woman heard it was for sale in town and immediately went to the store named. A long wait with no one paying any attention to her was finally broken by her accosting a clerk and asking if the shoes in question could be obtained there. The shoes—they were red top jockey boots—were produced from a wooden case which had been pushed under a table. The clerk remarked that he didn't see why they didn't sell more of them, for he saw many on the street and nobody else in town carried them. He said that seldom did anyone come in and ask for them.

Not a single pair was displayed in a window, not one was on exhibition anywhere in the store, there was no indication anywhere that they were for sale, yet this clerk, probably instigated by some remark passed by the boss, expressed himself as surprised that they didn't sell more of the boots. The next time that re-

tailer makes a buying trip for goods and the house salesman shows him these particular children's boots, he will say that he bought some of those last summer and still has more than half of them on hand. Nobody in his town seems to care for them. In spite of that, three little girls out of five wore them on the street of his town during the last summer and he did not sell them.

Now, who in thunder should push those goods forward? Who should make an effort to make a profit? Whose business was it to see that the public knew where to get the goods and prevent that public from going out of town after them?

This is but one instance, but it may serve to set us thinking as to why certain goods still linger after they should have been sold and help us to weigh causes and effects the next time a salesman in the house or a drummer on the road shows a really good thing that other retailers are selling with profit in other towns around us.—Shoe and Leather Gazette.

Moving Picture Tricks.

The most popular of the trick pictures displayed at the moving picture shows is that where inanimate objects act with an intelligence which many a human being might envy.

In one, a lazy man while dressing falls asleep in his chair. The bewildered audience then behold his clothes detach themselves from their hooks, move across the floor, and fit themselves on to their owner; his hair gradually gets smoother and smoother as if attended by an invisible brush, till finally it is beautifully parted; and his collar fastens around his neck; and his tie creeps up and arranges itself in a neat knot; his undone boots lace themselves up, the laces creeping in and out of the eyelet-holes and fastening at the top.

To begin with, the boots were photographed unlaced. Then came a stop to enable the photographer to put the laces through the first eyelet-hole. He snapshotted this, stopped again to put the laces through another hole, and so on till the boots were finally laced up. Each eyelet-hole represented a stop and a fresh photograph; but when the picture was completed the pauses were cut out and each snapshot joined up.

Suppose, again, it is desired to show a Golliwig having a walk. Photograph No. 1 shows the doll in position. Then a stop while the photographer lifts one of the figure's feet for photograph No. 2. The next photograph will show the foot on the ground again, and its fellow member raised, and thus several snapshots are necessary to record a single step. Multiply these by some hundreds, and join them all together to run in quick succession, and—presto! you have Mr. Golliwog not only walking, but jumping, dancing, riding on an equally live Teddy bear, and generally behaving in the way one would expect such an eccentric-looking gentleman to behave.

Coming within the province of "trick effects" are the numerous pictures where for a brief instance a

dummy has to take the place of a living man.

Take the case of the representation of a scaffold accident, for example. The movements of the living actor are photographed right down to the actual moment when he poses for the fall. Then comes a stop when the dummy, dressed in similar clothes, is arranged in his place.

The fall of this with the scaffold is snapshotted, but immediately it reaches the ground comes another stop. The actor is then placed on the exact spot occupied by the dummy, with his limbs and clothing arranged, as far as possible, in the same way. At a signal the action recommences, and the camera records the writhings of the injured man.

Shredded Wheat Agencies.

The rapidly expanding business of the Shredded Wheat Company and the recent appointment of Fred Mason as General Manager of the company naturally gives the trade more than ordinary interest in any changes that may be brought about to increase the effectiveness of its selling force and its distributing agencies.

The trade in the Chicago territory has just been advised of the transfer of H. G. Flint to the Philadelphia territory and the appointment of George E. Green, formerly Secretary of the Illinois Retail Merchants' Association, to succeed him in the Chicago office.

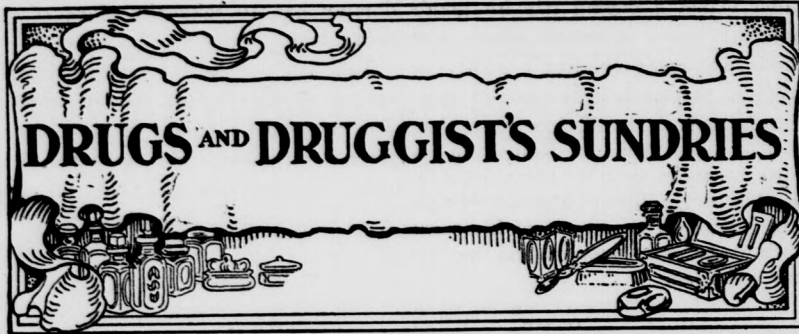
Mr. Flint has made an enviable record as representative of this company in Chicago. His pleasant and satisfactory relations with the trade, in fact, made the necessity of his transfer a source of great regret, but his experience, all-around efficiency and acquaintance with the Philadelphia trade seem to point to him as the man best fitted to take up the work of that territory.

Mr. Green is a "Shredded Wheat man" all the way through, knows the grocery trade as very few men know it, is a loyal friend and supporter of General Manager Mason and is of unblemished integrity and has very high standards of business ethics. He has always been a great admirer of the Shredded Wheat products and the methods of this company in dealing with the trade. His appointment, therefore, seems to be a singularly happy and appropriate one.

Catalog House Method.

The catalog houses make it a rule to follow up their advertising—and especially their catalogs—with personal letters. Do you do that? It is a good plan, too, when sending out circular or pamphlet matter to enclose personal letters whenever possible. Such a missive is the next thing to calling on a man and asking him for his trade and there are a whole lot of people in this world who like to be solicited.

The men who do things care very little for the actual money results—it is what money will enable them to do. The manufacturer reinvests his gain in a larger plant, the merchant builds a larger and better store, the railroad owner extends his system,



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.

Some People Who Come To My Store.

Somewhere back in the dim distance of the long past a wise guy voluntarily handed out the information that it takes all kind of people to make a world, which is all truth so far as this one is concerned. I know from the bunch that has stampeded through my pill plant in the last some odd years. I have met the bunch and the information is mine. I have gazed at them across the plate glass until I can tell what a gentleman has to sell from the warehouse to the curb without looking, and to tell whether a lady wants carmine or catnip is easier than riding on a ticket. In fact, the gang of alleged customers I have met makes one of Ringling Bros.' congregations look like a croquet party at a country schoolhouse when it comes to a matter of different kinds. For variety I have the census enumerator nine miles down the speedway with a bursted tire and a dead engine. I have been asked to deliver everything in medical merchandise from a crochet hook to a steam dredge, and to do everything from a cake walk to murder in the first degree.

When it comes to getting information on humanity in hunks the retail drug store has the police court whipped to a whisper, because we get all theirs and others too. Take, for instance, the pair of Chollie boys, Alphonse and Gaston, who wear single-barreled spectacles and say Bah Jove, whose long suite is to hang around a drug store, smoke gutta percha cigarettes and hand out that

antiquated bunch of bad English about how they have left their pathway through this vale of tears thickly strewn with feminine hearts all smashed to smithereens. I am not a knocker, but it is my private opinion that your Uncle Samuel should maintain a shot gun quarantine to prevent an epidemic of these human things who pose as bloated bondholders and who would die in a month, of gout, on bread and water.

I have also met and interviewed a few thousand of those sweet girl nuisances whose mission on earth is to make the perfumery department look as if it had been arranged with a pitch fork, and who usually buy a half dollar's worth of stamps and a dozen penny post cards. I also have vitally important information on that heavy-weight bunch of diluted nothing who carries an automatic hammer and knocks everybody, from the town marshal to the president, and thinks that he gives the seismograph St. Vitus dance every time he takes a step, and that if he switched on his whole current it would stop all the clocks in the vicinity. He carries a bundle of tried-out plans and specifications for running the universe, and would have made a model world of this one if the Creator of heaven and earth had not beaten him to it. Imagine, if you can, having to hang your pulleybone on the edge of the cigar case and stand for a four-hour spiel about how the world is going industrially to the dickens at a rate of speed that makes Barney Oldfield's new record look like a funeral procession. Three interviews with one of these bone-head pests put a man in the bughouse division.

There comes creeping into my dose-and-price-crowded memory the beautiful spring morning when all the feathered warblers of Nature were doing vocal stunts in the trees that would make even a slave to pills and powders chirp up and feel that the privilege of staying on earth and working nineteen hours per diem was a happy one. I gingered up, took a fresh grip on life and decided to clean up everything around the store that even looked like work. I could feel vitality bristling from every pore. I entered the store, where the porter had everything shining like a sixty-cent stage diamond. I hurriedly entered the secluded precincts of my quiet little office and tackled the morning mail with all the vivacity of the proverbial duck that is reputed to have picked up speed when he spied a Junebug. I had ripped open about one envelope bearing the pink stamp and a picture of the father of American liberty when there appear-

ed, among the fumes of phenol and iodoform that were circulating in and out of my business boudoir, a tall, distinguished looking individual, wearing one of those shiny alpaca coats, an innocent looking white lawn tie and a bunch of vines on the point of his chin. He looked the part of a Chautauqua warm-wind warbler who is strong on handing out cute sentences at the summer encampment at Boulder to the usual gathering of feminine freaks who have no chickens or children of their own and no mission on earth except to peek around in sad raiment and pant for higher life. This particular consummation of the Darwinian theory quickly acquainted me with the fact that he was ambling up and down the earth in the interest of suffering humanity and the Skinnem Life Insurance Co., of New York, who were at present writing a contract that was simply something unheard of in the matter of benefits to the assured. It was a double action, six cylinder, high geared, quadropneumatic, reciprocating policy, absolutely incontestible, and for an additional assessment of ten cents down and ten cents a week, payable at the company's office in New York, the hereinaforementioned company agrees to see that the assured gets by St. Peter at the gate. He was gasping for breath and fishing for his fountain pen to show me where to put my name when I gave him three seconds to evaporate.

I again elected to peruse the mail, when a specimen of the feminine gender, with gold-rimmed spectacles on her nose and a wart where dimples are usually worn, blew in, turned loose a handful of skirt and grabbed me by the mit and introduced herself as Mrs. Harrican Hannover Smith, from Bugville (her conversation led me to believe that Bugville was her home), who was traveling solicitor for the Amalgamated Sisterhood of Suffragettes, whose object was to raise funds to defray her expenses to the Ottoman Empire that she might suppress the manufacture of cork-tipped cigarettes and teach the lady Turks to gobble. She liberated a line of gab that the Rice Bureau would gladly pay a million for, because when it came to jerking loose from sugar-coated adjectives she was certainly none other than the candy kid with the sticky feet. This ancient damsel was shy on facial roses and teeth, but on shape and conversation she was a scream and made Maude Adams and Blanche Bates look like a pair of twin deformities. After ten minutes I fainted and when I came around she swept majestically out of my domicile with the profit on an even dozen of Wine of Skidoosie and six bottles of Mrs. Winslow's First Aid to Increased Population.

The next disturber of my peace and dignity as an American commercial enthusiast was one of those lovey dove little feminine confections, with an elegant assortment of hand-made blushes and high-priced hair enough to make the bearded lady in the museum dissatisfied with her job. She cast a scared glance in my direction,

her lip did a tremble act perfect from long practice when she threw her talk factory in gear, and I began to absorb the intelligence that she was selling a book that should be in every home, an exhaustive treatise on every subject, from French fried potatoes to foreign missionaries, with a goodly bunch of polished narrative about how to manage a husband, also how to endure life although married past the aid of the divorce court, and, best of all, this rare volume bound in limp calf in any color from picnic pink to the dull dark brown that you taste in the cold gray dawn of the morning after, only fourteen dollars. It was here that my powers of endurance flunked on me, and every bit of bad temper and the fighting blood of my Southern ancestry were aroused. However, I decided not to murder her or drown her in her own blood, so I informed this ninety pound consignment of human persuasion that I would buy one of these books but I'd not buy two. She smiled one of those don't worry smiles as she crammed the heavy end of my twenty-dollar bank lithograph into her overgrown handbag, and flitted out, saying she hoped I'd be pleased with the work.

Again thinking I was monarch of all I surveyed, I pounced onto the letter on top of the pile and swore I would peruse its contents if the house was bombarded with heavy artillery. Presently there came a timid knock on my door, to which I did not respond. Then came a louder one and then I thought surely the world was having its finish and quickly opened the door, fully expecting to meet the recording angel who was ready to check me up, but was surprised to meet my young hopeless, aged 5, who had been assailing my door with a box opener and who said, "Dad, tan't you hear nuffin, it's dinner ready." whereupon I realized that another half-day had gone glimmering into the forever gone past. This, among a million or two instances, proves to yours truly that when a knight of the tile and spatula says he will or will not do certain things he is either dippy or a prevaricator of the most abandoned type, and take it from me nobody on earth knows humanity who has not met and interviewed some people who come to my store.

W. H. Cousins.

Almost every business nowadays, to a greater or less extent, according to their degree of progress, assumes that the patrons are right and undertake to satisfy them at almost any cost, and even although an injustice is inflicted by the patron.

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.

Cltx. Phone 6238
 Bell Phone 3690

42-44 South Ionia Street
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copalba	1	75	1	85	Scilla	50	75	1	85	Magnesia, Sulph.	35	75	1	85	Sanguis Drac's	40	75	1	85	Lard, extra	90	1	00	bbL	gal.			
Benzolcum, Ger.	70	75	Cubebae	4	80	5	00	Scilla Co.	50	75	1	85	Mannia S. F.	75	85	1	85	Sapo, G	15	75	1	85	Lard, No. 1	85	1	00	90	1	00		
Boracie	70	75	Erigeron	2	35	2	50	Tolutan	50	75	1	85	Menthol	3	50	2	75	Sapo, M	10	12	1	85	Linseed, pure raw	1	09	1	15	1	15		
Carbolicum	16	20	Evecthitos	1	00	2	10	Prunus virg	50	75	1	85	Morphia, SP&W	3	35	2	60	Sapo, W	13	12	1	85	Linseed, boiled	1	10	1	16	1	16		
Citricum	45	50	Gaultheria	4	80	5	00	Zingiber	50	75	1	85	Morphia, SNYQ	3	35	2	60	Seidlitz Mixture	20	22	1	85	Neat's-foot, w str	65	1	16	1	16	1	16	
Hydrochlor	3	5	Geranium	1	00	2	10						Morphia, Mal.	3	35	2	60	Sinapis	20	22	1	85	Turpentine, bbl.	81	1	16	1	16	1	16	
Nitrosum	8	10	Gossypii Sem gal	70	7	7		Tinctures					Moschus Canton	40	40	1	85	Sinapis, opt.	40	40	1	85	Turpentine, less.	67	1	16	1	16	1	16	
Oxalicum	14	15	Hedeoma	2	50	2	7	Aloes	60	75	1	85	Myristica, No. 1	25	40	1	85	Snuff, Maccaboy	40	40	1	85	Whale, winter	70	7	16	1	16	1	16	
Phosphorium, dil.	44	47	Juniper	40	2	1	20	Aloes & Myrrh	60	75	1	85	Nux Vomica po 15	10	10	1	85	De Voes	54	54	1	85	Paints	bbL	1	16	1	16	1	16	
Sulphuricum	13	15	Lavendula	90	3	60		Anconitum Nap's F	50	75	1	85	Os Sepia	35	40	1	85	Snuff, S'n DeVos	54	54	1	85	Green, Paris	21	2	16	1	16	1	16	
Tartaricum	38	40	Limons	1	15	1	25	Anconitum Nap's R	50	75	1	85	P. D Co.	1	00	1	85	Soda, Boras, po	54	54	1	85	Green, Peninsular	13	1	16	1	16	1	16	
			Mentha Piper	2	20	2	40	Arnica	50	75	1	85	P. D Co.	1	00	1	85	Soda et Pot's Tart	25	25	1	85	Lead, red	74	7	16	1	16	1	16	
			Mentha Verid	5	50	6	00	Asafoetida	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Lead, white	74	7	16	1	16	1	16	
			Morrhuae, gal.	2	00	2	75	Atrope Belladonna	60	75	1	85	P. D Co.	1	00	1	85	Soda, Bi-Carb	3	3	1	85	Ochre, yel Ber	13	1	16	1	16	1	16	
			Myricia	3	00	3	50	Aurant Cortex	50	75	1	85	P. D Co.	1	00	1	85	Soda, Ash	3	3	1	85	Ochre, yel Mars	13	1	16	1	16	1	16	
			Olive	1	00	3	00	Barosma	50	75	1	85	P. D Co.	1	00	1	85	Soda, Sulphas	4	4	1	85	Putty, comm'r'l	24	2	16	1	16	1	16	
			Picis Liquida	10	12	12		Benzoin	60	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Putty, strict pr	24	2	16	1	16	1	16	
			Picis Liquida gal.	40	40	40		Benzoin Co.	60	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Red Venetian	13	1	16	1	16	1	16	
			Ricina	94	1	00		Cantharides	75	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Shaker Prep'd	1	25	1	35	1	35	1	35
			Rosae oz.	8	00	8	50	Capsicum	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Vermillion, Eng.	75	7	16	1	16	1	16	
			Rosmarini	01	06	01	06	Cardamon	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Vermillion Prime	75	7	16	1	16	1	16	
			Sabina	90	1	00		Cardamon Co.	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	American	13	1	16	1	16	1	16	
			Santal	04	50	04	50	Cassia Acutifol Co	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Whit'g Paris Am'r	13	1	16	1	16	1	16	
			Sassafras	90	1	00		Castor	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Whit'g Paris Eng.	13	1	16	1	16	1	16	
			Sinapis, ess. oz.	0	65	0	65	Catechu	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Whit'g Paris Am'r	13	1	16	1	16	1	16	
			Succini	40	4	40	4	Cinchona	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Whit'g Paris Eng.	13	1	16	1	16	1	16	
			Thyme	40	5	40	5	Cinchona Co.	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Varnishes	13	1	16	1	16	1	16	
			Thyme, opt.	01	60	01	60	Columbia	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	Extra Turp	1	60	1	70	1	70	1	70
			Theobromas	15	2	15	2	Cubebae	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85	No. 1 Turp Coach	1	10	1	20	1	20	1	20
			Thigil	90	1	00		Digitalis	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Ergot	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Ferri Chloridum	35	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Gentian Co.	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Gulaca	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Gulaca ammon	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Hyoscyamus	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Iodine	75	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Iodine, colorless	75	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Kino	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Lobelia	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Myrrh	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Nux Vomica	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Opil	1	50	1	50	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Opil, camphorated	1	00	1	00	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Opil, deodorized	2	00	2	00	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Quassia	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Rhatany	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Rhel	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Sanguinaria	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Serpentaria	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Stromonium	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Tolutan	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Valerian	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Veratrum Veride	50	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									
								Zingiber	60	75	1	85	P. D Co.	1	00	1	85	Soda, Carb	1	1	1	85									

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.

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Simplest, cleanest and most convenient device of its kind on the market.

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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		Index to Markets	
By Columns		By Columns	
Col		Col	
A		1	
Ammonia	1	ARCTIC AMMONIA	Doz.
Axle Grease	1	12 oz. ovals 2 doz. box	.75
B		2	
Baked Beans	1	AXLE GREASE	
Bath Brick	1	Frazer's	
Bluing	1	1lb. wood boxes, 4 doz.	3 00
Brooms	1	1lb. tin boxes, 3 doz.	2 35
Brushes	1	3 1/2 lb. tin boxes, 2 doz.	4 25
Butter Color	1	10 lb. pails, per doz.	6 00
C		15 lb. pails, per doz.	7 20
Candles	1	25 lb. pails, per doz.	12 00
Canned Goods	1	BAKED BEANS	
Carbon Oils	2	1lb. can, per doz.	90
Catsup	2	2lb. can, per doz.	1 40
Cereals	2	3lb. can, per doz.	1 80
Cheese	2	BATH BRICK	
Chewing Gum	3	English	95
Chicory	3	BLUING	
Chocolate	3	Sawyer's Pepper Box	
Clothes Lines	3	No. 3, 3 doz. wood bxs	4 00
Cocoa	3	No. 5, 3 doz. wood bxs	7 00
Cocanut	3	Sawyer Crystal Bag	4 00
Cocoa Shells	3	Blue	4 00
Coffee	3	BROOMS	
Confections	11	No. 1 Carpet 4 sew	4 75
Crackers	3	No. 2 Carpet 4 sew	4 25
Cream Tartar	4	No. 3 Carpet 3 sew	4 00
D		No. 4 Carpet 3 sew	3 75
Dried Fruits	4	Parlor Gem	4 75
F		Common Whisk	1 40
Farinaceous Goods	5	Fancy Whisk	1 50
Feed	6	Warehouse	5 00
Fish and Oysters	10	BRUSHES	
Fishing Tackle	10	Scrub	
Flavoring Extracts	5	Solid Back, 8 in.	75
Flour	5	Solid Back, 11 in.	95
Fresh Meats	5	Pointed Ends	85
G		3	
Gelatine	5	STOVE	
Grain Bags	5	No. 3	90
Grains	5	No. 2	1 25
H		No. 1	1 75
Herbs	6	Shoe	
Hides and Pelts	10	No. 8	1 00
J		No. 7	1 30
Jelly	6	No. 4	1 70
L		No. 3	1 90
Licorice	6	BUTTER COLOR	
M		Dandelion, 25c size	2 00
Matches	6	CANDLES	
Meat Extracts	6	Paraffine, 6s	8
Mince Meat	6	Paraffine, 12s	8 1/2
Molasses	6	Wicking	20
Mustard	6	CANNED GOODS	
N		Apples	
Nuts	11	6lb. Standards	9 1 00
O		Gallon	3 20@3 50
Olives	6	Blackberries	
P		2 lb.	1 50@1 90
Pipes	6	Standards	9 5 00
Pickles	6	Beans	
Playing Cards	6	Baked	85@1 30
Potash	6	Red Kidney	85@1 95
Provisions	6	String	70@1 10
R		Wax	75@1 25
Rice	7	Blueberries	
Salad Dressing	7	Standard	1 35
Saleratus	7	Gallon	6 50
Sal Soda	7	Brook Trout	
Salt	7	lb. cans, speck	1 90
Salt Fish	7	Ciams	
Seeds	7	Little Neck, 1 lb.	1 00@1 25
Shoe Blacking	7	Little Neck, 2 lb.	1 50
Snuff	8	Clam Bouillon	
Soap	8	Monarch, 1 lb.	2 25
Soda	8	Burnham's pts.	3 75
Spices	8	Burnham's qts.	7 50
Starch	8	Cherries	
Syrups	8	Red Standards	1 40
T		White	1 40
Tea	8	Corn	
Tobacco	9	Fair	90@1 00
Twine	9	Good	1 00@1 10
V		Fancy	1 45
Vinegar	9	French Peas	
W		Monarch, 1 lb.	2 45
Wicking	9	Gooseberries	
Woodenware	10	No. 10	6 00
Wrapping Paper	10	Standard	85
Y		Lobster	
Yeast Cake	10	1/2 lb.	2 25
		1 lb.	4 25
		Picnic Tails	2 75
		Mackerel	
		Mustard, 1 lb.	1 80
		Mustard, 2 lb.	2 80
		Soused, 1 1/2 lb.	1 80
		Soused, 2 lb.	2 75
		Tomato, 1 lb.	1 50
		Tomato, 2 lb.	2 80
		Mushrooms	
		Hotels	@ 17
		Buttons, 1/2s	@ 14
		Buttons, 1s	@ 23

3		4		5	
Limburger	@17	Cocanut Brittle Cake	12	Champagne Wafer	2 50
Pineapple	40 @60	Cocanut Taffy Bar	12	Per tin in bulk	
Sap Sago	@20	Cocanut Bar	10	Sorbetto	1 00
Swiss domestic	@13	Cocanut Drope	12	Nabisco	1 75
CHEWING GUM		Cocanut Macaroons	12	Festino	1 50
American Flag Spruce	55	Cocanut Honey Cake	12	Bent's Water Crackers	1 40
Beeman's Pepsin	55	Cocanut Hon. Fingers	12	CREAM TARTAR	
Adams' Pepsin	45	Cocanut Hon Jumbles	12	Barrels or drums	33
Best Pepsin	45	Crumpets	10	Boxes	34
Best Pepsin, 5 boxes	2 00	Dinner Biscuit	25	Square cans	36
Black Jack	55	Dixie Sugar Cookie	9	Fancy caddies	41
Largest Gum Made	55	Family Cookie	9	DRIED FRUITS	
Sen Sen	55	Pig Cake Assorted	12	Apples	
Sen Sen Breath Perf	1 00	Pig Newtons	12	Sundried	
Yucatan	55	Lorabel Cake	12 1/2	Evaporated	
Spearmint	55	Fluted Cocanut Bar	10	California	12@15
CHICORY		Frosted Creams	8	Corsican	@15
Bulk	7	Frosted Ginger Cookie	8	Currants	
Red	7	Frosted Honey Cake	12	Imp'd 1 lb. pkg.	@ 9 1/2
Eagle	7	Ginger Gems	8	Imported bulk	@ 9 1/2
Frank's	7	Ginger Gems, Iced	9	Peel	
Schener's	6	Graham Crackers	8	Lemon American	13
CHOCOLATE		Ginger Snaps Family	8	Orange American	13
Walter Baker & Co.'s	22	Ginger Snaps N. B. C.	7 1/2	Raisins	
German's Sweet	31	Ginger Snaps N. B. C.	8	Cluster, 5 crown	1 75
Premium	31	Square	8	Loose Muscatels 3 cr.	5 1/2
Caracas	31	Hippodrome Bar	12	Loose Muscatels, 4 cr.	6 1/2
Walter M. Lowney Co.	30	Honey Cake, N. B. C.	12	L. M. Seeded 1 lb.	7 1/2@8
Premium, 1/2s	30	Honey Fingers, As. Ice	12	California Prunes	
CIDER, SWEET		Honey Jumbles, Iced	12 1/2	100-125 25lb. boxes	@ 5
"Morgan's"		Honey Flake	12 1/2	90-100 25lb. boxes	@ 6 1/2
Regular barrel 50 gals	7 50	Household Cookies	8	80-90 25lb. boxes	@ 6 1/2
Trade barrel, 28 gals	4 50	Household Cookies Iced	9	70-80 25lb. boxes	@ 7
1/2 Trade barrel, 14 gals	2 75	Imperial Lunch	9	60-70 25lb. boxes	@ 7 1/2
Boiled, per gal	20	Jubilee Mixed	10	50-60 25lb. boxes	@ 8
Hard, per gal	20	Kream Klips	25	40-50 25lb. boxes	@ 8 1/2
COCOA		Ladle	9	30-40 25lb. boxes	@ 9
Baker's	37	Lemon Gems	10	1/2c less in 50lb. cases	
Cleveland	41	Lemon Biscuit Square	8	FARINACEOUS GOODS	
Colonial, 1/2s	35	Lemon Wafer	17	Beans	
Colonial, 1/2s	33	Lemona	9	Dried Lima	6 1/2
Epps	42	Mary Ann	9	Med. Hand Pkd	2 60
Huyler	45	Marshmallow Walnuts	17	Brown Holland	2 90
Lowney, 1/2s	36	Molasses Cakes	8	Farina	
Lowney, 1/2s	36	Molasses Cakes, Iced	9	25 1 lb. packages	1 50
Lowney, 1/2s	36	Molasses Fruit Cookies	11	Bulk, per 100 lbs.	3 50
Lowney, 1s	40	Iced	11	Hominy	
Van Houten, 1/2s	12	Mottled Square	10	Milled	1 75
Van Houten, 1/2s	20	Nabob Jumbles	14	100 lb. sack	1 75
Van Houten, 1/2s	20	Oatmeal Crackers	8	Maccaroni and Vermicelli	
Van Houten, 1s	72	Orange Gems	9	Domestic, 10 lb. box	60
Webb	33	Penny Assorted	9	Imported, 25 lb. box	2 50
Wilber, 1/2s	33	Peanut Gems	9	Pearl Barley	
Wilbur, 1/2s	32	Pretzels, Hand Md.	9	Chester	2 75
COCOANUT		Pretzettes, Hand Md.	9	Empire	3 65
Dunham's 1/2s & 1/4s	26 1/2	Pretzettes, Mac. Md.	8	Peas	
Dunham's 1/2s	27	Raisin Cookies	10	Green, Wisconsin, bu.	
Dunham's 1/4s	27	Reverse, Assorted	14	Green, Scotch, bu.	2 50
Bulk	18	Rittenhouse Fruit	10	Split, lb.	94
COFFEE		Biscuit	10	Sage	
Rio		Rube	9	East India	5
Common	10@13 1/2	Scalloped Gems	10	German, sacks	5
Fair	14 1/2	Scotch Cookies	10	German, broken pkg.	
Choice	16 1/2	Spiced Currant Cake	10	Tapioca	
Fancy	20	Sugar Fingers	12	Flake, 10 0lb. sacks	6
Santos		Sultana Fruit Biscuit	15	Pearl, 130 lb. sacks	4 1/2
Common	12@13 1/2	Spiced Ginger Cake	9	Pearl, 24 lb. pkgs.	7 1/2
Fair	14 1/2	Spiced Ginger Cake Iced	9	FLAVORING EXTRACTS	
Choice	16 1/2	Sugar Cakes	9	Foot & Jenks	
Fancy	20	Sugar Squares, large or small	9	Coleman Vanilla	
Maracalibo		Sunnyside Jumbles	10	No. 2 size	14 00
Fair	16	Supra	8	No. 4 size	24 00
Choice	19	Sponge Lady Fingers	25	No. 8 size	36 00
Fancy	20	Sugar Crimp	9	No. 8 size	48 00
Mexican		Vanilla Wafers	17	Coleman Terp. Lemon	
Choice	16 1/2	Waverly	10	No. 2 size	9 60
Fancy	19	In-or Seal Goods		No. 4 size	18 00
Guatemala		Albert Biscuit	1 00	No. 3 size	21 00
Choice	15	Animals	1 00	No. 8 size	36 00
African	12	Arrowroot Biscuit	1 00	Jaxon Mexican Vanilla	
Fancy African	17	Athena Lemon Cake	50	1 oz. oval	15 00
O. G.	25	Baronet Biscuit	1 00	2 oz. oval	28 20
P. G.	31	Bremner's Butter	1 00	4 oz. flat	55 20
Mocha		Wafers	1 00	8 oz. flat	108 00
Arabian	21	Cameo Biscuit	1 00	Jaxon Terp. Lemon	
New York Basis		Cheese Sandwich	1 00	1 oz. oval	10 20
Arbuckle	16 75	Chocolate Wafers	1 00	2 oz. oval	16 90
Lion	16 25	Cocanut Dainties	1 00	4 oz. flat	33 00
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Faust Oyster	1 00	8 oz. flat	63 00
Holland, 1/2 gro boxes	95	Fig Newton	1 00	GRAIN AND FLOUR	
Felix, 1/2 gross	1 15	Five O'clock Tea	1 00	Wheat	
Hummel's foil, 1/2 gro.	85	Frotana	1 00	Red	91
Hummel's tin, 1/2 gro.	1 43	Ginger Snaps, N. B. C.	1 00	White	88
CRACKERS.		Graham Crackers, Red Label	1 00	Winter Wheat Flour	
National Biscuit Company		Lemon Snaps	1 00	Local Brands	
Butter		Marshmallow Dainties	1 00	Patents	5 40
N. B. C. Sq. bbl 6 1/2 bx 6		Oatmeal Crackers	1 00	Second Patents	5 20
Seymour, Rd. bbl 6 1/2 bx 6		Old Time Sugar Cook	1 00	Straight	4 80
N. B. C., boxes	6	Oval Salt Biscuit	1 00	Second Straight	4 60
Select	9	Pretzettes, Hd. Md.	1 00	Clear	4 00
Saratoga Flakes	13	Royal Toast	1 00	Flour in barrels, 25c per barrel additional.	
Zephyrette	13	Saltine Biscuit	1 00	Lemon & Wheeler Co.	
Oyster		Saratoga Flakes	1 00	B. & G. Wonder 1/4s cloth	5 25
N. B. C. Rd. bbl 6 1/2 bx 6		Social Tea Biscuit	1 00	Big Wonder 1/4s cloth	5 25
Gem, bbl, 6 1/2 boxes	6	Soda Cracks, N. B. C.	1 00	Worden Grocer Co.'s Brand	
Faust	8	Soda Cracks, Select	1 00	Quaker, paper	5 10
Sweet Goods.		S S Butter Crackers	1 50	Quaker, cloth	5 20
Animals	10	Sultana Fruit Biscuit	1 00	Wykes & Co.	
Atlantics	12	Uneda Jinger Wayfer	1 00	Eclipse	4 85
Arrowroot Biscuit	16	Uneda Lunch Biscuit	1 00		
Avena Fruit Cake	12	Vanilla Wafers	1 00		
Brittle	11	Water Thin Biscuit	1 00		
Bumble Bee	10	Zu Zu Ginger Snaps	50		
Cadets	9	Zwieback	1 00		
Cartwheels Assorted	9	In Special Tin Packages			
Circle Honey Cookies	12	Per doz.			
Currant Fruit Biscuits	12	Festino	2 50		
Cracknels	16	Nabisco, 25c	2 50		
Coffee Cake	10	Nabisco, 10c	1 00		
Coffee Cake, Iced	11				

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/8 cloth 5 90 Worden Grocer Co. American Eagle 1/2 ch 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 20 Seal of Minnesota 5 80 Wizard Flour 4 80 Wizard Graham 4 80 Wizard Gran. Meal 3 80 Wizard Buckwheat 6 00 Rye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2 6 50 Ceresota, 1/4 6 40 Ceresota, 1/8 6 30 Lemon & Wheeler's Brand Wingold, 1/2 6 75 Wingold, 1/4 6 65 Wingold, 1/8 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/8 cloth 6 00 Laurel, 1/2 cloth 6 00 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flour 5 60 Voigt's Hygienic Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 50 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/8 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/4 paper 6 30 Sleepy Eye, 1/8 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tiv Top Flour 5 20 Golden Sheaf Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meal Boiled 3 60 Golden Granulated 3 80 St. Car Feed screened 23 00 No. 1 Corn and Oats 23 00 Corn, cracked 22 00 Corn Meal, coarse 22 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Danby Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 36 1/2 Less than carlots 38 Corn Carlots 55 Less than carlots 57 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 32 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Stuffed, 5 oz. 1 35 Stuffed, 8 oz. 1 35 Stuffed, 14 oz. 2 25 Pitted (not stuffed) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 Queen, Mammoth, 28 oz. 5 25 Oz. 5 25 Olive Chow, 2 doz. cs. per doz. 2 25 Hardwood Tooth Picks 2 00 Ideal 85 PICKLES Medium PICKLES Medium Barrels, 1,200 count 7 50 Half bbls., 600 count 4 50 5 gallon kegs 2 25 Small Barrels 9 00 Half barrels 5 25 5 gallon kegs 1 90 Gherkins Barrels 11 00 Half barrels 5 00 5 gallon kegs 2 75 Sweet Small Barrels 13 50 Half barrels 7 50 5 gallon kegs 3 00	POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Brisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tiers 14 Compound Lard 10 1/2 50 lb. tubs 1/2 advance 1/2 50 lb. tubs 1/4 advance 1/4 50 lb. tubs 1/8 advance 1/8 20 lb. pails 1/2 advance 1/2 10 lb. pails 1/4 advance 1/4 5 lb. pails 1/8 advance 1/8 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 40 lbs. 1 00 1/2 bbls. 40 lbs. 2 00 1/2 bbls. 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 50 Potted ham, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 3 00 Wyandotte, 100 1/2 1 80 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 00 SALT Common Grades 100 3 lb. sacks 2 45 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 90 Medium, fine 95 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Hailbut Strips 15 Hunk's 18 Holland Herring Y. M. wh. hoop, bbls. 10 00 Y. M. wh. hoops 1/2 bbl. 5 25 Y. M. wh. hoops, kegs 65 Y. M. wh. hoop Milchers kegs 75 Queen, bbls. 9 00 Queen, 1/2 bbls. 4 75 Queen, kegs 55 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 5 lbs. 90 No. 1, 2 lbs. 90	Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 15 50 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 70 No. 1, 8 lbs. 1 40 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 51 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 40 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 3 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 60 White Russian 3 60 Dome, oval bars 2 70 Satinet, oval 4 00 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10 bxs 3 25 German Mottled, 25 bxs 3 20 Marcellines, 100 cakes 6 00 Marcellines, 100 cks 5c 4 00 Marcellines, 100 ck toil 4 00 Marcellines, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Sapolio, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 16 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 35 Nutmegs, 75-80 55 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 1/2 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 5 48 lb. packages 4 1/2 16 lb. packages 4 1/2 12 lb. packages 2 1/2 50 lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20 lb. cans 1 75	10 lb. cans, 1/2 dz. in cs. 1 65 5 lb. cans, 2 dz. in cs. 1 75 2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 28 Moyune, choice 32 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 30 @ 35 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 1 oz. 55 No Limit, 7 oz. 1 65 No Limit, 14 oz. 3 15 Ojibwa, 16 oz. 40 Ojibwa, 5c pkg. 1 85 Ojibwa, 5c 47 Petoskey Chief, 7 oz. 1 85 Petoskey Chief, 14 oz. 3 70 Sterling Dark, 5c 5 76 Sweet Cuba, 5c 5 60 Sweet Cuba, 10c 11 10 Sweet Cuba, 1 lb. 5 00 Sweet Cuba, 16 oz. 4 20 Sweet Cuba, 1/2 lb. 2 10 Sweet Burley, 5c 5 76 Sweet Burley, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs 4 90 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 37 Boot Jack 37 Bullion, 16 oz. 48 Climax Golden Twins 28 Days Work 28 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to lb. 48 Gold Rope, 14 to lb. 32 G. O. P. 32 Granger Twist 46 G. T. W. 43 Horse Shoe 43 Honey Dip Twist 43 Jolly Tar 40 J. T., 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 40 Picnic Twist 45 Piper Heidsieck 69 Redicut, 1 1/2 oz. 38 Red Lion 30 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 oz. 44 Spear Head, 7 oz. 28 Square Deal 28 Star 43 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 3 VINEGAR State Seal 13 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00	Splint, small 2 75 Willow, Clothes, large 2 25 Willow, Clothes, small 2 25 Butter Plates Wire End or Ovals 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 3 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 3-wire Cable 2 80 Cedar, all red. brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 25 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 4 Butcher's Manila 2 1/2 Wax Butter, short cut 12 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Least Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickered 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnish Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 12 Calfskin, green, No. 2 11	Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 13 1/4 Pelts Old Wool 80 Lamb 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 8 1/2 No. 2 8 1/4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist 25 Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 13 Ribbon 10 Broken 8 Cut Leaf 8 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 14 Paris Cream Bon Bons 16 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 13 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 13 Champion Chocolate 13 Eclipse Chocolates 14 Eureka Chocolates 13 Quintette Chocolates 14 Champion Gum Drops 14 Moss Drops 14 Lemon Sours 14 Imperial 14 Ital. Cream Opera 13 Ital. Cream Bon Bons 13 Golden Waffles 13 Red Rose Gum Drops 14 Auto Bubbles 13 Fancy—in 5 lb. Boxes Old Fashioned Molasses 13 Orange Jellies 80 Lemon Sours 80 Old Fashioned Horshound drops 80 Peppermint Drops 80 Champion Choc. Drops 80 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 1 Bitter Sweets, as'd. 1 2 Brilliant Gums, Crys. 80 A. A. Licorice Drops 80 Lozenges, printed 80 Lozenges, plain 80 Imperial 80 Mottos 80 Cream Bar 80 G. M. Peanut Bar 80 Hand Made Crms 10 @ 80 Cream Wafers 80 String Rock 80 Wintergreen Berries 80 Old Time Assorted 2 75 Buster Brown Good 2 50 Up-to-date Assort'd 2 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 13 00 Pop Corn Cracker Jack 25 Giggles, 5c pkg. 80 Pop Corn Balls 200s 1 35 Azulikit 100s 80 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 15 Table nuts, fancy 13 @ 14 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 80 Peanut Halves 55 Walnut Halves 36 @ 38 Filbert Meats 27 Alicante Almonds 43 Jordan Almonds 47 Peanuts Fancy H P Sns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbos 8 1/2

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



10 5c pkgs., per case .2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @ 5
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 29

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.
Excelstor, Blend, 1lb.
Excelstor, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fleibach 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

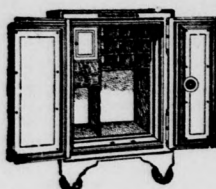
Poles

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

To Dissatisfied Merchants

IF YOU are not making the money you ought; if your business yields much work and little net; if the year's end finds your so-called "profit" in overstocks instead of cash; if the need of selling on credit is a clog in your progress—

Why not change to "the best business on earth in proportion to investment"—the variety business?

Some thousands of men no brighter than you, who work no harder, with probably less capital, are NOT dissatisfied.

They turn their stock many times and they get the cash for every sale.

Because they handle sellers only their stock is always worth one hundred cents on the dollar.

For them the retail mail order menace is no menace at all.

They have no reason to complain of excessive competition.

We know of good openings for new variety stores in every part of the United States, where men of ambition and energy, even though of limited capital, can "make good."

Our service will cost you nothing. Write us.

Butler Brothers

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

SAMPLE HOUSES: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee, Omaha, San Francisco, Seattle.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Grocery stock and fixtures in first-class condition. Good business and finest location in Grand Rapids. Can give best references. Bids received until January first. Good reasons for selling. Address No. 10, care Tradesman. 10

For Sale—Acetylene gas generator and fixtures for store use. Twenty-five light capacity. As good as new. Will sell cheap if sold at once. Damon & Sons, 1230 W. Second St., Flint, Mich. 9

For Sale—Stock general merchandise and grocery. Doing good business, \$20,000 last year. Invoices about \$3,000. Best of reasons for selling. Address Box 36, Decatur, Mich. 8

The Western Sales Plan—\$5 for complete plan, including outline copy for sales bill. Address Geo. Raveling, Rock Rapids, Ia. 7

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.

Would you be interested in a department store that makes \$14,000 net profit yearly, on a \$30,000 stock? Ill health cause of wishing to sell. The largest and most popular store in town of 27,000 population. Situated 45 miles from Chicago. No trades considered under any circumstances. If interested act quick. You can make your fortune out of it. I have and it is better now than ever. Address No. 6, care Michigan Tradesman. 6

For Sale—Grocery stock, \$1,800 to \$2,000 required; good location; old established firm; reason for selling, sickness. Address 413 North Jefferson, Huntington, Ind. 5

Shoe store, established 25 years, choicest location; main business center; thriving manufacturing, agricultural town 15,000; best reasons for selling. Address Lock Box 304, Tiffin, Ohio. 4

Turn your stock into round dollars. Clothiers, furnishers, dry goods and shoe men, are you overstocked? Have you considered putting on a sale this fall to reduce your stock to raise money or sell out entirely? Now is the time. Don't wait until after the holidays. Then the people will have spent all their money for Christmas. Have it now while they have money and are willing to spend it. We can turn your stock into hard round dollars in shorter time and at less expense to you than any other sale house in the country. Our methods are new and clean, not the old time-worn humbug used by others. Write us for full information. A. E. Greene Company, 310 Tolsma Bldg., Detroit, Mich. (Special Sale Conductors). All goods sold at a profit. A Greene sale means good profits, satisfied customers and a square deal. 2

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—Safe, fireproof, 4x2½x3, steel chest. Good size, good condition. \$138. Address F. W. Lewis, Ewart, Mich.

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

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

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—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

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., Gwosso, Mich. 996

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

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—An up-to-date shoe stock, fixtures and lease. Best location in San Antonio, Texas. Stock in first-class condition. Address Katzenstein Shoe Co., Fine 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, 36x140, suitable for wholesale or department store, in thriving town; correspondence solicited. Box 77, Phillipsburg, Pa. 967

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

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

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., 34 Monroe St., Grand Rapids, Mich. 946

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

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—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

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

Auctioneers—We close out and reduce stocks anywhere in United States. For terms and dates address Storms Sales Co., Ft. Madison, Iowa. 932

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 \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

For Sale—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.

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn lucrative business. No soliciting or traveling. This is an exceptional opportunity for man in your section to get into big paying business without capital and become independent for life. Write at once for full particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, Suite 371, Marden Bldg., Washington, D. C. 3

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

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

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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

SITUATIONS WANTED.

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

Want Ads continued on next page.

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence

New York, Oct. 31—The spot coffee market is firmer. Rio No. 7 is quoted in an invoice way at 11@11½c. In store and afloat there are 2,758,423 bags, against 4,130,978 bags at the same time a year ago. The loss of the steamer, Crown Prince, with 75,000 bags is, of course, a factor in the stronger tone prevailing. Mild grades are firmer and are quoted ¼@¼c above last report. Good Cucuta, 12¾c.

Teas are firm for almost all sorts, but sales are usually of small quantities individually. India Ceylons seem to be attracting more attention than for some little time and holders are not at all inclined to make any concession.

Beet sugar is proving a close competitor of the cane and a drop has ensued. Buyers are taking only enough to keep going and both sides seem content to let matters drift for awhile.

Quotations on rice are low enough to warrant orders, but for some reason there is a very quiet situation. The big express strike may have something to do with it as brokers are unable to get samples. Good to prime domestic, 4½@5c.

Spices show no particular change. Possibly there is a little better movement than a week ago, but no large transactions have been recorded and quotations remain on practically the same level as heretofore. Stocks are not large, and it would seem as if some advance might be foretold.

There is only an every-day movement in molasses. The trade is waiting for new crop and meantime do nothing but wait. Quotations show the same range of values—26@30c for good to prime.

Canned goods are on the gain every day. Stocks are going into consumption in a most satisfactory manner, and the hold-over of former years is being used up at a good rate. One of the large packers of Delaware, known for their gallon tomatoes, say they have not a can left and all the hold-over of former seasons has been cleaned out. No threes that will come up to the full standard will be found for less than 72½c, and bids at 70c are turned down "with neatness and despatch." Corn is in very light offering and the market is well sustained. Peas are said to be scarce and cheap grades are quickly picked up. String beans are well sustained and the whole canned goods market is such as to justify the belief that canners will "come into their own" before the turn of the year.

Butter is well sustained. Creamery specials are held at 32@32½c; extras, 30½@31c; firsts, 27@29c; imitation creamery, 24@25c; June factory, 23@24c; current make, firsts, 23c.

Cheese shows little, if any, change. The market is firm, with full cream held at 15¼@16¾c.

Eggs tend upward for nearby stock and the market generally is well held. White Western run as

high as 36c, but this is for the choicest. Fresh gathered, 32@34c; refrigerator, 25½@26c.

The Produce Market.

The demand for apples is strong and receipts light. Local stocks have been pretty well handled. The quotations are firm, without change. Lemons have advanced 25 to 50c per box—owing to the continued conditions in Messina—the supply is coming mostly from California. Florida oranges are again on the market and are being quoted at \$3.75 for sizes 126 to 216. The first shipments have been made from California but have not yet reached the market. Pears, tomatoes and pieplant have been dropped from the market this last week. Cabbage, cauliflower and celery are easier and off in quotations, while cranberries and lemons have gone up. Turkeys have also advanced 1c this last week and eggs are 1c higher.

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

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

Beets—50c per bu.

Butter—Receipts show some increase, but the percentage of strictly fancy butter is 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 31½c for tubs and 32c for prints; dairy ranges from 20@21½c for packing stock to 23@26c for No. 1.

Cabbage—50c per doz.

Cauliflower—\$1.00 per doz.

Carrots—50c per bu.

Celery—18c for home grown.

Citron—85c per doz.

Cocoanuts—60c per doz. or \$4.25 per sack.

Cranberries—Late Reds from Cape Cod, \$6.75; Cape Cod Hows, \$7@7.25 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. The consumptive demand for eggs is good and the market is kept cleared. Withdrawals of storage eggs are very large. Local dealers are paying 26c f. o. b. shipping point.

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

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

Lemons—Californias, \$8.50@9 per box.

Lettuce—\$1 per bu. for head and 10c per lb. for leaf.

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

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; other sizes, \$5.75.

Oranges—Florida 126 to 216s, at \$3.75.

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

Pop Corn—90c per bu. for ear; 3¼ @3½c 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; 7c for old roosters; 11c for ducks; 9c for geese and 15c for turkeys.

Quinces—\$1.75 per bu.

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

Spinach—50c per bu.

Sweet Potatoes—\$2 for Virginias and \$2.85 for Jerseys.

Veal—Dealers pay 7@8c for poor and thin; 8@9c for fair to good; 9@10c for good white kidney; 11c for fancy.

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

Buffalo, Nov. 2—Creamery, fresh, 27@31c; dairy, fresh, 23@28c; poor to common, 20@22c.

Eggs—Strictly fresh candled, 32c; fancy, 35@40c; at mark, 28@30c; storage candled, 24@25c.

Live Poultry—Fowls, 11@13c; chickens, 11@13½c; ducks, 16@17c; old cocks, 10c; geese, 12@14c; turkeys, 18@20c.

Dressed Poultry—Iced fowls, 13@14c; iced old cocks, 11c; chickens, 13@15c.

Beans—Pea, hand-picked, \$2.25; red kidney, hand-picked, \$2.75@3; white kidney, hand-picked, \$2.75@3; marrow, \$2.60@2.75; medium, hand-picked, \$2.25.

Potatoes—New, 40@48c per bu.

Rea & Witzig.

Life without humor is like a ride in a wagon without springs.

The Limit.

"You say you would go through fire and water for me?"

"Yes, darling."

"Would you turn from all your people for my sake?"

"Yes, sweetheart, if you demanded it, I would deny them all for you."

"Would you renounce all your friends if I wished it?"

"My love, I would turn my back on each and all of them for you."

"Would you give up smoking for me?"

"Willingly—gladly, dearest."

"Would you let me have three cunning doggies, with real lace handkerchiefs in their cute little pockets, to act as my bridesmaids?"

"No! By Heaven, I may be crazy, but there is a limit to my madness."

—Chicago Record Herald.

Saranac—Wm. Gunn, of Saginaw, one of the promoters of the new bank, and F. J. Gifford, of Caro, who will act as cashier, arrived last week and started mechanics at work on the new vault and expect to have the building ready for business in about two weeks.

A fool friend is worse than a bitter enemy.

BUSINESS CHANCES.

Good farm for exchange. 160 acres improved, with water and native timber and good dark soil; will take a mortgage back on the land for \$3,000 and \$5,000 in merchandise. Land is worth \$8,000. R. D. Winfield, Renfrow, Oklahoma. 12

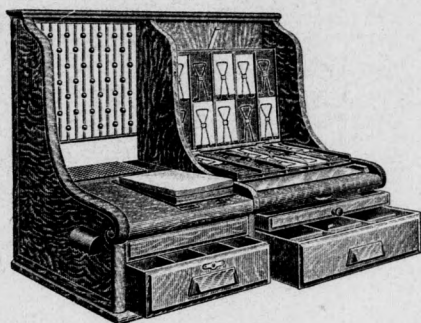
Wanted—Position as manager of dry goods, clothing or shoe store. Young married man, 12 years' experience. Prefer town of 1,500 or 2,000. References furnished. Address No. 11, care Tradesman. 11

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

DELAY MEANS LOSS



Every day you delay installing THE McCASKEY GRAVITY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

These are some of the ways in which the money is lost without your knowledge:

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

Let us tell you about them, we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best).

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.

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

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

Price Protected—
Trade Profits
Assured

No "Free Deals"
to induce
Price-Cutting

No "Quantity
Price" to favor
big buyers

Nothing to
encourage over-
buying goods

No Coupon
or Premium
Schemes

Best advertised
and most popular
American Cereal

*NO SQUARE DEAL POLICY

Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale, and refused to make any allowance whatever on these. We also found a lot of packages containing a biscuit—popular and well known. Upon examination I found these decidedly rancid and unfit for food. I learned later that all these goods had been bought in large quantities in order to get the price, and, as is often the case, the quantity could not be disposed of while fresh and saleable. Age does not improve anything edible. There is a limit even to ageing Limburger and Rocheford cheese—where loud smell gives some class in the nostril of the epicure, but I have yet to find the first cereal or package foods, or foods sold in any form, that improve by age, and the sooner manufacturers of food-stuffs change their system of quantity price and follow the "Square Deal" policy of a Battle Creek cereal the better for themselves, the reputation of their product, and the better for the grocer. I just want to add here that among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were "Kellogg's Toasted Corn Flakes," (and three other brands*) and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer.

*Names furnished on application.

*REPRINT FROM "UP-TO-DATE"

Edited by J. W. Rittenhouse, official organizer of the Retail Merchant's Association of Pennsylvania, is, according to its official title "Published in the Interest of the Retail Merchants of Pennsylvania for the purpose of Promoting Organization and Maintaining in Pennsylvania the largest Body of Organized Merchants in the United States."

IT PAYS EVERYONE TO STICK TO

Kellogg's



Quality and
Flavor always
the same

Goods never
Allowed to
Grow stale

Sold only in
the genuine
Kellogg package

Price the same
everywhere and
to everybody

Pays an honest
profit to the
grocer

Backed by the
Kellogg name
and reputation



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.

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



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.