

CONSOLATION

"Blessed are they that mourn for they shall be comforted."—Matt. vi., 4.

IN EVERY picture of consolation there are at least two figures—the comforter and the comforted. Our sorrows bind us together. But for suffering this were a world without sympathy, without need of the deeper, inner, human touch. We would never know one another but for the shedding of tears together.

The sight of another's suffering or need awakens in us pity, compassion, and desire to relieve the distress or to soothe the broken heart. It calls to the best in us, stirs us to self-forgetfulness and to sacrifice. It softens our austerities and strengthens the spirit of human kindness.

The sorrows of others bring us to the realization of a world larger than ourselves, and our personal concerns. We know that all that is written within us of need and pain, of deep experiences, is but a single letter out of the world's great story of sorrow.

True social living grows out of this: That we need one another in days of mourning, perplexity and pain. The very weakness and dependence of the individual is the secret of social strength. This would be a bare, greedy world of selfishness if there were no babies needing of protection, no children needing sacrifice, no sorrowing ones needing comfort. The bands of common sorrow bind us as do no others.

The little group about an open grave finds some new drawing together in the very pang of parting. Many a family has come to a new unity because all have been called to weep together over a lost one. Through the mist of tears we get a new perspective on life; we begin to see that its eternal values are not in things but in people, in affection, in human hearts and loves.

No man misses joy more than he who steals his heart against the sorrows of others. No life is richer than that which permits its treasures of love and sympathy to go out to empty, hungry, sorrowing ones. Every chance to minister is a chance to find the full meaning and glory of life.

To be called a man of sorrows is a far different thing from being a sorrowful man. The man of sorrows, he who shares the cares of others, whose ear is attuned to sympathy, has title to the great and lasting joys of life. He follows that Great Life who went about doing good, who never was too weary to bid others to rest, nor too burdened to sympathize and help.

When we come to the end of our way and recount our possessions will we not prize most highly the possession of friends? After all, are not these the real riches of life? And these treasures of friendship, the affections, joys, inspirations and heartenings of the faces and hearts of others have become ours through our needs. Adversities have brought true hearts to us. In fires of afflictions the great affections have been welded; we bless the mourning that brought such comfort.

When to us there comes, as come there must to all who really live, the days of darkness, when over us hangs [the shadow of the valley, when the sorrow is beyond words, and its mystery, its seeming blind cruelty almost crushes us, then we may well reach out our hands for the touch of other hands. Then comes the assurance that the great souls of all ages have walked this way, and nowhere are we nearer to the infinite love than here.

We never know the wealth this world holds until it is revealed to us in our hours of anguish, when other possessions are stript from us, when consolation alone can have value for us. Then hands are reached out to ours, hearts are opened, and, looking into other eyes, we see riches of love of which we had not dreamed. Only those who have sorrowed know how kindly a world this is.

May not this be one of the uses of adversity, one of the beatitudes of sorrow, that hearts are thereby kept tender, that from the rain of bitter tears spring the sweet flowers of sympathy, and he who mourns is blest with the best that hearts made rich by experience can offer?

Henry F. Cope



Our Brands of Vinegar

Have Been Continuously on the Market
For Over Forty Years



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



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

"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar Vinegar

Demand them from your jobber—he can supply you

Oakland Vinegar & Pickle Co. Saginaw, Mich.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

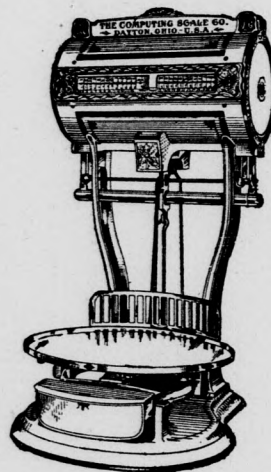
Detroit, Mich.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's

Our New Gold-Finish, Glass-End Scale



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

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

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

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

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

Local district sales offices in all large cities.

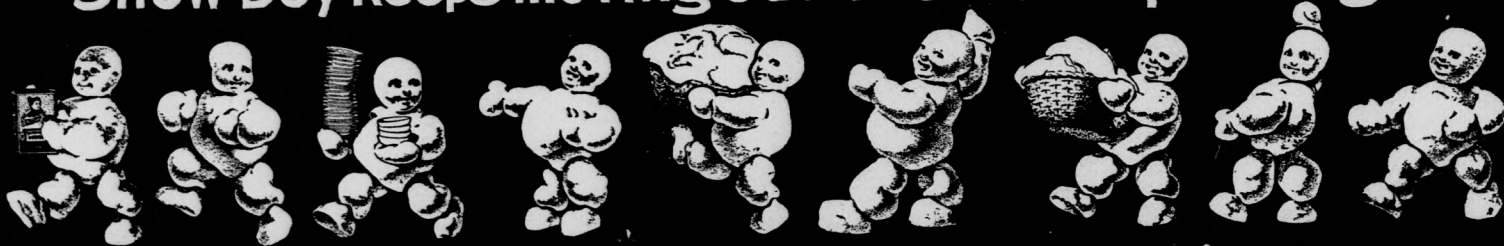
Moneyweight Scale Co.

58 State Street, Masonic Temple
Chicago



Please mention Michigan Tradesman when writing

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 9, 1910

Number 1416

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ABOUT SALES AND PROFITS

Volume of Business Does Not Always Mean a Margin.

The volume of sales of a business does not always indicate the profits actually made. It goes without saying that large sales should produce large profits, but these sales may be of a character and kind most disappointing.

The overall stock, the work shirts, the staple trousers, and a number of such items which in some localities total a large part of the sales and are sold at prime invoice cost, may impair the showing of profits to a most disappointing degree. Add to this the inactive lines of the better class of clothing, and the balance will be far from satisfactory. To remedy this keep an abstract account of the sales of each department; let the cashier enter up the sales of the previous day in an abstract book, every item under its proper heading—a column for neckties, one for shirts, another for overalls, another for trousers, etc. These, when footed, give a correct knowledge of what the profits will be at the inventory period.

The most fruitful source of impairment of profits is not found in the goods that have been sold but in the goods which are on the shelves; and to these the attention of the dealer should be turned, forcing their sale by means of price reductions until they can be replaced with merchandise which will be active profit bringers.

Cut the price of every item in the full quota of profit during the season, never waiting the time in the future when this class of merchandise will again become active. Once dead, always dead; therefore sell it now.

A careful analysis of your sales from the abstract book will give you most interesting, and we may safely say, startling information, for every

retail clothing man is more or less friendly to certain lines which he fondly imagines are among his best sellers, but which the cold, impartial figures of the abstract book will tell him are but "eating their heads off." At the end of the month each department should be charged up pro-rata with the running expenses of the house, particularly with the advertising, for this is the active agent through which the sales of the various departments are stimulated, and it is but fair that these expenses should all be charged against the profits in the various lines. The floor space should be carefully computed and also charged up as the individual expense of each department.

The proprietor of the average sized clothing store may object to the work these details involve, but it is an essential part of a successful business to know where the expense may be curtailed and the profits increased. The small sum that this book-keeping will cost is amply repaid in the knowledge of where and how to make efforts to bring the best returns.

Next to trade bringing, to know how you stand is your duty, and we are inclined to be very impatient with the dealer who is constantly referring to the amount of work necessary to successfully conduct a clothing business. There is but one thing in this world that takes but little work for the returns involved, and that is clipping coupons. Should you be so fortunate as to be able to live with this minimum amount of work, you should at once retire from the clothing business and give some hustling young man a chance to do what you consider too much work; i. e., to make a success of the retail clothing business or anything else that is worth while.

"Up and at it, always at it, everlasting at it" is the slogan of success.

Prepare for the Future.

It is the shortsighted man who sacrifices too much to present comfort and amusement. Get along on a little less today. Prepare for the future now and you will be ready to enjoy every one of the last days when you are sliding down the incline, without finding yourself a burden and a trouble to the younger generation which is growing up around you. The man who reaches the sere and yellow and has a nice nest egg laid by and retains sense enough to keep it in his own control, is "a dear old man," when he would be a terrible nuisance and burden if he struck the slide broke. Remember that in the days of thy

youth and notch it down that "tempus fugit."

The Souvenir Book Practice.

This is the time of year when the purveyors of ball tickets, the solicitors of souvenir booklet advertising and a hundred and one shell games are paying their calls upon the merchants. The annual plea, "For the sick and death benefit fund of the X. Y. Z. organization" is used as a means of holding up the merchant for the price of ball tickets and advertising space.

It is time for the entire trade to get together and kill this abuse. The various retail associations passed resolutions combating the evil and the commercial organizations throughout the country have seen fit to place all subscriptions for charitable solicitations in the hands of committees especially appointed for the investigation of these cases.

The practice of publishing souvenir programs provides an easy avenue for fraud among many imposters who are constantly traveling over the country getting up souvenir books and advertising schemes. The trade should discount and discourage them and should have nothing to do with any advertising proposition outside of the regular news mediums that reach an established circulation, unless endorsed by their Retail Shoe Association, Board of Trade or Chamber of Commerce. It is customary in the large cities for the various organizations, both the Police Benefit Society, Teamsters' Association, The Messenger Boys' League, Mail Carriers' Association, Firemen's Club, and every other mutual association to hold an annual ball, at which time practically every merchant is visited and requested to buy a ticket. The merchant sees that it might be for his own welfare to buy a couple of tickets, although he has absolutely no need of them. It may not be "graft," but the inference is so closely allied to it and the word "black-mail" that the solicitor uses imperative tones when he calls for the money. Then after the tickets have been sold it has become the custom of late to augment the total receipts by using a souvenir programme, which is usually sold outright to an advertising man, who gets the privilege of publishing this booklet and of soliciting advertising on the strength of the association's prestige. It is needless to say the advertising man uses every means to make a profit and is at times perfectly willing to take cash instead of an advertisement in case the modest merchant does not care to have his name appear on the programme.

This autumn-trade hold-up must

be discouraged and the merchant should abide by the actions of the Retail Associations and needs but to show a solicitor the stringent resolutions passed at the retail conventions during the past two months as his "Declaration of Independence."

The Price of Margarine.

Here is a translation of an article on the price of margarine which appeared in the October issue of the monthly periodical, entitled "Margarine Industry," which is published at Dusseldorf, Germany—

"The margarine manufacturers have demanded an advance in the price of margarine from 1 to 3 marks since September 1. The low qualities which do not encourage consumption, and which the manufacturers prefer to do without, are advanced 2 to 3 marks, and the best qualities about 1 mark per cwt. Whilst this advance, which has been undoubtedly necessary for a long time, will secure the existence of many makers, who otherwise would not have been able to continue to compete, same also makes possible for the manufacturers to maintain the fine quality of their goods, is the cause of the extraordinary increase in consumption, and which standard can now be upheld notwithstanding the lasting dearthness of the raw materials. As a matter of fact, this advance is the best proof of the policy to maintain the standard of quality, and become even more reasonable when we take into account that special brands have been advanced very little. The aim of the manufacturers is to establish the best qualities which resemble butter, and to remove from the market the lower kinds which cannot give satisfaction. Only the best descriptions secure a good and lasting place on the market. The merchant who buys low qualities for the purpose of getting a big profit cannot exist for long. He not only damages himself, but also the whole trade. It is a mistake to sell margarine, an article of food, with too much profit, but it is a bigger mistake to sell it without profit, or even to sell it below cost as an advertisement, and to try and recoup one's self on other articles according to the nature of the business. If one takes into account the conditions of the fat and oil market, and the present extraordinary high prices for butter and lard, the advance which the manufacturers ask is a very moderate one indeed. As far as we know they have been able to obtain it everywhere."

After a man does not know when he is well off the chances are he is not.

PRICE CHANGING.

Grocers Should Keep in Close Touch With the Market.

There are many things which are neglected around the average grocery store, but none of these is so important or costs the grocer more than neglecting to change the prices. The hardware or dry goods dealer might buy an article, mark the selling price on it and sell the entire shipment before the price would be changed. But the grocer does not have it so easy. He must watch the market and change his prices from day to day in order that he make a profit and sell goods at the right prices.

There are grocers who buy an article and, no matter how much the market advances, never change their price until the supply is all gone and they find out that they are compelled to pay more for it. They are careless in not changing their prices, or else they say: "Well, I am going to sell that article at the same price, for I bought it before the rise and I know my competitor down the street can not sell it at this price unless he has a stock on hand." But while he is trying to kill off his competitor he is also cutting his profit on an article, when he had a chance to increase his profit.

And still this same grocer may complain that the profits are too small in the grocery business.

Do you have a system in changing your buying and selling prices? Many grocers depend on telling their clerks when there is a change in prices, but if they would just consider for a minute the result in changing prices this way—the trade lost because their clerks did not pay enough for Mrs. Brown's eggs, or that one clerk sold a certain article at one price, while another clerk sold the same article for more or less—they would change their plan. Why not have a system, and not depend on all your clerks and yourself to remember the changes? Have a bulletin board and whenever eggs or butter change in the buying or selling prices, mark the changes on this board and do the same with all articles that are continually changing in price. Then be sure that your clerks read this bulletin and sell or buy goods at the prices quoted. In this way fewer customers would be lost, there would be very little chance for dissatisfaction and at the end of the year there would be a better showing in the net profits.

There are still many more articles in the grocery stock on which prices should be changed besides those which are kept on the bulletin board, in order that you take advantage of all the chances to increase your profits. These conditions exist on coffee at the present time. Just because you were lucky and purchased a stock before the advance, do not continue to sell at the old prices, because when your stock is gone and you are compelled to buy and pay the advance it will be harder then

to advance the selling price than it is now, when everyone is talking about higher prices on coffee.

There are always some goods, as a rule, that get into a stock without being marked. Are you sure that is not the case in your store and that some of your clerks or yourself are selling them at cost or less rather than make a customer wait until the invoice can be looked up? Why not go through your stock once in a while and see that every article is marked? Perhaps there are some goods that were marked but the price ticket or sticker has come off. It should be replaced.

This would assure you that your goods were sold at a profit and at the same time customers would not be compelled to wait until the invoice is looked up, or if it is a new clerk will be compelled to ask someone else what the price is, which will cause confusion in the store.

Hints on the Care of Showcases.

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

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

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

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

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

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

Some men are loved for the enemies they have made, but more are loved for the dollars they have inherited.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Kalamazoo shippers are complaining of a shortage of freight cars. The greatest sufferers are the carriage and furniture manufacturers, who require large cars.

Big Rapids stands a chance of losing the Atlas Manufacturing Co. Eaton Rapids business men have made the company an attractive offer.

The Traverse City Board of Trade has forwarded to Detroit and Chicago some fine exhibits of apples for display in glass jars in the Pere Marquette stations in these cities.

The Board of Trade banquet held last Friday evening at Manistee was a decided success. F. A. Mitchel, of the Manistee and Northeastern road, was toastmaster, and the speakers included D. H. Day, of Glen Haven, and John I. Gibson, of Traverse City, President and Secretary, respectively, of the Western Michigan Development Bureau. The Manistee Board will endeavor to raise \$700 to supplement the small appropriation of \$300 made by the Supervisors toward next year's work of the Development Bureau.

Bay City is headquarters for the Northeastern Michigan Development Bureau, and the counties which have contributed sinews of war for the coming year are as follows: Bay, \$1,000; Saginaw, \$500; Alpena, \$500; Presque Isle, \$300; Cheboygan, \$300; Midland, \$300; Ogemaw, \$200; Clare, \$200; Arenac, \$200; Crawford, \$200; Roscommon, \$200, and Gladwin, \$200, making a total of \$4,100.

The Budlong Pickle Co., of Chicago, will establish a pickle plant at Paw Paw, provided contracts can be secured with farmers for 150 acres of cukes next season.

The Illinois Valley Traction Co. proposes to build an electric road from Detroit to Bay City and Almont, North Branch, Imlay City and other towns along the route are being asked to subscribe for stock to the amount of \$10,000 each.

Port Huron has adopted the commission form of government.

Work on the Lansing-Grand Ledge electric road has been suspended for the winter. R. E. Olds, of Lansing, states that the road is practically ready for ties and steel and that during the winter the company will be incorporated and plans concluded for operating the line.

Kalamazoo's first taxicab line is in operation this week.

Merchants of Escanaba are pleased with the central delivery system which has been in use for three weeks. The saving over the old system is figured at nearly one-half.

An ordinance to regulate weights and measures is being drawn up by the City Council of Holland.

The Industrial Association of Adrian has at last landed the milk condensery for that town. The plant will be built by the Van Camp Packing Co. and it is stated will cost \$250,000, employing 150 hands.

The annual convention of the Mich-

igan State Teachers' Association is a plum worth looking after by any city. The enrollment at the Bay City meeting recently reached 4,034.

The Benton Harbor Development Co. will meet Nov. 14 to elect a new board of twenty directors.

Saugatuck and Douglas citizens are signing petitions to be presented to United States engineers for improvement of the Kalamazoo River Almond Griffen.

Fixtures for Show Windows.

There are a great many retailers who do not realize just how important good display fixtures are in the conduct of their business, and now that they are opening a new season, when the window trims are likely to be more than usually to the fore, this matter is all the more worthy of consideration. Nobody can deny that fixtures, that is, so to speak, good fixtures, are costly. Many dealers look at the cost of a fixture that they like and refuse to buy it for the reason that they think it too expensive. Yet they overlook the fact that the first cost is the only cost, and that once bought the fixture is working for them day and night without pay.

Good fixtures, properly used, add beauty and bring out the special points of the goods they are used to support. Fixtures that are good maintain the merchant's prestige. Men are sometimes judged by the clothes they wear and display fixtures are, to a certain extent, the clothes of the show window.

Character is proclaimed in the store where good fixtures are used, in the mind of the shopper.

The Stovepipe Season.

The time has come for stovepipes, and all the genial wits will get off things so funny we'll laugh till we have fits. The sad and weary husband is pictured on a chair, with soot upon his forehead, while cuss-words fill the air. The worn and stricken wife is giving good advice, the while her husband begs her to place her head on ice. You've read the old, old story in fifty comic sheets; each budding jester springs it, each autumn, and repeats. 'Tis but a weary fable; it is not true to life; the stovepipe job rejoices your uncle and his wife. It is a glad occasion, a festive day of glee, when all the happy neighbors and friends come in to see. Your uncle takes a stovepipe and sticks it in the hole, and sings a cheery rondeau that captivates the soul. He fusses with the damper and monkeys with the wire, and all the time he's singing and twanging on his lyre. He tinkers with the elbows, he fiddles with the stove, and chants of valiant lovers who found their Treasure Trove. Alas, such joys are fleeting! The pipes are soon in place, and if a trace of sorrow is on your uncle's face, and if adown his whiskers there rolls a vagrant tear, it's 'cause the stovepipe season don't last throughout the year.

CONVICTS AND GOOD ROADS**The Marquette Prisoners Could Be Worked in Quarries.**

State Highway Commissioner Ely in a report made to Governor Warner for the State Industrial Commission, urges the use of the convicts at the Marquette prison in quarrying trap rock for use in the construction of good roads throughout the State. He does not go into complete details regarding the scheme, but gives the result of investigations carried far enough to satisfy him the plan is practicable in every way.

Reference is made to the plan of the Legislature to do away with the contract labor system in the prisons and he suggests that those convicts in Marquette prison can be used in nearby quarries to good advantage and provide the material for constructing good roads all over the State for a minimum of cost. "More than \$325,000 are now expended annually in the construction of macadam roads in Michigan," he says. "For the most part these roads are built of limestone, which offers, on the average, not more than one-third the resistance to wear that can be obtained from trap rock." He appends to his report a blue print showing the location of an extensive quarry of trap rock near the prison and a letter from the owners stating the State may have the rock for five cents a ton for all rock shipped and the taxes on the property leased to the State. He also includes letters

from Illinois, Colorado and other states which use their convicts for this purpose with good results, as well as a letter from the Federal director of the office of public roads favoring the scheme.

Continuing the discussion the Commissioner says Michigan is now building about 100 miles of macadam road a year, which, if surfaced with trap rock, would require 80,000 tons, or a daily output of 267 tons for 300 working days. He points out that large quantities could undoubtedly be sold to cities at a profit and says the difficulties in undertaking the project are few and could easily be overcome.

Turning to the convicts' part of the plan he refers to the fact that it would not entail the use of convicts on public highways, but away from public view and that guards could be stationed on the rocky bluffs overlooking the quarry with no prisoner at any time out of their sight.

That it is practicable to ship stone as proposed is shown by the operations of a Milwaukee firm, Commissioner Ely says. He states that the concern controls the crushed stone trade along the west shore of Lake Michigan and ships stone thirty to forty miles to interior points. He adds: "If this can be done with free labor, purely as a commercial proposition, it would seem that there is no valid reason why it could not be duplicated with prison labor and similar shipping facilities."

The recommendations are in line

with those of Governor Warner after his return from Colorado, where he watched convicts at work on highways without even a guard, and is in line with the repeated recommendations of Mr. Ely's predecessor, H. S. Earle.

Drawbacks.

Perfect conditions for the conduct of business are unattainable as the human family is at present constituted. Drawbacks, discouragements and evils exist, and will continue to, but this need not discourage efforts to counteract, to reduce and in some instances to get rid of them.

All drawbacks which arise from lack of commercial training or variability in business abilities can not be overcome; but there is a long list of drawbacks which may be reduced to a minimum, if not removed entirely. Some of these are inefficient, careless, intemperate or dishonest clerks; the sale of inferior goods; a bad or inefficient service which includes slovenly attention to customers, careless weighing, measuring, non-delivery of goods at a designated time, false statements as to quality.

There are drawbacks of temperament that are particularly annoying. A person may be constitutionally timid, slow of comprehension, dull of manner, naturally lazy, of a morose disposition, untruthful. It is only by patient and persistent labor that drawbacks are overcome and success won, and success comes not as a gift or suddenly, but as the prize of

a long and weary race in which drawbacks are dissipated by a determination to overcome all obstacles. The race is not always to the swift nor the battle to the strong, the plodder standing the best chance of distancing more brilliant competitors.

Kalamazoo for Parks.

For some time our city has been trying for a system of parks and boulevards consisting of about eight small parks with a combined acreage of 300 acres, the whole connected by about twenty miles of parkway and boulevards. Last night the city council passed resolutions to purchase 66 acres on which we had secured an option to be used for park purposes.

This tract is covered with gigantic oaks and a 25-foot stream winds its tortuous way through the entire length and breadth of the tract. About fifteen acres of low land adjoin the banks of this stream and the conditions are such that a moderate sized dam would overflow these lands and form an artificial lake.

Public sentiment has been created along this line favoring such a system of parks and boulevards and our park committee has partially arranged for several desirable pieces of property, and it is only a question of a short time when they will be secured. This work is being accomplished by the Commercial club and exemplifies the policy of "first the better, and then the bigger city."

—Joseph W. Clement.

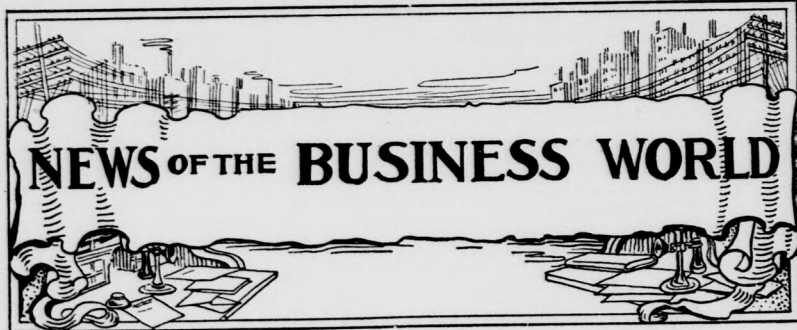
ROYAL

BAKING POWDER

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

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

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



Movements of Merchants.

Plainwell—W. H. Griffith, of Kalamazoo, has opened a general store here.

Muskegon—The David Drinan Co. has purchased the Muldoon Coal Co.'s business.

Marquette—J. B. Reamy and N. McLean have purchased A. W. Lindstrom's grocery.

Cadillac—Leonard Seager, the grocer, has been appointed Fire and Police Commissioner.

Detroit—Fair & Beers succeed L. W. Heiser in the grocery business at 1064 Oakland street.

Kalkaska—M. S. Johnson, of Traverse City, has purchased the C. H. Personett grocery store.

Ann Arbor—The Fawn River Manufacturing Co. is moving its plant from Constantine here.

Sturgis—W. J. Swoorland, oil salesman, has purchased the West Side grocery of H. W. Prince.

Grand Haven—G. T. Thielman has sold his plumbing business to Henry Wyland, recently of Milwaukee.

Traverse City—J. E. Fitzgerald, of Bay City, has assumed the management of Grinnell Bros.' music store.

Fremont—Lewellyn & Marshall have purchased the Collis & Wees' stock of wagon covers, step ladders, etc.

Plainwell—G. E. Crawford, of Mendon, has opened a garage and repair shop in the shoe factory building.

Detroit—Loree & Scully is the name of the new firm who has opened a grocery store at 1082 Oakland street.

Sturgis—Adams & Jacobs, handlers of fruits and produce, have branched out into the wholesale business.

Big Rapids—John G. Martz has taken control of Frank Sternke's bakery and employed Frank Strong as baker.

Big Rapids—The question of the city's buying the Electric Co.'s plant for \$30,000 will be submitted to popular vote.

Mesick—G. W. Spink has sold his grocery stock to G. Hamilton, formerly of Yuma, who took immediate possession.

Flint—C. S. Bartlett has been named receiver for Glover & Day, groceries and men's furnishings. He filed a \$15,000 bond.

Portland—Oscar S. Rice has purchased a half interest in the grocery business formerly conducted by his father, C. C. Rice.

Gaylord—R. Caister has been elected President and H. J. Pelton

Vice-President and Manager of the Gaylord Hardware Co.

St. Louis—Sarti Bros. have purchased the Luchini fruit store here. Luchini Bros. will devote their entire time to their Alma store.

Lake Odessa—Mr. and Mrs. H. Van Houten have made a start here manufacturing gloves and mittens and a stock company may be organized.

Cadillac—W. H. Selkirk, recently of Boyne City, has leased the E. E. Haskins brick store building, and will occupy it with a stock of clothing Dec. 1.

Traverse City—The luncheonette at the Hannah & Lay store is in charge of Mrs. Tillie S. Jacoby, and Miss Janet Laidlow has charge of the kitchen.

Eaton Rapids—J. H. Stirling, well known traveling shoe salesman, has become manager of the Bulkley & Douglas Lumber Co.'s interests in Western Iowa.

Lansing—The Detroit Trust Co., receiver for E. Bement's Sons, has \$58,558 on hand and have petitioned to make a 9 per cent. dividend to the firm's creditors.

Detroit—The Hart Grain Co. has engaged in business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in cash.

Traverse City—R. Schomberger, for twenty-two years in the hides, wool and fur business, has sold out to P. J. Friedman and Wm. Nelson, of Milwaukee. Mr. Schomberger will move to Detroit.

Detroit—W. R. Spencer, of the National Grocer Co., has assumed the management of the C. Elliott & Co. branch here. For seven years Mr. Spencer has been manager of the South Bend branch.

Saginaw—The new Symons Bros. & Co.'s wholesale grocery building is nearly completed. The Symons' present quarters will be occupied by the Valley Drug Co. and the latter's building will be taken by Smart & Fox.

Manufacturing Matters.

Marquette—Reichel Bros.' sawmill has been completed and will be put in operation this month.

Detroit—The Candler & Dietz Radiator Co. has changed its name to the Candler Radiator Co.

Plymouth—The Yates - Upholt Brass Co. has increased its capital stock from \$20,000 to \$40,000.

Ypsilanti—The Chas. W. Powell Manufacturing Co. has been organized here, with \$50,000 capital, to

make ready made clothing. The company expects to employ seventy-five girls.

Hermansville—Fire Oct. 31 destroyed the Wisconsin L. & L. Co.'s sawmill. Loss \$100,000. The mill will be rebuilt.

Grand Blanc—King Stock Co. has incorporated with \$4,100 paid in capital to manufacture stock absorbers for automobiles.

Traverse City—Chas. Holmes and Chas. Rubekam, of the Owosso cast-iron factory, have purchased the cast-iron factory here.

Lansing—The capital stock of W. K. Prudden & Co., manufacturer of automobile wheels, has been increased from \$350,000 to \$500,000.

Boyne City—C. J. Wilson, of the Tanning Co., has been named traffic manager of the Lake Superior Iron and Chemical Co., with headquarters in Detroit.

Detroit—Haight & McGraw have engaged in the manufacture of cement blocks, with an authorized capital stock of \$2,000, of which \$1,200 has been subscribed and paid in in cash.

Grand Ledge—E. P. Nelson, expert buttermaker of Chicago, has begun work for the Island City Creamery, Otto Wells taking charge of the branch creamery at Webberville.

Charlevoix—Detroit capitalists, headed by F. H. Aldrich, have organized a \$1,000,000 cement company here, the Standard Cement and Lime Co. The company owns 500 acres of fine lime stone along the lake shore.

Detroit—Yeomans Body & Box Co. has merged its business into a stock company under the style of the Yeomans Box Co., with an authorized capital stock of \$50,000, of which \$41,000 has been subscribed and paid in in cash.

Detroit—A new company has been organized under the style of the Standard Purity Paper Bottle Co., with an authorized capital stock of \$100,000, of which \$50,050 has been subscribed, \$50 being paid in in cash and \$50,000 in property.

Lansing—A new company has been organized under the style of the Manufacturers Distributing Co., for the purpose of dealing in farm implements, with an authorized capital stock of \$50,000, of which \$26,000 has been subscribed and \$2,600 paid in in cash.

Battle Creek—There is talk of organizing a company to operate a woolen mill at Verona, where cheap water power can be secured. Besides local men the Battle Creek Industrial Association has been working on the problem. W. H. Stephenson, said to be the principal owner in a large woolen mill, located in South Bend, Ind., is also said to be interested. A considerable amount of wool is raised in the vicinity, but it is all shipped to outside points, mostly to the Eastern markets.

J. C. Hendrickson, who conducts a grocery store at 161 South Division street, has sold his stock to D. W. Reynolds, recently of Grawn, who will continue the business at the same location.

The Boys Behind the Counter.

Petoskey—F. J. Fessenden has resumed his regular duties at the Fallas drug store after a month on the road in the place of A. W. Peck for Hazeltine & Perkins, Grand Rapids.

Big Rapids—J. L. Van Keuren with Bertrau, Almroth & Co., has gone to Traverse City to accept a position with the E. Wilhelm Dry Goods and Clothing Co.

Lowell—L. A. Phelps has accepted a position at Henry's drug store, and will move here with his family as soon as a house can be procured.

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.

Lansing—Fred Keith has accepted a position as pharmacist at the Kim-mick & Nesper drug store.

Petoskey—Clare Harding, of Man-celona, has accepted a position with C. A. Reynolds Hardware Co.

Big Rapids—Edward R. Cole, who formerly clerked for Robert Blakely and then moved with Mr. Blakely to Muskegon, is back in the city, and is now the new traveling man for the Michigan Cigar Co.

Scottville—Bert Reed has accepted a position as clerk in the grocery department of J. N. Mack's store.

Owosso—John N. Axford, for eight years a clerk in Murray & Terbush's store, has tendered his resignation to take effect January 1, and at that time he will go on the road for Henry Holmes & Son, selling linen collars and cuffs. His territory will be Northern Indiana and Michigan with headquarters here. His firm is located in Chicago.

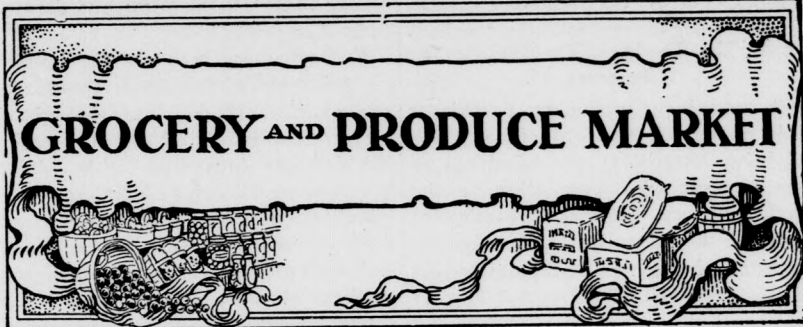
Fire in Produce District.

Fire starting, it is thought, in the basement of A. Casabianca's wholesale fruit store, 5 North Ionia street, Monday night did much damage to Mr. Casabianca's and his neighbors' stocks. The sufferers and their estimated losses are:

A. Casabianca, wholesale fruits, loss \$5,000; insurance, \$3,000. F. E. Stroup, wholesale produce, loss \$2,000; insurance, \$1,600. H. Hamstra & Co., importers, loss \$500; fully covered by insurance. Grand Rapids Notion Co., loss \$5,000; partly insured. Consumers' Lighting Co., loss \$4,000; insurance, \$2,000. Jones Seed Co., loss \$1,000; fully insured. The Bishop Furniture Company also sustained loss, chiefly from smoke. The building was owned by the Clark estate and the estimated loss is \$10,000.

A new company has been incorporated in this city under the style of the Farmers Wire Stretcher & Gate Co., with an authorized capital stock of \$3,000, of which \$1,600 has been subscribed and \$557 paid in in property, to manufacture wire gates, stretchers, etc. Those interested are Wm. E. Allger, Grandville; Gill H. Folger, Al. Stryker, Jr., and T. E. Etheridge, trustee, Grand Rapids.

Detroit—The Fairy Stone Chemical Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.



The Produce Market.

Butter is holding steady at 31@32c for creamery. On account of the high prices, however, a great deal of oleo-margarine is being used. This is quoted from 12@22c. The local dealers are procuring all of their green vegetables from greenhouses now and a rise in price is demanded. This includes radishes, cucumbers, lettuce, etc. Fresh eggs came up 2c last week and are now on the market at 28@29c. Storage eggs are quoted at 25c for case run and 26c for candled. Oranges are holding firm. Navals are expected on the market next week and in two weeks more Valencias will be a thing of the past. A drop of 1c has come in hens and spring chickens this last week. Dealers are now paying 9c for them. Ducks and geese have held steady and are quoted at 11c, 7c and 9c, respectively. Turkeys went up to 17c Saturday, but dropped back to 16c Tuesday and are expected to hold steady until after Thanksgiving.

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.

Beans—\$2 per bu.

Beets—50c per bu.

Butter—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 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 Howe's, \$7@7.25 per bbl.

Cucumbers—\$1 per doz.

Eggs—Local dealers are paying 28 @29c f. o. b. shipping point.

Grapes—Tokay, per crate, \$2; 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. home grown, 75c per bu.

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; other sizes, \$5.75.

Oranges—Florida 126s to 216s are quoted 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 9c for hens, 9c for springs; 7c for old roosters; 11c for ducks; 9c for geese and 16c for turkeys.

Quinces—\$1.75 per bu.

Radishes—15c for round.

Spinach—50c per bu.

Sweet Potatoes—\$2 for Virginias and \$3 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.

Drug Club Banquet.

The second annual banquet of the Grand Rapids Drug Club will be held at the Livingston Hotel Thursday night, Nov. 10, and it will be complimentary to Secretary Wm. H. Tibbs. A business meeting will be held at 7 o'clock and will be for members only. At 8 o'clock the banquet will be served and to this the ladies will be invited. President Wm. C. Kirchgessner will preside and the programme of speaking follows:

W. H. Quigley, "A. D. S. and Other Good Things." D. D. Alton, Fremont, "Our Country Cousins." John De Kreup, "The Politician." Chas. Walker, "The Travelers' Elasticity." Geo. Matthews, Mayor of the West Side, recitation. C. C. Lillie, State Pure Food Commissioner, "Foods, Good Foods and Food for Thought." Lee M. Hutchins, "Finances Good and Bad." It is expected Commissioner Lillie will discuss some phases of the law as it relates to druggists. Chemist B. Louise, of the State Department, will also be in attendance.

The F. S. Torrey Veneer Co. has been organized with an authorized capital stock of \$2,500, of which \$1,250 has been subscribed, \$1,000 being paid in in cash and \$250 in property. Those interested are Gussie A. and Fred S. Torrey, Horace L. Foote and Frank W. Hine.

The Lewis Supply Company has been incorporated with \$2,500 subscribed and \$1,000 paid in in capital to manufacture auto parts. Among those interested are James M. Hynes, Richard Shoemaker and Clarence E. Lewis.

W. A. Wood, of Dildine, has purchased the stock of groceries and notions of W. J. Heyboer, 1357 S. Division street, and will take immediate possession.

The Grocery Market.

Sugar—Eastern is quoted this week the same as it has been since October 28, at 4.60. Beet sugar is plentiful this year and is quoted at 4.50. This price is expected to hold steady for quite a while.

Tea—Japans remain the same. The latest findings are now being shipped at fair prices. The United States Government inspection is now very rigid and the standard of quality higher than ever before. Teas six years ago could be bought for 12c, which to-day, 18c is about the limit. Many rejections of Formosa have been made this year by the custom inspectors, which, while costly to the importer will ultimately be productive of good. All grades of China Greens, Formosas, Ceylons and Indias maintain the early advances and will undoubtedly be permanent.

Coffee—The market appears very strong. It is reported that the month of October will show only 60,000 bags as compared to 875,000 bags for the same month last year. Conditions are such that the large roasters are obliged to advance their selling prices to more nearly conform to the advance of the raw bean.

Dried Fruits—The market for apricots is steady with a firm demand for immediate consumption. As in the case of last year much of the crop was bought for export to Europe, however, a local demand which has all indications as being for home consumption is apparent.

Canned Fruits—Prices on nearly all canned fruits are unchanged and are considered cheap at present prices. The demand has been heavy during the entire season, and is still so. It is thought by many of the wholesalers that canned fruits at present prices are a very good buy. From all reports on New York gallon apples, the market price will be higher, as packers are finding it quite difficult to get stock to pack to fill their contracts. Canned berries of all kinds are scarce and prices are firm. Canned blueberries is about the shortest pack of any, and is reported to be about one-half the usual pack.

Canned Vegetables—Tomatoes are holding at about the same price as last week, but is thought they will be higher before long, as the pack is more than two million cases short of last year's pack in the eastern states and there is also a big shortage in the West. The demand has been very good during the month. Corn is also a very short pack, but as yet official reports have not been received as to how much short the pack is in Minnesota. It is also reported that the pack in other states is very short. There has been a good demand for corn during the last month. It also must be taken into consideration that the markets were bare of corn when the new pack arrived this year.

Rice—The demand for rice has been very good, buyers taking freely for their present needs, but very little business is done in futures. Prices are holding about the same as last week. The recent storms in the

South did some damage to the rice that was still in the fields, but it was only along the coast.

Spices—The market on spices is still on the climb. Prices on nearly the whole line have advanced from one to ten cents per pound during the past month. The demand is very good now, as many are buying for the holidays that are coming soon.

Domestic Nuts—California shippers are invading the shelled walnut market in competition with foreign shippers. They are encouraged to take this step because of the extreme scarcity of the foreign product and the apparent willingness of the Eastern trade to pay high prices. This is said to be the first time in the history of the business that shelled walnuts of California origin have been offered to the Eastern trade. The California packers are using the foreign designations of quality. They offer Chaberts halves delivered New York at 38c and Bordeaux halves at 30c, both in 50-pound boxes. The goods are now on the way.

Provisions—Declining prices of hogs last week kept the receipts down at the western packing centers, where the arrivals were about the same as for the preceding week and about 48,000 less than for the corresponding week last year. The weather has been quite favorable for putting fat on the animals, and the present price of corn insures a handsome profit, providing current prices of hogs can be realized later, which the trades believes is unlikely. The week has seen a letting down of 17½c in the price of November lard, due, no doubt, to the marketing operations under way in the "corpse" of the October deal. Other product advanced moderately. The trade believes that speculators have discounted May deliveries too heavily and that January and May prices will show a more natural difference later. The packing of hogs for the summer season was more than 2,000,000 less than for the similar season last year.

Last week's range of prices of the principal articles on the city board of trade, were:

Wheat—			
Dec.	\$.90½	\$.87	\$.89½
May	.96½	.93¼	.95¼
July	.94¾	.92	.93½
Corn—			
Dec.	.47½	.45¾	.47
May	.49¾	.48¾	.49½
July	.50½	.49¼	.49¾
Oats—			
Dec.	.31¾	.30¾	.31½
May	.35	.34	.34½
July	.34½	.33¾	.34½
Park—			
Jan.	17.35	16.90	17.30
May	16.32½	15.95	16.30
Lard—			
Jan.	10.32½	10.15	10.30
May	9.85	9.62½	9.82½
Ribs—			
Jan.	9.25	9.02½	9.22½
May	9.05	8.82½	9.02½

All the business that will come to you if you simply sit down and wait for it will never keep you out of the poorhouse.

INDIANA ITEMS.

Business News From the Hoosier State.

Richmond—The officers and many members of the Indiana State Association of Florists visited E. G. Hill's East Haven green houses last week. Several months ago Mr. Hill imported new roses, chrysanthemums and carnations from Europe and Australia, and invited the florists to see them while under cultivation.

Terre Haute—The Indiana Industrial Life Insurance Company of Terre Haute and the Public Savings Insurance Company of America, with home offices in Indianapolis, have consolidated. Business will be continued under the name of the Public Savings Insurance Company.

Richmond—A "getting acquainted" meeting of the merchants' section of the Commercial Club will be held about Nov. 15. W. B. Waddell, Chief Attorney for the Indiana Business Men's Club, and Secretary A. Bogue, of the Club, will be secured by the local organization to deliver lectures on business matters.

Terre Haute—Nathan Schloss has been appointed receiver in bankruptcy for the dry goods business of Samuel Dreyfus. Liabilities are estimated at \$22,991 and assets at \$12,760.

Portland—A new elevator and grist mill is being built at Taft by Montpelier capitalists to cost about \$10,000 and with seventy-five barrel capacity.

Fountain City — Thomas Bloom has purchased a half interest in a grain elevator and flour mill at Hope, and will move to that place to assume the active management of the business.

Indianapolis—Hibben, Hollweg & Co. have purchased of Milton N. Morris the property with 33 feet frontage and a depth of 200 feet adjoining their present building on the north and with it the ground at the northeast corner of Meridian and Georgia streets, approximately 100x202 feet, on which it is the intention to erect a modern building, seven or eight stories high, adapted especially for the requirements of the wholesale dry goods business. The firm, under several changes of title, due to the death or withdrawal of persons interested, has occupied the premises in part for the last forty years.

Decatur—H. F. Callow, a member of the Holthouse drug firm, has sold his interests to his fellow partners, Fred Heuer and Lawrence Kleinhenz and will leave soon for Missouri.

Indianapolis — The Commercial Club, the Indianapolis Trade Association, the Board of Trade, the Manufacturers' Association and the Merchants' Association have united in offering a prize of \$100 in gold for a slogan for this city.

South Bend—J. August Smith has been made sales manager for the South Bend Watch Co. The office was formerly held by H. C. Carpen-

ter, who resigned, his resignation taking effect Nov. 1.

Indianapolis—The last trade extension trip of the season by the Indianapolis Trade Association will be a one-day trip Thursday, Nov. 17, on the Indianapolis Southern to towns between this city and Dugger.

Indianapolis—Under the direction of the Agricultural Department of Purdue University, a meeting of all the egg buyers in the State will be held at the Claypool Hotel November 16 or 17. The purpose of the meeting will be to effect the organization of an Indiana Car Lot Shippers' Association and to work for a new pure food law relating to the sale of eggs. The main features of the proposed law will be that no egg which has not been candled shall reach the consumer.

Fall Trade.

The ever constant window display should be considered now for the fall trade. Every dealer who represents a line of paint in city, town or country should recognize his duty to the line he represents and get ready for work. This means going over the stock carefully, checking up all shorts, having the stock in good, clean condition, and, in other words, be careful to meet the requirements of trade for the fall painting season, which is the very best.

Painting done in the fall of the year will outlast that done at any other time. Paint will take to lumber and adhere better, giving a more elastic and durable paint film than at any other season. In addition to this, it gives the color a chance to become thoroughly hard before the rays of the hot sun can begin its deadly work on fugitive colors. Therefore, there are many reasons why painting should be done at this season of the year, and if the dealer's stock is not in condition to meet the requirements of his trade, it means the orders will go somewhere else regardless of his efforts to hold his trade.

A window display made at this time is of the "most importance and should be carried out in a way that will produce the most beneficial results and altogether be of benefit to the line carried. Displays should not be confined to house paints, but house paints can be used one week, barn and roof paints another week, vehicle specialties a third week, and household specialties a fourth week. This would give ample space in a window for an attractive display, at the same time allowing room for such banners or bulletins as would be necessary for properly advertising the goods. An attractive display of paint in a window will sometimes go further to convince a man that his buildings need painting than any other method outside of personal interview.

Whatever may be the disadvantages of cash buying and selling, there is certainly the manifest advantage of always knowing right where you stand.

TALK TO A CREAMERY MAN.

It Is Up To Him To Educate the Farmers.

A prominent creamery proprietor was in our office the other day complaining bitterly at the blindness of the farmers who were allowing the milk shippers and condenseries to wheedle them into leaving the creamery and the growing of young stock. We agreed with him completely at the short-sightedness of such farmers. But we asked him to face the truth of the situation and not flinch.

"You creamery men," we said to him, "are mainly to blame for this lack of knowledge on the part of the farmers as to the farm value and feeding value of the skim milk. What special work have you done with the patrons of your creameries in all these years to educate them to an understanding of the value of the skim milk?"

He admitted that he had done nothing in particular.

"You know," we further said, "that not one in ten of the farmers about your creamery read a dairy paper where this skim milk question is discussed and the facts and figures are brought out." He admitted it. "Well," we replied, "why haven't you seen to it for your own protection, and the finest, best profits of your patrons, that such reading was placed in their hands? You would have been saved all this fear if your patrons understood the real money value of skim milk. But you and a large number of the creamery men of the country do nothing to make the farmers intelligent on this subject. You are blind leaders of the blind. You are looking after the present dollar just as the farmers are. This is what you should have done years ago.

"You should have seen to it that your patrons were supplied with sound dairy reading. Your own prosperity depends upon their understanding of what the skim milk is worth and how to care for it and feed it to the best profit. Now, because they do not understand this important fact, they are led away by the milk shipping dealers and the condenseries by offers that nowhere near cover the real true value of the milk to the farm and farmer. You did not put in an apparatus for both pasteurizing and cooling the skim milk quickly so the farmers could keep it sweet as long as possible. That would have cost you something to be sure, but it is a part of the education the farmers need on this question. To save themselves from loss they had to buy farm separators so they could get their skim milk and feed it when it was worth the most.

"Now the milk shipping agent or the condensing agent comes along and offers them, say, a dollar and a half a hundred for their whole milk, with the extra expense of delivering it, and your patrons are caught by it. Would they have been caught by this offer if you had done what you could to put knowledge in place of false judgment so they could see that the whole milk is worth consid-

erably more to the farm and farmer than that price?"

You creamery men are the leaders in dairy knowledge in every creamery district. If you are far-sighted men, you will do all you can to make the farmers look into this dairy question on all sides. You must remember that if the ignorant ones are drawn away, it breaks up the power and effect of the co-operation and weakens the circle.

Great and serious mistakes have been made by dairy farmers in the past because they did not see the full and final consequences of what they were doing. The destruction of farm values in the old dairy districts of Ohio and New York, amounting in many cases to from \$50 to \$80 an acre, have come in just this way. A bad system of dairying will soon destroy the fertility and then the value of a farm, just as it will destroy the value of your creamery.

The difficult thing is to get farmers to see the truth. The bed-rock of this dairy business is the farmer. If he goes wrong everybody connected with it suffers with him. But he will not go wrong if he can be made intelligent enough to see the consequences of what he does.

If you do not make especial effort to diffuse intelligence among your patrons as to the best and most profitable methods of dairy farming, you will suffer by it; for otherwise your house is built on the sand.

If you do not conduct your creamery in a way to make them educational centers, you will surely suffer by it.

The foundation stone of the creamery industry is not butter but rather the by-product, the skim milk, for on this hangs the live stock industry, which means calf raising, dairy cow breeding and the swine industry. Think of the enormous revenue, over \$600,000—and still increasing—that is coming into Jefferson county, Wis., every year for cows and heifers. Then think of the tremendous importance of that live stock production in keeping up the fertility of our farms.

Then think that this all hangs on the one single product, skim milk. Here you have the answer why you creamery men should do something at once to make your patrons see the full meaning of this dairy question.—Hoard's Dairyman.

Unless you so run your store that the public will have confidence in it, price reductions and special offers will have little effect upon the class of people whose trade you want.

When you allow a customer to go away with goods thinking them better than they really are you give that customer a shove toward the other fellow's store.

Anyway, a stranger in a town never has to hire a small boy to point out the saloons.

Better a man who fails in his efforts to do something than one who never tries.

ON DRESSING THE WINDOW.

It is the Index of the Store and Should Always be Up-to-Date.

One of the most significant features in the art of the window dresser is that of having timely displays. The window has often been referred to as the "Index" of the store and its aim should therefore be to suggest to the passer-by the need of some article and to induce him, by its attractiveness, to enter the store and make the desired purchase. In many stores the background of the windows are permanent ones of paneled hard wood with polished floor. Such fixtures as are needed are floor fixtures and are therefore easily placed in position. In many establishments a regular system of window displays is arranged in which the trims are changed at certain regular intervals. One window, however, usually near the main entrance to the store is reserved for "immediate changes"; for instance, should the day be a dark and rainy one, the duty of the window dresser would be to see that a suitable display of raincoats and umbrellas is made in that particular window and that cards calling attention to the need of such articles on that particular day, are ready for instant use. Such display takes but a few minutes' time to arrange and its value is apparent. It is such decorations as this that are numbered among the innumerable details which go to make a store "up to date" and win for it the most coveted reputation of being successful.

In the clothing and furnishing goods store almost every article can be utilized for special displays. Heavy ulsters, storm gloves and mufflers on a blustery, snowy day, or a display of full dress articles a day or two in advance of the "Annual Charity Ball." When other events of local importance are imminent, plan the displays so that they will be suggestive of the apparel needs on these occasions. A most important feature in all of these displays is the window card, which explains why the displays are made and calls attention to the attractiveness of the articles exhibited.

These special displays are of course in addition to the regular displays, which are arranged to do duty for several days at a time. They should be made more or less with the idea of educating the observer as well as a means of suggesting to him his needs of the moment, with the inference that whatever he wants he can find within.

Where a store has but one or two windows the displays should all be "special displays," and the work of installing new goods, every day if necessary, will be many times repaid by the extra business which will result. If the business is too small to employ a regular window trimmer, the window trims should be put in charge of a clerk who has some talent in this line. Ready-to-use window cards can be obtained at a very reasonable cost. In this way the windows can be given the needed

attention, and this very essential feature will not be neglected, as it in so many establishments at present.

The general window decorations will, of course, be devoted to the displays of the heavyweight clothing, winter gloves, heavy shoes and other articles for which the increasing cold weather create a demand. November is the month of chrysanthemums, and this fact should not be forgotten by the window trimmer in arranging his displays. These beautiful flowers are to be seen in all their magnificence wherever floral decorations are made an essential element of display. Everybody loves flowers and this fact should be taken advantage of. Every town, however small, has its local florist, and his opportunities for displays are naturally limited as far as the general public is concerned. An arrangement can easily be made to give up a large window for a special display of chrysanthemums, giving credit on a good sized window card to the florist who grew the flowers. In addition to the flowers make an attractive display of the goods sold in the store. One retail merchant, to further the idea, presented every lady who visited his store during the chrysanthemum display with one of the blooms. Others even go further, and all of the decorations throughout the store are in yellow—such as special drapings of cases, overhead decorations and display cards. Pots of the flowers are distributed throughout the store and attention to the display is attracted by liberal newspaper advertising.

The importance of properly dressed windows has never been more pronounced than at the present time. The new stores which are opening constantly display marked attention in this direction, and every inch of space available for the purpose is placed in service. The windows are most attractively finished and furnish most elaborate backgrounds for the display of merchandise. Old established firms, recognized as being progressive, are constantly changing their windows to make them more attractive, as they recognize that in this feature of their business lies an excellent salesman and profit bringer. It is true that there are still merchants who are so conservative that they pay little or no attention to the art of window decoration. It is only a question of time when, no matter how well established is the business, it will begin to slide down hill. A younger and more enterprising firm takes a store near by and their windows fairly talk to the passerby. The result is apparent in the increasing number of visitors to the newer and more up to date establishment and the loss to the old store of many of its former staunch supporters. A firm may be seemingly secure in the position it has won and business comes to the store without apparent effort. At the height of success do not forget that a few years may bring a complete change in general conditions. New people

move in and others move away. Plan for these conditions by keeping the store up to date in every particular and win the stranger in the town by impressing him with the attractiveness of your window displays.

Bank Advertising.

If any banker has ever had any doubts as to the advisability of advertising his bank let him remember that the three essentials to any sound banking institution,—the foundation upon which his business must rest,—are Confidence, Security and Service.

Security and Service are in the hands of the banker, their degree of perfection rests with him and his associates.

Confidence, on the other hand, is a state of mind, a result of impression or Knowledge and so far as the bank's success is concerned, it must exist in the minds of those people who support the business.

Advertising cannot produce a degree of Security—neither can it perfect the bank's service: Instead, they must constitute the basis for advertising.

As a means of creating, transmitting and fostering Confidence there are no means to this end except through publicity. The bank may provide absolute Security, its Service may be perfect but until these facts are made public and become common Knowledge, Confidence does not exist.

Too many bankers have been slow to reason this out. The old defense of "to advertise is undignified," becomes ridiculous because, in fact, no bank has ever been able to remain in existence without publicity and advertising is nothing more than publicity intensified.

But advertising has come to mean more to the bank than mere general publicity. It has been found that it is possible to accomplish more than the extending of confidence. The individual might have implicit confidence in a bank's security and service yet fail to make use of these facilities.

This is where bank advertising has shown such wonderful progress. Educational copy has taught the individual the uses and conveniences of a bank's service. It has been the

means of increasing the volume of business in the community as a whole by placing before the people the simplified Knowledge of how transacted. The great volume of business may be most conveniently business carried on each day in this country is only possible through the perfected business methods made possible by our banks.

For any banker to hesitate on this subject of advertising his bank is a big mistake. Not only is he "standing in his own light" but he is also a restraint upon the business in his locality.

Thanksgiving Display.

Thanksgiving Day will soon be here.

Now is the time for the grocery to put on its Thanksgiving dress. Now is the time to prepare for what should be the harvest home of the grocery store.

There are two things to attend to: First, get the goods.

The second part of the programme is the more important of the two. If you run a grocery store which is up to date you are pretty well fixed at all times.

Mince meat is a great thing for a leader. Arrange to get a supply of the best home-made mince meat you can find—the real old-fashioned boiled cider mince meat, rich and black with fruit and spices.

Then let the public know you have something extra good in mince meat. The custom of making mince meat is not so well established in the family as it once was. There are vast numbers of families which will buy their supply of mince meat rather than make it. And especially if they know they can get good mince meat.

Get something extra nice in the way of fruit and nuts, and see to it that everybody knows you have something extra nice.

Push your line of fine canned soups and push the oyster business. This is the soup season.

The getting of Thanksgiving business is largely a matter of good stock and good display. People are willing to pay good prices for something a little extra fine for Thanksgiving.—*Merchants' Journal.*

Probably the most popular illustrated paper is the bank note.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Subscription Price.

Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

November 9, 1910

UTILIZING THE WASTE.

The roughage, or refuse of a generation ago would remove the suffering of today in the congested cities; the wastes of today may prove the most valued possessions of tomorrow. The greatest benefactor of the human race is not he who discovers a new gold mine, but he who can best convert the waste material into useful products.

The farmer of yesterday fed his corn to the pigs, his fodder to the cows,—and that was the end of the corn crop as he hauled out the mashed stalks and strove to get rid of them by plowing them under. Later came the ensilage cutter and shredder, declaring that there had been too much waste in the previous handling; and the way the live stock, horses, cattle, sheep, pigs, and even chickens devoured and thrived upon the ensilage, was excellent proof of the statement. But today we find still other uses for those despised stalks. From the pith comes cellulose, used to protect our battleships, while the gun cotton and smokeless powder may be other modifications of the corn stalk. Even the cob has its uses aside from fuel, one of the most important being as meal to dilute more concentrated foods.

Life is very much like the field of corn. We may extract the grain and half use the fodder as roughage; or we may involve from them the more valuable products of life. The aborigine found the rude stones for grinding quite sufficient for his wants. But we should not be satisfied until we have gotten the full value from both grain and stalk; not until even the oil from the germ has been extracted, now extensively used in paint, the manufacture of rubber, linoleum and many other things.

Every day has its lessons for us; every hour brings new opportunity for strengthening our powers and giving to the world something better. Waste products of life are more pitiable than the corn fodder tramped

into the mud by stock after they have demolished the most inviting portions.

SLANG OFTEN EXCUSABLE.

Good every day speech does not contemplate the eliminating of slang. In the report of sporting events, for example, the descriptions would be dull—to the regular readers of sport news, at least—if they were made in conventional and strictly pure English. And each particular sport has its own particular terms, some of which were introduced as slang, but have become legitimate parts of the language. The best use of these terms and words make the descriptions more graphic and otherwise more interesting. And if there be readers who find them offensive they should avoid sport news, for slang will doubtless be used in the reporting of such news as long as there are sporting events to report.

As to slang in general, the excessive use of it is much to be regretted, of course; but a clever use of it, which means some regard for subject and occasion, as well as for selection, adds much to the life of the language. Every language is progressive. What is slang to-day may be orthodox usage to-morrow. New things and new users often demand new words. But only inventions of real merit fasten themselves permanently on the language. The inept soon become obsolete. It was the late Mark Hanna who took from the card table and applied to politics the term "stand pat," and from the use of that term in politics has developed the word "standpatter." And this word has even come to have a meaning beyond the confines of the card table and politics, for if used to describe any one who is unprogressive in anything its meaning would be understood.

Good every day speech may be acquired without avoiding slang for even slang may be used in such a way as to denote culture or education. What is to be avoided is the abuse of slang and flagrant errors in grammar, in enunciation, pronunciation, and the use of the voice, but more than all the last named. A pleasing voice covers a multitude of sins.

THE KNOW-IT-ALL.

We once heard a farm hand say: "It's no use for me to take time to read the farm papers. I know all about farming. I was brought up to it." This man is still farming with the same knowledge that he had ten years ago, and that his father had twenty years ago; and wondering why it is so much harder to get along now than it used to be. He has failed to take into consideration the sharper competition which he must meet; the improved methods of cultivation; the shifting of the market problem. He is doing just as the family traditions and customs have taught him; forgetful of the fact that the world moves.

But does he really know all that was to be known even a generation or two back? Does anyone? Is there not something to be learned

at every step, and from almost every person? The man who knows it all shuts his eyes and ears, and plods independently on while his meeker brother is ever alert and picking up new ideas and plans which make the work easier.

Progress ever finds help from predecessors. The trail of Columbus' fleet made a new map for the navigator. As surely as we learn to do by doing, may we also learn by what others have done, mechanical knowledge along any chosen line will always prove of value. The broader the conception of the subject at hand, the more valuable will it become to anyone. But the man who thinks he knows all about a subject generally knows the least. The more do we appreciate our limitations.

The know-it-all is in a most dangerous position. It is said that a lobster, cast upon the bank, has not energy enough to seek its way back to the waves, though they may be but a few feet from him. If the tide does not come to the rescue, it perishes. The man who "knows it all" is as helpless as the lobster. He might easily save himself, but does not. Omnipotence is scarcely of earth; but we may always strive to approximate it. This is the thing to be struggled for—our rainbow of hope.

PREPARE FOR YOUR WORK.

A woman who had bravely held up her end of the load as the fortunes shifted from a board shanty to a palatial residence, suddenly found herself a widow with a small boy and a large field of good producing oil territory as her dowry. Two courses were pointed out by friends: Either to sell outright, or to employ a manager. But instead, the plucky, far-seeing woman with only a common school education, at once matriculated in one of the best business colleges and is now adding to the fortune left her by the application of strictly business principles; yet in so doing she has sacrificed neither home duties nor the charm of femininity.

As soon as Carnegie had gained a financial footing he placed himself under the tutorage of one competent to give him a good practical education, well knowing that he needed this in his life work. For he was a child of poverty, his early schooling being that of the self-student from the library of one whose memorial is now placed at the entrance to Carnegie Library at Allegheny, Pa.—a loving tribute to the one who first supplied his innate love of knowledge.

Preparation for special work may come late in life, yet the need is just as insistent. In any department, the more complete and thorough the preparation, the better will be the results. The trend of modern education gives a keener insight into every topic taken up. Every subject mastered paves the way to kindred topics. Every guidance of the mind along any proper channel renders it more tractable. Every self-victory becomes a stepping stone to a loftier purpose. Get your whole soul into

your work; but do not neglect to get yourself rounded out for a most complete service.

BETTER PAY.

Some one asks if the value of a clerk's services can be increased by better pay. The answer seems to have a negative ring. We say, "Yes," if the relations of the employer toward employe are normal and the clerk is worthy of his hire.

The clerk should have and be entitled to the confidence of his employer. The increase of salary is a trust imposed by the employer, for which this clerk is directly responsible. The increased trust renders him evidence that his work is appreciated. And with this feeling comes enthusiasm to do better. Praise, rightfully given, is a worthy incentive; a healthful stimulant.

It enables the honest clerk to better equip himself for service. It may be the means of providing personal comfort and convenience not possible under the former salary. It may be an inducement to better fit him for work. A special training course may be the result, or professional reading. Anything which serves to render outside hours better and easier will surely reflect upon his service with you.

But with this better pay there must come a proper realization that you are not getting a generous streak; that this is no present which you are making. His added experience should make him a better servant. You expect better service. His wages are an investment as surely as is the cash tied up in merchandise. It is his business to convert this into merit. If you invest in a certain class of goods you compare returns with those of former occasions and future purchases are made upon this basis. Let him understand that his salary is just as much a part of the computations. He receives it in trust. If he makes it a good investment, well; if not, the retrenchment will occur as surely as that on sugar or silk. And, really, the man who will not do this better service is dear at any price. And can he really be termed honest?

When you combine fairness with kindness, and positiveness with sympathy, you give instructive expression to the truest and best in your nature.

There is coming into the world a new way of doing things; if you would be abreast of the times, you must adopt the new way.

If you allow yourself to shade prices for certain customers, you make those customers, and all the unfavorable ones as well, distrust you.

The attitude of uncertainty scatters force. Know what you want to do, then do it with the full force of your body, mind and soul.

Never discard a business suggestion unconsidered because of its source. Consider it on its merits and without bias.

NEW ORLEANS' EXAMPLE.

New Orleans has always been noted for its quaintness, its historic interest, its romantic mingling of races, rather than for its commercial greatness. But the younger, more active and more aggressive element is now in the saddle. New Orleans is to be made to grow. It is to be made one of the great commercial and industrial cities of the country.

How is this to be done?

The answer can be expressed in a single word—co-operation. It is simply using the methods that other cities have used and found efficient. It is using the methods that every other city, town and village that has ambitions and hopes should use. The business men are forgetting old jealousies and wiping out old scores. They are standing together, working together, pulling together and together they are getting results. New Orleans has an active and aggressive Chamber of Commerce. The wholesalers and jobbers are united, the retailers have their association, other interests are organized and men are meeting and talking and getting acquainted and the spirit of co-operation is becoming strong among them. They are sending out trade extension excursions to line up the tributary business. They are encouraging the farmers by sending out special trains carrying skilled instructors in truck farming, cotton and corn growing and hay raising. They are improving the highways and bringing influences to bear for the improvement of railroad and navigation. They are going in for civic improvements that the old city may be a better place to live in, and they are striving for safety in health. Individuals working for any of these things would accomplish little—combined effort, co-operation, make all things possible. New Orleans' greatest ambition just now is to secure the Exposition to celebrate the opening of the Panama Canal. Everybody in New Orleans is working for this. Individually and collectively the people have their hands on the wires and are pulling with all their strength. Whether or not the Exposition is landed New Orleans will be mightily benefited by the effort, for the people will have learned to work together.

The example of New Orleans is worth copying. There is nothing like co-operation to bring a town to the front, to give it a place on the map, to make it worth while. Even the smallest crossroads settlement can be benefited if the people will work together for the common good instead of each one striving for his own selfish interests.

Now is the time to get together. The evenings are growing longer. The summer activities are past. In every town and village in Western Michigan the business men, representing as they do the life of the community, should be planning together how to make their town bigger and better, how to make it more attractive as a business center, more desirable as a place to live, how to

develop its own and the tributary resources and how to promote and encourage its industries. If the business men will take this matter up this winter and put into it the spirit of mutual helpfulness great will be the harvest in the years to come.

INSURANCE DEPARTMENT.

James V. Barry, State Insurance Commissioner, has tendered his resignation, to take effect Nov. 15. He has accepted a flattering offer from outside insurance companies to be at the head of a Publicity Bureau, which they are organizing. The new position carries with it much responsibility, the opportunities for honorable service and a salary much better than that paid by the State.

Mr. Barry was appointed Insurance Commissioner by Governor Bliss in 1901. Before his time the office was a part of the "machine," a reward handed out to the politician whose activity in caucus and convention entitled him to some recognition. Fitness for the place and ability were not necessary qualifications, and, as might have been expected, the department was not one in which the State had any great reason to take pride. It may have been no worse than similar departments similarly conducted in other states, but it was no better. Mr. Barry brought to the department intelligence, efficiency, vigilance, skill and integrity. He did not leave the work for subordinates to do; he worked himself, and to every detail he gave his personal attention. The Michigan Department of Insurance to-day is held up as a model by all the other states. It is recognized as the most capable and the most efficient, and what Michigan does is accepted as a safeguard for other states to follow. Mr. Barry's administration has won for Michigan this enviable reputation. In the meantime Michigan has realized tangible benefits from Mr. Barry's methods. The State has now insurance laws, fakes and frauds have been driven away and standards have been placed on a higher and better plain. The State owes much to Mr. Barry.

The appointment of a new commissioner will devolve upon the new Governor. Will the appointment be made with a view to efficiency and good service, or will it be handed out as a reward for political services rendered? Will the department be maintained at the high Barry level or will it degenerate into a sorry figurehead? The matter is of great importance to the State, to every person who carries life insurance and to every person or interest that carries insurance against fire.

TWO HELPFUL HINTS.

A few days ago a farmer called at a hardware store for wire screening. The clerk was a little surprised at the untimely purchase, for flies are not usually hostile in November, and so expressed himself. "I'm getting it to make my potato bins proof against rats," was the explanation. For this man had found out that the seemingly light woven wire will turn

these rodents every time. What if they could break the wire, the sharp spear left is a complete barrier to further progress.

"Let me tell you," said the clerk, "the method of old Mr. Blake, who was as wealthy as frugal: Every time a tin can was emptied he stored it away in a box for the purpose. At the end of the season a fire was made and the solder upon these cans was melted. They were then reduced to flat pieces of tin. And every time there was a rat hole noticed one of the tins was clapped upon the offending aperture. The scheme worked and the rats in time grew discouraged."

Two thoughts came with the relating of the story: One was the use to which the little things can be put, and when the work is systematized it becomes very little. Had the man been forced to forage about in various places every time he discovered the need of a piece of tin, first hunting up his can and then reducing it to available form, the method would have proved in the end rather expensive. But his plan, which had become a habit, included no waste time. The unsoldering was all done in quantity and thus comparatively speedily.

But more forceful came the value of being able to help the one in need. Many a clerk would have thought, "Well, this is one way to get rid of goods out of season," and stopped with this. But the patron appreciated the gratuitous help, and will in due time reciprocate. Your full duty to a customer is not rendered if something which you can add of helplessness is withheld. Complete service is measured by your ability, not by the minimum amount which will fill the bill.

THE EMERGENCY CALL.

Could the mother who never taught her daughter to work, because "if she did not know how to work she would not have to," have followed her child through life she would have had occasion many times to deplore the fallacy of her reasoning. One may be able to use the pick and still not be thereby forced to spend a life in ditch digging. The knowing how to do a thing in emergency may be of inestimable value.

But a few days ago the papers told of the heroism of the modern Casabianca, who, when his father fell from over-exertion in navigating his schooner in a storm, took the wheel and hurried the vessel to shore. As he was the only other member of the crew, inability to act promptly would have resulted in a condition perhaps fatal to both. That physicians were unable to resuscitate the father does not lessen the credit due to the son.

All of the great industrial work tends to the specialization of labor. And while the principle as a whole is economical, yet it is a wise habit to observe the work of others and how it is done. Where only one member of the household knows how to attend the furnace or cook a

plain meal, there are sorry times if that member is even for a short time incapacitated for duty.

"Tell me how much has been your patient toil in obscurity," says Mathews, "and I will tell you how far you will triumph in an emergency." Huxley makes plain the idea in, "A man so trained in youth that his body is the ready servant of his will, and does with ease and pleasure all the work that as a mechanism it is capable of, whose intellect is a clear, cold logic-engine, with all its parts of equal strength and in smooth working order, ready like a steam-engine to be turned to any kind of work, and spin the gossamers as well as forge the anchors of the mind." The emergency tests the metal of the man. He who can stand its strain is bound to win. Learn the usual in detail, but be ready for the unusual.

THE CHEAT.

We find him in the school ranks. His open book is concealed below the desk, ready to prompt in examinations. He stumbles along and his marks carry him into the next grade. Perhaps he even brags over his more conscientious classmate as to his superior marks. The latter may at times become a trifle discouraged at his own seeming defeat while striving to be honest. Yet the student who can truthfully say, "What I get I get by my own exertion," wins in the end every time.

It is not the 100 per cent. mark which counts but the knowledge which this mark represents. If the figures are spurious their real value is nil. They may for a time be recognized for what they are claimed to represent, but sooner or later the tricks of the cheat are exposed and the nominal value descends to the rank of the real.

The same methods may be traced through life, and usually in the same individuals. The boy who worked through his Latin with the aid of a "pony" starts out in life with this incumbrance; while he may have deceived the teacher, he could not deceive his classmates; they were awake to his methods and to his principles. He has first to overcome their prejudice before he can enter the commercial world on the normal plane.

Any tendency to return to the old methods is watched for and at once detected. Business habits follow school habits in a surprisingly similar groove. "Like flakes of snow that fall unperceived upon the earth," says Jeremy Bentham, "the seemingly unimportant events of life succeed one another." The school boy who is letting the snows of dishonesty drift in upon his character will soon find himself frozen from public trust. Purity is an abstract truth and not a relative term. Honor will not unite in an emulsion with deceit to form policy. The cheat may elude the teacher and the world for a time, but exposure is certain. There is more real honor in the 60 per cent. gained honestly than in the 100 per cent. when done by cheating.

CUSTOMERS FOR TEN CENTS.

A Merchant Who Sold His Patrons Too Cheaply.

Written for the Tradesman.

"Strangest thing I know," observed the traveling salesman, as Grimes, the ex-grocer, passed out of the street car with a dinner pail in his hand.

"What is the strangest thing you know?" demanded the old bookkeeper.

"Grimes," was the reply. "He's the puzzle of my life."

"You'll have to come again," laughed the old bookkeeper.

"Not so very long ago," the salesman went on, "Grimes was in business down on Front street, and had as fine a trade as there was in the city. He is a bright fellow, not extravagant, understands the rules of business, and yet he went to pieces while men with less brains forged ahead. It is one of the things in commercial life which no fellow can find out."

The old bookkeeper mused a moment, his eyes on the advertising signs, and then said:

"My friend, there is no puzzle about it. Grimes failed because he had too good an opinion of the shrewdness of Grimes. He failed because he did not have the right notion of the value of a customer."

"I'm glad to hear you talk about the value of a customer," laughed the salesman. "I have often been laughed at for fixing a cash value on my customers."

"Customers have a cash value, just the same as everything else that enters into the world of business," went on the old bookkeeper, now fairly mounted on his hobby. "In fact, every man, woman and child who has a cent to spend has a cash value to every merchant in a town. That is why the good will of a business in a large town is worth more than the good will of a store in a small town. Every inhabitant is a prospect, a possible buyer."

"That's my idea," agreed the salesman. "But suppose you get back to Grimes? What was his notion of the cash value of a customer?"

"Grimes," replied the old bookkeeper, "regarded a customer as a drug in the market. He had an idea that there were carloads of them and no bidders. He would sell one of his best customers any day for ten cents."

"Elucidate!" laughed the salesman.

"I've seen him sell his customers for a cent," went on the old man. "You know I kept his books for a time."

"I didn't know that. Go ahead and solve the riddle which has bothered me not a little—the riddle of the failure of Grimes."

"Grimes," continued the old bookkeeper, "has a notion that he is just about the keenest business proposition there is in the world. How he manages to keep his head swelled in view of his failures is more than I can understand. He prides himself on the notion that no one ever gets the best of him in a bargain."

"And yet he lost \$5,000 of his father's money in that store."

"Yes, and his own time for a year. It cost the father about \$100 a week to keep him in business, and I'll tell you why. He sold his customers too cheaply."

"Illustrate!" said the salesman.

"Well, one morning Dudley Shaw, the restaurant man, came running into the store and declared himself in the market for about ten bushels of potatoes. This is about what he said: 'I've been buying of farmers and I've been robbed. Talk about the horny-handed sons of toil being honest! Big potatoes on top and little ones at the bottom. Big potatoes with caves in their stomachs and little potatoes with green trimmings—bitter green trimmings—under the skin. Now, I'm going to trust to your judgment in this matter. Send me ten bushels of potatoes of the right kind, at market prices!'"

"Grimes swelled up. The restaurant man had informed him that he knew something about buying potatoes! And what did he do? He went down cellar and sorted out all the bum potatoes there were there—big ones with hollow hearts and little ones with green under clothing—and unloaded them on Grimes. Then he came up to my desk and told me to charge Grimes ten cents above the market price for them."

"Thought I'd never get rid of that old lot," he said to me. 'I've been trying to work them off for a long time.'

"Will Shaw stand for it?" I asked.

"He won't know anything about it," Grimes answered me. 'The boys back in the kitchen pare and cut up the tubers, and Shaw hardly ever goes back there.'

"You've sold him too cheaply," I said to Grimes. 'A good customer like that ought to have netted you more than a dollar.'

"Well, sir, that Grimes didn't know what I meant. He went off looking wise, thinking he had done a smart thing. Kick? You should have heard that restaurant man kick. But Grimes thought there were more customers in the city than he could over sell, so he kept right on selling them. He sold Hoover, the wagon man, for three cents."

"You are getting right down to the concrete!" laughed the salesman. "It seems to me that he ought to have received more than three cents for a big, strong man like Hoover. Tell me about it."

"Hoover was a pretty good customer there in those days. His trade must have been worth \$10 a week. One morning he came in and leaned over the cigar case looking rather blue, and wanting a prime cigar. Looked off his feed that morning. Guess he had been smoking too much the night before."

"Give me a straight ten," he said, throwing down a dime. Grimes went to the cigar case and took out a box of cigars all trimmed up about the middle with red and gold, like a home-guard colonel on parade."

"These all right?" Hoover asked.

"You bet they are," replied Grimes.

"Hoover chewed the end off and lit one he selected from the box. It was one of these flora del fumigata ropes that ought to be deported. Hoover made a wry face and tossed the weed out of the open door."

"You've made a mistake," he said. 'I didn't ask for a fumigator. Give me another cigar.'

"Grimes handed out another brand, and Hoover took one and lighted it. It went all right, and he turned away."

"Here!" said Grimes. "Ten cents!"

"Hoover took out ten cents and laid it down on the counter. That was the last of Hoover's money Grimes ever got."

"That sucker," Grimes said to me, after Hoover had gone out, 'thought he was going to bluff me out of ten cents! I sold him one of those hackman's pride cigars, and you ought to see him smell of it! I made three cents on it, anyway.'

"Three cents," I said to Grimes, 'is too cheap for a man like Hoover. You ought to have realized at least ten dollars on him when you let him go.'

"Do you think Grimes understood? Not so you could notice it. Here's another illustration: One day Grimes advertised a lot of tinned goods which had been accumulating in the store. He had the goods in a great box at the front, and people were expected to pick out what they wanted."

"Well, early in the morning who comes in but Mrs. Wheeler, wife of the banker, as fine a woman as ever lived, and not a bit topsey because of her husband's money. She comes in and finds Grimes standing by the box with his hands in his pockets."

"Oh, Mr. Grimes," she says to him, 'I want quite a lot of that stuff in the box, and I am going to a committee meeting, and I've got my white gloves on, and just can't soil them. Won't you kindly take out a lot of the cans so I can see what there is of it?'"

"And do you know what Grimes did? He smiled and said he would be glad to, only he had an important engagement at that moment, and would send a boy to help her. The boy anchored up by the side of the box about ten minutes after the lady had gone."

"Grimes came up to me that day and said something like this: 'Did you see how I turned that woman down? She thought, just because

she was the wife of a banker she could make me get down on my knees and paw that stuff over for her. I guess she'll find out I'm just as good as she is, if I do sell groceries for a living.'

"That is too bad," I told Grimes. "When you sell a good customer like the banker's wife you ought to get more than two minutes' time for her. That is altogether too cheap. I expect the trade of that family will fall off now."

"Never you mind if it does," Grimes said. 'If I can't do business and be manly and independent about it, I won't do business at all.'

"He isn't doing business at all, as you see. He will never be in business again, for he used up his father's money and he will never accumulate enough to get a start. Even if he should get to going again, he would run long enough to dispose of his customers to other merchants and close up."

Competition is fierce," the old bookkeeper went on, "and the man who can hold all his customers and get new ones is the man who will come out on top. It is idle to talk about getting another customer to take the place of one driven away by some small cheat or inattention. It is like a workman talking about another day coming after he has lost one. The day will come—and sometimes the customer will—but that will not bring back the lost one."

"When you go into business," added the bookkeeper, "don't you go to selling your customers for three cents, or ten, or a dollar. They are worth more than that to you."—Alfred B. Tozer.

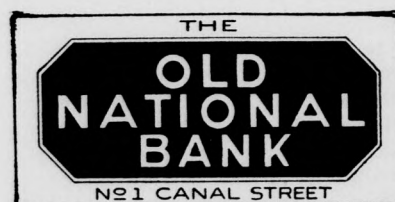
You have got to know a business before you can make a success of it.

Kent State Bank

Main Office Fountain St.
Facing MonroeCapital . . . \$500,000
Surplus and Profits . . . 225,000Deposits
6 Million DollarsHENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %

Paid on Certificates

You can transact your banking business
with us easily by mail. Write us about
it if interested.Capital
\$800,000Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½ % if left one year.

Grain Traffic on the Great Lakes.

The system of inland waterways formed by the Great Lakes has done much toward making better and cheaper service in the marketing of a large part of the grain crops of the United States. Deepening the lake channels has made it possible to use larger vessels, and with the increased size of the carriers have come lower freight rates. A review of the past forty years, covering the principal events in this growth of cheap transportation, has just been published by the Department of Agriculture in a bulletin of the Bureau of Statistics.

In discussing improvements in lake channels, the report shows that in 1871 the ordinary depth of water at the shallowest points between Buffalo and Lakes Superior and Michigan was about 14 feet, while in 1909 this depth had been increased to 21 feet. Deepening the channel was accomplished by the building of larger boats. During 1871-1875 the average size of the vessels built on the lakes was 193 tons, of 100 cubic feet gross measurement and the average size of those built in 1906-1909 was 1,232 tons. The lake boats built now are more than six times as large as those built when the channel was 7 feet shallower.

While the average cargo of grain received at Buffalo for a season may be less than one-half that amount, 400,000 bushels is not an unusual cargo to be shipped in one vessel.

One ship cleared from Duluth on November 4, 1908, with 413,930 bushels of wheat, and sixteen days later cleared again from the same port, this time with a cargo of 462,374 bushels of flaxseed and oats. Each of these loads, if carried by rail, would have required ten trains of about forty cars each.

Freight rates charged for carrying grain on the lakes are much lower than in the days of shallower channels and smaller boats. The average rate for wheat from Chicago to Buffalo had decreased in 1906-1909 to less than one-fourth the average for 1871-1875, and in the past several years a considerable number of shipments of wheat have been carried over the thousand-mile routes from Chicago or Duluth to Buffalo for as little as 1 cent a bushel. Railroad freight rates on grain have declined also during the period covered by the Department's bulletin; the average rate from Chicago to New York by all-rail routes has been, for the past several years, less than one-half of the charges of thirty-five or forty years ago. During this time the size of the box cars, the kind used to carry grain, has increased three-fold.

The larger cargoes of the lakes do not pass through Welland Canal, its depth being but two-thirds that of the shallowest passages between Buffalo and Chicago or Duluth, so the shipments to ports on Lake Ontario and the St. Lawrence River are much smaller than those to Lake Erie. Of the total grain shipped by lake from Duluth (and Superior), Chicago and Milwaukee during the past ten or

more years only about 7 per cent. was carried to Lake Ontario or the St. Lawrence River.

To ports east of Niagara, even allowing for the longer distance, freight rates on wheat are much higher than to ports on Lake Erie. From Chicago the rates to Montreal have for the past several years been about three times those to Buffalo.

A considerable number of tables are given to show receipts and shipments of grain at the different lake ports and the quantities carried over various routes.

Biggest Orange Crop on Record.

Southern Pacific and Santa Fe freight traffic officials state that their field agents report to them that, owing to the increased acreage planted and the favorable condition of the groves since the first of the month, California will produce during the season, beginning in November, 50,000 carloads of oranges, the largest in the history of the industry, and the aggregate gross value of which will be not less than \$50,000,000.

Southern California, 45,200 carloads.

San Joaquin Valley, 4,000 carloads. Oroville district, 800 carloads.

The largest production heretofore was in 1908, when the number of carloads was 41,400. During that season the San Joaquin Valley—better known among the orange men as the Porterville district—and the Oroville district shipped 2,600 cars. The remainder came from south of the Tehachapi Mountains.

The crop in the Porterville and the Oroville districts ripens and gets into the market four or five weeks before the southern California crop. The Porterville residents pride themselves on shipping their first consignment East the last week in every October. Oroville is a week later. Both districts readily get their product into the Eastern market in time for the Thanksgiving Day trade.—Pacific Coast Gazette.

Selecting Samples.

Nearly every store receives occasional requests for samples, and some stores receive a great many of them. Some salesmen are extremely careless as to the manner in which these orders for samples are filled. They note the kind of goods wanted and snip off a few scraps from the first patterns they come to and let it go at that. This is a poor policy that will, in the end, drive away profitable trade. The salesman should read over the request carefully and then make the selection as precisely as he would if he were doing it for his mother or sister. When a person sends for samples, it may be taken for granted that she would like to give your store the preference providing she can get what she wants; it must also be remembered that in all probability there are other stores where she can buy quite as conveniently as she can from you. Customers who buy by mail place themselves in the hands of the salesman, to a certain extent, and this

fact must be appreciated. The salesman should use every effort to make the transaction satisfactory.

Fountain Specialties.

Here are a few new ones for the soda water directory. Any dispenser's particular friends may thank him for an introduction to the strangers:

The Great Divide—Put up a cone of orange ice on a glass saucer with a fringe of alternating cherries and cubes of candied pineapple around the base. Pour over all an ounce of white grape syrup.

Snow Bank—Mix 1 ounce of raspberry syrup, ½ ounce of orange juice and ½ ounce of grape fruit juice in a 12-ounce glass; add a dash of "phosphate" and 8 ounces of carbonated water "solid;" put a layer of whipped cream on the top.

Bachelor Girl—Pour 1 ounce of chocolate syrup over a cone of peach ice cream; add a few blanched almonds and some whipped cream. Serve with triscuits.

Honey Boy—Shake together a dipperful of chocolate ice cream, a ladleful of crushed raspberries and an ounce of strawberry syrup. When thoroughly blended pour into a glass saucer and sprinkle with chopped Brazil nuts.

June Bug—On an oval glass dish lay a long rounded portion of orange ice; on each side stick a thin sugar cookie (one of those sprinkled with little pink sugar crystals—any bake shop has them); at one end put two green cherry eyes and feelers cut from candied orange peel.

Right—O!—Mix together 1 ounce of lime syrup, 1 ounce of grape fruit syrup, a dash of phosphate and a few drops of spirit of spearmint; add some broken ice and fill up the big glass with the solid stream.

Jackaroo—This is a "fooler;" use nothing but vanilla syrup colored pink and a little plain cream. See how many can guess what is in it.

Misto Jonsing—Mix together 1 ounce of plain syrup, ½ ounce of grape fruit juice and ½ ounce of pineapple juice in a 10-ounce glass; fill with a beady top.

Circus Cream—Shake together a portion of vanilla ice cream, 1 ounce of orgeat syrup and a dipperful of crushed pineapple, and serve with salted peanuts on the side.—Drug-gists' Circular.

Many a man never realizes how mean he is until he gets married and his wife tells him.

If you would enjoy life make up your mind to let the other fellow do all the worrying.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Surplus Money

Will Earn 6% Invested in

BONDS

First Mortgage Security

Write for our offerings

E. B. CADWELL & COMPANY BANKERS

Penobscot Bldg.

Detroit

Child, Hulswit & Company BANKERS**Municipal and Corporation Bonds**

City, County, Township, School and Irrigation Issues

Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

The Bank Deposits

Of This City Have Increased More Than \$9,000,000.00 in Seven Years

Have YOU increased yours in that proportion?

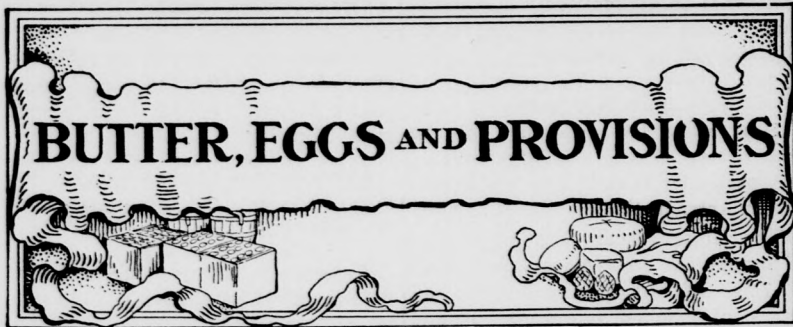
Saving is a personal matter. It is arranging your OUTGO to your INCOME, so there will be a little left, not so much, but something. IT GROWS, IT IS SAFE, IT IS GET-AT-ABLE. You do not regret what you save, but often regret what you spend. If you have an account, build it up. If you have not, start one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



WHERE DAIRYING IS SCIENCE.

Manners and Customs in Holland of Interest To Americans.

The time spent in studying dairying in Holland was devoted to the richest and most intensive dairy regions, viz., the provinces of North Holland and Friesland, which take the lead both in quality and numbers of dairy cattle. The country is a network of canals, the water being pumped to higher levels by means of engines or windmills, and thence to the sea.

All the country roads are macadamized or paved with brick, while the drainage system makes fencing unnecessary excepting along railroads or to enclose small paddocks. A passage from one pasture to another is afforded by a bridge, posts are set on either side, and a gate closes the passage. Holland contains about six million acres of really good land. The size seems to be no hindrance to progress, as over five millions of inhabitants noted for their thrift and

cleanliness, make their living on this small area. Most of the farms are owned by the men operating them. These energetic farmers keep their places in the best of condition.

A poor farmer is seldom found, as the life of the Hollander has been devoted to the one subject—dairying—and his education has been such as to make him appreciate the importance of thorough, careful methods. His children are well educated, and in some cases are sent to another country to complete their studies. The foresight shown by these people in providing permanent roads, buildings and equipment for their dairy work, and many of their cleanly methods, could well be studied and copied on this side of the Atlantic.

Milk production is practically a grass proposition. Ploughs and grain raising are almost unknown in intensive dairy sections. The farms are about sixty acres in extent, the live stock generally consisting of twenty-two cows, nine heifers, forty sheep, fifteen pigs and one or two

horses. Grass grows very luxuriantly, and sometimes difficulty is experienced in curing hay; if it is too wet it is cut and put in the ground or stacked and covered with mud for use as grass silage.

The pastures and meadows require special care. Through the summer the pastures are gone over at frequent intervals, and the cow droppings gathered with shovel and wheelbarrow and placed in piles, thus stopping the waste occasioned by fouling the grass and the tufted appearance so often seen in our pastures.

During the winter the decomposed heaps are again spread upon the pasture. Besides this, the cleanings from the canals, the mud and rank growth of soft reeds and water-plants that are yearly removed when the sides of the canal are cut down, are placed in heaps, and after they are thoroughly rotted are applied as fertilizers to the land.

One of the first things that attracts the attention of the traveler in Holland is the large number of black and white cattle. Successful dairying depends on efficient cows, and properly supplying their wants and treating them kindly. In this particular the Dutch cannot be excelled.

The cows are turned to pasture about May; during the cold damp days of early spring the cows wear blankets to protect them from the weather. They are milked in the pasture, and the milk brought back with a horse or dogs and cart. At

the beginning of November the cattle are stabled.

The winter grain consists almost entirely of oil cake, fed only to heavy milkers in quantities from two to four pounds a day. The principal feed, however, is hay, each cow receiving nearly thirty pounds daily. The cows are shown every attention. They are carefully curried, and their tails are suspended by a string from the ceiling, so that while the animal has free use of its tail, it can never get into the gutter to be fouled.

Scarcely an hour passes, day or night, that the cows are not visited by an attendant. Holland is often called the cows paradise, and it well deserves the name. In North Holland the house and stable are under one roof. These homes are models of neatness, and are interesting in the extreme. The buildings are commodious, the roof steep, and the eaves rather low, usually not ten feet from the ground. Built of stone or brick, the houses are richly and artistically furnished, the stables are direct opposites to what we are accustomed to in America.

A cow stable in America is usually an untidy, uninviting, and in many cases absolutely filthy place, where to the disgrace of civilization, human food is produced. In Holland a cow stable is as clean and carefully cared for as any other room in the house. The Holland stable is large enough for sixteen double stalls, the floor of which is raised about eighteen inches. These cow sheds are artistically decorated during the summer,

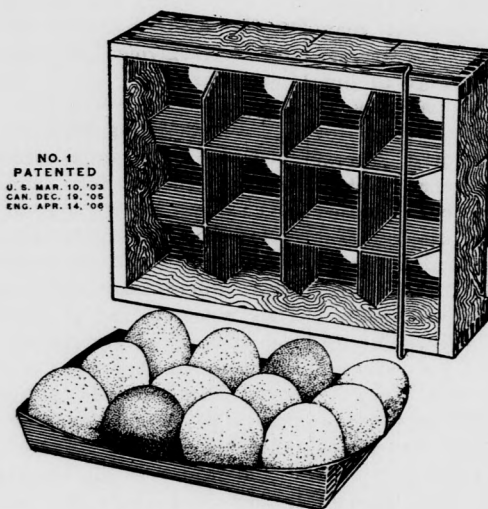
Do You Break Eggs?

Certainly you do unless you are one of the 200,000 users of

Star Egg Carriers and Trays For Safe Egg Delivery

The STAR system costs you nothing, because the STAR system absolutely stops breakage.

This feature alone would pay for the system in a few months and then show a PROFIT—but it also saves Miscounts—saves Time—saves Customers. A postal will bring our booklet, "NO BROKEN EGGS." 200,000 dealers say it is worth your while to write.



Made in One and Two Dozen Sizes

Star Egg Carrier & Tray Mfg. Co. 500 JAY ST., ROCHESTER, N. Y.

while the woodwork is neatly painted a bright blue.—London Cow Keeper.

Putting Brains Into Business.

Her farm experience had been acquired in activity residence, and when she visited the dairy show it was like entering a new world, says the Grand Rapids Herald, commenting on the recent Dairy Show. Her interest was that of a profound ignorance that had never been disturbed.

She thought that the Jersey cow had a pretty head, and admired the polished horns with which the head was ornamented. She was less favorably impressed by the gentleman cow and gave him a wide berth. For the most part she saw without seeing, and she was too plainly indifferent to the instructive remarks of the lecturer who was giving wholesome advice to American farmers.

But if she had had a little knowledge gained by experience, if she could have compared what was before her, the cattle, the stalls, the many devices for the improvement of the dairy and the handling of dairy products, the instructive addresses, with all that was suggested by the memory of some old, ill-kept farm, the exhibition would have appealed to her as a most striking illustration of what can be accomplished by the application of brains to business.

Science, invention, system, industry each contributed its share to make the exhibition possible. A young fellow from the country who had been brought up to slovenly ways, but who was intelligent and not devoid of ambition, could hardly fail to be affected by the spectacle. It would set him to using his own brains and to rejecting traditional methods accepted before without question. He would see that there was a saving in cleanliness, that a rigid accounting would show not only the outgo and the income but the quality of his stock and the net returns for each animal; that the protection of the public health had become a matter of immediate personal importance to himself; that there was a menace to his home and a menace to his profits in filth and flies.

And if he were attentive and keen he would realize fully that it was not at all necessary to leave the farm to find a career. With the knowledge he already possessed the interest in his own business would be intensified. He would feel that there was so much to be done that it was really the most interesting business in the world. He would think more of the science underlying it, of the value of the helpful inventions and of thoroughly systematized work. He would recognize the need of putting brains into every detail of his labor.

So much for the dairy exhibit, but its lesson is not for the farmer alone. In every line of human endeavor there is the same story. You may keep moving without advancing or you may prepare your own way and step forward on firm ground. Certain it is that the opportunity is always open to you to break with bad traditions, to learn of the pioneers, to

follow where intelligence leads, to be active and alert rather than the slave of a deadly routine.

Give your brains a stimulus by contact with the brains of other men, and then let the artist who mixed his paints with his brains be your model. Without the second ingredient there could be no industrial exhibitions of any sort. With that ingredient they contain so much of a carefully wrought-out utility and beauty that only the initiated can fully comprehend them. It is for you to determine whether you are to be a directing force in the inner circle or "as the horse or as the mule which have no understanding."

The Express Companies and Their Charges.

One of our contemporaries very properly gives consideration to what it terms excessive express rates. The description is a good and proper one.

We do not suppose that there is any institution, firm, corporation or combination in the United States that is guilty of such gross overcharges and inequalities, coupled with poor and inefficient service, as the express companies, and we refer especially to the express companies whose merchandise is transported by the railroads. We have not much doubt but that the charges collected that should not be collected go a long way to paying the regular dividends of the express companies. Surely there is some cream and velvet somewhere, and we are inclined to think that the railroads are, to quite an extent, implicated in the graft upon the public carried on by the express companies. It is a fact that cannot be contraverted that the public is given a notoriously poor service by these companies. The fact of the matter is that they exact from the public a high rate and often an exorbitant rate for doing a service which is expected of them. In return for this charge, and sometimes extortion, the express companies guarantee nothing. They guarantee to do this, that and the other, if, and their contracts, so-called, are so full of if's and provisions and provisos depending upon every contingency, from autumn leaves on the rails to forest fires, cyclones, snow blockades, and other acts for which the Deity alone can be held responsible, that they are entirely ineffective. They deliver express if they do, and if they don't, they don't, and it is no use to kick about it.

We are very glad, indeed, that the commercial organizations of the United States have filed with the Interstate Commerce Commission a petition asking an investigation of express rates, classified regulations and practices, especially practices, and we believe that the charge extortion will cause the Interstate Commerce Commission to sit up and give due attention. We also believe that the associations are justified in objecting to the practices of express companies in charging a progressively increased rate for subdivisions of weight carried in smaller parcels. We

think this is a downright out and out extortion. Anyone remembering the slippery, rascally ways in which the express companies unloaded the war tax which the Government imposed upon them, upon the public, will be ready to believe that they are capable of almost anything that is crooked.

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.



Ground

Feeds

None Better

WYKES & CO.
GRAND RAPIDS

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.

C. D. CRITTENDEN CO.

GRAND RAPIDS, MICH.

Distributing Agents for

Capital City Dairy Co.'s High Grade Butterine

Write for prices and advertising matter

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PRODUCE COMMISSION

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

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Both Phones 1217

Grand Rapids, Mich.

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

The Vinkemulder Company

Jobbers and Shippers of Everything in

FRUITS AND PRODUCE

Grand Rapids, Mich.

ENGLISH CHRISTMAS CAKE.

Bakers by being up-to-date can reap a Harvest.—Some Receipts.

It matters but little whether one is in Britain or on the opposite side of the world, in the Antipodes, or under the star-spangled banner in the United States; wherever the English language is spoken, there one finds the festival of Christmas celebrated. The festivities that accompany, and seem almost inseparable from, this annual event are of such a nature that the baker, if he is enterprising, can reap a very fair harvest. In recent years there has been a marked difference in the sales of the various commodities connected with our Christmas trade compared with a few years ago. The reason is obviously that the housewife of to-day purchases her Christmas wares as far as possible at the baker's and pastry-cook's instead of toiling in her own kitchen. We should therefore give every inducement in the form of quality and attractiveness and so prevent the housekeeper from reverting to the old practice of home-baking which would of course be detrimental to the baker.

In every shop of any standing there is always a fair amount of dark rich cake made at this period of the year. There is no hard and fast rule laid down as to what constitutes Christmas cake, but the dark rich type is what we have become accustomed to associate with Yuletide. Experience shows, however, that the public are becoming more and more partial to

a cake of a much lighter nature. This of course necessitates a greater variety being given by the baker. The first recipe is for a rich cake that is retailed at eight-pence or 16 cents per pound.

Christmas Cake at 16 Cents Per Pound.

Three pounds butter; 2 pounds butter substitute; 6 pounds dark brown sugar; 7 pounds eggs (weighed in their shells); 10 pounds soft flour; 1 ounce cream of tartar; ½ ounce bicarbonate of soda; 13½ pounds currants; 7 pounds sultanas; 4 pounds chopped peel (lemon and orange); 1 ounce ground cinnamon; 1 ounce ground nutmegs; ½ ounce ground mace; ¼ pint rum; 2 quarts milk.

Needless to say a careful selection of ingredients is essential if satisfactory results are to be obtained. A tough, sweet butter should be used, one that is fairly free from salt. If this condiment is required in the cake it can be added to the mixture in a dry state, which is far preferable to paying 20 to 25 cents a pound for it when it is mixed with the butter. For the butter substitute, a neutral vegetable fat or any reliable shortening will be found to work satisfactorily. For the milk given in the recipe, milk powder, as advertised, can of course be used. With the other items readers are doubtless familiar.

Cream the butter and fat with the sugar in a clean mixing pan. When it is nice and light, beat the eggs, adding them a few at a time. Give

the batter a good working after each addition of eggs so as to avoid curdling. With the last lot, add the spices so as to insure their permeating the whole mixture. Now add the rum and then proceed to mix in the dry ingredients, first adding the flour into which the baking powders (cream of tartar and bicarbonate of soda) have been mixed by passing together through a fine sieve. When the cake is half mixed add the fruit and finish the process. Weigh into prepared tins or hoops at the required weights. A word on baking may not be out of place here. Quite a lot of Christmas cake is spoiled through the oven being too hot. The art of baking is to thoroughly cook without getting a thick crust. See to it that the oven is "steady," and then put two or three thicknesses of brown paper on the baking sheets before the tins or hoops are placed on. This will prevent bottom crust; then if the cakes are packed close together on the sheets the sides will thereby be protected, while the tops can be covered with a sheet of paper when the cakes are partially cooked if they appear to be getting too much color.

Christmas Cakes at 20 Cents Per Pound.

Five pounds dark sugar; 5 pounds butter; 7 pounds eggs; 7 pounds flour; ½ ounce cream of tartar; ¼ ounce bicarbonate of soda; 16 pounds currants; 8 pounds sultanas; 7 pounds mixed chopped peel; 1 ounce of ground nutmegs; 1 ounce ground mace; 1 ounce ground cinnamon; ½

pint rum; the zest and juice of 6 oranges and 6 lemons.

Follow the directions previously given for mixing. It will be noticed that this recipe contains lemons and oranges. The zest should be carefully grated off and added to the mixture with the fruit. The juice should be squeezed out and passed through a strainer, then taken into the cream with the rum after the last eggs have been beaten in. Weigh into prepared tins at required weights and carefully bake.

Light Christmas Cakes at 20 Cents Per Pound.

Six pounds butter; 7 pounds white sugar; 3 quarts of eggs; 9 pounds flour; ½ ounce cream of tartar; ¼ ounce bi-carbonate of soda; 5 pounds sultanas; 4 pounds currants; 3 pounds mixed chopped peel; a few drops each of essence of almonds and vanilla.

The directions previously given for mixing will apply here. It will be observed, there are no spices and no rum in this recipe, so that the mixing can be more straightforward. When the cake is thoroughly but lightly mixed, scale off into tins as required.

Recipe No. 4 is for a light cake of good, although rather poorer quality than the above.

Light Christmas Cakes at 14 Cents Per Pound.

Three pounds butter; 3 pounds butter substitute; 8 pounds sugar; 5½ pints eggs; 10½ pounds flour; 1 ounce cream of tartar; ½ ounce bicarbonate of soda; 5 pounds cur-

The Steady, Increasing Demand For POSTUM

since it was put upon the market 15 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.

Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.

People buy Postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.



"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays increase sales—sent prepaid to any grocer upon request.

Postum Cereal Company, Limited, Battle Creek, Mich.

rants; 4 pounds sultanas; 3 pounds mixed chopped peel; 4 pints milk; a few drops of essence of almonds and vanilla.

The method of working, as already given, will of course be satisfactory.

Four recipes have now been given; two for rich cakes and two of a lighter nature. The former should be made as early in November as possible; this will give them a nice time to mature, which is as necessary for a cake of this description as it is for a wedding cake. When the cakes are baked, let them stand a few hours and when thoroughly cold wrap each one in wax paper. Mark the weight and price clearly upon it, and pack away in a cold, dry store room. The dark cakes will also be found most suitable for decorating. A decorated cake should be just double the price that it would be if plain. That is to say, if a plain Christmas cake is to be sold, say, for 20 cents a pound, the price of the same cake decorated should be 40 cents. The decoration should consist of a thin layer of almond paste with a thin covering of sugar, then finished off with a little simple piping, a seasonable motto or other decoration. With a small cake, of course, the top only should be decorated, a fancy paper band round the side completing the article.

F. Stewart.

Scrutinize Freight Bills.

An item of considerable importance often overlooked or carelessly treated by the average dealer is freight expense bills. Here is an expense that is second in importance only to the purchase of merchandise and is the first thing to be added in figuring the selling price of an article.

Do you compare the rate charged on an expense bill with that inserted in the bill of lading. It is safe to say that there is less attention paid to this than to any other leading item of expense. It is a case of saying to one's self, "Oh, it is all right," or, "it can't be much out of the way," or to put off to a more convenient season what could more profitably be done at once.

In handling freight, railroads pushed to the maximum of human endurance on the part of their employes, hence, mistakes in inserting rates in the bill of lading or weighing the freight can easily and unintentionally be made. If the merchant does not check his freight bills at once he is the loser and the railroad is the richer. Sometimes, too, different rates apply on the same article, in which case the railroad is very liable to charge the higher when the lower rate was applied.

No merchant can afford to leave this to guesswork or to any other agency. Do it yourself and do it now is the real way to stop this leak, which is larger than is supposed at first glance.

It is more blessed to give up without a struggle than it is to receive it in the neck from a sandbag.

Christmas Interest For Children.

Whatever plans you may have for the holidays should begin with the children. Get their attention and interest and endeavor to hold it through the season. Of course you are going to have a formal opening of your Holiday Store; you plan to make it a crowd-bringing event. The doll party idea is a good one for this event and it is sure to catch the little girls and some of the older ones, too. Announce that in the afternoon between the hours of 2 and 5 there is to be a doll party at the store, and that all the little girls who visit the store with their dolls will be given a souvenir. This souvenir can be an item of doll furnishings; a large supply of which is now to be found on the market.

This idea would bring the mothers to the store with the children, and aside from the fact that it had been resultful in bringing an extra crowd of women, it should do the store considerable good from an advertising standpoint.

Various little parties of this nature could be planned for each week. Of course they would have to be held on Saturday in order to make it possible for the school children to attend.

It is an easy matter to interest the girls, but at the same time the boys are not to be forgotten—their influence is just as valuable, for the boy shares almost equally in the receiving of gifts.

A firm out in Iowa issued a card to each boy who visited the store on a certain Saturday. These cards entitled the boys to a large kite after they registered a total amount of purchase equaling ten dollars or more. Skates, sleds or other boy delights will do as well as a kite. Various amounts to the total of ten dollars were printed in the margin of these cards and these amounts were punched out as the purchases were made. When the entire amount was punched out the prize was given the boy. The card could be used by as many of the boy's friends as he desired. The plan was a good one and results were plainly evident.

Prizes For Best Essays.

Another firm interested the boys by offering a prize to the one writing the best description of what he saw on his first visit to their toy section. The article was limited to 300 words and it was understood that all articles must be handed in by a certain date. The three winning articles were published in the firm's advertising, and a great number of the articles were posted in the windows. It is needless to say that the plan attracted a great amount of very favorable comment.

The possibility of securing some very valuable advertising through the immense favor now being shown all sorts of aerial toys suggests itself. The manufacturers of toys have produced almost an unlimited number of ideas in this connection and they will perhaps be a feature of your showing. A large aeroplane can easily be constructed after the fashion of some of these toys and used as a window attraction.

The North Pole plan and the inclination of children to write to Santa Claus also has its possibilities. It can be announced that Santa Claus has sent via the returned Cook and Peary North Pole Expeditions a number of his Christmas postoffices, so that the little children can send their gift wants to him quickly. He has also sent us a great lot of postal cards with places for the gifts you would like, to mail in this Igloo post-office. Call at the toy counter and get one of these cards and mail it so that Santa will have it in plenty of time to fulfill your wishes.

Do Things on Time and in Time.

To be forever working overtime at your job, to be burning midnight oil to get things done, to be fretting and fuming through lunch hours, and before and after hours is no credit to the person who has to do it, to get work out and satisfy his employer.

To accomplish results in this world, in anything, the thing that counts is to be in the condition that it is possible to do the greatest amount of work in the least time with the most effectiveness.

This is a physical as well as a mental condition and the person who finds himself obliged to work nights and Sundays at anything ought to get into a new job or else get into the kind of condition that will enable him to do it within hours.

To do things, to have things done when they ought to be done is a very important bit of training in the

lives of any of us. We all need promptness, punctuality and precision in our work, and to make things move with regularity is great practice in effectiveness. Work without effectiveness is useless consumption of energy that brings nothing to anyone.

This doesn't mean that anything should be gone over in a slipshod manner, either. The man or woman who sets about anything to get it done when it ought to be done is not going to do it in a slipshod manner, either, but the practice that we make for rapidity will make for sureness and will insure satisfactory results not only to the doer but to everyone interested.

This is important in any work on the face of this earth. The determination to get our work done in time and on time.—John L. Hunter.

"Why do you Bostonians eat baked beans?" we asked of the native. "Because," he explained, "we find they are more digestible than the raw product."

"It is better to know us and not need us than to need us and not know us."

Let's Get Acquainted

Our methods are sure to benefit you. Personally conducted Reduction or Closing Out Sales. Stocks arranged. Expert advertising. For information and references write

The Western Sales Co.

99 Randolph St., Room 10 Chicago, Ill.

Reynolds Asphalt Gibraltar Roof Specification

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

Our Specification Roof will not sag the joists or injure the building as is often the case with an old tar and gravel roof.

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

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

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

We can apply the roof at a cost not exceeding the best Tar and Gravel, and the length of time for a tar roof guarantee is only Five Years. The very poor quality of Coal Tar Pitch which is offered nowadays will not insure a Pitch roof to last more than five years.

Our GIBRALTAR SPECIFICATION can be laid on a roof as steep as one-quarter pitch, which can not be done with a tar roof without running off.

WRITE US FOR FULL PARTICULARS, PRICES, ETC.
AN INTERESTING PROPOSITION FOR DEALERS.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.

PACKAGE GOODS BY WEIGHT

May Increase Cost But Not Quality Or Quantity.

A very timely and interesting argument on the question of bulk or package goods has been furnished by one of the prominent merchants interested in that branch of the industry. His argument, which follows, deserves careful reading:

"There should be no regret that the whole weight question, bulk and package, is up for general discussion. Except the package feature, the question is as old as the hills, and if legislation can solve it every business man will hail with delight the easy panacea. The trade will welcome the discussion, for it should result in a better understanding all around. There is only one thing to guard against—legislation before understanding. The whole question is far from simple and is one for study and investigation matter how dazzling the phrases—rather than sweeping generalities, not played.

"Unfortunately the pure food and weight officials present the question as one of business honesty solely, demanding that everything be sold by weight, that a pair of scales be installed at every point, even illustrating and advising the purchase of 'kitchen outfits' of scales. All this, of course, must be highly acceptable to the scale manufacturer, but does this advice proceed from careful and intelligent investigation? Merchants know the difficulty of obtaining and maintaining correct scales, even of the highest and most expensive type, and moreover the officials themselves have now demonstrated the almost universal inaccuracies of scales. The heap of inaccurate, false and cheating scales and weights piled in the streets and illustrated in the Sunday supplement can be duplicated a hundred times, and probably so long as there are scales and weights. We do not mean, and neither do the officials claim, that accurate scales cannot be obtained, but it is our experience that they are as difficult to get and keep in order as a clock, or watch, which will keep 'correct time' against a criminal offense of 'false time.' Look at thirty or forty thermometers for sale in a drug store and you will be surprised to see, like watches and clocks, almost as many different readings as there are thermometers, often a variance of ten degrees. Uniformity invariably comes as the price increases. It is the same way with scales. Rather rash for public officials to recommend cheap household scales as a check against the expensive scales of stores and factories, or as the basis of a charge of fraud.

"No one can or will defend short or false weight, for it is the lowest and probably the oldest form of criminal fraud. But there is no necessity of legislation burning the house in order to roast the pig. Just here is where there is a need of understanding before legislation. The question must be divided into at least two general subjects—bulk and package. Bulk merchandising is done exclusively by

weight, on a variable price, while package merchandising follows different plans, depending upon the character of the commodity, but in a large part is done on a definite advertised price, usually governed by our fractional currency system. So long as food products are sold in bulk the scale will be an important factor, and legislation which will help the trade in getting and maintaining more accurate scales and establishing a uniform system of weights and measures will be a vast help, for it is useless to deny that all of these thousands of scales and tons of condemned and confiscated weights were employed in bulk merchandising. This bulk discussion is really the vital question involved, covering not only common honesty and accurate scales and weights, but the uniformity of our system, if not in fact, the complete abandonment of our confusing terms and values and the adoption of the metric system.

"The package system stands on entirely different ground. The package system is of recent development and is now generally approved by the public as a guarantee against the bulk methods of merchandising. It won public favor first on sanitary grounds, then by reason of superior quality, and gradually as a protection against the variable scale and fluctuating retail price. Depending upon the character of their product, manufacturers and packers have established their package business on different plans, just as different as the paper, tin and glass containers they employ. Many granular commodities, such as tea, coffee, sugar and baking powder, in which it is possible to weigh automatically, and therefore inexpensively, merely the last few additions to the container, have been sold on a weight basis and so branded; dried and pressed fruit, where there is unavoidable evaporation, and shrinkage, have been organized on a price basis, for manifestly the packing weight would not remain correct very long; fish, cheese and condiments have followed foreign forms, shapes and sizes for competitive reasons, cereal preparations have followed generally the advertised retail price plan, for with many cereal products lightness is an index of superior quality, and a weight competition would result in inferior quality—the bad driving out the good.

"The bulk and package system exist side by side, and the consumer takes his choice. But the package movement seeking a sanitary and quality basis, has developed and is growing every year, some products continuing on a bulk basis in package form, some compelled to avoid stating a weight, and others necessarily attaining quality only when weight considerations are eliminated.

"The proposal to change the national pure food law and the laws of the forty States now in harmony with it, and put all package products, foreign and domestic, on a weight or bulk basis, is a look backward, both from the pure food point of view, which should aim to secure quality

and cleanliness above all else, and from the point of view of weight officials who should be loath to advocate any change which must result in increased cost without securing increased quantity or quality."

Approaching Holidays.

Dealers can't make their preparations too early. The sooner they are ready to take advantage of the opportunities for increased trade during the holidays, the more likely they will be to get trade. The situation never changes in this respect. The same principles apply this year that applied last. The same dealer can increase his business in the same way, using new goods to attract attention.

There is the question of display, the interior arrangement which can be profitably shaken up at this time, and other features which will enter into a matter of this sort. Enterprising dealers will take advantage of these opportunities and make the most of them. He who does this will gain in customers and custom.

Neglect to seize these opportunities and the difficulties which sometimes arise in a proper arrangement of goods, are sometimes responsible for the failure that occasional dealers make at this time. And both are inexcusable. No man should permit neglect to affect his business. A host of unfavorable symptoms may be included in that now, and probably not one is necessary. Neglect covers them all. And in it lies oftentimes the reason for a lack of animation in trade.

Difficulties are in every business, and the retail grocery is not immune. But a dealer who permits difficulties to block his progress is making a mistake from which he cannot recover. It is often hard to carry on one's business as one would like to do, but even when difficulties surround one, there is no real reason for giving up. It is wisest to make the

best of the situation and go ahead anyhow.

Between now and the time the holiday campaign really opens, there will be opportunity to make such preparations as may be necessary. It can't all be done in a minute or a day, but it can be successfully worked out by beginning early enough and meeting every contingency as it arises. In this direction lies both progress and profits.



The Popular Flavor

MAPLEINE

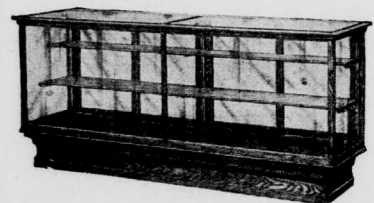
Better Than Maple

Order from your jobber or

The Louis Hilfer Co. Chicago, Ill.

THE CRESCENT MANUFACTURING CO. SEATTLE, WASH.

GET OUR PRICES ON THE



DEPARTMENT STORE SPECIAL

Complete catalogue on request

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class
Lemon and Vanilla

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

FOOTE & JENKS, Jackson, Mich.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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

The Boy Puzzle—Team Work.

"Mamma, I wish I was two little puppies, so I could play together." When little Joe said that, he revealed two of the strongest characteristics of boyhood, insatiable fondness for play and companionship. But with him play was first of all; companionship was to promote play. That was in the early stages of Joe's life. By and by it will be just the reverse. He likes children, especially boys; shrinks from being alone, likes team work from the very start. But there are about five stages in the development of his social relationship during his boyhood; then several during the remainder of his life, but we are not at this moment concerned with tracing him beyond the boundary of boyhood.

First is the indiscriminate and impersonal stage, when he scarcely asks who his companions are, requiring only that they be boys and plenty of them, the more the better. To be sure, he has his preferences, but he has not yet specialized in a decisive and final way. Their work is play, exclusively, not original, but imitative.

During that period he is apt to be carried by his strong team sentiment over into the realm of the opposite sex and fall desperately in love with some little girl. In fact, he usually does so each season or each session of school, and he thinks he can not live without her. This is about the only thing in his boyhood that he can not turn into play. Whenever he forms a special attachment for a boy the friendship is like soda pop, comes with a fizz and bang and they must make the most of it while it lasts. The two use the same slang, the same yell, the same tones of voice, the same games and, seemingly, the same personality, the same chewing gum; and, when they have a quarrel and make up, the one who was to blame usually treats. They acquire a stock of common possessions, and when their spell is over they are apt to scrap for the possession of it. This period seems provisional and temporary.

The next stage comes when he is about 10 or 12 years old, and it sometimes has the element of permanency in it. What has already been said applies partly to this more personal phase of his team work. He and his chum become chums for life, and they almost surely will if they are living in the same community when they enter the next stage.

The third period begins when he is 12 or 13. That has been identified as the gang period. Here, again, his attachments are more or less impersonal, although restricted to the gang. The social nature is unfolding in new ways and they do new things, new even to their forgetful fathers, who wonder why boys are such strange creatures, and declare they were never like them. Which, of course, is strictly not true.

At this period boys are compelled to get together, because they are at that age; it is in their bones and is

burning like fire; the social world has opened to them and they seek their social affiliations in the line of their tastes. Besides, their physical activities are such that no boy can get all the exercise he wants without the aid of other boys who assist him in organizing his energies into co-operative enterprises. He simply can not bear to be left alone. Girls are not in his class. They have no charm nor terror for him—not yet.

In this period of team work they get together by neighborhoods, as a rule, under the direction of some boy who is a natural leader and assumes all the functions of a leader without appointment and without hesitation. There is no rotation in office and when the child goes, the gang is already gone; it has reached its natural term and expires by limitation and the boys have no more use for it than for their fathers' old clothes. This team work is in original activities, original to them but not to the rest of mankind, present or past, for that is what the race has been doing all its life. It is fellowship in frolic and fun, adventures by land and water, swimming and skating and hunting and fishing, provided the fish bite fast enough; games of all kinds, with no disinclination for rough ones. They co-operate in collecting, for they all seem to have a collection mania, not that they care very much for the things they collect, but it is the collecting itself they like. We may utilize this mania and direct them into something permanently worth while, otherwise they will likely acquire an aggregation that would suit a freak show. They make all sort of social experiments in caves and old houses, and usually have a guardhouse for enemies and insubordinates. They would care very little for the military features that so attract them, in the "Boys' Brigades" and "Boy Scouts," if it were not for the crowd they can get into.

They are very inventive at this time, especially in slang and nicknames. Dickens' list of freak names must have been brought over from his boyhood. And each one contributes to the common freak fund. One reason why they want to be together is that they are so much alike and so different from other people. They have not yet learned to express their awakening selves to anybody, and they don't have to do so with each other. They know each other without effort. They are helping each other to release, without embarrassment, some latent qualities in which are the virtues of courage and loyalty and co-operations and benevolence and obedience to authority.

His social alignments must be guided, at every stage, but especially at this time, when character is being crystallized so rapidly. The gang can never be saved from injury to themselves, unless it is frankly recognized and approved and tactfully directed. Jacob Riis says, when his wise wife saw that their boys were in a gang, she joined it herself and controlled it, although they never suspected she was doing it.

The fourth stage of his team work is that later chum period, when the gang breaks up and they come out of it, as the animals came out of the ark, two by two. He ties up with some special boy and likes him better than any other boy that ever lived, and they are apt to be friends all the rest of their lives. He will like play, but it is different now. This is the pairing age. He and his chums will have many things to talk about, but the two paramount topics will be their future careers and their "girls," as they always call them.

The fifth stage of his boyhood team work is when he has a great inclination to form an intimate attachment with some fairy creature whom he considers the most angelic being on earth. His sentiments about girls have changed. Something new has waked up in his soul. He can talk with his chum about it, but with no one else. They are just alike on that subject and know how to be confidential. A great day has dawned upon him. Imagination is at new tasks. The rational and deliberative faculties are in the field. Sentiment hangs haloes over the outlying future. Each stage of his friendship has added something to him and now this one seems to put some finishing touches to his rapidly crystallizing character. His team work has been a success. He is ready for a new life.

J. S. Kirtley.

Don't Be a Joke.

We have, from time to time, had considerable to say on the subject of retailers advertising in their local papers. We have always advocated it and we believe it is a part of good business. We think, however, that it should be done seriously and not freakishly. We do not mean that it should not be bright and attractive, but what we do mean is that it should not be in such form as to be taken as a joke or such as to hold the writer up to ridicule, or to render him a popular joke. The moment a person begins to be taken as a joke he ceases to be taken seriously, and when he should be taken seriously he is received with a smile.

In business a man should be up-to-date and up with the times, as bright as Nature will permit him, but always serious. Bright, well written advertisements will cause the readers of a paper to turn regularly to them each week, simply because they are bright and sparkling, and perhaps really witty. Every person of ordinary intelligence enjoys this sort of thing, and such work accomplishes the main object of calling attention to the goods which it is intended to advertise, but an advertisement that is freakish, which provokes not real mirth but ridicule, attracts the reader for a very different reason. The result is not to the credit of the advertiser, and it fails in the object of drawing attention to the goods.—New England Grocer.

It is all right to make your orders short and to the point, but it is better to put enough detail into them to enable the clerk to carry them out intelligently.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotype Co.

H. L. Adzitt, Manager

Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
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

RIGHT FOR RIGHT'S SAKE.**Honesty is the Only Way to Win Permanent Success.**

Written for the Tradesman.

Character and the ability to manage one's own business are worth more to any retailer than all the money he may hope to make.

Capital backed up with honest ideas will win a place in the business world where success will shine without polish.

Too many of us fail to see our mistakes until it is too late. We are made to believe that we can deceive our customers and we fall into a trap on account of such suggestions and some of us who have watched for results know that it is best to be strictly honest in all our dealings.

We should not allow ourselves to believe that what we do and say is a secret confided in our own minds.

We should not want to be honest for reasons other than that we wish others to be honest with us.

If we are careful each and every day about what kind of ideas come to our minds and if we will refuse to act on anything but what we know is truth we will soon begin to attract nothing but truthful thoughts and they will bring success for us.

The sooner we learn that right makes right and wrong makes wrong the sooner we will begin to travel the ladder of success.

It is much better to lose a sale by telling the truth than it is to misrepresent an article, for our customers will soon learn that we have misled them and they will lose respect for us.

We may be made to believe that there are thousands of men in this world who have made success by being dishonest and we may think that there is no power on earth to stop them, but these ideas will fade away if we will take time and reason.

All things real are so by the virtue they contain. All real things live and enjoy life. When we get things right there is power behind them.

Let us respect our customers' good judgment, respect our goods, respect our business, respect ourselves and respect all good ideas that come to our minds.

We are all working for profits. We want success. We want business that we can feel proud of. We want people to think well of us. We like to hear others speak well of our character and of our ability to take care of our business. We regret it when a customer comes in and tells us that he has not received full value for his money. We may try to cover up this feeling but it is in our hearts just the same.

We must be ourselves. We must obey the law of truth. We must be noble and not hurt ourselves by hypocritical thoughts and actions.

Liberty and power lies in the thought of truth. The law of consciousness abides within the mind of each of us and it has the power to make us successful if we will obey its command.

We are sorry to say that we are

living in an age where there is too much lying hospitality and lying affection. These are the causes of much trouble in the business world. We fall and do not seem to realize just why we stumbled. "If we live truly, we shall see truly."

We cannot be happy, wise and successful if we fail to live up to the highest truths known to our inner selves. Our imagination deceives us, our lives seem to be failures, we have not received all the goods the invoice calls for.

Let each of us ask ourselves why it is that we do not have our hopes and ideals fulfilled? Maybe it's because we are not true to our own judgment. The center of all things is found by the law of truth. Character, ability, reality and genuine actions come spontaneously when nothing but truth is entertained.

Greatness appeals to all things justified. The force of character will accumulate dollars faster than hard labor.

Character is the result of perfect perception, perfect insight, perfect reason. Perfect wisdom cannot be attained if there is no truth running through our minds.

To our imperfect vision absolute knowledge is not attainable. If we would know more we must unfold more, develop more and become more nearly perfect. We must seek the truth for its own sake. Truth can not live where there is imperfect environments.

Every retail merchant ought to study the laws of suggestion and attraction. Human energy is governed by suggestion. The power of the human mind is attracted according to its ability. Thoughts come and go according to the energy we put behind them. The world is woefully ignorant on this vital question, we know too little about the results of our thinking.

"Nothing can work me damage except myself; the harm that I sustain I carry about with me, and never am a real sufferer but by my own fault."—Emerson.

Let us study the law of suggestion. Let us watch how often we are made to do things that are not right, for no other reason than that it is suggested to us to do so because there is profit in dollars and cents to be derived from our actions.

If we are to go through life without any other thought on our mind but that of making money, it is not worth living.

Money is losing its value very fast. Character and ability are winning a place in the business world that will bring success to every man who will spend most of his time living a true life.

We are all working for the choicest gifts that Nature holds for us and just as soon as we make up our minds to follow the Truth as we see and know it just that soon we are filled to overflowing with thoughts that will show us the way through life successfully.

When the light of truth shines in our hearts, our burdens will drop and ease will take the place of failure,

and in an easy way the ruling power of the mind will bring success.

There are no impossibilities for the ruling power of the mind. Thousands of things are better made to-day that our fathers would have claimed impossible in their time, but truth shows us that there are no limits to man's achievements.

Emerson said, "Deal so plainly with man and woman as to constrain the utmost sincerity and destroy all hopes of trifling with you."

Edward Miller, Jr.

Help One Another.

Written for the Tradesman.

"The shortest cut to Heaven is lifting some one out of Hell." These few words which appeared in your last issue of the Tradesman are more valuable than many of us can comprehend. We are spending thousands of dollars every week preparing ourselves for the eternal home, the Kingdom of God or the blessed paradise where everlasting peace, joy and happiness will be the bread of life for eternity.

Still no man can lift another out of Hell until he gets out himself. I wish I could get far enough out of the wilderness to be able to say to my brothers and sisters 'come up here.'

Where is Heaven? Christ said, "The Kingdom of God is within you." If the Kingdom of God is within me I am in duty bound to make a beautiful, magnificent, grand and sublime and before I can reach this state of adornment, embellishment and re-

finement, I must do something spiritually, divinely, unearthly and justly towards humanity. Complete justice, absolute equity is needed to prepare one for the Kingdom of God.

Among the human family there are ninety and nine lost sheep and the last one must be safely within the fold before there will be very much rest, let's try to hunt for the missing link that will bind us all in one and the same family.

Get out your earthly institutions and be a true disciple of Jesus and help hunt the lost (the weak). Be Christ-like instead of being a Christian. Being a Christian and being Christ-like are two very different things. Let us all be Christian ministers, that is ministers who can and will preach, "The Kingdom of God within."—I Am That I Am.

"What was the cause of the quarrel with your husband?" "I want you to understand, Judge, that when we want to fight we don't have to have a cause."

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

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

Do Pictures Always Tell the True Story?

Written for the Tradesman.

In Bulletin No. 165, issued by the Minnesota Retail Dealers' Association, there appears a timely article under the above caption.

Along with the text of the article there appears a series of pictures showing how certain big catalogue houses contrive to deceive the unwary through pictures that are not true to truth.

The first illustration in the bulletin shows a massive dining table in quartered oak. Judging from the cut, one would naturally suppose that the pedestal must be about fourteen or fifteen inches in diameter; while the style, stock and finish leave little to be desired. A table corresponding to that cut would be handsome enough for most any ordinary home. And the price is only \$9.75! But the next cut shows the extent to which this catalogue house has exaggerated in point of size. Over the original cut of the quartered oak table there is a black silhouette of the actual table, in which it appears that the top is much less extensive, and the pedestal far less massive, than in the make-believe picture. To the right appears a cut made from a photograph of the actual table by the Association's photographer. This cut reveals a very modest and unpretentious little plain oak table, which one can buy from any dealer for about ten dollars.

They do the same thing with cuts of china cabinets, dressers, brass and iron beds and bookcases. In deadly parallel the catalogue illustration and a bona fide cut of the actual commodities appear, and the Association's contention is made good. The proof is overwhelming—pictures do not always tell the true story.

Function of the Illustration.

The value of a handsome and apt illustration is well known to every student of advertising. Pictures speak immediately to the mind through the eye. They have an interest for the illiterate as well as the learned, and they interest children and grown-ups alike. No matter whether the object illustrated be large or small, simple or complex, inexpensive or costly, a single glance at the cut will tell more than a whole column of descriptive matter.

That is the reason the best representatives of modern advertising illustrate their advertisements with pictures of the merchandise which they are selling. The illustrative feature or features are considered to be of prime importance, and about them the writer builds the structure of his story.

Now the method of securing zinc and copper etchings, half tones and line cuts of any commodity to be featured is of such a character that the illustration will look like the original. In making a zinc or copper etching of any article, say a rocking chair, the chair is first photographed and then etched on copper or zinc by exposing the sensitized plate to the photograph at a certain distance. You can reduce or enlarge the size of

your photograph ad libitum, but the exact proportions of the original are maintained in all copies, both large and small, made by this process. And a pen drawing from an original photograph will be true to the original, provided there is no intent to deceive.

But suppose the illustrator wants to make the picture appear better than the original—well, in that event, there are methods of fake illustration that need not be entered into at length. Deception can be practiced in regard to such features as size, proportions, finish, ornamentation, material, etc. Plain oak can be converted, by illustrator's witchery into quartered oak, and the illustration can make the object appear from one-eighth to one-half larger than it actually is. And some people have an idea that pictures (like figures) won't lie. Unfortunately, however, they sometimes do.

Scarcely less palpably fraudulent are some of the methods employed by promoters of sundry enterprises. The consummate skill of the advertising man is supplemented by the efforts of the illustrator and the printer; and the result is a prospectus designed to deceive the very elect. It pictures gold pieces, bright silver dollars and bills of large amounts pouring out of a colossal sack into one's hands, or at one's feet. And then the text goes on to show you how simple and easy it is to get rich by virtue of a little investment at this time—and in this particular enterprise. It may be copper, lead, zinc, gold, coal, iron, gas, oil, lumber or potter's clay, it may exploit lots of growing suburbs or truck farms in sections that are bound to develop. But whatever it is, it is made to look exceedingly good to the uninitiated. And that's the rub—it is made to look better than it actually is in nine hundred and ninety-nine and a half times out of a thousand. There is misrepresentation, over-statement and optimism gone to seed.

Historic Development of Advertising.

Everybody who has gone into the history of modern advertising knows that advertising has had to struggle upwards against popular prejudice. Employed on a large scale originally by two classes, namely, manufacturers of proprietary or patent medicines, and circus men, advertising gradually came to be used on a large scale in the exploitation of manufactured products. Because the patent medicine people were seldom handicapped by the canons of veracity, and because the circus promoters took superlatives just as the duck takes to water, people were not at first disposed to take commercial advertising seriously. They had been stung so often by advertisers they came to look with more or less suspicion on users of printers' ink. Therefore advertising had hard work gaining prestige.

Now we all admire enterprise and smartness. And the clever advertising man is a valuable asset in the commercial world. But exaggeration

is not smartness, and the man who practices deception is not clever. It is far better to keep within the limits of the truth, then we won't have any disappointed customers who complain that our wares are not as good as we say they are; and our example will help to weaken public faith in advertising.

There are times when over-statement in advertising seems to be more prevalent than usual. In the price-cutting times, when clearance sales are on and when every merchant in the community seems to be out after trade with blood in his eyes, we are apt to see the garment of truth stretched to its utmost tension, if not rent in spots. Each man is proclaiming superior buying facilities (and this obviously can not be true in each case, if in any); one merchant has made a coup by catching some Eastern manufacturer in hard lines, thus securing a choice line of goods at sacrificed prices (and that is calculated to provoke sympathy for the Eastern manufacturer); or for some other reason the dealer in question is able to offer goods at prices that his competitors can not duplicate. If

everything that is often said in advertisements of that sort were true (which is not apt to be the case), it would still be poor advertising. Better stick to a description of the goods and fight clear of the impression that you are letting the public have them at such extremely low prices.

There ought to be some sort of censorship to look after our advertising and see that it does not slop over. Perhaps we shall have such a censorship some day; but pending that time each merchant can see to it that his own advertising does not offend.

Eli Elkins.

A cordial manner with customers will sell more goods than a strictly business attitude. Mix a little humanity in with your business.

The best scenery is the faces of our friends.





We Manufacture Public Seating Exclusively



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

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

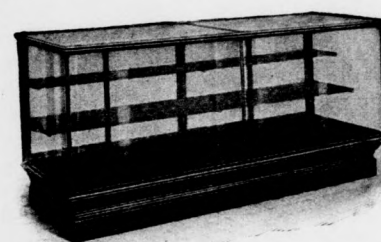
Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.  CHICAGO, ILL.

GRAND RAPIDS NEW YORK BOSTON PHILADELPHIA



Grand Rapids Show Case Company's

Show Cases and Store Fixtures represent the biggest values for the least expenditure.

We manufacture, from the raw material, the various components of our cases, giving you a better product at lower cost.

The factories are equipped with the latest labor-saving, cost-reducing machinery, operated by expert workmen. Our case-makers do not know how to produce inferior work. Their reputation is world-wide. Each piece of our cases is constructed as carefully as the most exquisite furniture.

Our store designing department is far in advance of any manufacturers or designers of store equipment in the United States.

Consult with us, let us plan and equip your store complete. In this we make a specialty. Write for a copy of our illustrated catalog. It's free.

GRAND RAPIDS SHOW CASE CO.

Coldbrook and Ottawa Sts.

Grand Rapids, Michigan

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

The Largest Manufacturers of Store Fixtures in the World



USEFULNESS NOT PASSED.

Old Methods as Compared With New Ways of Draping Goods.

Some years ago the window dresser was accustomed to going into his window accompanied by a ten-foot ladder, a box of carpenter's tools, a lot of lumber and other odds and ends of mechanical and electrical equipment, when he was about to put in a display of dress goods, silks or upholstery materials. To-day this has all been changed, especially in stores of the better class.

This change has come about through most of the decorators adopting simple methods instead of complicated ones. Instead of involved and fantastic arrangements, the modern decorator seeks a simple and natural way of showing yard goods in a manner suggestive of the way in which it is to be worn. And progressive window dressers have not been slow to recognize the selling value of these simple displays, which not only save time and labor but prevent damage to the merchandise.

It was the custom, not many years ago, to build displays clear up to the top of the window, the principle being to use every available inch of space for the showing of merchandise. Years ago I became convinced that this high method of display was wrong. Now, I never put in a display that is more than six feet high. Careful observation has convinced me that goods can not be shown satisfactorily when they are placed much above the normal line of vision. People are quite willing to crane and twist their necks to get a view of a balloon or an aeroplane, but they will not take the same trouble to look at merchandise that is suspended high up in the air. Of course there are rare exceptions when merchandise of some kinds may be shown somewhat higher than the six-foot mark. In interior displays this rule regarding the matter of height does not apply for obvious reasons.

The fact that window displays are intended to serve as a mirror of what is on sale inside the store must not be lost sight of by the decorator—they should always serve that special purpose. It will be profitable for beginners in the window dressing craft to keep before them the following points regarding display:

1. The proper handling of merchandise.
2. The proper way to display the same.
3. To practice first the simple drapes and arrangements.
4. To use simple and appropriate

backgrounds and other physical surroundings.

I will explain in brief the above four points, drawing the information from personal experience, which covers more than twenty-six years spent in the best stores of Europe and America. The decorator who studies his work seriously and who constantly strives to make his displays produce more business for his store may be compared to the advertising manager. Indeed, the two callings, window dressing and advertising, are so closely allied in the modern retail store that it is impossible to separate them. Although their methods and mediums are entirely different, the advertiser and decorator are both working to exactly the same end, namely, to make more money for the store through increased sales. And it is not the fanciest or most elaborate advertisement or window display that makes the most business.

An advertising man might get up a beautifully worded and handsomely illustrated advertisement that would be a literary and artistic model of perfection but which would be a rank failure so far as selling value is concerned. The same is true of the window dresser—he may build a beautiful display that will not sell goods. And this is not an infrequent failing in beginners at window dressing. They study to satisfy their own artistic ideals and entirely miss the commercial purpose of their work. It should ever be borne in mind that the prime purpose of every display is to sell goods, and no idea of "art" or design should swerve the window dresser from this purpose. The true test of a display is not the amount of admiration it creates but the amount of merchandise sold. Since this is undeniably true, it follows that the successful decorator must study his merchandise and master its characteristics in order to be able to present it to the best advantage. This brings us down to the proper handling of merchandise.

In dress goods I will consider principally the many materials that are classified in a general way as "dress goods." Under this head comes an endless variety of materials, ranging from rough, heavy suitings to the flimsiest gauzes. In a general article of this character it is impossible to go into detail as to just how each material should be shown, but it may be said that nearly every one of them requires a different handling to bring out its characteristics to the best advantage. One must be shown with large surfaces, another with many folds, still another fluffily, and so on. In most cases the general arrange-

ment of the material should be suggestive of the manner in which it would be made up into a suit or gown.

Under the head of "Handling Materials" there is one matter that must be mentioned, and that is the necessity of manipulating the goods in such a way that they will suffer no damage. No matter how attractive a showing may be made, if the goods have been rendered unsalable, there is little profit to the house. Some materials can not be folded tightly without injuring them; others are so delicate that the slightest strain will damage them. Unnecessary folding, the use of too many pins, combined with thoughtless handling, may mean a serious loss to the store. Again, a beginner should not experiment with the finer materials or attempt drapes with which he is unfamiliar. If there is any preliminary practicing to be done, do it with cheap goods in the workroom.

It is now considered proper when dress goods or any kind of yard goods for wearing apparel are to be shown, to arrange them in a somewhat similar manner to that in which they would appear when made up. In these arrangements, however, there should always be a leaning toward simplicity and an avoidance of unnecessary details. Do not make any unnecessary festoons and twists, as these only detract from the effectiveness of the display.

Draping is really a very simple matter when one has once been shown the details, but I have some-

times found obstinate young men with a "know-it-all" spirit, who refuse to learn from others. They insist upon doing things in their own way (which is frequently the wrong way)

Sales Books SPECIAL OFFER FOR \$4.00

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

There is no risk or speculation in handling



Registered,
U.S. Pat. Off.

**Baker's
Cocoa**
and

Chocolate

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

52 Highest Awards in
Europe and America

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



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA
AND
PREMIUM CHOCOLATE for BAKING

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



Putnam's Menthol Cough Drops

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

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

**One Full Size Carton
Free**

when returned to us or your jobber properly endorsed

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

and the result is failure and damaged goods. In this connection it may be said that one of the big problems in window dressing today is the difficulty in securing careful, thoughtful helpers who are willing to listen to and be guided by the instructions of their chief. Too many of them are either careless or want to do things in their own way.

I believe in training my boys and in giving them good, careful instruction. When I find a helper who is willing and has a taste for the work, it is remarkable how fast he can be pushed along toward competence, providing he will profit by admonition and is willing to accept reproof as well as praise in the right spirit. Window dressing as it is practiced to-day by the best stores is not a difficult art to master providing one has some natural talent and has the opportunity of working under a competent instructor. Take, for instance, a salesman who aspires to enlarge his sphere of usefulness and, incidentally, his earning capacity—with his knowledge of merchandise, providing he is willing to work and has the right kind of help, he can become a competent decorator in a comparatively short time. This is also true even of youngsters who have a natural knack for the work. They will pick up the work quickly under the guidance of a strict trainer and in a few years, when they want to make a change, there will be plenty of good positions awaiting them. Once started right, advance is sure to follow.

But to return to the subject of drapes, it is naturally easier for the beginner to take up what we call the simpler drapes than to attempt those that are complicated. When the simple ones have been mastered, it will be an easy matter to gradually work up to the more difficult ones that you see the experienced decorators using. There is one thing that the beginner should remember and that is, it is far better to be a good copyist than a poor originator. It is not a good plan for a beginner to pick up a fashion book and attempt to make drapes in imitation of the dresses shown. An experienced decorator can do this because his judgment tells him which of the patterns are practicable and which are impossible. The beginner, however, lacks the special knowledge that makes this kind of work practicable, and not only will the goods suffer, but the finished drape is pretty sure to be a failure. Try the very simplest drapes first and stick to them until you are familiar with the handling of the goods. Learn to pleat neatly and to run down the folds accurately and quickly. Copy what others have done and originality will come in time.

Now a word or two about accessories. The proper choice of accessories is highly important in any dress goods windows. For example, when making a display of dress goods, silks or laces, do not put in the window all sorts of bric-a-brac for trimmings. Use the trimmings and accessories that are appropriate in color and design to the fabrics shown. This applies not only to the trimmings but to millinery, gloves, parasols, bags,

or anything else that is put in the window. Be very careful of the color harmony. It is against all taste and reason to show heavy, dark dress goods for street wear with trimmings that would be suitable for an evening gown. It may seem unnecessary to express these suggestions, yet every day we see windows in which errors of this sort are made owing to the wrong training of the decorator. So the beginner must be alert, of an enquiring mind; he must ask questions and use good judgment. It is much easier to learn all of these things in the beginning than to have the mistakes pointed out later. A little study at the start will teach one how to combine goods and to select and harmonize colors. Learn from others rather than imbibe wrong impressions of self-conceived ideas that are usually wrong.

With regard to the background, it may be said that this should be chosen according to the goods that are to be displayed. If there is plenty of daylight and the goods are of light or medium shades, the background may be a dark or neutral shade. If the goods are dark and the window is shaded the background should be lighter. But it should always be remembered that the background is only intended to make the goods stand out with more prominence. It should not be of a character to detract attention from the merchandise.

I have intended to extend a word of encouragement and some wholesome advice to those who may have had the impression that in order to become a window dresser it is necessary to possess great genius and spend many long years in learning the business. That is not the case. If you are ambitious and willing to work; if you will study and observe the work of others, putting their pre-

cepts into practice; you can win your way as a window dresser.

Window dressing is one of the best paying professions in the commercial world, and the demand for good men is great. It is not a craft that has passed its day of usefulness, but, on the contrary, every year will see an increased demand for practical men who understand modern methods. If you go into it, go into it right; study work and make up your mind that you are going to the top—you can do it if you will.

Back To the Soil.

"More men are talking farm than at any time during my memory. Back to the land seems to be the cry on all sides," remarked A. S. Daley, of Pittsburg, to the Detroit Free Press. "Whenever two or three traveling men get together and talk for an hour or so before going to bed one of them is certain to say, 'Gee, I'd like to own a farm.'"

"I have felt that way myself and said so many times, although I do not know what I should do on a farm, never having lived on one. After a man has been on the road for twenty years, sleeping between cities and putting up with all sorts of accommodations, he wants something else, and the farm seems to be the thing.

"I know of a number of men who have left the road to settle down on farms, but I can not say how they have come out, whether the book balances. However, it strikes me if a man can make a living on a farm he is doing pretty well, for he is living a life of health and he is his own boss, which is something."

Better to say too little to a customer than to over-urge him and disgust him with your methods and your store.

Boss—I don't want a man who watches the clock. Clerk—I know it is apt to be slow; I always look at my watch.

Hart Brand Canned Goods

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

Michigan People Want Michigan Products

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

Sawyer's 50 Years the People's Choice.
CRYSTAL
See that Top **Blue.**



For the Laundry.
DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

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

IF A CUSTOMER asks for HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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



JAPAN DICTATING FASHIONS.

Cherry Blossom Land Originated the Hobble Skirts.

An interview a few days ago with the richest, and at the same time one of the most progressive women in Japan, the Baroness Mitsui, has caused widespread comment, and because of its very apparent truthfulness has been the cause of much discomfort and chagrin to certain Parisian modistes famous for their "originality."

The interview took place at Yokohama. Baroness Mitsui first boldly announced that the hobble skirt, which just now is at the height of its popularity, is borrowed from designs that have been made by Japanese dressmakers for years, and then went farther with the declaration that for the past ten years each important change in women's fashions may be traced directly to the same source.

"Your American styles are all borrowed ones," said the baroness. "They have been originated by the skillful needle women of Japan."

"It is quite true that we Japanese have much to learn from Americans and Europeans, but there is one thing that we can teach your women anyway and that is how to dress. Not a season passes that added proof is not furnished this statement. The world is as much dependent on Japan for its fashions as Paris. French dressmakers noted for their originality would starve to death were it not for the ideas sent them from the Land of the Mikado. A striking example of the proof of this is the birth of the hobble skirt. Why, the hobble skirt is half a century old in Japan. We women have worn dresses wrapped tightly at the knees for years, yet almost a duplication of our costume is handed to the world as new."

Naturally, in thinking over the charge of the talented Japanese noblewoman one turns to milady's habits and her wardrobe to-day and of the past few years for confirmation. And it seems that her statements are in the main correct, for besides designs in dress half a score of fads dear to the fashionable woman are found to be directly traceable to the flowery kingdom.

Any day from the life of one of our society women will give ample proof that the people of Japan have helped to make her what she is. Milady rises at 9 a. m. and slips into her silk kimono, a direct importation.

The wide loose sleeves fall back gracefully from her hands so she may be free to pour her chocolate and nibble her toast. The Japanese woman

long ago realized the comfort of having in her wrists untrammelled by cuffs and bands, and she wears the kimono sleeves almost entirely. The very patterns of silks used in making these comfortable and attractive kimonos are identified with the materials used in the Far East.

About 10:30 her apparel is changed to a skirt and mandarin jacket and she is ready to have her nails manicured.

There is perhaps no one article of dress that is so convenient and serviceable as this mandarin jacket. More "dressed up" than the kimono, one is still able to lounge comfortably and be at the same time suitably dressed to see one's dearest friends and attend to all the details of the toilet with ease and quickness.

The manicuring of the nails in Japan is as old as the nation itself, and the world is indebted to that country for the various processes followed and appliances used. The orange-wood sticks indispensable to the proper care of the cuticle in keeping the nails almond shape and showing the crescents at the base are copies from the Japanese woods used similarly. Long before the rest of the world was using red-tinted paste followed with a gloss-giving powder, the "ladies" of Japan were showing their perfectly shaped nails, tinted to a rose pink and then polished to a high finish.

Various fashionable perfumes and sachets are duplications of Japan's native flowers, and very many cosmetics used by the social set to remove wrinkles and beautify the skin and face have been sent to us from over the seas.

Before the present fad for false hair puffs and curls the style of hair-dressing was very similar to the Japanese arrangement; piled high at any becoming angle, one could add tiny fans, butterflies and other fancy pins, adjusting them all to suit the face.

After milady's toilet is quite completed, with all the aids of her little dark sisters, she sits down to her embroidery for an hour or so, and here again Japan must be thanked. Her patterns and silks are very often direct from them, and the way of using all the materials to insure a perfectly blended artistic result has been learned from the Eastern needlewomen.

In the afternoon, when the woman of fashion goes shopping, she carries a handbag very similar to the one carried by the women of Japan.

Her dress may be of the popular

pongee, and her coat at least is made in the so-called "new" hobble style. When she goes to the theater or opera her exquisite little opera bag is another gift from Japan.

Even at the end of the day filled with so many and varied helps from this island empire milady goes to sleep, warm and happy with her fancy Japanese silk quilt tucked well around her.

It is not salesmanship to sell to the customer who came to buy, but to sell to the customer who came to look is an accomplishment.

Some of us are not what we might represent.

Don't return kindness—just pass it along.

We are manufacturers of
Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

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

IPSWICH HOSIERY

Knowing how for nearly half a century produces Ipswich quality.

The knowledge in selecting the raw cotton; the skill in spinning the yarn and knitting the stockings, and the experience that has shown the best methods of dyeing them—all come from years of doing, that could be gotten in no other way. This has brought to Ipswich Hosiery its high standard of quality—and kept it there. It has made these stockings famous for beauty, fast color, and long wear. And because millions of pairs are knit and sold every year you pay about half the price of other stockings of equal quality.

12½c to 25c a pair
for men, women, and children

Come and ask for Ipswich Hosiery, and get real quality.

Look Over Our Line

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Table Linens SOME GOOD VALUES

64 in. Bleached all linen	37½ 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.



PERFECTION ATTAINED.

But Alas John Woke and Found It Was But a Dream.

John Sheehan, successor to Jacobs & Sheehan, on going downtown the other morning at his usual hour, was confronted at the door of his store by a transformation. Instead of the low, old-fashioned wooden posts that held the window glass there was a magnificent glass front of the most modern design. Prism lights and modern half awnings at first glance showed up the establishment in luxury and elegance. The approach to the store was a beautiful vestibule with mosaic inlaid flooring leading to the wide-open door, which did not invite him to rush in and wonder at the change, because the beautiful decorations of the show windows, the clever and artistic display of the merchandise detained him; he was lost in admiration. The stream of passers-by was constantly stopping to see the elegant displays of clothing and furnishings, which the boys seemed to have taken great pains to display just right, and the lookers were dropping in.

The salesmen were not in the back of the store, as usual at this time of day, playing checkers or sitting on the counters swapping yarns, or at the looking glasses twisting their mustaches. No, as he slowly, quite dazed, entered the store, each man was in his place behind the counter and on the floor, ready to meet appropriately the incoming customers. Lo and behold, not a man could be found rushing about searching for or begging the loan of a tape measure! Neither were the salesmen tiring the customers with questions in regard to what kind of clothes they wanted. Picture to yourself his delight at beholding "Joe" approach the insouciant dude, and after a very polite greeting, invite him to see the new things. Then, without further preamble, "Joe" pulls out a coat, just such a style and just about the cost his preternaturally clever judgment tells him the dude may like. He chose a coat so near the man's size that the latter thought it a marvelous fit for the first garment just selected by chance. That dude seemed pleased every moment he was in the store. "Joe" got his money, and his promise to speak of "our swell clothes" to all his friends.

Simultaneously Buck was entertaining old man Brown, who has to have a new suit and doesn't give a "hang" for the style. Buck's voicing of the expressions of Farmer Brown in regard to the follies of changes of style and the foolishness of men spending more than they earned, was really wonderfully clever. At the same time Buck was showing him some of the oldest numbers in the house—good materials, but of years' stock-keeping in this store. For years

many had refused these same garments because they were short, too much cut away, had old-fashioned lapels, and what-not, but Mr. Brown had his attention called to all these shortcomings and was well satisfied with his bargain—and Buck got the money.

As Sheehan continued his passage through his store the boys all seemed to him to be inspired. They appeared to compete with each other most correctly to read the character of the customer upon whom each was waiting. Each seemed to be fully bent upon pleasing that customer, and impressing upon him the desire of the store that his visit be repeated.

The young boys were busy putting up the stock displaced by the older salesmen, brushing and polishing, until they glistened and shone, the showcases and fixtures, each of which contained a clever display of new merchandise, the many items being so exhibited that they immediately claimed everyone's attention.

Then, at the office, a row of pleasant faces greeted him as they stood in line waiting their turn to settle accounts with the book-keeper.

His special stenographer had a still greater surprise in store by spreading before him a large line of advertisements which she had cut from various foreign newspapers, believing some feature of each might sufficiently apply to the store to help toward effective advertising for the day.

Just then Mrs. Sheehan said: "John, get up. It is time to go to the store."

And John exclaimed: "It was but a dream! Oh, let me dream again!"—Apparel Gazette.

Fancy Knit Goods.

The comfortable, practical, economical sweater is in greater evidence this fall than ever. For general utility and gift purposes it has fancy gew-gaws whipped to shreds. Each succeeding season shows increased sales, especially in December.

Every grade, from \$1 up, can be shown and sold in men's, women's, children's and infants' wear. In the last mentioned particularly there is a fine opportunity for extra profit by combining coats, caps and leggins to match in sets, thus making three sales in one. Prettily boxed they make a display that will draw the money out of the tightest grasp.

As in all other goods for holiday sales there is no time to lose. December 1 will be here before we realize it, when it will be too late for regrets. Lots of buyers will recall their difficulties of former years in procuring supplies in time and should profit by past experience.

Unlike many other lines, fancy knit goods that are not sold out before Christmas do not have to be slaughtered. They will bring just as much in January or February as in December. Therefore, it is better to have a few left over after Christmas than not to have enough.

The Truth About Pants.

When a tailor puts you on the measuring box, with a man guarding the door so that you can't get away, and another man making a book on the game, he reels off something like this, as he goes about you with his measuring tape: "13—2—11—16—8—4—18—11—46—Gee, you're beginning to get a front, ain't you?—16½—17—side and two hips, Jimmie—33¼—36—Can you come in to-morrow or Friday?—19—6—House or a flat, did you say?—28—Custom of the house to have a deposit on all orders—16—What was that last, Jimmie, did I say? Oh, make it 23 in the middle—What did you say your name was, mister?"

Now, nobody can make any combination of the foregoing figures which will spell anything like a decent pair of pants. But the tailor cares nothing whatever about the figures which he calls out to Jimmie, and indeed makes no reference to them in his later operations. He knows the pants won't fit, anyhow, so what's the use? If you watch him, you will discover that he usually takes up some other man's measurements when he undertakes the laying out of that particular garment on which he puts your name.

Having selected from the mass of papers on his desk a set of figures which suits him, he goes behind his counter, yawns, looks in the glass, smooths down his hair, hunts for the place where he left his cigar and at last picks up a thing which looks like a board rule with a curve in the corner like a hockey stick. If you are not watching him he will probably cut your pants by ear and will not bother to use this implement, but if you insist upon inspection he'll make pretense of scientific use of this instrument, whose real nature or purpose no human being knows or ever will know.

What the tailor is thinking of, as he begins to make chalk marks on a piece of blue paper, using this rule as a straight-edge, is the "joy ride" he is going to have with Marie in his new auto this evening. It makes no difference to him whether the chalk slips or not, nor is it important how far along this or that angle he allows the straight or curved line to run. He knows they are not going to fit, anyhow, so why should he bother about it overmuch? The only hope you can possibly have, meantime, is the one raised in your bosom when the tailor, from behind the counter, looks up and says, "Jimmie, why in the world didn't you mark the name on this gent's pants? Oh, well, never mind."

The tailor goes on, making several cute little pictures on the blue paper by aid of this curved thing, which has numbers scattered along it here and there. He draws in several isosceles triangles, converging at more or less the same point, but, not liking the looks of these, he rubs out some of the lines and tries over again. Then he forgets which ones he rubbed out. It makes no difference, anyhow. At last he stands off, critically gazes upon the pattern which he has been casting, makes a hit-or-miss crosswise dab with the chalk—which

determines, wholly by chance, how long your pant is going to be—and smiles to himself.—Emerson Hough in Everybody's.

Saved by Home, Sweet Home.

The strains of Home, Sweet Home, played by two members of the crew of the bark Pallas, fast on the rocks of the Island of Grand Cayman, south of Cuba, and wafted ashore by a gale, brought natives to the rescue of Captain Johanson and the sixteen sailors on board the craft.

This is the story told by four of the crew, who arrived at New York on the steamship Vincenzo di Giorgia, from Port Antonio.

The Pallas, on the way from Buenos Aires to Gulfport, Miss., was hit by the West Indian cyclone and driven ashore on October 13. It was a dark night and the crew were despondent, as the bark was pounding on the rocks, while great seas washed over her. To cheer up their mates, Hans Jansen and Rolf Jorgensen, one with an accordion and the other with a violin, began to play. The music was wafted ashore by the wind, and natives who heard it came out in boats and took off the Captain and his crew.

In their gratitude the sailors took ashore with them a pig and a dozen chickens, which were roasted for a barbecue, the ship's musicians playing livelier airs than they did during their danger.

The Captain and seven of his crew remained on the Island to stand by the ship.

Success is never a matter of luck. It is the measure of a man's ability to do something well.

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"Graduate" and "Viking System" Clothes
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Grand Rapids, Mich.

REFORMS IN TAXATION.

Attorney General Kuhn Holds That Railroads Are Fairly Treated.

The taxation of the railroads and other corporations is certain to be one of the problems that will come before the next Legislature. The railroads claim their property is assessed at full value, while general property is under-assessed, and that this works them an injustice by increasing their proportion, and undoubtedly they will ask for amendments to the law that will give them relief. In a paper read before the last meeting of the Grand Rapids Credit Men's Association Attorney General Franz C. Kuhn discussed the question of corporation taxation and held that the contention of the railroads that they were not receiving a fair deal was not well founded. The matter is of much importance and interest at this time. Attorney General Kuhn's paper follows:

Of the necessary and fundamental powers and burdens of government, taxation is one of the chief. That power, essential to the existence of government and reaching as it does with almost limitless authority persons, property and business under an infinite variety of fixed and changing conditions, is such that it can not be applied or enforced with mathematical accuracy or with scientific equality.

Limited only by the guarantee of equal protection and due process of law, the power to tax is as expressed by Chief Justice Marshall "the power to destroy," permitting its use in the suppression or limitation of objectionable or undesired trades or callings without complaint if all in the same situation be treated alike, but the real end sought in the enactment and administration of taxing systems is to so exercise the power as to place the burden of government where it can be most readily borne or diffused.

In taxation absolute equality is, of course, impossible. The imperfection of human judgment, the multitude of situations and conditions in, or under which property, persons or business subjected to its influence are found, and the constantly changing conditions which surround subjects of taxation, make it impossible to devise or inaugurate any system which will be more than approximate in the distribution of the burden. That system is best which most nearly attains this end.

The general principles which underlie the subject have been in object of much learned discussion in recent years, and the limited knowledge which I have of the subject induces me to confine my remarks to local conditions, the accomplishment of our present system and possible, prospective or desired changes.

The past few years have witnessed fundamental changes in the Michigan taxing system. Certain classes have been taken from the operation of taxing machinery which from the first history of the State has been applicable to them, and placed in a new class

with special machinery adapted to it. In this way the burden borne by that class which is made up of the public service corporations including railroads, express, telephone and telegraph companies, has been greatly augmented and an equality of taxation has been produced which had not heretofore existed since the coming into existence of large corporations of this character.

This accomplishment has been the result of popular agitation, finding its initiative in the Pingree administration and its completion in the successful determination of litigation to test the validity of the new system, very recently decided.

These results have been reached, not through the inauguration of a new, approved, up-to-date system of taxation, but through amendment of the already existing and greatly deficient system of taxation which has been in vogue in Michigan from the time of its admission as a state in 1837.

More equal apportionment of the burdens of taxation could be accomplished through the inauguration of one of the more advanced systems or methods of taxation which find the support of theorists and which have been put into operation in one or two states, chief among which is New York, being that of the separation of state and local finances. The accomplishment of such a taxation reform in Michigan would mean the overthrowing of its entire system of taxation and inauguration of new methods.

Reforms in taxation usually come by piece-meal; advance in methods is usually step by step, each coming as the direct result of some inequality in distribution of burden or of necessity for increased revenues. The people are ordinarily content to let "well enough" alone with the result that practical and approved methods in the administration of public affairs often give place to complicated and unwieldy machinery, which has, in a more or less satisfactory sense, served the purpose and which it is difficult to supersede in its entirety.

Our principal tax is the general property tax common to all the states, which found its inception in the early history of Michigan.

This tax at the time of its being first put into operation was sufficient and adequate to meet the existing conditions, and then furnished the best method of apportioning the public burden, and was the result of the best thought of the time. The system, while elastic from the standpoint of permitting the revenue to vary from year to year with the necessities of the State, is inelastic in that it prevents an adjustment of the taxing burden between different classes of property.

As the experience of later years has developed, equality of taxation can only be wrought out through liberality of classification. The imposition of the same burden upon all, while mathematically equal, from the standpoint of placing the burden where it can best be borne, is unequal and often oppressive. This was

a direct result of the property tax imposed by the uniform rule, which is the required rule in Michigan under its present constitution and under the constitution of 1850. The constitution of 1850, as construed by the courts, required all property subjected to a tax upon its value to be taxed at the same rate and according to the same method without authority for classification. In other words, the uniform rule required all property subjected to tax to be taxed alike regardless of the ability to bear or diffuse the burden. Other states, more liberal in their construction of the uniform rule, regarded it as permitting classification and simply requiring the same rule or rate of taxation to be applied uniformly throughout the classes fixed by the Legislature.

The constitution of 1850 also permitted the imposition of specific taxes upon the property of corporations. The Legislature imposed this form of taxation to a considerable extent and, by reason of the imposition of the specific tax, exempted the property of the corporation or institution subjected thereto from the application of the uniform rule and the general property tax.

This specific taxation came to be the form of tax imposed on public service property generally, including railroad, express, car-loaning, telegraph, telephone, fire and life insurance companies.

The early form of the tax, and one which found its way into many railroad charters and became a subject of contract with the State, not subject to legislative repeal, was the imposition of a specific rate, upon the capital stock paid in or upon the capital stock and funded indebtedness of the corporation. This form for the taxation of the property of public service corporations continued, practically without exception, until in the early 80's, the form of the specific tax imposed, as to those corporations not protected by contract, was changed to be at a fixed or graduated rate upon the gross earnings of the company.

This furnished a method whereby the institutions virtually taxed themselves. It was easy of administration and operation and taxes were imposed and enforced at nominal expense. Had it been possible to eliminate deception and dishonesty on the part of the corporations in making their reports, this system would have been as good as could be devised for taxing corporate property, provided the rates were high enough. The rate was subject to adjustment as the State needed great revenue, and equality of burden could be brought about through increasing or decreasing the rates fixed.

This system of taxation, however, encountered the suspicion of the people, brought about either by the ability and tendency of the corporation to cover up its earnings, by the fact that the rates were not advanced sufficiently to produce what was thought to be adequate revenue, or by the ability and the tendency of the corporation to use corrupt influences

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

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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.

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upon the Legislature to so keep down the rate as to reduce its burden to the lowest possible point.

The agitation, for the equal taxation of these corporations, which found its first activity in the Pingree administration, was directed to placing them under a similar system as to valuation as the property of the State generally. This agitation led to the adoption of a constitutional amendment in 1900 designed to permit the formation of a Board of Assessors endowed with authority to assess the property of railroad and other corporations at its true cash value, and to impose taxes upon them at the average rate borne by other property throughout the State.

Legislation was speedily enacted carrying into effect this constitutional amendment and upon its being put into operation contests, in the courts resulted, in which was sustained the ability of the State to impose the tax. From the standpoint of a revenue producer this system of taxation has been eminently successful, and since 1901 the public service property taxed through the medium of a State Board of Assessors has yielded in annual revenue \$1,500,000 in excess of the burden which it bore before that time bore.

The system of taxation in Michigan existing at the present time in general then is this:

In the first place there is the uniform rule of taxation applicable to the general property of the State, requiring all property taxed to be assessed at cash value. Upon the property assessed throughout the State according to this method there is imposed (a) the taxes of the local municipalities for school and township or city purposes, (b) the tax of the counties, which is apportioned upon the basis of equalized valuations among the municipalities of the county, and (c) the State tax which is apportioned among the several counties, and then by the counties among the several municipalities upon the basis of the State and county equalizations respectively.

In the second place there is the ad valorem system of taxation at cash value by a State Board of Assessors, which may be made to comprehend the property of all corporations and all public service property, whether owned by a corporation or not. This system is being applied only to certain public service corporations which were theretofore specifically taxed, and is not generally extended to corporations. The assessments are required to be at cash value and upon the assessment, when made the average of the general taxes assessed throughout the State, for State, county, township and municipal purposes, is imposed.

The State Board of Assessors, acting as a Tax Commission, is also vested with the power to review the assessments throughout the State, for the purpose of keeping them at cash value, and it has in the exercise of this power authority to effect an equalization of the assessment of the property subjected to the two meth-

ods of assessment already mentioned.

In the third place there is the specific tax for the purposes of which property, persons, institutions or business may be classified and subjected to such rates as the Legislature deems best to fix. Subjected to this tax at the present time are inheritances, corporations, by way of the payment of franchise fees, liquor dealers, insurance companies and certain water companies. The operation of this tax opens a broad field for the collection of revenue as practically every value, privilege or right may be reached through it should the necessity arise.

While the present system of taxation, made up of the three forms of taxation mentioned, produces the needed revenue, it does not produce it with the greatest equality or least effort nor with as great equality or little effort as it could be produced under the more advanced and approved method of the separation of State and local taxation.

The present system is subject to numerous objections by those taxed. For example, by the owners of real estate, in that personal property so readily escapes taxation that but a small portion of the personal property of the State, although comprehended within the system, is actually reached; by those in one taxing municipality in that other municipalities over which the same general burden of State or county tax is spread are assessed upon a different basis and do not pay their equitable share of the general burden; by the corporations taxed by the State Board of Assessors, in that average rate is alleged to be not fairly representative of the rate paid by other property as such other property is claimed to be uniformly assessed at a considerable percentage below value, while their property is assessed at value; by those assessed for, and compelled to contribute to, the general expenses of the State in that the specific taxes and those upon the corporations subject to assessment by the State Board of Assessors, go into a special fund, known as "the primary school fund," which is increased beyond its necessities, and is creating a surplus in the municipalities to which distributed.

It is impossible in the time allowed to me, to discuss in detail the many peculiarities of the system and I therefore confine myself to a few of the things which present issues sure to arise in the near future.

The claim of the railroads for equalization between their property and that taxed generally has been presented to each succeeding Legislature which has convened since the first inauguration of the present system, as well as to the recent Constitutional Convention, and while in certain circles the claim of these corporations to equalization has been recognized as just, the State has not seen its way clear to recognize the claim.

The claim is to be again presented to the coming Legislature and the corporations are now busy collecting

the evidence which to their satisfaction proves the discrimination against them through the under valuation of the general properties of the State to such extent as to entitle them to consideration in the reduction of their taxes.

They point to the fact that the average rate imposed upon their property increased since 1901 from \$16+ to \$20+ per thousand dollars of valuation as an indication that the general properties of the State are being reduced in the basis of their assessment and are gradually becoming more and more under cash value. Be this as it may, it does not in my opinion and cannot in the opinion of those fully informed as to the facts, or as to the legislative authority, entitle the corporations to the adoption of a system which will permit a State Board to determine that the general properties of the State are not assessed at their cash value, and to exercise discretionary authority over the average rate, for the reasons:

In the first place the system as at present designed, is admirably fitted to secure equality between the two classes. In each class the same basis of assessment is required, namely, cash value. The general properties of the State are subjected to such taxation as is necessary to meet the needs of the state and local purposes for which they may be taxed. The average of the rate borne in all of the municipalities throughout the State is then arrived at by mathematical computation and that rate is

imposed upon the railroad and other corporate property.

Equality between the two classes is secured by permitting the board which makes the assessment of the corporate property to supervise the assessments throughout the state with authority for review, correction and revision.

If the letter of the law be followed as great equality is arrived at as though both classes of property were subjected to taxation under the same system. The officers assessing both classes are sworn to make assessments at cash value and if there be violation of duty in one class it probably exists to equal extent in the other. It is impossible to say, if the assessments in one class are not at cash value, that the assessments in the other class are not equally affected with under valuation. Take for instance, the case of the Michigan Central, which for one year was assessed at \$45,000,000; the proof in the railroad tax cases indicated conclusively that its actual value was above \$63,000,000.00, an under assessment of \$18,000,000.00; or the case of the Pere Marquette, which for the same year 1902, was assessed at \$26,000,000.00, where the real value was conclusively proven to be \$46,000,000, an under valuation of \$20,000,000.

The corporations make the claim that their property is assessed at cash value while the other properties are under-assessed but to this time they have been unable to prove it to the satisfaction of any court. The



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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.

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system honestly administered secures as near equality as property taxation can secure and to say that it is not honestly administered is to reflect upon the integrity of thousands of assessing officers throughout the State of Michigan.

In the second place the claim has been made that the growing under valuation of the general properties of the State and the inequality of rate which the average rate system must produce, if that be the fact, will be sufficient to overturn the system for the taxation of corporate property in the courts, but a reference to the opinion of the court in the railroad tax cases must carry the conviction that the legislature having the right to make a separate class of this public service property had likewise the right to impose on it different rules and rates of taxation, and that it is no just cause of complaint, that the rate in the different classes may vary. This claim is merely the "wolf" cry of those who would be benefited if the system were overturned.

In the third place as we have seen, absolute equality of taxation is impossible, human judgement upon subjects not capable of absolute demonstration is invariably defective, but no way has been found of assessing property that does not require the exercise of individual discretion by duly constituted authority.

During the same time the ad valorem system of corporate taxation has been in force, the average rate fluctuated between \$16 plus, and \$20 plus per thousand dollars of valuation. This fluctuation in rate cannot be attributed, as has been attempted by the railroads, to increase in under assessment of the general properties as they have increased from year to year with one exception, but is attributable to the increased expenditures of the state and its municipalities, which varied from \$25,000,000 in 1904, to \$34,000,000, in 1909.

Upon its face the claim of discrimination is apparently well founded. But when we take into consideration the apparent facts,

(a) That the railroad property is as greatly under assessed as is the general property; (b) that there is a common equalization board over each class of property; (c) that the increase in rate is due to increased expenditures, and (d) that the average rate which is fixed and imposed by the State board of Assessors is less in its amount than is the rate in a great majority of municipalities throughout the State, including cities and counties, the apparent discrimination and inequality disappears and it becomes evident that the system is being worked out in accordance with its spirit, and that the claim of the corporations taxed is merely an attempt upon their part to secure a lowering of their burden.

In making specific comparisons to determine the fairness or unfairness of the average rates, we may examine the list of 98 cities which is given in the report of the State Board of Assessors for 1905. Of that list in 78 of the 98; the rate was above

\$20 per thousand, while in but 15 was it below. In 25 the rate was above \$30 per thousand, while in 11 it was above \$40 per thousand.

There are strong reasons why the property of a public service corporation doing business which extends into or through, numerous municipalities should be subjected to the tax rate which represents the highest type and grade of improvements and public advantage. This would be the rate in cities where special advantages are given to their citizens which reflect upon and augment the tax rate. Take for example, the railroad. It reaps the full advantage of the growth, the prosperity, and the special conditions created in the cities through a high tax rate in increased industrial activity, and it would not be unfair to require a railroad in communication between two cities to pay upon all of its property, the rate in those municipalities. And yet, the claim of discrimination is presented by the railroads, coupled with a plea for justice, based upon the assertion that its property pays an exorbitant rate, when in a great majority of our cities a higher rate is paid by all property assessed. The same comparison may be made with the several counties of the state. Of the 83 counties, there were in 1905, 48 where the average rate exceeded \$20 per thousand, and 35 where the rate was below that amount. 20 of the counties were above \$30, and 3 were in excess of \$40 per thousand.

What possible claim for a new system or for different equalization in the present system of taxation can corporate property have, than is possessed by these counties and these cities? The difference in rate, which, so far as the railroads are concerned, is merely nominal, is one of the necessary results of every system which derives the state or municipal revenue from a property tax. Human judgment must inevitably vary, and the variation in rate is merely a variation of that judgment.

In the fourth place the general properties of the state are locally assessed by a central State Board. If the railroads were locally assessed, almost invariably, their rates of taxation would be higher than the average rate which they now pay. Take for example, the Munising railroad, the rate if assessed locally, based upon the average of counties through which it runs, would be \$21.67. The Chicago & Northwestern Railroad, if locally assessed as other property is assessed, would pay a rate of \$25.26. The Milwaukee, St. Paul & Sault St. Marie road would if assessed locally, pay a rate of \$28.55. I take these railroads not because they are exceptional, but because the computations are at hand. If subjected to local assessments, there would be the same variation among the railroads themselves as to the rate which they pay as now exists between them and the average of the general property of the state and the same variation as exists between property in different municipalities.

Any system of taxation which could

be devised would find the same, if not greater variation than is found in the present system. And in view of the conditions stated, it is not only unreasonable, but absurd to claim that the public corporation is entitled to a different assessment for taxation which would reduce the burden which it bears. If anything were done looking to the correction of the system, it should not be by way of piece-meal amendment, but rather in the way of superceding the entire present system by a new and improved system, such as the separation of state and local finances. That system has manifold advantages, with which it is beyond the scope of this paper to deal. It would do away with much of the friction existing between independent municipalities, and with the friction and its attendant agitation which exists between the property assessed by the state board of assessors and that assessed locally. It comprehends the doing away with the property tax for the support of the State government. It permits each local municipality to exercise absolute authority over its assessments, and produces the entire state revenues from special taxes upon corporations and privileges of different character.

In view of local conditions such a system could not be inaugurated for Michigan without a decided change in sentiment, because of the inadequacy of the sources of revenue, so long as the state must subsidize the schools through the maintenance of the primary school fund.

Under present systems, the primary school fund, is secured from the sources which would be required to contribute to the support of the State government, were the State and local finances separated. The primary school fund has a firm hold upon the people in Michigan, and any attempt to abrogate it would be met with a strong and decided negative. A tentative attempt was made during the constitutional convention, but was controlled by the popular sentiment. It would therefore, be fruitless, so long as the primary school fund must be maintained in its present integrity, to anticipate in detail, the putting into force of the separation of state and local finances in Michigan.

The primary school fund, as has been seen, receives all specific taxes, and all taxes imposed through the medium of a State Board of Assessors, regardless of the aggregate amount which is produced thereby. In the past decade vast sums have been annually collected from these sources, with the result that in many of the municipalities which receive the funds upon apportionment, there are surpluses which are increased with the distribution of each year, and which in a great many districts are being used for purposes not contemplated by law. Corrective methods should be applied through a new medium of apportionment, the apportionment at present being a per capita basis of children of school age.

"She has a model husband."
"What? 1910 or 1911?"

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

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

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

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

court in a case recently decided in the Western district of Pennsylvania:

"There is no infringement. The Bill should be dismissed. Let a decree be drawn."

This decision was in a case under this competitor's main patent.

Other cases brought have been dismissed at this competitor's cost or with drawn before they came to trial.

THE WHOLE TRUTH IN THE CASE

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

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SALEM, OHIO



Misrepresentation and Over-Statement in Advertising.

Written for the Tradesman.

In a recent issue of a big English trade paper there appears a suggestive discussion entitled, *Fraudulent Advertising*.

If one were disposed to assume a detached and superior attitude, he might commiserate the English editor and wish him Godspeed in his effort to suppress fraudulent advertising. But, unfortunately for us, fraudulent advertisers are not confined to the United Kingdom, and the conditions which this timely editorial bring to light exist right here in our own country.

At a recent meeting of the Committee of the Furnishers' Trade (London), so the editorial informs us, there occurred an interesting and valuable discussion on the subject of retail advertising with particular reference to the regrettable prevalence of fraud in the announcements of some advertisers. It would be a good thing for everybody concerned if the entire subject of ethics in its bearing upon advertising might receive, in this country, an agitation commensurate with its importance. Now and then, to be sure, we read of such subjects being discussed in the advertising men's associations of our various cities, but the subject needs vastly more emphasis than we have thus far given it.

The Fraudulent Advertiser a Public Menace.

The fraudulent advertiser is a menace to everybody else who does any advertising whatsoever — and that means pretty much everybody else engaged in merchandising. Every false and misleading advertisement detracts from the returns of all truth-advertising. Just because merchandise is complex, and the interests of all are bundled up together, so that when one suffers all suffer, so it comes about that every example of misrepresentation in advertising weakens by so much the effects of the legitimate advertiser.

For that reason we ought to make common cause against the dishonest advertiser. Untruth should be branded. Misrepresentation should be exposed. Over-statement should be discouraged. We can not afford to condone offenses and shield offenders. There is only one thing to do, and that is spike their guns, warn the public against them and whip them into line.

Confidence placed in printed announcements (i. e., faith in advertisements) is a vast asset in which we all have a share. Every man who weakens a single soul's confidence in advertising filches somewhat from your purse. He is your enemy. You can not afford to treat him with indifference.

Advertising may be mildly untruthful or manifestly fraudulent. One can find illustrations of both types together with all and sundry gradations from the less offensive into the more offensive. Many of the medicines, devices, commodities and schemes exploited in both the secu-

lar and the religious newspapers would seem almost to strain human credulity to the breaking point. Yet we know that a great many people are deceived thereby, otherwise this sort of advertising would be discontinued. Unfortunately, some of the worst offenders against honest and legitimate advertising have found an ally in the religious press. The crusade of a few years back against fake advertising in the religious press did a world of good; and not a few advertising managers performed a much needed house cleaning in this particular. But the evil still persists in many so-called religious papers; and I could show you some odd specimens of inconsistency. In one section of the paper the devout are told how they can grow in gentleness, meekness, patience, love etc., and in another part the advertising manager provides a way of traducing them and getting them separated, by fraudulent advertisers, from such ready cash as they can spare.

The Irony of the Situation.

"But," says some one, "if these people misrepresent their goods in the descriptive matter, can't the disappointed customer return the goods and demand his money?" Well, in the first place, this return of goods to a catalogue house in Chicago or New York is not so simple as it would appear at first blush. Suppose the merchandise is bulky, such, for instance, as furniture. In that event the trouble of recrating and shipping constitute an item of considerable importance. But the subtle irony of this sort of fraud in advertising lies in the circumstance that the descriptive matter (often in rather fine print) is not apt to be so wide of the actual mark in its description of the goods. The joke of it is, the printed part of the advertisement tells the truth, while the illustration misleads. Most people are not very careful readers. If they are inexperienced in buying goods in this way, they are pretty apt to overlook many points. And the illustration has already prejudiced the mind of the reader in favor of the article featured. It looks good in the picture—therefore, opines the farmer's wife or daughter, it will look good in fact. The man who understands the devices of fake photography and the wiles of illustrators who get up cuts for fraudulent advertisers, knows that this is an illogical inference.

Value of Co-operative Advertising.

This bulletin of the Minnesota Retail Furniture Dealers' Association illustrates some practical results of co-operation. Dealers in the smaller communities are feeling more and more the competition of the catalogue houses. It is to his interest to secure the business in his community rather than have it go to the mail order houses. But how is the going to do it? Not by beating the air and exclaiming in wailful notes concerning unfair competition in high places. He must do something practical and to the point. Suppose, for example, he should get out a four

page circular illustration of this trick of the mail order people. He would have to order some of the goods through friends. He would have to secure photographs of the pieces thus purchased, and then he would have to get a reproduction drawn of the mail order cuts (at a cost of \$3 apiece); then he would have to prepare his copy and get out the printing. And all that would run into money; besides it would require more time than most dealers could afford to consume. But by doing the work through the Association the expense of it is prorated and the individual dealer is thus saved a vast amount of time and expense.

This point merely illustrates the benefit of co-operation in meeting this species of unfair competition. When dealers in the various lines come to realize that they have many interests in common, and that their most aggressive competitors are competitors of all alike, they will see the importance of working together.

Eli Elkins.

WHY
should you
recommend
it?
Just read
this and
you'll see.



MINUTE GELATINE (PLAIN)

is made of the purest gelatine that can be bought. A jelly made from it is the clearest and firmest possible. You don't have to soak it like other kinds. It dissolves in less than a minute in boiling water or milk. Each package has four envelopes, each of which holds just enough to make a pint of jelly. This changes guess work to a certainty. A regular package makes a full half-gallon. No standard package makes any more. We refund the purchase price to any dissatisfied customer. You sell it at two packages for 25¢ and make 36% on the cost. Doesn't all this answer your question?

If you want to try MINUTE GELATINE (PLAIN) yourself, we'll send you a package free. Give us your jobber's name and the package is yours.

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

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

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

**BEST SUGAR FOR
TEA AND COFFEE!**

53 DIVIDENDS

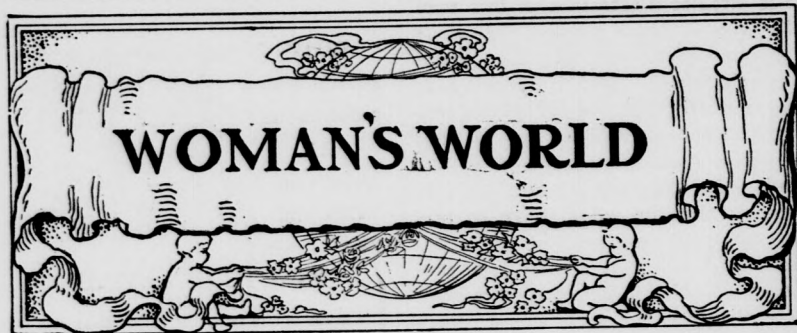
IN AN INVESTMENT THE MOST IMPORTANT, THE ESSENTIAL, ELEMENT IS THE UNDERLYING PRINCIPLE OF SAFETY.

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.



Husband's Marriage Vow Relates To Wife Alone.

Written for the Tradesman.

If I were a man with an inclination to marry, and the income to warrant such a proceeding, it seems to me that I should keep a sharp lookout for the beauty and attractions of any orphan girls whom I might meet. Between just a plain orphan and an orphan bereft not only of parents but of all other near relatives as well, I should look with the greater favor upon her who had suffered entire bereavement.

I say that if I were a man it seems to me that this is the way I should do. I speak thus advisedly. For if I actually were a man I presume I should exercise no more power of choice than do most of the sex, but should walk blindly into whatever snare some artful damsel would cunningly devise for my unwary feet; that of her volition and all unwittingly I should become hopelessly entangled in the meshes of love, and before ever I could come to myself enough to know with certainty whether my fair captor had or had not living relations the nuptial knot would be securely tied.

But supposing the case that I were a man and really could have the determining of whom I should fall in love with, then it appears to me that as a matrimonial proposition, the girl without any near kindred has many points of decided advantage.

Why is it that, generally speaking, a woman always seems to have more relatives than a man? Why is it that she sets greater store by them? Why is it that with the average married pair her folks are a whole lot more to her than his folks are to him?

Away back in the second chapter of Genesis it says that a man shall "leave his father and his mother and cleave unto his wife," but I fail to find anything saying that a woman shall leave her father and mother and cleave unto her husband. In the solemnization of matrimony laid down in the prayer book, "forsaking all others" is included in the vow of each alike; but the forsaking of parents, brothers, sisters, uncles, aunts and cousins, even in the limited sense intended, is a harder thing for a woman than for a man, and she does not always do it. There seems to be a psychological difference which makes the bond of blood a stronger tie with her than with him.

True, there are exceptions. Occasionally there is a man who has been a "ma's boy" all his previous life and after marriage continues to seek the maternal counsels and guidance in-

stead of consulting with his wife—who "runs to mother" with every trifling annoyance and disappointment of his wedded life. The man who has so little realization of his wife's proper position and privileges that he will do this, and is willing to humiliate her by so doing, surely deserves all the trouble he commonly gets.

Far more rarely there are exceptions the other way. Ruth, the Moabitess, in her youthful widowhood, chose to accompany her mother-in-law to Judea, and dwell there, rather than stay with her kinsfolk. Certainly her course was most unusual. Not one woman in a thousand but would have preferred to remain with her own people.

The strong and enduring love of kindred is of itself a virtue, and it is no discredit to the womanly nature to have a great deal of it. Any kind husband, particularly if he has married a girl who is young and always has lived at home, surrounded by her family and intimate friends, will try to realize that long-continued separation from those whom she holds dear is to her a serious deprivation; and will, if possible, arrange things so that she may visit her kinspeople at not too infrequent intervals. This is right and reasonable.

But there are so many instances where a wife is thoroughly childish and unreasonable in regard to her relatives that it still seems to me that the orphan proposition should recommend itself to any marrying man. Who does not know cases where a young man, poor in money, and struggling to get a foothold, has been compelled to sacrifice advancement, future prospects, important financial considerations, and all—perhaps has even plodded along through his entire working life in an unfavorable location or in some entirely uncongenial occupation—in order that his Milly, or Molly, or Katie, or Jennie, whatever her name might be, could be "near her folks?" Sometimes a man just gets nicely started in a new position—the changing involved much trouble and expense, but still a move in the right direction—when his wife is seized with a severe attack of nostalgia, and they must rip everything up and take a "hike" for home, and stay there, regardless of the loss. A woman who acts like this ought not to expect her husband to provide her with more than the most meager livelihood, and she hardly deserves that.

Some who can not get on smoothly with their own people at all—who quarrel like cats and dogs with pa-

rents and brothers and sisters when they are with them—still if they move fifty miles are unhappy, and there is no peace until they get back where they can resume "scrapping."

For the benefit of homesick young married women who are undergoing their first experience of separation from loved ones (and I feel genuine pity for all such), let me say that it is given as the opinion of some eminent jurists who have studied into the causes of matrimonial difficulties, that a large percentage of divorces might be prevented, if every young couple took up residence for the first few years after marriage at some distance from the parents of either one. Common observation confirms this dictum. Let the young wife master her longing to go back home to live, and she stands a better chance of a happy marriage than if she had gone to housekeeping in her own town.

There are other ways in which a woman's excessive devotion to her own people may work against her husband's interests. If he has a business of his own, or is a member of a firm or corporation, she may insist on his furnishing a good paying position for every one of her brothers, sisters, nephews, nieces and cousins, who are shiftless and incompetent and unable to hold a job elsewhere. A lot of relatives on the payroll will down any business.

Some wives have a penchant for keeping a horde of more or less blood-related hangers-on in their households, a practice involving no end of outlay for food and entertainment. Often these are persons having no valid claim on a husband's generosity, and are better able to care for themselves than he is to provide for them.

Truly the idea of an orphan without kin, for a wife, is very alluring, and with reason.

Now I am well aware that all men can not marry orphans. For one thing, there are not enough orphans to go around. So the next best way for the woman who is not an orphan to do is to use a little common sense in regard to her relatives, and to realizing that her husband's marriage vow to love, comfort, honor and keep relates to herself alone, and can not rightfully be extended so as to include all of her folks. Quillo.

Kerby Brown—My wife never pays any attention to what I say.

Frank Inman—Mine does—sometimes.

Kerby Brown—How do you manage it?

Frank Inman—I talk in my sleep.

"My wife was at the office to-day and went on an expedition through my desk. These explorers have their troubles, however." "What do you mean?" "I don't think she got enough material for a lecture."

Other Ways.

"Money isn't everything," sighed the young man.

"Of course not," said the girl, "I know of a couple that started house-keeping nicely on tobacco coupons."

The Pumpkin.

Oh, golden pumpkin, big and round,
Thanksgiving's here once more!
In flaky crust you will be found,
As you have been before,
And when I go to grandma's, I
Shall feast, of course, on pumpkin-pie.

But it is not for pie alone
That you are used, I know,
For as a chariot you shone
A long, long time ago;
Poor Cinderella would have stayed
At home without the coach you made.

And there was "Peter, Peter," too,
Who had a restless wife,
He put her right inside of you,
And then had no more strife;
She must have liked it, strange to
tell,
"For there he kept her very well."

And, golden pumpkin big and bright,
I quite forgot to say
How you, as Jack-o'-lantern, light
The children on their way
On Hallowe'en—what would we do
Without such useful things as you?
—Grace McKinstry in Woman's
Home Companion.

Germes or No Germes.

What's in a kiss? A good deal, according to tuberculosis experts. Robert T. Newton, secretary of the St. Louis Municipal Commission advises wives to insist on a daily fumigation of their husband's whiskers and mustaches before indulging in osculation. He declares that the Byronic idea of "The First Kiss of Love" might well read:

Ye rhymers, whose bosoms with
fantasy glow,
From what blessed inspirations
Your sonnets would flow
Could you ever have "analyzed
chemically"
The first kiss of love.

This applies to the bewhiskered man, of course. But Mr. Newton goes further. He says the only place a father ought to kiss his baby is on the top of its head, ditto other members of the family; and he bars the soiled glove also. If you have a sweetheart, he says: "Don't kiss her soiled glove; kiss her hand."

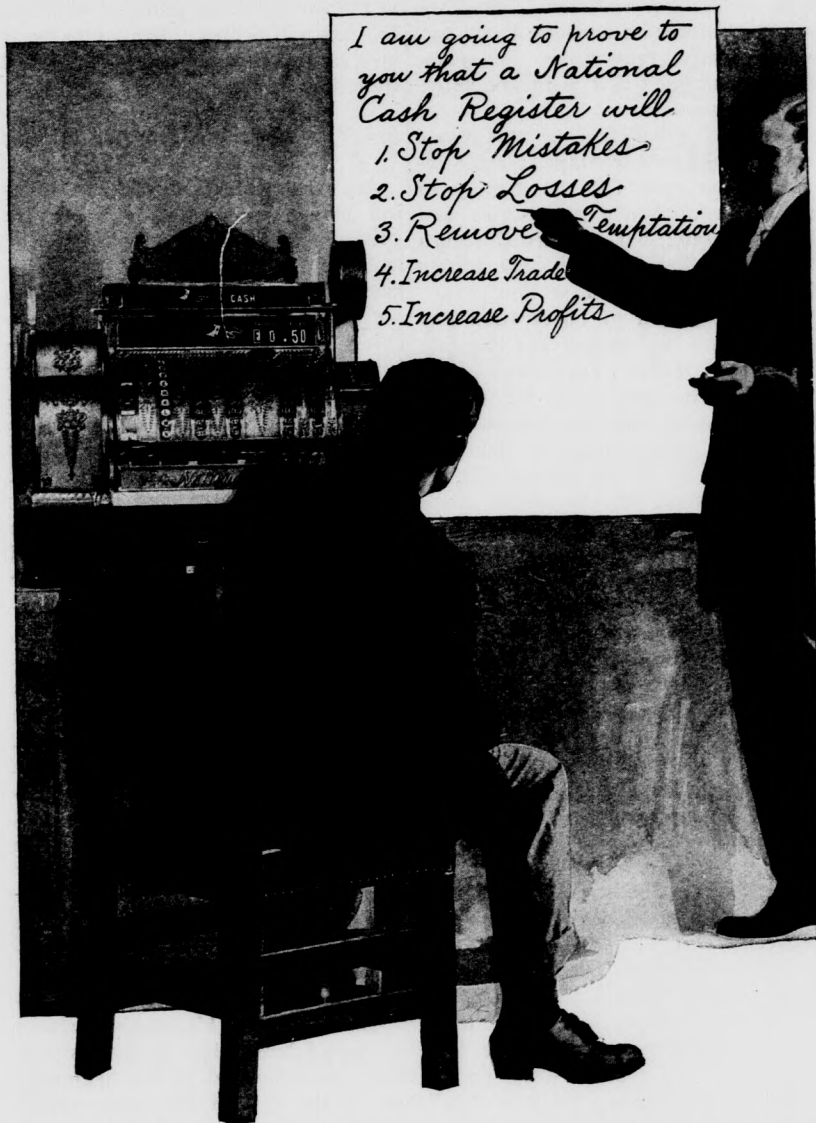
This is good sanitary advice, but some of us insist on being daring. germs or no germs.

A man went into a store to buy a fountain pen. The young saleswoman gave him one to try, and he covered several sheets of paper with the words, "Tempus Fugit." The obliging vendeuse offered him another pen. "Perhaps," she said, "you'd like one of these stubs better, Mr. Fugit."

"Why did Mrs. Flimgilt insist on taking Mr. Slimnoddle for her second husband?" "Because of her superstitious fancy. She noticed that she nearly always won when she met him at a bridge party and concluded he was a mascot."

Mrs. Boardmen—I ordered lamb and you sent mutton.

Butcher—It was lamb when it left here, mum.



Storekeepers

Let our salesman talk with you about these five things—the way you handle your

- 1—Cash Sales
- 2—Credit Sales
- 3—Money Received on Account
- 4—Money Paid Out
- 5—Making Change

HE will tell you of the experience of merchants in your line of business who are increasing their profit by using our new model National Cash Register.

It will pay you to talk with him and find out if it will increase your profit.

A National Cash Register combines an adding machine, a printing press, a locked cash drawer, and gives a complete record of every transaction that takes place between your clerks and customers.

EVERY one of our cash registers is perfection itself, in the quality of material, in the class of workmanship, and beauty of design. They ought to be, for every possible means in the way of expert knowledge, most modern equipment, and all the skill and ingenuity that the highest priced labor affords, is exerted in their production.

We have reduced our prices because we have reduced our expenses
Storekeepers can now buy our registers for less money than ever before

Prices run \$15 and up, easy terms. Over 900,000 National Cash Registers are now in use. 10,500 progressive merchants are now adopting our way every month. If it has paid these merchants to buy our registers it ought to pay you to investigate, which costs you nothing.

Mail This To Us
To The National Cash Register Co.
 Dayton, Ohio

Please send me your booklet. This does not commit me to buy anything.

Name _____

Address _____

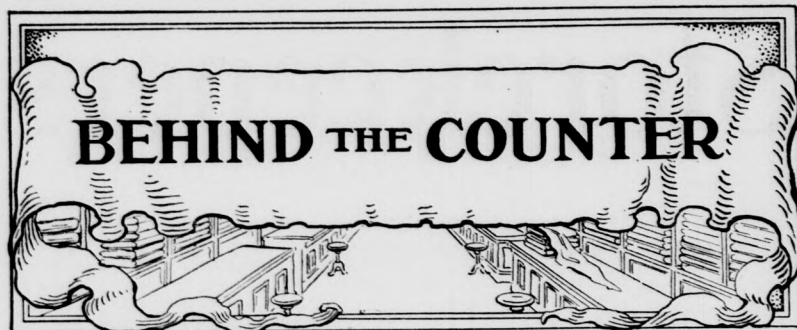
Business _____ No. of Clerks _____

The National Cash Register Co.

Dayton, Ohio

Offices in All Principal Cities

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit



Burn Your Bridges Behind You.

One of the chief reasons why so many young men fail in life is that they do not go in to win. They are not willing to buckle down to hard work, to pay the price for the kind of a victory which they want. They do not want it enough to go through the years of disagreeable discipline and training that make the victor. They are not willing to forego their little pleasures, to give up the good times they love for the sake of a larger future. They are not willing to spend their evenings, their bits of odd time, in self-improvement, in getting an education and in fitting themselves superbly for their life work.

This little understanding with yourself that you are going to win out, that there is nothing else possible for you than the thing you have set your heart on, fortifies and braces the whole character wonderfully. The way we are facing has everything to do with our destination.

How many poor youths on farms, in stores, in workshops or factories, have held their minds persistently toward the object of their ambition when there did not seem to be the slightest possibility of ever realizing their dreams; and yet, the way has opened to the young art dreamer, the music dreamer, to study with the great masters abroad, when such a thing seemed to be out of all keeping with their poverty and impossible to their condition.

There is a great difference between the chances of the young man who starts out with a thorough understanding with himself that he is going to make a success of his life, with a grim resolution to win at all hazards, and the youth who sets out with no particular aim or ambition, backed by no firm determination that he will make good no matter how long it takes, or how hard the fight. It is pitiful to see so many young drifters in our stores and offices and factories; young people who would like to get on, but who have never set their faces like a flint toward a single unwavering aim, and burnt all their bridges behind them so that they should not be tempted to turn back.

There is all the difference in the world between the prospects of the man who has committed himself to his life purpose without reservation, who has burned all bridges behind him and has taken a sacred oath to do the thing he has undertaken, to see his proposition through to the end, no matter what sacrifices he must make or how long it may take, and the man who has only half resolved, who has not quite committed him-

self, who is afraid to cut off all possible retreat in case of defeat.

There is a tremendous force in the very act of committing one's self unreservedly to his great life aim; a propelling power in the very act of flinging one's being with all his might into what he is doing, determined never to turn back, that is well nigh irresistible.

Irresolution, or unwillingness to commit the whole of himself to his aim is one of the great weaknesses of the American youth of to-day.

It makes all the difference in the world whether you go into a thing to win, with clenched teeth and resolute will; whether you prepare for it thoroughly, and are determined at the very outset to put the thing through, or whether you start in with the idea that you will begin and work your way along gradually, and continue if you do not find too many snags or too great obstacles.

There is something in the very determination of a man to win at all hazards; something in his grim resolution to conquer and never turn back that not only inspires our admiration but wins our confidence and carries conviction. We believe that the man who can take such an attitude is a winner; that there is a great reason back of his superb self-confidence; the consciousness of the power to do the thing he undertakes.—Orison Swett Marden.

Under the Counter.

In large and prosperous shops, where every inch of space is a factor in the economic system, that portion which lies under the counter is like the "one-half of the world" of which the other half knows not. I once heard a young saleswoman describe it vaguely as "just a place to put things." In too many instances this apparently vacuous remark describes the situation exactly.

A line of corsets is put in, and as it proves unpopular the saleswomen after a short time grow tired of trying to push them and decide to put them under the counter and "get them out of the way." Similarly, a few dozen hose supporters are left out of a certain lot, but a more salable design comes in, and so the few dozen old ones go promptly under the counter, and, unless called for by customers, are likely to remain there until they reach a ripe old age.

The odds and ends of goods under the counter rank with the picture that is hung where it is necessary to mount a stepladder to see it, nobody ever takes the trouble. Goods that are not displayed in some way are

not sold. No customer can tell what is concealed beneath a counter; consequently, that space is worse than unoccupied if it is full of deteriorating goods.

A small proportion of this space can be used to advantage if made into a glass case for the display of the most attractive accessories and fancy corsets; but the actual return for such a display will only justify the use of a limited section.

A long period of observation and experiments has proved that the only way to make under-the-counter space pay its rent is to fill it with complete assortments of absolute necessities that cannot be found in any other part of the department.

For instance, let the entire stock of hose supporters be kept there, as that indispensable article needs no advertising, nor do customers expect to see their favorite make displayed on the shelves; also corset lacings, safety belts, corset shields and—if there is room—waists for young children that are packed a half dozen or a dozen in a box. In fact, any line of goods that customers ask for can be sold from there, if they are from there, if they are to be found nowhere else in the department.

Selling Goods To Men.

There is a good deal of difference between selling goods to men and selling to women. In general, men do not "shop around" as women do. When they want to buy anything—and especially anything in the line of clothing or apparel—they go to the store which they think is "the" place to buy things of that kind—the store which they think carries good, dependable goods that are "right" and buy it. They do not usually spend a great deal of time in inspecting or comparing goods, and they are not generally disposed to haggle over the price. If they think a thing is right, they will pay the price.

Furthermore, men are especially susceptible to attractive display. Oftentimes a man who is thinking of buying a hat or a pair of shoes or a suit of clothes or an overcoat will make the rounds of the show windows, and when he sees something he likes the looks of he will go in and buy it, without much bargaining.

With a woman it is different. What would be the fun of buying anything if she didn't make a careful comparison of the goods at different stores, so that she could feel assured that she had gotten the best possible value for her money? A woman would really rather feel that she has gotten a "bargain" than to feel that she had gotten a better piece of merchandise at its proper price.

All these things should be taken into consideration in selling goods to men. Another important point is that men do not like to wait. They do not like to wait to be waited on and they do not like to wait for their change. Just why the average man is in such a hurry when he is buying anything is hard to explain, for immediately after he comes out of the store he may perhaps stand

in the street fifteen minutes watching the baseball scores. But while he is in it he wants attention.—Commercial Bulletin.

Are You Very Sure You Are Making Money?

Are you sure that you are making money in your store? Because you have had a living the past year and have paid your bills and still have the store and stock left does not prove it. You may have been living on your stock. You may have been doing as the woodchuck does through the winter. The woodchuck draws for several months upon the fat accumulated during the clover season in summer, and he comes out poor and emaciated and staggering in the spring. He still has his skin and his skeleton, and he has lived through it all, but he is no better off than he was the spring before.

If your stock is small and you keep track of it all in person, it is perhaps unnecessary to follow a plan that will enable you to tell at the end of each month how you stand. You can tell by looking the stock over whether it is materially diminished or not, but if your business is large, in fact large enough to leave the keeping up of the stock partly or altogether to a clerk, you may very easily run behind enough on your year's profit to make that offset the apparent profits.

No storekeeper can tell even approximately what his year's business has netted him unless he knows how much stock he had at the beginning and at the end of the year. Guess work in business is fatal. Some merchants take it for granted that their business pays them, that it pays them all it should. These men buy goods at the regular wholesale figures and sell them for what the manufacturers say they ought to be sold for, and let it go at that. Whether this ready-made profit is sufficient to cover the cost of doing business they do not know.

If the retail grocers would do a little more intelligent figuring and a little less kicking about department and chain stores, it would probably result in more real benefit to their business, although we grant that they have considerable reason for kicking.—New England Grocer.

The clerk who does not like to be "called down" should never make mistakes, but having made them he should take his medicine like a man, not like a baby.

Never discourage a clerk from asking questions. You ought to be mighty glad to have a man who wants to know something about the business.

See that every clerk knows the price of the goods he is to sell and where they are located in the store. Ignorance of either loses customers for you.

See that your clerks take time to put customers' change and parcels in their hands instead of throwing them out on the counter somewhere near them.

Do You Use Booklets? Do You Want to Use Booklets? Would You Use Booklets in Your Business If You Could Buy Them at the Right Price?

We have a plan by which we can print booklets at a price that will enable any firm to use this method in advertising its business

Our Combination Plan

By printing booklets in large quantities we can reduce the price per thousand to such an extent that the cost is within the reach of all. We have therefore figured out a plan by which we can print several orders at a time. The different orders will have to be the same size, same number of pages, same grade of paper, but the style, design and contents will have an individuality so as to give each order an entirely different appearance.

Combination No. 1

Eight orders for
1,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 16 and cover

Combination No. 2

Eight orders for
5,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 16 and cover

Combination No. 3

Eight orders for
10,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 16 and cover



Combination No. 4

Eight orders for
1,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 32 and cover

Combination No. 5

Eight orders for
5,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 32 and cover

Combination No. 6

Eight orders for
10,000 booklets each
Size of pages $3\frac{3}{8} \times 6\frac{1}{4}$
No. of pages 32 and cover

All of these combinations are for booklets to fit a No. 6½ envelope. This is the most popular size booklet, but if we receive enough enquiries for a larger size we will be glad to form other combinations. **We will Write, Design, Illustrate and Plan your booklet for you if you desire it.** We have experts in every department who will be glad to give you the benefit of their experience and knowledge in the construction of advertising that will get the business.

Booklets are acknowledged by advertising experts to be the most effective and yet the most inexpensive method of advertising known—Because they tell the whole story and can be sent where they will do the most good. Send for prices and samples.

Tradesman Company

::

Grand Rapids, Mich.



ACCOMMODATE CUSTOMERS.

Acceding To Demands of Customers Part of Business

One hot day in July a woman came into a shoe store and asked the clerk who came forward to enquire her wants, if he had any Astrakhan leggins for children. The young man was a little puzzled to know how to answer the customer. He knew there were some left over from last winter's season that had been packed and put away in the reserve stock room. He was not just sure where to look for them and did not want to spend time digging around in the dust to find them. He didn't want to lie so he called his neighbor, who had an elastic conscience, and repeated the question. The other clerk immediately answered that there were none and excused the lie to himself by saying that they were not in the store but were in the stock room. Of course the customer left the store and the clerks congratulated themselves that they did not have to dig out that box of stuff for possibly a dollar sale. The boss was not around and he didn't know anything about it.

The customer went along up the street and stopped at another store with the same enquiry. The clerk at that store replied that they had some packed away in the stock room across the alley from the back door. He explained that they were in with other winter left overs and asked her if she would mind going out there with him to look at them.

It took some time to pick the right box from the shelf and the customer employed her time in examining the other stuff that was put away to wait for another season. There were exactly four pairs of the leggins she could use, two were soiled and the third was a cheap affair and the fourth was one of the high priced line, which had been carried over. The customer took the best pair and asked the price of a four buckle arctic, which she finally bought to fit the same child. Getting back into the store proper she bought two pairs of slippers for the same child and two pair of shoes for herself. She finally went away with something better than \$20 worth of footwear, part of which was stuff that did not require the clerk more than a few minutes to find and sell and he was no worse off than having to wash his hands and brush his coat a bit. He was so pleased with the sale that he had to tell the boss about it and the latter took him back in the stock room and went over the left-overs and with the assistance of the

clerk made up a list of similar goods wanted for the coming fall trade.

The following day the same customer appeared with a lady friend who purchased of this clerk \$9 worth of footwear. He had made two sales amounting to about \$30, disposed of an amount of stuff which represented tied up capital, had pleased two customers who were strangers to the store and had made a good profit for the proprietor. To my certain knowledge the clerk in the first store where the woman made enquiry could have made a better sale and a better profit for there were on hand more leggins than four pairs of that size and some other articles of winter footwear which this customer seemed to want at this time. He was simply lazy and avoided a disagreeable thing or what he was willing to think disagreeable. He was sure that she did not want to spend more than a dollar and that it would not pay to dig up the box of leggins for such a sale. Isn't it strange how many foolthings a clerk thinks he knows sometimes?

Years ago when I was about third call in a store that was doing a good business and employed seven or eight clerks I had a farmer acquaintance at whose house I had once called to get a drink and thereby had an opportunity to visit him. He often stopped at our store, sometimes for just a pair of shoe strings or a box of polish so he might talk with me. He was an inveterate visitor and the other clerks often guyed me about him. Nevertheless I sold him a good many shoes in the course of a year. The shipping cases in which we received our goods seemed to be in great demand and we had many of our customers coming in and asking for a small box. One day when we were very busy this farmer came in and asked one of the other clerks, after he found me busy with a customer, for a wooden shoe box. He was in a hurry that time and did not want to wait for me. The other clerk told him that we had just sold the last of them, told him that because he did not want to go down in the dirty cellar and dig them out. The old man looked at him sharply and turned and left the store. He knew he had been led to in order to save a little disagreeable work.

The farmer didn't come into the store for three weeks. Then I met him on the street one noon and asked if he had been sick or away from home. He explained the matter to me and the more he talked the hotter he got. His anger was something surprising, because I had always thought him to be of most

mild manner and even temper. It was not the failure to get the box but the fact that he had been trifled with that angered him. He swore that he nor his family would never have another thing to do with that store. I had a long job to pacify the fellow and it was weeks before they finally came back to us to trade, and then with the understanding that the offending clerk should never attempt to wait upon them. Maybe he was unreasonable, but it proves how little a clerk knows what he is running into when he attempts to play a trick or dodge something.

These things I have told in order to bring to your closer attention the almost invariable result of attempting to dodge a bit of store work that comes your way or attempting to "put off" a customer because that customer may ask for something which you don't want to take the trouble to find. The unwillingness to take trouble, to put yourself out of your way, to make use of the simple spirit of accommodation, to be reasonably decent at all times, fetches more trouble to clerks and more loss to their stores than the guilty ones have any conception of.

The thing may easily be allowed to drift into a habit. The customer who is passed off to-day very easily and which act relieves you of something you do not like to do paves the way for lying to another customer to-morrow and getting out of doing something else that you know as well as anyone you ought to do but which is easier put aside than acted upon. You fail to see that you have lost anything in particular—you find enough else to keep you busy. You think there is also a tinge of smartness and sharp business connected with the ability to let a customer "drop" easily without that customer knowing what you are doing.

There you again play the customer for a fool. It is true that few people have the means of knowing what you have or have not in stock, but news travels rapidly, especially in a small town, and it does not take long for people to find out where they have been played with and they do not take long to tell everybody else about it at every opportunity. It is the same old difficulty that is encountered whenever there is an attempt to do anything in any other way than on the square.

It pays best at all times to be frank and square with a customer. You may occasionally be put to some trouble, get yourself a little mugged up, lose some other sale, or miss something or other because you put yourself out of the way to accommodate a customer, but you ought to know enough to understand that the work you are doing is a work of accommodation at all times and that you are getting your pay for the accommodating things you do for people in order that the boss may make a profit on the goods he has for sale.

It is not smart, shrewd, brainy or distinguishing, much less is it businesslike, to dodge the things that come your way in the course of each day of work. There are scores of customers with more or less unpleasant requests, but there are clerks who haven't the wit to understand that answering questions and acceding to unusual or unpleasant demands of customers is a part of business. You can no more stand behind the counter and compel people to talk and buy as you wish than you can stand on the street corner and order people to pass to right and left as you may order. The world and its inhabitants are not built and ordered on your plan, nor will they do as you may be pleased to desire. The sooner you "tumble" to that the better for you.—Shoe and Leather Gazette.

If you are going to imitate other merchants pick out the good ones. It is just as hard to imitate a bad example as a good one and it produces no compensating results.

Mother — Why should we make Willie a doctor when there are so many new doctors every year? Father—But think of all the new ailments!

"Drowning men clutch at straws," quoted the Wise Guy. "Yes, especially if they are drowning their sorrows," added the Simple Mug.

Mayer

Honorbilt

Fine Shoes
for Men

A Snappy Line

When you buy shoes you want them to look well, fit well and wear well, and you want to buy them at a reasonable price.

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.

RADICAL CHANGES IN LASTS.**Retailers Advised To Make Allowance for New Styles.**

Prominent last manufacturers are advising shoe dealers to make allowance for new styles of lasts in ordering shoes for 1911. The statement is made that the new model lasts have shorter foreparts and require a longer size and a narrower width to fit the same foot than the older models. As an illustration, it is stated that a 4½ A on the new models is the equivalent of a 4 B on the older models and that dealers in placing orders should order sizes accordingly.

These statements, if true, must be somewhat confusing to shoe retailers, because they can only be true of new lasts and do not, of course, apply to the far larger per cent. of good fitting and popular lasts that remain in use from season to season.

No shoe manufacturer has any call to change all his lasts each season or each year, nor could he afford to if the occasion arose, because lasts represent too large an investment. It is probably fair to say that an average of less than 20 per cent. of lasts are discarded each year.

If this latter estimate is correct then 80 per cent. of the total volume of shoes to be sold next season will be made on lasts that were popular in 1910, and the remaining 20 per cent. will be made on new models.

Probably this is overstating the case in favor of the new lasts, for the reason that dealers who have met with satisfactory results in fitting customers are slow to abandon good fitting lasts, especially staples, on which a large volume of business is done. They are more likely to buy sparingly of the new creations until assured they are good fitters, and would be especially justified in doing so when radical changes are made in the body and forepart measurements as are indicated above.

It will be apparent to shoe retailers that any radical changes entailing a different run of sizes and widths in ordering on new lasts will tend to increase the number of broken sizes they will have on hand at the end of the season to be sacrificed at the "clearance sale," hence they may well question themselves as to how far they wish to go in creating a demand for abnormal shapes.

The pendulum of last styles swings from narrow toes to wide toes and back again, high toes and low toes, high heels and low heels, long and short foreparts, and high and low arches.

Just now we have the high toe, high heel and very short forepart, the most abnormal combination that probably has been shown in the history of last making up to date.

When we have gone as far as we can go in this direction we shall undoubtedly see the pendulum swing back again towards more rational models. But while much talk will be made of new shapes, and some of them will catch the fancy of many people, the great mass of the people will go on wearing the shoes that look good and give comfort without

ostentation. These are the shoes on which retailers will do the biggest business.

Some of the new styles will look quite showy in the windows, but it should be remembered that the very highest grade makes of shoes run the least to extremes and also that we are not a nation of ballet dancers.—Shoe Retailers.

Uniformity in Wear of Shoes.

If the sole on one shoe wears eight weeks and on the other shoe twelve weeks, it is a sure indication that the soles were not graded carefully; that the consumer will say the shoes were "no good," which means that he will steer clear of that particular make, or of the dealer who sold him the shoes ever after.

Funny thing that, no matter how long the uppers may wear, no matter how soon both soles wear out, if a man goes through one sole long before he does the other, he'll swear by all that is good and great that the shoes were "no good."

Uniformity is the demand of trade to-day and there is no place where it is of greater importance than in the soles of shoes.

Manufacturers who cut their own soling face a serious proposition. In every side of leather there are at least fifty distinct grades, and there is no manufacturer in business to-day who makes fifty distinct grades of shoes. To save waste and labor cost, and to secure absolutely uniform soling in the grades best adapted to their individual products, manufacturers are fast coming to the buying of ready cut soling. It is a wise move.

It is really a co-operative scheme, for the cost of cutting is shared by many manufacturers. Each manufacturer buys only such soling as he needs and can use to profit on his goods, and what little waste there is in the modern sole cutting establishment is shared by all the customers of the firm. In cases where manufacturers cut their own soling one man bears it all.

Sole cutters originally found an outlet for their goods among the manufacturers whose capital was limited, or who made but a few shoes a day. Now the largest shoe manufacturers are buying their soling ready cut and are saving money and improving their product at one move.

The Dealer's Financial Showing.

The financial showing of a merchant should be based on the present worth of the merchandise, and not on its previous cost, or anticipated value. Money in the bank is the standard test, the live and good account the next in value, desirable merchandise following, and undesirable merchandise the last item in the statement. A financial showing of this character should reflect the correct condition of the business of the merchant.

It is a very grave offense against self-confidence to doctor a financial statement. The jobber or manufacturer will take it at par; but the dealer who knows that the merchandise has been over-estimated in value, that accounts considered good are un-

**"Rikalog"**

The word "Rikalog" on a high cut shoe means in every case strength, fit and long hard service. Our trade in high cuts and our reputation for making good ones extend from Alaska to Florida. We make many special kinds for farmers, hunters and lumbermen and all others who do hard walking over rough wet country. "Rikalogs" are the high cuts for you and your customers as to price, profit and wear.



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

**When You Wake Up**

Some morning you will find that winter has come in over night. Hustle, of course you will Mr. Rubber Retailer, you'll beat the trolley to the store and find from one to a half dozen rubber lines with broken sizes. You'll wire or telephone for more

Bear Brand Rubbers

and we'll work overtime to get out your order, in the meantime you'll disappoint some of your best trade, because no person quite appreciates the joy of walking another block or a half dozen in the rain, snow or slush for a pair of rubbers they had a right to expect they could get at your store. "Think it over." We know you'll send in that order for sizes today.

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers
Makers of the Famous
"Bertsch" and "H B Hard Pan" Shoes

available, and the amount of money in the bank misstated has sold his self-respect and self-confidence.

No question is raised here as to the ethical or moral side of the proposition; it's the purely business feature, and the effect on the merchant that we are considering. It may not even have been intentional of the dealer's part to swell the showing, for in his enthusiasm he may have for the moment imagined it to be so, but when he realizes that the day of settling with himself must surely come, he quakes at the thought of "making good" his financial statement.

In discussing the making of a financial statement, we base our remarks on community honesty, in which a large majority of credit men are firm believers; for the rascal is the exception. True, he will at times intrude and force his way among honest dealers, but he is soon discovered.

Be as honest with your creditors as you are with your customers, never saying or doing anything that will require apologies or explanations at any future time. Give your confidence to those who are advancing you merchandise, which is the same as loaning money to conduct your business, your confidence in all matters in which they are interested, and accept suggestions which they make as to the most profitable and successful way of conducting the business. Every manufacturer or jobber is deeply interested in the individual success of every dealer and they will give every retailer the advantage of any information they may have to promote the interests of his business. The greater the tie the stronger the mutual obligation.—Shoe Retailer.

When the Shoe Bends.

Shoe retailers all over the country are compelled to put up with a nuisance that is increasing from day to day. The more observant dealers agree that a larger percentage of their trade insist upon bending the soles of the shoes shown them today than ever before and the really distressing part of the matter is the fact that no good remedy has yet been suggested to cope with the evil.

If the salesman refuses to permit the customer to bend the shoe, the sale is made doubly difficult and often impossible. There seems to be no diplomatic way for the salesman to convince the patron that the test of quality does not lie in the flexibility of the sole. This idea is so firmly rooted in the minds of the masses that mere argument to the contrary does not suffice and it is frequently the case that the clerk will anxiously stand by and watch his customer bend the shoe almost out of shape. During this process of bending there is often heard a loud cracking as the shank snaps. The shoes are then often made unsalable and the customer gains the idea that there is not a real good shoe in the entire stock.

One thing that dealers can do is to insist that the salespeople take a stand against permitting customers to bend welt or McKay shoes. The salesmen should be held responsible for the condition of the shoes which

he shows and if rigid steps are taken by the individual dealers, this stupid practice would soon die out. It is always wise to be diplomatic in dealing with trade problems of this sort, but the bending of shoes is such a serious matter to retailers that in cases where diplomacy does not have the desired effect more stringent means should be employed.

The Moral Idea.

The most frequent question to arise in the minds of business men is why one individual succeeds and another fails, or why one merchant meets with phenomenal success and others struggle hard to continue in business.

A careful analysis of the success of the business institutions known to you, large or small, will confirm this narrative, that underlying all rules and maxims, the thing contributing to permanent success is the moral idea incorporated into business.

The moral idea in business is a high standard of good business ethics. It is the outgrowth of good business breeding. Its benefits are rewarded in good will and public opinion. The store whose atmosphere is filled with the moral idea commands the confidence of all who enter its door, and its reputation and fame in time become a leading asset to its stockholders or proprietors.

An example: The thirty-three-million-dollar retail business of Marshall Field & Company is built on the moral idea. Every employee and officer of the company has been trained and disciplined in the matter of tactfully meeting customers, with the feeling that it was good to trade at such a place. There are many other large stores in Chicago, but more people go to Marshall Field & Company.

Another example is found in John Wanamaker, of Philadelphia, a true specimen of the moral idea in business. The public buy at Wanamaker's because they elect to do so. The moral atmosphere of the store gives them a preference.

To try to establish and promote a successful business on any other than moral lines is as impossible as trying to dig white coal from the black mines underlying the earth. Crafty policies are not wisdom, but are ignorant substitutes for sound morals. Nothing can ever take the place of those great fundamentals in thinking and square dealing.

With a record of centuries to attest its value, and the evidence in its favor accumulating year by year, the moral idea is pre-eminent as the world's greatest business standard.

If you can't say "No" to the urgent traveling man, buy by mail. Some merchants ought never to allow a drummer to show them his line, they are so easy.

What doth it profit a man to pray for the heathen if he is not on speaking terms with his neighbor?

It is the experience of every man that he wants a lot he does not get and gets a lot he does not want.



The Watson Shoe

Is a Shoe of Distinction and Merit

It is made and sold at the lowest possible prices to meet all demands. Every shoe in this line is a **winner**, made of solid, high grade leathers, guaranteed to give satisfaction in wear and fit.

We carry a large stock on the floor in Chicago at all times, thus insuring prompt shipments on immediate orders.

Send us a trial order. Catalogue sent upon request.

Watson-Plummer Shoe Company

Factories

Dixon, Ill.

Michigan Representatives

Willard H. James, Sam D. Davenport

Offices and Sales Rooms

Market and Monroe Sts.
Chicago

Red Cross Combination

We are manufacturers of the original combination leather and canvas top rubbers to wear over socks. In quality they are superior to anything in this line on the market, and they meet a demand that nothing else will satisfy.

The bottoms are of the best rubber Lumbermen's Overs made, the "Glove" brand. The tops are from an excellent quality of leather, which extends high enough to exclude the snow and slush, and the remainder is made from a three-ply waterproof duck, making a 16 inch top which has become most popular with the lumberman and farmer.

Write for prices on these and also on our line of full leather tops.

Hirth-Krause Company

Grand Rapids, Michigan



The Invention of Sugar.

It almost gives one a fit of melancholy to sit down and try to picture to himself the alarming state of affairs which must have existed in the good old days when Rome was mistress of the world, and the art and culture of Greece were civilizing her mistress and there was no sugar. Of course there was honey, but what of honey in comparison with the possibilities of sugar? Think of a toddy without sugar, and imagine if you can what a milk punch sweetened with honey would taste like. Your heart almost bleeds for laughing, jovial old Horace as you picture him to yourself sitting under his own vine and fig tree among a company of the brilliant lights of those palmy days, lolling out his old Falernian punch, sugarless and lemonless, while the thought of old Diogenes lolling in his tub without so much as a penny stick of peppermint to tickle his philosophical palate, and the valorous Anthony paying court to the divine coquette of Egypt without the customary bon-bons makes you murmur in mournful numbers: "Was life worth living then, anyhow?" And yet such was the case in those days and all days up to the middle of the middle ages, although the exact date of the invention of sugar hides itself in the dim uncertain regions of myth and legend. The Chinese are said to have been acquainted with it three thousands years ago, and there is considerable evidence that they manufactured it over two hundred years before the Christian era. Many maintain that sugar was first made in India, and it is not at all unlikely that the Indians learned to manufacture it from the Chinese, and it was from them that the knowledge was carried west.

It is related that over three hundred years before Christ, Alexander sent a large fleet down the River Indus to explore the country adjacent thereto, the commandment of which brought back an account of a honey (beyond doubt, sugar) which he said the Indians made from some method with the assistance of bees. This is said to be the first intimation the Western people had of sugar. The process of refining sugar is generally conceded to be an invention of the Arabs. It is related that a Venetian merchant obtained the secret from the Tarans of Sicily and sold his knowledge of the arts for one thousand crowns. In some parts of the world sugar was used as medicine, and we find that as late as A. D. 150 the celebrated physician, Galen, prescribed it for this purpose. —Confectioners' Gazette.

"Quality and Money's Worth."

We shall never cease to preach the doctrine of quality; a good store motto, and one in which the dealer can take pride is, "quality and money's worth." He need give little care to the competitor down the street who is making a loud noise about cut prices and slaughter prices.

The cheap trade will be attracted by the cut prices never stopping to

think about the cut quality, but unsatisfactory results tell the story, and such a dealer must necessarily depend upon a one-sale patronage. Of course, the merchant who is maintaining quality and prices must not go to sleep. He must start a movement to offset the other's plan. He should not follow the same method, but he should employ legitimate means, and constant advertising or otherwise. This, of course, is for the dealer to decide for himself.

We would say to the dealer, never advertise your opponent in any way; never refer to him in speech or in any other manner. Remember there is a large class which is capable of being attracted by quality and money's worth rather than by cheapness and questionable quality. Mere cheapness is not a part of a good selling plan. Time will hardly change the old adage, the best is the cheapest in the end. A customer can be appealed to by the fact that it is better to pay a little more for a thoroughly satisfactory article, because a cheap one is rarely satisfactory in the end, if ever. We believe that these are arguments that can be used to advantage in a selling campaign. This must be carried on with vigor if continued success is to result. The competitor is spending money in advertising; this will also be necessary and, furthermore, continuous. An advertisement every other week in the local paper will do little if any good, neither will an advertisement every day for a week or month; it must be continuous. Furthermore, a good kind of advertising is essential. Other methods used effectively are neatly illustrated folders, picture cards or other souvenirs which convince the customer. Good window displays, frequently changed, are necessary, and above all, a clean, up-to-date store. There are hundreds of methods for inexpensive souvenirs which need not be dwelt upon here, but which any live merchant can easily apply to his store.—New England Grocer.

About Dandelion Coffee.

Dandelion coffee consists chiefly of the roasted and ground roots of the common dandelion, being made up mostly of equal parts of coffee, chicory, caramel and powdered dandelion. The dandelion roots, which possess valuable medicinal properties, should be first washed, sliced, parched and ground, and then colored with a little caramel, and finally mixed with equal parts of ordinary coffee or coffee and chicory. But a good dandelion coffee is made up of the following proportions: To three pounds of a fairly good ground coffee add eight ounces of ground dandelion root, one ounce of chicory and one ounce caramel (burnt sugar). This combination acts as a tonic and alterative, and is excellent for the liver if taken once or twice a day regularly for a week or two at a time.

Flowers, like men, look anything but attractive when they go to seed.

Indianapolis Interurbans.

Twelve years ago the first interurban road in Indiana was built. Two years later, or in 1900, the first interurban road entering Indianapolis was constructed. This was followed by additional lines or extensions each succeeding year, so that the number of interurban passengers carried in and out of Indianapolis alone increased from 378,000 in 1900 to 2,348,000 in 1903. At that time each line ran its cars from some spur or side track in the streets of Indianapolis, and from different points. There was no shelter or common center—passengers had to find the points of departure as best they could.

The erection of a large, handsome and commodious nine-story traction terminal building and adjoining station with its nine tracks, located in the very heart of the business center of Indianapolis, costing one and one-half millions of dollars, and which is pronounced the finest of its kind in the country, being complete with every modern convenience to be found in the best equipped railroad stations. These luxurious terminals, used by all interurban cars centering in Indianapolis, were opened to the public September 12, 1904. From this date there began a new and brilliant era in the history of the interurban railways of Indiana.

In 1904 there were carried in and out of Indianapolis 3,275,000 interurban passengers.

At the present time there are fourteen different interurban lines occupying the Terminal Station at Indianapolis, and it is conservatively estimated that during 1910, 5,500,000 interurban passengers will be carried to and from Indianapolis.

Nearly 500 cars arrive at and depart from the Terminal Station daily. Limited cars run every three hours and local cars hourly, reaching the principal cities of Indiana and connecting with lines in Illinois, Ohio, Michigan and Kentucky. The erec-

tion of the Terminal building and station in Indianapolis has increased property valuations in its vicinity millions of dollars, and has correspondingly added to the growth and improvement of the city.

While the population of Indianapolis is about 250,000, it is conservatively estimated that through the facilities for rapid and frequent travel afforded by the interurban lines the trading population is nearly double that number, or about 500,000. Merchants who keep a close record of their customers state that nearly fifty per cent of their patronage comes from interurban passengers. In this connection it is well to state that while large business centers profit by interurban roads, the smaller towns are also benefited by this easy means of travel from the rural districts to the towns.

The interurban freight and express business has also steadily developed. From a few pounds carried in 1902, the tonnage has increased enormously. During the early years of their existence little attention was given by interurban railways to the carrying of freight and express packages; but the lines gradually added freight and express cars to their equipment, besides providing compartments for express matter in the more recent types of passenger cars. At the present time all lines centering in Indianapolis do a profitable freight and express business. In Indianapolis three large brick freight houses are used for this purpose.

A wise man who made a little improvement each day found at the end of the year a revolution in his business.

When a man says he wants to have a private talk with you it means that he has an ax to grind and he wants you to turn the grindstone.

You will never lack opportunities to make a second sale to the customer who is treated courteously at the time of the first sale.

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.

STOVES AND HARDWARE

HARDWARE PRICE CUTTING.

It Is Dangerous and Useless Practice.

At the annual convention of the American Hardware Manufacturers' Association at Atlantic City, W. Maxwell, of the Iver Johnson's Arms and Cycle Works, discussed prices. In part he said:

It has sometimes seemed to me that booze and price cutting work a good deal alike. One is a supposed stimulant to the human body; the other is thought to be a stimulus to business. Both have their phenomena of reaction. In the one case, a sodden brain, jerking nerves and weakened resolution plead for a morning bracer.

In the other, a dulled sense of selling initiative, an impoverished business stamina and a hysterical surrender to conditions of his own making, prompt the price cutter to cut a little deeper and a little wider, until the 5 and 10 cent store becomes his principal competitor.

I have heard a good deal about judicious price cutting, and I have also heard a good deal about judicious booze drinking. In fact, I have tried the latter—tried it enough to believe that Poland Water is more judicious than the most judicious kind of booze.

I suppose that judicious price cutting, if it means anything at all, means the adroit use of cut price leaders in imitation of the big department stores. Now, if I had a thousand bodies I could probably afford to let a few of my brain and body units go out on a spree occasionally, but having only one brain and only one body the case is a good deal different.

I think there is the same difference between the department store and the hardware store. I notice that the department stores keep their advertised bargains pretty well scattered. Madame, in her zealous quest of them, picks her perilous way through ravishing displays of articles that arrest her attention and excite her desire to possess them, not because of their low price but because of their beauty and elegance.

I do not want to get personal, but, perhaps, I may be pardoned for reminding some of you how many times madame has fared forth in pursuit of a specific bargain and returned without that bargain, but with a collection of other merchandise that necessitated an immediate refinancing of her monthly allowance.

I admit that there is a vast difference between the department store and the hardware store—the department store, on the one hand, with its infinite array of merchandise that excites acquisitiveness on sight; the hardware store, on the other hand, with its comparatively limited number of strictly utilitarian articles that create no desire of possession in those who do not have an immediate and unmistakable need for them.

A vast preponderance of the hardware sold at retail in this county is purchased by people who have formed the resolution to buy before they enter a dealer's place of business. Utility and durability are qualities that are demanded more insistently of hardware than of any other kind of merchandise. In no line of business can price cutting do less good or more harm.

From the days when coats of mail and swords and daggers were the chief commodities of the ironmonger's trade, down to the present time, the hardware merchant has been a specialist, and, like other specialists, his success is measured by the superiority of the service that he renders. Price cutting by the hardware merchant is like quackery by the doctor and leads to the same results.

I do not need to tell you that the hardware merchant who establishes the reputation of handling the best of everything, who is constantly alert to improve his advertising and selling methods, and who strives to give perfect service in every department of his business will be successful without cutting prices.

Nor do I need to tell you that he would be less successful in building up a permanent and enduring business if he did cut prices. You know it and I know it, and rest assured we do not have a monopoly of that knowledge. The retail hardware dealers of this country know it better than any of us.

To be sure, there are price cutters among the retail hardware merchants. If there were not it would not be necessary for manufacturers of hardware to discuss this subject as we are doing. But sticking to booze, for comparative purposes at least, I want to remind you that there are some men who, after desperate hand-to-hand encounters with pink alligators and other faunal creations of the alcoholic mind, will still go against John Barleycorn. It is not a lack of convictions that is responsible. It is a lack of the courage of convictions.

The fact, nevertheless, remains that the retail hardware dealers of this country believe in the principle of resale prices, and when they criticize or disagree, it is not with reference to the principle but in regard to the manner in which the principle is applied.

There are two points upon which the retailer wants to have assurance before he grows enthusiastic over any manufacturer's proposal to establish resale prices:

First, he wants to know whether the manufacturer will establish prices that yield a satisfactory profit to the retailer.

Second, whether the manufacturer really intends to prevent price cutting on his goods or whether he is merely bluffing.

When satisfied on those two points nine out of every ten will enthusiastically welcome the establishment of resale prices and give the manufacturer their loyal support in maintaining his prescribed prices.

They will go farther than that. They will give his goods a consistent preference over similar articles on which there is no protection against price cutting.

Good Roads in West Michigan.

By the close of this year there will be twenty-five miles of highway on which State reward has been paid in Wexford county. Reward will be claimed on fifteen miles of road this year and seven and one-half miles of roadway will be built by the county next season in addition to what will be done by the townships.

Mecosta county Supervisors appropriated \$10,121.86 for the use of the County Road Commissioners for the coming year. This sum, with the State reward to be earned, will bring the total available for improvement up to at least \$15,000.

The Grand Traverse appropriation for "Better Roads" for 1911 is ap-

proximately \$18,000. It is expected that with this amount and the State reward that will be earned that ten miles of road can be improved.

The mussy store soon has a lot of mussy customers and mighty few others. Like attracts like in all cases.

Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and Everything of Metal



TRADE WINNERS

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

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.

SNAP YOUR FINGERS



At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

American Gas Machine Co.
103 Clark St. Albert Lea, Minn.

Walter Shankland & Co.
Michigan State Agents
66 N. Ottawa 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

Foster, Stevens & Co. Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

UNWARRANTED ATTACK.

A. J. Deer Co. Answers Criticism of Chicago Publication.

A Chicago trade publication, purporting to represent the grocer trade, in a recent issue made a vicious and entirely uncalled for attack on the A. J. Deer Co., of Hornell, N. Y., alleging that the company had employed C. S. Tuttle to organize the New York retail trade to serve its selfish purpose. The A. J. Deer Co., are manufacturers at Hornell, N. Y., of the well known line of Royal electric coffee mills, coffee roasters, meat choppers and meat slicing machines, and the head of this company is A. J. Deer, whom thousands of retail grocers from the Atlantic to the Pacific have met personally. The following answer has been received from the A. J. Deer Co.:

What was our motive in hiring Mr. Tuttle at \$300 per month and then donating his services and time to the New York State Association of Retail Grocers?

First, we are conducting a successful business and making money; we are selling our goods direct to the retail grocers and butchers; they buy our goods for their own use and not for re-sale, therefore the success which we have attained and the money we have made have come directly from the retailers themselves. We are, and always have been, firm believers in association work and organization for the betterment of the retailer, and our past record of over ten years in connection with the grocers' associations of New York State speaks for itself. Under these conditions it is not such a very hard matter for a man who can see something besides money to understand why we stepped in and gave our assistance at a time it was needed to those who had made it possible for us to be financially in a position to do so. Of course we fully appreciate the fact that the author and paper which issued the criticism are undoubtedly too small to understand that there are still a few people left who do not worship a dollar above all other things.

We have found invariably that any city or town that has a good association is a good town to do business in. Why? Because the merchants are more progressive; better posted; better business relations exist between the grocers; more of them read the trade papers, and conditions generally are much better. The result of this is the retail grocers are making more money and failures are less, and we get our share of this success.

We hope the day will come when every city, town and state will be fully organized, and when that day does come the retail grocer will be a potent factor in every community, fully as much so as right here in our city, where, out of twenty-five grocers, twenty-three belong to the Hornell Association — several of them holding public offices as aldermen, city chamberlain, etc., and we

consider them good enough business men for any public position we can give them. We have not had an association grocer fail in this city as far back as the writer can recollect, and if you will look in the mercantile agencies' books we think they will show them all in a healthy financial condition.

As to how much good Mr. Tuttle's work is doing in New York State for the retail grocers, we refer you to any of the weekly issues during September and October of the Retail Grocers' Advocate, 47 Watt street, New York City, the official organ of the New York State Association, which each week contains reports from every local association visited by Mr. Tuttle.

Up until this Chicago trade paper printed this criticism of the retail grocers of New York State and Mr. Tuttle, very few grocers knew that it was our company who paid the bill for Mr. Tuttle's work, and in view of these conditions we fail to see wherein our poor, down-trodden competitors were very seriously handicapped, especially as we did not have any of our representatives at the meetings. However, if any of our tight-fisted competitors are afraid we are taking an unfair advantage of them, let them get busy and try and do something for the retailers besides getting their money! We have only started this in New York State and there is lots of room for more association work in our broad country.

We wish, further, to extend to every retailer and every association our best wishes for his and their success, and you may rest assured that our company is ready at all times to assist in every way possible in bettering the conditions of the retail dealers not only in New York but in every state in the Union.

A. J. Deer Co.

C. S. Tuttle, who is placed in such an unpleasant position by the Chicago publication, has just completed his fourth term as President of the New York Association of Retail Grocers. He is a practical grocer of many years' experience and stands high in trade circles. The Tea and Coffee Trade Journal speaks of him in the highest terms as a man of high character and ability as an organizer.

Toy Airship Novelties.

Toy airships promise to be more of a "go" than ever this year and the toy trade is amply prepared to meet the particular demands of any airship loving boy whether he prefers a monoplane, biplane, dirigible or any other variety of flying ship. Since last season leading models have undergone some interesting design changes and a new lot has been added which is certain to strengthen the market for this class of goods. The airships range in prices from ten cents to twenty-five dollars with some excellent items at twenty-five and fifty cents. One of the newest things in airships this year is a "Self-Flying" airship—one that runs along the floor or ground

for a short distance and then flies up into the air when it attains sufficient momentum. Another good item is an airship designed mainly for toy window display, one which will circle around the window at the end of a long steel rod.

One Ship Does Many Stunts

Another new feature in the toy airship field is found in a line comprising a large number of designs whose power is given by pulling a string sharply out of the inside of the airship. The mechanism thus set in operation starts the airship in its circular motion at the end of a cord. In a few seconds the airship turns, stops and proceeds in the opposite direction—when it gets started in this manner the propeller reverses, stopping and starting the airship in the original course the time moving backwards. The airships can be retailed at a popular price. The designs in which these airships are produced vary considerably. They come in the form of birds such as canaries, parrots, and also in the form of flying fish. The bird styles flap their wings and give out shrill cries.

Toy Model of Wright Machine.

Another new flying machine which has made its appearance this year is one on the biplane type. The planes are composed either of silk or some other closely woven light-weight fabric. The motive power of these airships is supplied by a double elastic which extends from front to rear. One of these new arrivals can be put to good use in the display window, it being operated by electricity and may be made to whirl around in a circle at the end of a small rod. This particular number is an exact copy of the Wright aeroplane and has an electric motor just behind the manikin at the steering wheel.

Aeroplanes having elastic propulsion have been finished in both mono and biplane models, the monoplane being designed after Bleriot's air car with a forward extension of the propeller. The biplane toy has been modeled after the Wright car with

the propeller in front instead of in the rear as the large Wright machine has it. These airships make flights up to two hundred and three hundred feet. Their planes are made of light-weight fabrics. Many of these machines are rather high-priced toys, but it is believed by manufacturers that there is a sale for them. Airships More Than Passing Craze.

From all indications toy airships have come to stay. At first it was believed that the demand for airships was a passing craze but from present appearances it does not seem so. They are staple toys and are found in one form or another in practically every branch of the market. Public interest is always attracted to them and will be more so as the various improvements are made.

Answering the Telephone.

The way telephones are answered has a great deal to do with getting business. It is possible to be gruff and short over a phone just as it is easy to give a quick answer in the store. A query over the phone may not indicate a coming order and in busy times the inclination may be to choke the querist off short, but it isn't good business and you can't always sometimes tell how soon the man or woman at the other end of the wire may be looking for something in your line and a pleasant answer from you may mean the capture of the trade. It is just as good business to be polite and accommodating when talking over a telephone as when addressing a person individually. A good phone voice is getting to be an asset.

It is certainly unwise to let business cares and troubles worry you so that you cannot speak in your pleasantest voice over the telephone.

Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.

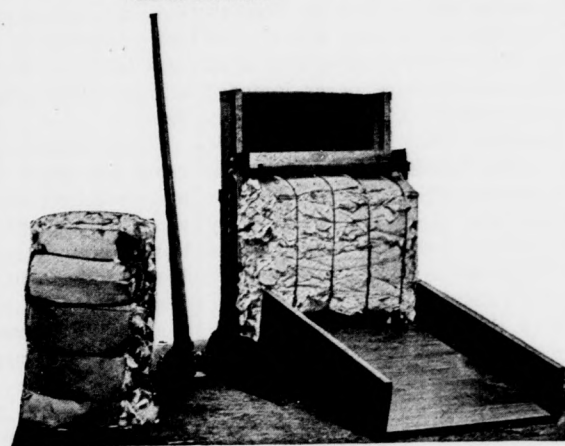
Your Waste In the Way

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.

KNOW YOUR OWN MIND.**First Requirement for Success Is Fitness for Progress.**

Written for the Tradesman.

What are the greatest stumbling blocks to success for the ordinary individual?

The principles of success may be correct but the difficulty comes in not knowing how to make personal application of the same.

The doctrine of profit making has not set aside the fact that every business man differs from every other man in his line.

We are prone to believe that what one man has done, others can do. If we are wise enough to discover the fundamental principles of universal action of the natural human mind we are getting very near the point where we can do almost anything that any other man has done.

The reason so many of us fail in trying to work out schemes that we have seen others perform successfully is, that there is too much friction in our minds. We are using too much energy in trying things that we have not educated ourselves to do. We are in bondage mentally; we really and truly do not know how to think.

We ought to educate our brains before we try to do anything else. We ought to so develop and train our minds that wherever we may go we can so completely master any and all circumstances and deal with facts as fast as the voice travels over wire.

Knowledge means something more than facts concerning the past. Our greatest stumbling blocks are notions that we must know a little something about foreign tongues and historic facts; to some of us this idea causes too much friction.

The thought of progression never has and never will take a step backward; it never refers to things of the past, but keeps on going and forgets the work of yesterday.

As differently as we are from every other person in the world so differently do we think and when we think individually we are getting very near the principles that the universal minds wants us to act on.

There never can be nor will any natural thinker believe that we can establish a system whereby all individuals can think alike and work in harmony. Nature never intended that one should eat, drink and sleep for another; likewise she has made laws in the intellectual world whereby each must think for himself.

Right now there is a great wave of evolution in the intellectual world and if we watch very closely results may be produced.

Every day we are shown individually the necessity of thinking for ourselves. Some of us are afraid of these suggestions that come to us from within our own minds. We still believe that we are not strong enough to stand alone and are leaning upon some one else. Let us stop begging from our neighbors. Let us lend the weak a helping hand and

show them how to become good and strong by developing their own energy.

What should we care where we came from? The origin of man ought not to trouble us. What we want to know is, where are we going? We mean, where are we traveling today? To-morrow will never come. Knowing this to be a fact, it behooves us to know what to do today.

Another great stumbling block that is in our way is the fact that too many of us have a greater desire to receive than to give.

The law of progress is the natural law of giving. It gives all it produces and never thinks of receiving thanks from any one.

When we begin to throw off all of our selfishness and begin to work for everything that progression suggests to us, like progress, we will have everything we need. But we are undeveloped individuals and want everything known to the past as well as that of the present.

Instead of being in line with progression it appears that many of us are in perpetual ignorance. We show our ignorance by being satisfied with things as they are handed to us. After we have learned all the laws of the human mind then we shall be content with our lives, but until we can stand alone mentally we should never rest.

Your business, my dear brother, needs competent men, it needs applied intelligence, it needs trained brains, the rotten core in each department needs cutting out. You and you alone will have to accumulate the force that can and will clean up everything around you. But before anything outside of yourself can be made whiter than snow you will first have to get clean mentally.

Now let us think deeply concerning these stumbling blocks and see if we cannot overcome at least some of them. We need not give up any of our valuable time to our extra studies to learn how to attract the power needed. All we have to do is to have faith in our own mental powers and when we have attained this, all else will come of its own accord.

We should believe that there is in man an animating, ruling characteristic essence or influence, or spirit, or a family of thoughts which is oneself—for him to develop and utilize.

It has been recognized for many years that there is an Infinite Spirit of Intelligence that pervades the universe. This universal and exhaustless Energy is nothing other than a Vital Force which plays upon the mind of man.

Every age, barbaric or civilized, in a happy or unhappy state, improving or degenerating, has framed its own conception of a power behind man and the success or failure of the people or the individual has its limitations according to their own experiences and imaginings.

The leading men and women in any civilized country, are the strong-

est personalities. When the business world learns just what is meant by personality it will begin to move a few steps forward.

The personality of the individual is not made up of flesh and blood nor is it made up of clothing. It is that Vital Force we call Intellectual Energy, the characteristic elements of thought.

We have explored and traveled every foot of the field of sorrow and along the road we have seen the high mountain and some of us have said, "no use to try" and for that reason we are practically as yet in the field of doubt.

Life, which is in one sense of the word, thought, needs expression. Expression is necessary to the thought or it will die, and all of our good business thoughts must have expression through us or they can never remove the great stumbling blocks from our way.

Every day gives birth to a new invention or discovery or to a new application of old ones, let us look for them and try to gain what personal benefit we can.

Edward Miller, Jr.

A Boston policeman was leading a sobbing youngster toward the station house. "What has he been doing?" was asked. "Using a bean-shooter," answered the man behind the star. "Is that a crime?" was queried. "Not exactly," he replied, "but it is considered sacrilege to put beans to such use in this town."

When a new catalog comes in, or a new number of a trade journal, have the head clerk go through it and mark the things he thinks ought to be considered by you. You will get a new point of view in that way.

Personal work with customers will do more to tie them fast to your store than any form of printed advertising but don't limit yourself by going no farther than you can go by personal work.

Savings Invested In Realty

It pays better than a bank account. Well selected realty investments make enormous returns. It is the safest and most productive form of investment.

On Dec. 1st, to introduce ourselves we will offer 1000 building lots. This property is situated only thirty minutes ride by trolley from the business center of the City. We predict that these lots will increase 50 per cent. within three years. Buffalo has practically no vacant houses and a population of 450,000. Extension is the order of the day and with extension, values will increase wonderfully. The starting price will be \$25.00 cash, per lot, balance in thirty-six equal installments. The majority of lots face on street car line. The most outlying within 5 minutes walk. The property is already improved, cement sidewalks, sewerage, water works, gas main and electric light service. Price of lots will advance Jan. 1st. Get in now and reap the benefits. By depositing \$10.00 per lot, before Dec. 1st, we allow a credit of 10 per cent. on your purchase. Satisfaction guaranteed or your money refunded. Title to each lot will be conveyed to Trust Company to be delivered when payments are completed. If you die before you complete payments, a clear title is made to your heirs, at no further cost. This is better than life insurance.

We want agents in your locality. Send us the names and addresses of neighbors who you think may be interested. Do it now.

Enormous profits are being made by others. Join before it is too late. This is one of the best Realty investments ever offered. Write for further particulars.

Buffalo Land Security Co.

395 Ellicott Sq. Bldg. Buffalo, N. Y.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan

"CASH AND CARRY."**How One Grocer Cut the High Cost Of Living.**

Written for the Tradesman.

The grocer stood at the cigar case talking with a customer when a woman with a broad, red face and two hundred pounds of bone, flesh and muscle under her ill-fitting garments entered and puffed up to Johnny, the clerk.

"Just listen to this talk," observed the grocer, indicating the woman by a motion of the hand.

"What's butter?"

"Thirty-two," Johnny said.

"What do you think of that?" the woman gasped out. "Thirty-two cents for butter! What's eggs?"

"Thirty-two," answered Johnny.

"More than two cents and a half a piece," exclaimed the woman. "Why don't everybody go into the hen business?"

Johnny evidently gave it up, for he made no reply. He had had previous experience with the customer he was waiting on.

"Bacon?" demanded the woman.

"What's bacon?"

"Twenty-five."

Johnny had an eye on the grocer, about whose mouth a flicker of amusement was beginning to show.

"Twenty-five cents for bacon! We used to get it for eight."

"Yes'm," said Johnny.

"That woman," observed the grocer, "conducts a boarding house on a back street. Six months ago, she charged four dollars a week for board. Now she charges five. She has seen our lift in prices and gone one better. I wish her boarders would kick on her prices every meal they eat."

"We can't never pay them prices," snarled the woman. "Something has got to be done."

"I wish I could cut butter and eggs out of my stock," continued the grocer, speaking in an aside to the man by the cigar counter. "There is little profit in them, and all the kicks center on butter and eggs."

"We used to get butter for ten cents, and eggs for eight," the woman was saying to Johnny.

"Yes'm," replied Johnny.

"In those days," the grocer remarked to his customer, "people used to go to the grocery with a basket and carry their purchases home, and they used to pay spot cash for everything they bought."

"And the stores were lighted with kerosene lamps," added the customer, "and the refrigerator was an old goods box in the back room, with ants crawling over the butter."

"And everything was sold in bulk. Crackers stood in barrels exposed to dust and flies, and soda was kept in a barrel next to the soft soap."

"I just wish," the woman went on, "that them good old days would come back once more."

"In the good old days she is talking about," snickered the grocer, "she used to board railroad men for two dollars and a half a week, and she never had more than one calico

dress a year. For every extra cent she pays me she charges her boarders five."

"Look here," said the customer, thoughtfully, "why wouldn't it be a good plan for merchants to cut out some of the frills and give their customers the benefit of the reduction in expense?"

"I'm not certain the people would stand for it."

"In all the large cities," the customer said, "there are grocers in the tenement districts who never deliver goods, who keep no books. A credit account is unknown. Cash and carry groceries, they call them, and their prices are much lower than those of the stores that run a big delivery service."

"The trouble would be that people would buy small orders at such stores and go to the large ones with their big ones."

"Not if the prices were lower," insisted the customer. "Suppose a man could save half a dollar by buying \$5 worth of goods at a cash and carry store. Wouldn't he be apt to do it?"

"That would depend entirely on how far he would have to lug the goods," replied the grocer.

"Of course the cash and carry store might develop into a neighborhood concern," said the customer.

"I wish I could get into that line of business myself," observed the grocer. "Now I lose a lot of money on bad accounts. Suppose I have ten customers running books. Out of every lot of ten I lose a bill, and that knocks the profit off the other nine."

"Well, you've got a neat little store up here in a good residence part of the city, and you are in shape to give the system a try-out."

"Well," they heard the woman say, "I'll take a pound of butter, a dozen eggs, and a pound of bacon. I have to serve bacon and eggs for breakfast, though I can't afford it. And, look here, I want them goods delivered to-night. Not sometime to-morrow forenoon, but to-night."

"Yes'm," said Johnny.

"There's an extra trip for that order," said the grocer, "and that will keep the boy out later than usual, and to-morrow he will be kicking for over time, which will eat up the profit."

"I should like to see you try out the cash and carry plan," said the customer.

The customer did not think the grocer really would adopt the plan, and was therefore surprised, at the end of the week, to see the city newspapers carrying advertisements headed "CASH AND CARRY."

"How does it work?" he asked, a few days later.

"Fine," was the reply. "I lost some of my slow-paying customers and I gained some cash ones. The slow-pays are now trading at a downtown store and paying about ten per cent. more for their goods than they would have to pay me. The new cash customers are trading with me because they are saving money by it."

"Is the volume of trade about the same?"

"I am selling more goods under this plan," was the reply, "and there are no tricks to speak of. There are no delivery boys to quarrel with every morning, and no women telephoning that the dinner goods got there just in time for supper."

"How about the profits?"

"I am making more money in this way: I have my sales in hand every day, and pay cash for everything I buy. That saves money, you know."

"Now about reductions."

"Well, I am selling cheaper. For instance, the delivery men are selling a certain brand of flour for seventy cents a sack. I am selling for sixty-five. I have a brand of tinned goods which sells for thirteen cents in the delivery stores. I sell them for ten. Sugar goes at sixteen pounds for a dollar in the other stores and I am giving seventeen. All these things count. I estimate that a family buying of me can earn about a dollar a week by paying cash and carrying the goods home."

"Just at present," continued the grocer, "I am doing a great deal of advertising, and that is expensive. When my system is better understood I can cut down on that some, although I mean to keep my prices before the people at the time. It pays to do so."

"Then the system is all right?"

"It is for me, but I don't know whether it would be for a larger store. See what I am saving. I formerly had two wagons out, paying the drivers ten dollars a week each. The horses cost me about six dollars a week for feed and harness repairs. Besides all this, I lost a horse now and then, and the wagons would break down."

"And here is another thing about this cash and carry plan," the grocer went on. "My trade runs more evenly. Before, customers who came down town Saturday night to gossip on the streets waited until Saturday night to order their goods. They expected the goods delivered that night. The result was that at ten o'clock the store floor was piled a foot high with undelivered goods. Then the delivery boys got rattled and made mistakes."

"Now my customers who come down town to rubber at the end of the week do not want their arms filled with goods, so they order Saturday forenoon and get the goods home before they go out in the evening. Monday is now the best day I have. Most of my customers are working men who receive their pay on Saturday. Instead of going to a credit store and dumping most of their money down for provisions which have been consumed, they now make their lists Sunday and come in with the cash Monday morning."

"Of course," the customer, a mechanic himself, said, "there are people who buy in quantities at the delivery store, and these could not be persuaded to go into the cash and carry system, but the average householder will patronize the cash and

carry store if he can save money, and so reduce the cost of living."

This cash and carry store is a fact, and is doing a good business to-day. However, this article is not intended to be instructive, but suggestive, and there are two sides to the proposition. It might work well in one place and not at all in another.

Alfred B. Tozer.

New Orleans Waking Up.

There was once a time when New Orleans was the great market and outlet of the Mississippi Valley. It had had a foreign shipping trade which rivaled that of New York, and one of the world's great rivers, with more than 20,000 miles of navigable waters, brought to its doors the iron and coal of Western Pennsylvania, furs and skins from the army of hunters and trappers, who were roving the great plains of the West and the wild regions of the Rocky Mountains, while the corn and wheat of the upper states of the Valley and the cotton and sugar of the lower tier of states all contributed to give vast variety and value to the commodities for which the marts of New Orleans were famous.

Then this city enjoyed a monopoly of Western and Southern trade, not the result of unlawful combinations of capital, but created by the fact that the Atlantic ports and cities were shut out by great ranges of mountains, over which there were only steep and rugged ways for wagons.

Our people were so secure in the enjoyment of their great trade that they neglected to take notice that energetic and enterprising people in New York, Philadelphia and Baltimore were building railroads westward over the mountains to tap our tributary trade and turn it off to the eastward. This is what has happened to us, and our people of an earlier generation, relying on their wonderful natural advantages, failed to rise to the necessities created by the emergency, and then a terrible war intervened and devastated our rich Southland and left us so disabled that we could only devote our labors to the political and material redemption of our states from their desperate condition, and this we have done.

Now has come the time when we must arise and engage in the mighty struggle that competition imposes upon us. New Orleans is a great originating market for cotton, rice, sugar, coffee, tropical fruits and all imported goods and should be able to sell them in competition with every market in the United States. We must canvass the entire country west and north of us, and sell such goods as have been named in the face of all competition. We can do that, and all that is necessary is to put forth the energy, properly directed, and do it. —New Orleans Picayune.

G. J. Johnson Cigar Co.

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



THE SUCCESSFUL SALESMAN.

Business of the World Is to Buy and Sell.

This is not a treatise on the psychology of salesmanship. I do not know what that is. It is not the science of salesmanship. I do not believe salesmanship is a science—yet. To reduce it to a science there must be a record of clever sales actually made and a systematic analysis of the forces that make them possible.

To know how a salesman overcomes opposition and makes sales is not enough to be of helpful character. We must know why.

Salesmanship is the art of selling something to a man who thinks he does not want it, at a price he does not want to pay, at a time when he does not want to buy. Anything else than this is not salesmanship. Most of us know this is done every day in the year, every hour of the day. Yet few can tell why it is possible. Certain qualities of salesmanship enter into every deal of this character. Few salesmen possess all the qualities that are factors in successful salesmanship. Yet all must possess most of them.

These qualities are enthusiasm, resourcefulness, self-respect, personality, tact, quick wit, health and the "sixth sense."

Enthusiasm covers a multitude of defects in the salesman. It is an offset to a pleasing personality with a man who lacks that quality. It is one of the most essential of all qualities.

Resourcefulness is the quality that converts defeat into victory; that enables the salesman to spring into the breach and assault the enemy before he has his defense prepared, and to carry him by storm. The man who is not resourceful is the one who knows what he ought to have done when he gets out on the sidewalk. Resourcefulness can be cultivated.

The man who hesitatingly asks if he may see the manager, lacks self-respect. He is the fellow who says that if he could get into the office he would sell So-and-So, but plaintively wails that he can not get in.

The business of the world is buying and selling. Every man who has anything to sell has a right to see any man who buys. Barriers are put up in most business offices to keep out the weak sisters of the selling profession. Business men generally like salesmen who get there. It is a very favorable introduction to get into the office of a man who does not want to see you.

Personality is the most invaluable asset a salesman can possess, and he must possess it. It must be born in him, for it can not be acquired. We all know how the ingratiating personality of some men gains them not only instant audience but sets up a pre-disposition in the mind of the buyer to buy. When you don't have what I call "personality," something else must take its place—enthusiasm, resourcefulness or wit—something that will gain you instant and alert attention.

The man who is not tactful is not and can not be a salesman. Tact tells you when you are in wrong. If you can not "sense" that a man is drawing away from your proposition, you are not cut out to be a salesman. Quit.

The salesman who has readiness of wit has a quality which often enables him to turn the tide in his favor. A witty rejoinder often changes the whole complexion of an interview. If you have not wit, you haven't it; that's all; and you won't get it. If it was not born in you, there is no use trying to get it.

The most trying employment is specialty selling. It requires alertness. Every faculty must watch the prospective buyer for the least flicker of interest. The good salesman is always in suspense until the order is closed. Every nerve, every brain cell and all the senses are at their utmost tension, or should be, during the process of sale. And yet there must be no indication of this. Perfect health, and perfect health only, permits the salesman to keep up this continual strain on his physical and mental resources without impairment. The man who thinks otherwise can not but fail some time.

And now we come to the thing which is hardest to define. I have called it the "sixth sense." It is that which is inborn in the true salesman. It is the sense which tells a man when to offer the contract for signature. The real salesman knows when, and just when, the customer is won. The salesman can not tell how he knows, and nobody else can, definitely. You can only illustrate it and try to explain it. Often right in the midst of an argument you know that the man is ready to sign up—you know he will sign up, and you stop right there. If you haven't had this experience you lack the great essential of salesmanship. If you have had this experience you can know, no matter what your success has been, that you are a salesman, and that almost any other quality which you

lack can be acquired. The "sixth sense" must be innate. If it is not born in you, you never get it.

Reams of stuff have been written on what we call the "psychological moment." It is a waste of time to read it. If you do not know when the psychological moment has arrived, it is a certainty you never will—at least, not in time to become a really successful salesman during this life. Some time someone may elucidate this matter of the "sixth sense." It has not been done yet.—Omaha Trade Exhibit.

Fair Treatment Asked For Him—Hardships Endured.

As I am selling merchandise on commission for several large concerns in my particular line of business, I think I know of some of the hardships the commission man has to run up against.

In the first place, he certainly deserves credit for having the courage and nerve to start out with a line of goods and take a chance of making a success with his own money. A salesman of this kind usually starts out with the intention of working for the interest of his customers, as well as the concern he represents, and if the merchant takes the trouble to give this man a few minutes of his valuable time, and treats him with confidence and respect, he does not necessarily have to buy his goods to form a lasting friendship, which will be mutual.

If a merchant has the confidence of a commission salesman who is on the level he will find that the salesman will go out of his way to do him a favor. There are some successful merchants who are so greedy to make money that they do not stop to consider if they are making their money honestly and those are the ones who will take the salesman's time and look over his goods, and keep him on the anxious seat for a day or two, and then, after getting all the information they want, turn him down by telling him they are not ready to buy.

As soon as the salesman has left the store they will write to the concern he represents and try to buy the goods at a better price than that sub quoted by stating, or inferring, that they would rather buy the goods direct and save the salesman's commission. There are merchants who are buying goods every day who think they are saving the salesman's commission, but if they knew the truth they are not doing so, for a reputable house will always back up its salesmen, and the merchant is paying a full price for his goods and perhaps more than his competitor, for the salesman will always favor the man who places his confidence in him.

A merchant who makes a practice of trying to save a salesman's commission will soon find he does not see the new articles until his competitor, who does not resort to sharp buying tactics, has a sale well established.

The merchant who believes in "Live and Let Live" is the man who

is the friend of the traveling salesman.

Albert G. Titus,
Manufacturer's Agent.

New Cow at White House.

Pauline Wayne, 3d, the much-talked-of new White House cow, has at last reached Washington and taken up her domestic duties as provider of milk and butter for President Taft's household.

Pauline is a Holstein-Friesian cow of registered stock. She came from the stock farm of Senator Isaac Stephenson, of Wisconsin, and was on the road from Kenosha just two days. Pauline arrived in a big crate none the worse for her long journey in an express car.

She was met at the Union station in Washington by a delegation of White House employees. In the afternoon Pauline was turned out to graze on the rear lawns of the White House.

Pauline's aunt, Gertrude Wayne, is said to have held the world's record for milk and butter production. Pauline yields seven and one-half gallons of milk a day.

The stork is expected to visit her soon. Pauline Wayne takes the place of Mooley, the White House Jersey that killed herself last summer by eating too many oats. Mooley was staked out during the day on the White House grass, and at night was put in her stall. One night she got out and wended her way to the oats bin. She had never been instructed by experts that oats are for horses, and she ate and ate. When they called a veterinarian it was too late.

Show me a rich man who is not industrious and I will show you one who had his money left to him and who is too lazy to spend it.

If You Go Fishing

and don't catch anything,
just remember that

Hotel Livingston

Grand Rapids, Mich.

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

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.

Gentle Art of Snoring.

On a sleeping car between Columbia and Atlanta not long ago the comfort of the passengers was greatly disturbed by the singular manner of snoring of a citizen who, it was subsequently discovered was a foreigner. The sound that emanated from the interior of the gentleman's berth is indescribable. It bore some resemblance to the struggles of a half-grown Shanghai rooster learning to crow; it was more squeak than roar, but the painful part of it was its irregular and ejaculatory character. Sometimes the man would be silent for two minutes and then two or three little spurts and jets of noises would break from the berth in a period of three seconds. Thus, after a time, half the car was in a condition of nervous excitement.

Curing the snoring habit is well nigh impossible, or at least one seldom hears of a genuine cure. The truth is that a systematic and normal snorer is not a nuisance. One may accustom himself to the snoring of a fellow-passenger in a car, no matter how loud and stertorous it be, if it only be rhythmic and steady, indeed, we dare say that if one put aside prejudice he may actually enjoy the performance of a well-disciplined snorer and be lulled to slumber by it much as an innocent baby is lulled by the monotone of a doting mother's hush-a-by cadences.

From this the thought emerges that persons who must snore should be taught to snore more properly. Schools of instruction in snoring should be set up, so that the disorderly and rule-breaking snorer would be eliminated from good society.

"Snoring is an abnormal and noisy mode of respiration produced by deep inspirations and expirations through the nose and open mouth, the noise being caused by the vibrations of the soft palate and uvula." It stands to reason that the operations of the soft palate and the uvula could be trained into a decent harmony. Doubtless both are tractable, and it is altogether likely that the unconventional and therefore despicable snorer could be converted into a sound producer akin to a pipe organ in the matter of regularity at least, although he might not be made strictly musical. The real nuisance is the awkward, uncouth and incoherent snorer who has never taken the trouble to polish the irregularities of his constitutional infirmity.

Once, in a hotel at Saluda, S. C., we were in the company of distinguished South Carolina politicians. The inn was a small and delicately constructed frame structure, and it was necessary to put four statesmen in each room, and sandwich a reporter here and there, besides. One of the statesmen, who was a considerate gentleman, insisted that he should sleep in the hall, saying that his snoring was such that no one could possibly slumber in the room with him. When all had retired the gentleman's roars proceeded from the hall as predicted, and the whole house from roof to cellar was soon

shaken in a vibratory motion. This continued all through the night, but, contrary to expectations, it created a rather pleasant and soothing sensation, because the snoring, powerful and resonant as it was, was executed with the splendid continuity of the roar of a great waterfall or Corliss engine. It was an impressive illustration of the difference between the civilized snorer and the utterly seditious and squeaking disturber.—Columbia State.

Love Makes Beautiful.

They boarded a train in New York the other morning, the impatient crowd jostling and bumping them.

At first glance I marveled at the bigness of the baby the woman carried in her arms. Another look made it clear.

The pitiful burden was not a baby, as years count.

Some afflicting foe had stung and withered the mental bud that would have blossomed into reason, turning back the vital sap into channels merely physical; leaving the face blank and expressionless.

Yet the woman's arms were tenderly entwined about her as if circling a cherub.

The light in her deep-sunk eyes as she gazed on her burden,—why, it changed the whole atmosphere of that ill-smelling car, as if the mole-train had of a sudden sprouted wings and soared into the clear, pure sea or upper air and sunshine and far blue shores where white-sailed cloud ships swayed at their moorings!

She was not fair of feature as men count beauty. Whatever nature may have meant her to have at forty, Care and Labor had stolen, leaving little more than a map of many miseries and hardships.

But Care and Labor can not steal Love, thank God, and for all they had taken from that face Love made up a thousand fold.

Indeed, as I looked at her, the thought came that here was one of the few perfect pictures, framed in the gold of transmuted gloom.

It was more than that.

It was a revelation of one of the really GREAT FACTS,—there are very few and even these are often passed by in the hurrying race after phantoms.

The GREAT FACT that the TRUEST BEAUTY is born of our BURDENS!

Never before was it so impressed upon me.

This woman of humble station was really homely.

Her face, fired by wrath instead of illumined with love, would have frightened.

One could see from her hands and her attitude that life for her had been a running fight with Adversity and Adversity sours and sullens its victims, as a rule. Especially when they belong to the stratum in which her lot was cast.

The child she carried was only a gruesome physical makeshift for a child.

Even Pity was repelled by the absolute vacancy of the face wherein Nature usually grows her most exquisite flowers,—the pure eyes, the smiling lips, the rosy cheeks of children!

One glance at such a mockery was enough to make any grateful for his own burdens,—unless one like this was among them.

The same glance revealed a wonderful beneficence.

What Nature had meant should bloom on that little face was not lost!

Quicker than the withering wind of carelessness or disease or whatever swept this little garden were the arms of a mother's devotion, which had caught and held the fleeting flowers and now, in her own rough plot watered them with unspeakable love into a glorious beauty that not only transformed her face and reflected upon that of her child some measure of what might have been, but spread about wherever she carried her burden, a glow that made it seem—as it was—the passing of a beautiful woman with a beautiful child in her arms!

—Leigh Mitchell Hodges.

Where Nature Does the Washing.

Swiss methods of laundering are original, practical and labor-saving. The women there have learned well how to make the best use of their opportunities with the least exertion. How they use the tourists, everyone who has traveled in the country of the Alps knows. They also know how to make nature do their housework.

In most of the towns everything that is to be laundered is washed or cleaned in one of the big watering troughs that stand at regular intervals along the main thoroughfare.

Into it goes everything from potatoes to human beings, and the only sanitary regulation existent is that it must be cleaned out with a large broom made of bush or twigs after the potatoes have had their bath.

But when it rains, then everything else gives way to the family wash—no matter if it is Thursday, or Sunday, or Saturday, or Wednesday—for in Switzerland they seek the rainy days for wash days, instead of deploring a cloudy Monday.

The steady downpour provides running water in the village washtub. Into the sweeping current the family linen goes, and there it is whirled and twirled about until every speck of dirt is thoroughly rinsed away.

The scrubbing board is not put into commission at all.

Occasionally the good housewife, protected under the family umbrella held over her head by one of her youngsters, who is allowed to enjoy the drips from that same umbrella, takes a look at her wash and encourages it with a gentle poke with her husband's best cane.

But the rest of the day she enjoys to the full in her snug chalet, while the elements do her work.

In fact, with her conscience at rest that her day's tasks will be done, she

can spend her time gossiping with her neighbor, whose conscience is also at peace.

In fact, it is not to be doubted that she now regards as an oversight the failure of Dame Nature to provide an ironing board.

Money Value of Education.

At the late summer meeting of the Illinois Farmers' Institute, Dr. H. J. Webber of the Cornell College of Agriculture in New York, gave a practical illustration of the value of a trained brain in farming. We have spoken of this once before and very likely we shall publish it again for it is one of the fundamental things in modern farming. He said:

A Cornell man visited many farms and secured from 573 men accurate data of the farmer's income from his own labor—deducting all expenses, hired labor and five per cent interest on capital investment, from the gross receipts, besides allowing for depreciation in apparatus, tools, etc. He found that the 398 farmers who had attended only the district schools had an average labor income of \$318 annually; while 165 who had attended high school had an income of \$622 and the 10 college men earned \$847. arranged in groups having equal capital the labor incomes are:

Capital	District Schooling	More Education
\$2,000 and under	\$ 187	\$ 286
2,001 to \$4,000	241	275
4,001 to 6,000	398	466
6,001 to 8,000	395	709
8,001 to 10,000	618	796
10,001 to 15,000	525	1,091
Over \$15,000	1,054	1,272

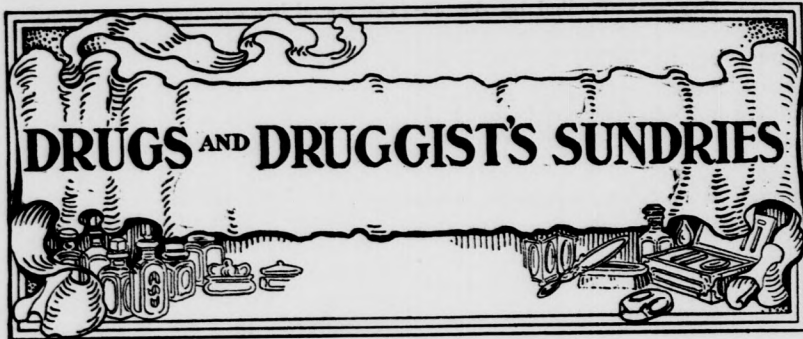
In every group the men having the highest education make the best use of their capital. There is an increase of \$304 per year in the labor income of those men who have attended high schools; that is, a high school education is worth more than \$6,000 in five per cent bonds.

Last year a cow census was taken of 100 dairy farmers in Tomkins county, N. Y., the same county in which Cornell University and College of Agriculture are situated. The same relation between profit and intelligence was seen in that cow census when nourished by foods which have been little manipulated by man and machinery. Dairy products are, as a rule, consumed nearly as nature produced them. This is particularly true with milk upon which the growing body must depend. In the case of butter only a small percentage of other products are added to the fat extracted from the milk. Men only manipulate it in order to put it in convenient shape for use. It can still be termed a product of nature designed as only nature can design for use as food by the human body.

E. K. Slater, Secy.
National Dairy Union.

Diamonds bought on the installment plan are always the most conspicuous.

It is better to have a customer come back with a kick than never to come back at all.



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—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Candy at the Drug Store.

For a number of years we have run with success during the winter months a line of "Saturday to Monday Specials." These as a rule are specialties other than chocolates, either bulk or package goods, and the only advertising we give them is attractive window displays with neat signs and plain price marks. We have found that odd prices bring the best results. If the specialties be bulk goods, they are displayed in trays with a good sign calling attention to the quality with the price per pound and half pound plainly marked. We rarely quote on these cards less than the half-pound price with the result that seldom does anyone call for a quantity less than the lowest quotation on the sign.

Let me say right here that bulk goods even as specials are always priced at from 80 to 100 per cent. Bulk candies on display are always weighed out at our leisure so that more attention can be given to accurate weighing, and during busy times they can be handed out as called for without delay.

Bulk goods specialties we keep changing continually, never buying a second lot unless it is something that has been a particularly good seller or one for which there is an active demand after our stock is exhausted, and even then we may wait four or five weeks to have something new. Never permit your consumer nor your stock to become stale. When you happen to get hold of a piece

of goods that does not take as you anticipated, and this is likely to occur, price it so that you can make a quick clean up, get rid of it at any price or give it away—anything to get it out of the shop and charge up the loss, if there is any, to experience.

I believe that any well-kept drug store can handle candies at a profit, and only the location and the effort one is willing to put back of the line can determine whether the business can be extended to the point of featuring bulk goods and building up a very profitable side line. To my mind now is the time for the retail druggist to put forth his best efforts, and if he will do so I am fully convinced that he can as a general proposition eventually control a large part of the candy business.—Chas. Rehfuß in Bulletin of Pharmacy.

White Library Paste.

Here are three formulas for making this paste:

I.

White dextrin 5 or 5½ lbs.
 Water 1 gal.
 Oil of wintergreen 30 m.
 Oil of clove 30 m.

Heat the water to 160 degrees Fahrenheit, then turn off the heat, add the dextrin and stir until dissolved. When cool, add the oils and stir well. Then pour into bottles, cork and put away in a cool place. After two or four weeks the mixture will alter or "ripen" so that a creamy paste is obtained. If the bottles are put into a refrigerator at a temperature of about 40 degrees Fahrenheit, the "ripening" will occur in a week or less.

II.

Corn starch 2 av. ozs.
 Gelatin ¾ av. oz.
 Water 16 fl. oz.
 Oil of clove 16 drops.

Incorporate the starch with the water, add the gelatin and heat the whole on a water-bath until a uniform jellylike compound results. When nearly cold stir the oil.

III.

White dextrin 12 av. ozs.
 White sugar 3 av. ozs.
 Alum ¾ av. oz.
 Water 20 fl. ozs.
 Formaldehyde 10 m.
 Oil of wintergreen 10 m.

Rub the solids to powder, mix well, and add the water in a boiling condition. Then allow to cool, rub in a mortar to a smooth consistency, and finally incorporate the formaldehyde and oil.

One of the latest health movements is that initiated against the public drinking cup. It has been well known for several years, and practically ever since bacteriology became a science, that such dangerous and loathsome diseases as diphtheria, tuberculosis and syphilis are frequently contracted by the use of public drinking cups. During the last year the use of these cups has been prohibited by four State Boards of Health, and condemned by forty others.

In Philadelphia the Department of Health has been carrying on a campaign against the custom of serving water to theatrical audiences between the acts. In the city of Washington the new school buildings are without cups. In many cities throughout the country the so-called sanitary drinking fountains have succeeded the old places where metal cups were used. Several of the railroads have taken up the movement and in one or two cases the roads have begun supplying passengers with individual paper cups at a small expense. In churches the good old wine goblet has given place to separate thimbles. It is announced that during the coming winter bills will be introduced by anti-tuberculosis associations in several of the legislatures throughout the country.

Of course the whole success of any movement like this depends upon the enlightenment of the public. There is no doubt at all that the danger is a very real one and that the campaign ought to be continued with ever-increasing determination.

Sewing Machine Oil.

Petroleum oils are better adapted for the lubrication of sewing machines than any of the animal oils. Sperm oil has for a long time been considered the standard oil for this purpose, but it is really not well adapted to the conditions to which a sewing machine is subjected. If the machine were operated constantly or regularly every day, probably sperm oil could not be improved on. The difficulty is, however, that a family sewing machine will frequently be allowed to stand untouched for weeks at a time and will then be expected to run as smoothly as though just oiled. Under this kind of treatment almost any other oil than petroleum oil will become gummy. What is known in the trade as a "neutral" oil, of high viscosity, would probably answer better for this purpose than anything else. A mixture of one part of petrolatum and seven parts of paraffine oil has also been recommended.

II.

Pale oil of almonds 9 ozs.
 Rectified benzoline 3 ozs.
 Foreign oil of lavender 1 oz.

The Liquor Question.

The advanced steps which pharmacy as a profession is taking in the conservation of health, life and public morals should in itself indicate the trend of opinion as regards the indiscriminate sale of liquors in drug

stores. The universal public belief is that druggists generally make more on selling whisky than they do in the practice of pharmacy. We know better than that, but so long as there is here and there a so-called saloon-drug-store, we beggar the argument in our efforts to convince the public of its error. The attitude of the N. A. R. D. should be against the sale of liquor in drug stores except on physicians' prescriptions, with other drastic restrictions as are imposed in some prohibition states—prescriptions not to be refilled, the quantity limit for twenty-four hours for any one person, etc.; but we should go on record in no uncertain terms as to our position against the custom of selling liquors in drug stores except on the written prescription of a reputable physician, and be most emphatic in the disapproval of the traffic.—From the annual address of President Chas. H. Huhn, of the N. A. R. D.

Plan Out Work Ahead.

Long before the next holiday you'll be moving a lot of heavier goods that may have seemed a bit backward, awaiting a hint of winter. Always the expected season seems to linger, but it gets there with both feet to those prepared for it, and the man who builds now for big business in table lines, kitchen things and home prettythings will be ready to trim attractive windows before Thanksgiving time and win some lively sales by suggestion readiness.

Let this man be you. Give a prize to any in your employ who can, in time, supply an acceptable thought for novel window display appropriate to the day and effective in selling goods.

Driving Out a Bad Odor.

Druggists are asked almost daily for something to drive a bad odor from a room, and sometimes we are at a loss what to indicate. Here is a good thing. The expense is a little against it, but often the customer will not even consider that. Take a small sheet of tin and place the ends on two small boxes. Set a lighted lamp underneath, place about a teaspoonful of menthol on the tin, go out and close the door. In a few minutes the method will be all volatilized and the room will smell sweet.

A burglar does not mind making bad breaks if he is not caught in the act.

It is awfully hard for a man to keep his fool streak under cover.

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.

City, Phone 6238 42-44 South Ionia Street
 Bell Phone 3690 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba 1 75@1 80	Scilla @ 50
Aceticum 60@ 8		Cubebae 4 80@5 00	Scilla Co. @ 50
Benzolcum, Ger. 70@ 75		Erigeron 2 35@2 50	Tolutan @ 50
Boracie 12@ 12		Evechthitos 1 00@1 10	Prunus virg. @ 50
Carbolicum 16@ 20		Gaultheria 4 80@5 00	Zingiber @ 50
Citricum 45@ 50		Geranium 7@ 70	
Hydrochlor 3@ 5		Gossippi Sem gal 70@ 75	Tinctures
Nitrosum 8@ 10		Hedeoma 2 50@2 75	Aloes 60
Oxalicum 14@ 15		Junipera 40@2 20	Aloes & Myrrh. 60
Phosphoricum, dil. @ 15		Lavandula 90@3 00	Anconitum Nap's R 60
Salicylicum 44@ 47		Limons 1 15@1 25	Anconitum Nap's R 60
Sulphuricum 14@ 15		Mentha Piper 2 20@2 40	Arnica 50
Tannicum 75@ 85		Mentha Verid 5 50@6 00	Asafoetida 50
Tartaricum 38@ 40		Morruhuac, gal. 2 00@2 75	Atrope Belladonna 60
Ammonia		Myrica 3 00@3 50	Aurant Cortex 50
Aqua, 18 deg. 4@ 6		Olive 1 00@3 00	Barosma 50
Aqua, 20 deg. 6@ 8		Picea Liquida 10@ 12	Benzoin 60
Carbonas 13@ 15		Picea Liquida gal. @ 40	Cantharides 50
Chloridum 12@ 14		Ricina 94@1 00	Cardamom 50
Aniline		Rosae oz. 8 00@8 50	Cardamon Co. 50
Black 2 00@2 25		Rosmarini @ 1 00	Cassia Acutifol 50
Brown 80@1 00		Sabina 90@1 00	Cassia Acutifol Co 50
Red 45@ 50		Santal @ 4 50	Caster 1 00
Yellow 2 50@3 00		Sassafras 90@1 00	Catechu 50
Baccae		Sinapis, ess. oz. @ 65	Cinchona 50
Cubebae 70@ 75		Succini 40@ 45	Cinchona Co. 50
Junipers 8@ 10		Thyme 40@ 50	Columbia 50
Xanthoxylum 1 00@1 10		Thyme, opt. @ 1 60	Cubebae 50
Balsamum		Theobromas 15@ 20	Digitalis 50
Copaiba 60@ 65		Tigil 90@1 00	Ergot 35
Peru 2 00@2 30			Ferri Chloridum 50
Terabin, Canad 70@ 80			Gentian 50
Tolutan 40@ 45			Gentian Co. 50
Cortex			Gulaca 50
Abies, Canadian 18			Gulaca ammon 50
Cassia 20			Hyoscyamus 75
Cinchona Flava 18			Iodine 75
Buonymus atro. 60			Iodine, colorless 50
Myrica Cerifera 20			Kino 50
Prunus Virgini. 15			Lobelia 50
Quillaja, gr'd 15			Myrrh 50
Sassafras, po 30. 26			Nux Vomica 50
Umus 20			Opil 1 50
Extractum			Opil, camphorated 1 00
Glycyrrhiza, Gla. 24@ 30			Opil, deodorized 2 00
Glycyrrhiza, po. 28@ 30			Quassia 50
Haematox 11@ 12			Rhatany 50
Haematox, 1s 13@ 14			Sanguinaria 50
Haematox, 1/2s 14@ 15			Serpentaria 50
Haematox, 1/4s 16@ 17			Stromonium 50
Ferru			Tolutan 50
Carbonate Precip. 15			Valerian 50
Citrate and Quina 2 00			Veratrum Veride 50
Citrate Soluble 55			Zingiber 60
Ferrocyanidum S 40			
Solut. Chloride 15			
Sulphate, com'l 2			
Sulphate, com'l, by bbl. per cwt. 70			
Sulphate, pure 7			
Flora			
Arnica 20@ 25			
Anthemis 50@ 60			
Matricaria 30@ 35			
Folia			
Barosma 1 80@1 90			
Cassia Acutifol 15@ 20			
Cinnabell 25@ 30			
Cassia Acutifol 25@ 30			
Salvia officinalis 18@ 20			
Uva Ursi 8@ 10			
Gummi			
Acacia, 1st pkd. @ 65			
Acacia, 2nd pkd. @ 45			
Acacia, 3rd pkd. @ 35			
Acacia, sifted sts. @ 18			
Acacia, po 45@ 65			
Aloe, Barb 22@ 25			
Aloe, Cape 22@ 25			
Aloe, Socotri 45@ 50			
Ammoniac 55@ 60			
Asafoetida 1 75@2 00			
benzoinum 50@ 55			
Catechu, 1s @ 13			
Catechu, 1/2s @ 14			
Catechu, 1/4s @ 16			
Camphora 60@ 65			
Euphorbium @ 40			
Galbanum @ 1 00			
Gamboge 1 25@1 35			
Gaulacum po 35 @ 45			
Kino po 45c @ 45			
Mastic @ 75			
Myrrh po 50 @ 45			
Opium 5 50@5 60			
Shellac 45@ 55			
Shellac, bleached 60@ 65			
Tragacanth 90@1 00			
Herba			
Absinthium 4 50@7 00			
Eupatorium oz pk 20			
Lobelia oz pk 20			
Majorium oz pk 25			
Mentha Pip. oz pk 25			
Mentha Ver oz pk 25			
Rue oz pk 39			
Tanacetum V. 22			
Thymus 7. oz pk 26			
Magnesia			
Calcined, Pat. 55@ 60			
Carbonate, Pat. 18@ 20			
Carbonate, K-M. 18@ 20			
Carbonate 18@ 20			
Oleum			
Absinthium 6 50@7 00			
Amygdalae Dulc. 75@ 85			
Amygdalae, Ama 80@8 25			
Anisi 1 90@2 00			
Aurant Cortex 2 75@2 85			
Bergamit 5 50@5 60			
Cajuputi 55@ 60			
Caryophylli 1 30@1 40			
Cedar 85@ 90			
Chenopadi 3 75@4 00			
Cinnamoni 1 75@1 85			
Conium Mac 90@ 95			
Coriandri 90@ 95			
Potassium			
Bi-Carb 15@ 18			
Richromate 13@ 15			
Bromide 30@ 35			
Carb 12@ 15			
Chlorate po. 12@ 14			
Cyanide 30@ 40			
Iodide 2 25@2 30			
Potassa, Bitart pr 30@ 32			
Potass Nitras opt 7@ 10			
Potass Nitras 6@ 8			
Prussiate 23@ 25			
Sulphate po 15@ 18			
Radix			
Aconitum 20@ 25			
Althae 30@ 35			
Anchusa 10@ 12			
Arum po @ 25			
Calamus 20@ 40			
Gentiana po 15. 12@ 15			
Glycyrrhiza pv 15 16@ 18			
Hellebore, Alba 12@ 15			
Hydrastis, Canada @ 3 00			
Hydrastis, Can. po @ 2 60			
Inula, po 18@ 22			
Ipecac, po 2 00@2 10			
Iris plox 35@ 40			
Ialapa, pr. 70@ 75			
Maranta, 1/4s @ 35			
Podophyllum po 15@ 18			
Rhel 75@1 00			
Rhel, cut 1 00@1 25			
Rhel, pv. 75@1 00			
Sanguinari, po 18 @ 11			
Scilla, po 45 20@ 25			
Senega 85@ 95			
Serpentaria 50@ 55			
Smilax, M. @ 25			
Smilax, off's P. @ 48			
Spigella 1 45@1 50			
Symplocarpus @ 25			
Valeriana Eng. @ 25			
Valeriana, Ger. 15@ 20			
Zingiber a 12@ 16			
Zingiber j 25@ 28			
Semen			
Anisum po 22 @ 18			
Apium (gravel's) 13@ 15			
Bird, 1s 4@ 6			
Cannabis Sativa 7@ 8			
Cardamon 70@ 90			
Carui po 15 12@ 15			
Chenopodium 25@ 30			
Coriandrum 12@ 14			
Cydonium 75@1 00			
Dipterix Odorate 3 50@4 00			
Foeniculum @ 30			
Foenugreek, po. 7@ 9			
Lini 6@ 8			
Lini, gr'd. bbl. 5 1/2 6@ 8			
Lobelia 75@ 80			
Pharlaris Cana'n 9@ 10			
Rapa 5@ 6			
Snapsis Alba 8@ 10			
Snapsis Nigra 9@ 10			
Spiritus			
Frumentum W. D. 2 2 00@2 50			
Frumentum 1 25@1 50			
Juniperis Co. 1 75@3 50			
Juniperis Co O T 1 65@2 00			
Saccharum N E 1 90@2 10			
Spt Vini Galli 1 75@2 00			
Vini Alba 1 25@2 00			
Vini Oporto 1 25@2 00			
Sponges			
Extra yellow sheeps' wool carriage @ 1 25			
Florida sheeps' wool carriage 3 00@3 50			
Grass sheeps' wool carriage @ 1 25			
Hard, slate use @ 1 00			
Nassau sheeps' wool carriage 3 50@3 75			
Velvet extra sheeps' wool carriage @ 2 00			
Yellow Reef, for slate use @ 1 40			
Syrups			
Acacia @ 50			
Aurant Cortex @ 50			
Ferri Iod @ 50			
Ipecac @ 50			
Rhel Arom @ 50			
Smilax Om's 50@ 60			
Sassa @ 50			
Miscellaneous			
Aether, Spts Nit 3f 30@ 35			
Aether, Spts Nit 4f 34@ 38			
Alumen, gr'd po 7 3@ 5			
Annatto 40@ 50			
Antimoni, po 4@ 5			
Antimoni et po T 40@ 50			
Antifebrin @ 20			
Antipyrin @ 25			
Argent Nitras oz @ 12			
Arsenicum 10@ 12			
Balm Gilead buds 60@ 65			
Bismuth S N 2 20@2 30			
Calcium Chlor, 1s @ 10			
Calcium Chlor, 1/2s @ 12			
Calcium Chlor, 1/4s @ 90			
Cantharides, Rus. @ 20			
Capsici Fruc's af @ 22			
Capsici Fruc's po @ 15			
Cap'i Fruc's B po @ 22			
Carmin, No. 40 @ 25			
Carphylus 20@ 25			
Cassia ructus @ 35			
Cateceum @ 10			
Centraria 50@ 55			
Cera Alba 40@ 42			
Cera Flava 45@ 50			
Crocus 34@ 45			
Chloroform 25@1 54			
Chloral Hyd Crss 1 25@ 90			
Chlorom Squibbs 20@ 25			
Chondrus 38@ 48			
Cinchonide Germ 38@ 48			
Cinchonidine P-W 3 05@3 25			
Cocaine 3 05@3 25			
Corks list, less 70% @ 45			
Creosotum @ 2			
Creta, bbl. 75 @ 5			
Creta, prep. 9@ 11			
Creta, precip. @ 8			
Creta, Rubra @ 24			
Cudbear 3@ 10			
Cupri Sulph 7@ 10			
Dextrine @ 8			
Emery, all Nos. @ 6			
Emery, po 60@ 65			
Ergota 35@ 40			
Ether Sulph 12@ 15			
Flake White 3@ 30			
Galla 3@ 9			
Gambler 35@ 60			
Gelatin, Cooper 35@ 60			
Gelatin, French 35@ 60			
Glassware, fit boo 75% 11@ 13			
Less than box 70% 15@ 25			
Glue, brown 15@ 25			
Glue, white 26@ 25			
Glycerina @ 25			
Grana Paradisi 35@ 60			
Humulus @ 1 10			
Hydrarg Ammoli @ 85			
Hydrarg Ch. Mt. @ 85			
Hydrarg Ch Cor @ 95			
Hydrarg Ox Ru'm 45@ 50			
Hydrargyrum @ 80			
Ichthyobolla, Am. 90@1 00			
Indigo 75@1 00			
Iodine, Resubi 3 00@3 25			
Iodoform 3 90@4 00			
Liquor Arsen et @ 25			
Hydrarg Iod. @ 25			
Liq Potass Arsatit 10@ 15			

Lupulin	@1 50	Rubia Tinctorum	12@ 14	Vanilla	9 00@10 00
Lycopodium	60@ 70	Saccharum La's	18@ 20	Zinci Sulph	7@ 10
Macis	65@ 70	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drae's	4@ 50		
Magnesia, Sulph. bbl	@ 1 1/4	Sapo, G	@ 15		
Mannia S. F.	75@ 85	Sapo, M	10@ 12		
Menthol	3 50@3 75	Sapo, W	13 1/2@ 16		
Morphia, SP&W	3 35@3 60	Seidlitz Mixture	20@ 22		
Morphia, SNYQ	3 35@3 60	Sinapis	@ 18		
Morphia, Mal.	3 35@3 60	Sinapis, opt.	@ 30		
Moschus Canton	@ 40	Snuff, Maccaboy,			
Myristica, No. 1	25@ 40	De Voes	@ 54		
Nux Vomica po 15	@ 10	Snuff, S'h DeVos's	@ 54		
Os Sepia	35@ 40	Soda, Boras	5 1/2@ 10		
Pepsin Saac, H & P D Co.	@ 1 00	Soda, Boras, po	5 1/2@ 10		
Picis Liq N N 1/2 gal. doz.	@ 2 00	Soda, Carb	1 1/2@ 2		
Picis Liq qts	@ 1 00	Soda, Bi-Carb	3@ 5		
Picis Liq pints	@ 60	Soda, Ash	3 1/2@ 4		
Pil Hydrarg po 80	@ 50	Soda, Sulphas	@ 2		
Piper Alba po 35	@ 30	Spts. Cologne	@ 3 00		
Piper Nigra po 22	@ 13	Spts. Ether Co.	50@ 55		
Pix Burgum	10@ 12	Spts. Myrcia	@ 2 50		
Plumbi Acet	12@ 15	Spts. Vini Rect 1/2 b	@		
Pulvis Ip'cet Opil 1	30@1 50	Spts. V'i' Rect 1/2 b b	@		
Pyrethrum, bxs. H & P D Co. doz.	@ 75	Spts. V'i' R't 10 gl	@		
Pyrethrum, pv.	20@ 25	Spts. V'i' R't 5 gl	@		
Quassiae	8@ 10	Strychnia, Crysl 1	10@1 30		
Quina, N. Y.	17@ 27	Sulphur, Roll	2 1/2@ 5		
Quina, S. Ger.	17@ 27	Sulphur Subl.	2 1/2@ 6		
Quina, S P & W	17@ 27	Tamarinds	8@ 10		
		Terebinth Venice	40@ 45		
		Thebromae	40@ 50		

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	Oysters	85@ 90
Bath Brick	1	Cove, 1lb.	85@ 90
Bluing	1	Cove, 2lb.	1 65@1 75
Brooms	1	Plums	1 00@2 50
Brushes	1	Peas	95@1 25
Butter Color	1	Marrowfat	95@1 25
C		Early June	95@1 25
Candles	1	Early June Sifted	1 15@1 30
Canned Goods	1-2	Peaches	90@1 25
Canned Meats	1-2	No. 10 size can pie	2 30
Carbon Oils	1-2	Pineapple	85@2 50
Catsup	1-2	Sliced	95@2 40
Cereals	1-2	Pumpkin	85
Cheese	1-2	Fair	90
Chewing Gum	1-2	Good	90
Chicory	1-2	Fancy	1 00
Chocolate	1-2	Gallon	2 50
Clothes Lines	1-2	Raspberries	@
Cocoa	1-2	Salmon	2 25
Cocoonut	1-2	Col'a River, talls	2 25
Cocoa Shells	1-2	Col'a River, flats	2 40
Coffee	1-2	Red Alaska	1 60@1 75
Confections	1-2	Pink Alaska	1 20@1 30
Crackers	1-2	Sardines	3 75
Cream Tartar	1-2	Domestic, 1/4 Mus.	3 50
D		Domestic, 1/2 Mus.	@ 7
Dried Fruits	5	French, 1/4 s	7 @14
E		French, 1/2 s	18 @23
Farinaceous Goods	5	Shrimps	90@1 40
Feed	5	Succotash	85
Fish and Oysters	10	Fair	1 00
Fishing Tackle	5	Good	1 00
Flavoring Extracts	5	Fancy	1 25@1 40
Flour	5	Strawberries	
Fresh Meats	5	Standard	
F		Fancy	
Gelatine	5	Good	95@1 10
Grain Bags	5	Fair	85@ 90
Grains	5	Fancy	@1 40
G		No. 10	@3 00
Herbs	6	Tomatoes	
Hides and Pelts	10	Good	95@1 10
H		Fair	85@ 90
Jelly	6	Fancy	@1 40
I		No. 10	@3 00
Licorice	6	CARBON OILS	
J		Barrels	
Matches	6	Perfection	@ 9 1/2
Meat Extracts	6	D. S. Gasoline	@ 15
Mince Meat	6	Gas Machine	@ 24
Molasses	6	Deodor'd Nap'a	@ 12 1/2
Mustard	6	Cylinder	29 @34 1/2
K		Engine	16 @22
Nuts	11	Black, winter	8 1/4@10
L		CEREALS	
Olive	6	Breakfast Foods	
M		Bear Food Pettijohns	1 90
Pipes	6	Cream of Wheat 36 2lb	4 50
Pickles	6	Deodor'd See. 36 pkgs.	2 85
Playing Cards	6	Post Toasties T No. 2	2 80
Potash	6	24 pkgs.	2 80
Provisions	6	Post Toasties T No. 3	2 80
N		36 pkgs.	2 80
Rice	7	Apetiao Biscuit, 24 pk	3 00
Salad Dressing	7	18 pkgs.	1 95
Saleratus	7	Grape Nuts, 2 doz.	2 70
Sal Soda	7	Malta Vita, 36 1lb.	2 85
Salt	7	Mapl-Flake, 24 1lb.	2 70
Salt Fish	7	Pillsbury's Vitos, 3 dz.	4 25
Seeds	7	Ralston Health Food	3 00
Shoe Blacking	7	Saxon Wheat Food, 24	3 00
Snuff	7	Shred Wheat Biscuit,	3 60
Soap	7	36 pkgs.	3 60
Soda	7	Kellogg's Toasted Corn	2 80
Spices	7	Flakes, 36 pkgs in cs.	2 80
Starch	7	Vigor, 36 pkgs.	2 80
Syrups	7	Volgt Cream Flakes	2 80
O		Zest, 20 5lb.	4 10
Tea	8	Rolled Oats	
Tobacco	8	Bulk	3 1/4
Twine	8	24 2lb. packages	2 50
P		CATSUP	
Vinegar	9	Mustard, 1lb.	1 80
Q		Mustard, 2lb.	2 80
Wicks	9	Souled, 1 1/2 lb.	1 80
Woodenware	9	Souled, 2lb.	2 75
Wrapping Paper	10	Tomato, 1lb.	1 50
R		Tomato, 2lb.	2 80
Yeast Cake	10	Mushrooms	
		Hotels	@ 17
		Buttons, 1/4 s	@ 14
		Buttons, 1s	@ 23

3		4		5	
Limbunger	@17	Cocoonut Brittle Cake	12	Champagne Wafer	2 50
Pineapple	40 @60	Cocoonut Taffy Bar	12	Per tin in bulk	
Sap Sago	@20	Cocoonut Bar	12	Sorbetto	1 00
Swiss domestic	@13	Cocoonut Drops	12	Nabisco	1 75
CHEWING GUM		Cocoonut Macaroons	12	Festino	1 50
American Flag Spruce	51	Cocoonut Hon. Fingers	12	Bent's Water Crackers	1 40
Beeman's Pepsin	55	Cocoonut Hon Jumbles	12	CREAM TARTAR	
Adams' Pepsin	55	Coffee Cake	10	Barrels or drums	33
Best Pepsin	55	Coffee Cake, Iced	10	Boxes	34
Best Pepsin, 5 boxes	2 00	Crumpets	10	Square cans	36
Black Jack	55	Dinner Biscuit	25	Fancy caddies	41
Largest Gum Made	55	Dixie Sugar Cookie	9	DRIED FRUITS	
Sen Sen	1 00	Family Cookie	9	Apples	
Sen Sen Breath Perf	1 00	Fig Cake Assorted	13	Sundried	
Yucatan	55	Fig Newtons	12	Evaporated	
Yucatan	55	Floral Cake	12 1/2	Apricots	
Spearmint	55	Fluted Cocoonut Bar	10	California	12@15
CHICORY		Frosted Creams	8	Citron	
Bulk	5	Frosted Ginger Cookie	8	Corsican	@15
Red	7	Frosted Honey Cake	12	Currants	
Eagle	5	Fruit Lunch Iced	10	Imp'd 1 lb. pkg.	@ 9 1/2
Frank's	7	Ginger Gems	8	Imported bulk	@ 9 1/2
Schener's	6	Ginger Gems, Iced	8	Peel	
CHOCOLATE		Graham Crackers	8	Lemon American	13
Walter Baker & Co.'s	22	Ginger Snaps Family	8	Orange American	13
German's Sweet	31	Ginger Snaps N. B. C.	7 1/2	Raisins	
Premium	31	Hippodrome Bar	12	Connosiar Cluster	3 25
Caracas	31	Honey Cake, N. B. C.	12	Dessert Cluster	4 00
Walter M. Lowney Co.	30	Honey Jumbles, Iced	12 1/2	Loose Muscatels 3 cr.	6
Premium, 1/4 s	30	Honey Flake	12 1/2	Loose Muscatels 4 cr.	6 1/2
Premium, 1/2 s	30	Household Cookies	8	L. M. Seeded 1 lb. 7 1/2 @8	
CIDER, SWEET		Household Cookies Iced	8	California Prunes	
"Morgan's"		Imperial	9	L. M. Seeded, bulk	7 1/2
Regular barrel 50 gals	7 50	Jersey Lunch	9	Sultanas, Bleached	12
Trade barrel, 28 gals	4 50	Jubilee Mixed	10	100-125 25lb. boxes	@ 6 1/2
1/2 Trade barrel, 14 gals	2 75	Kream Klips	25	90-100 25lb. boxes	@ 7
Bolled, per gal	50	Laddie	9	80-90 25lb. boxes	@ 7 1/2
Hard, per gal	20	Lemon Gems	10	70-80 25lb. boxes	@ 8
COCOA		Lemon Biscuit Square	17	60-70 25lb. boxes	@ 9
Baker's	37	Lemon Wafer	17	50-60 25lb. boxes	@ 9 1/2
Cleveland	41	Lemona	9	30-40 25lb. boxes	@ 11
Colonial, 1/4 s	35	Mary Ann	9	1/4 c less in 50lb. cases	
Colonial, 1/2 s	33	Marshmallow Walnuts	17	FARINACEOUS GOODS	
Epps	42	Molasses Cakes	8	Beans	
Huyler	45	Molasses Cakes, Iced	9	Dried Lima	6 1/2
Lowney, 1/4 s	36	Molasses Fruit Cookies	11	Med. Hand Pk'd	2 25
Lowney, 1/2 s	36	Iced	11	Brown Holland	2 90
Lowney, 1s	40	Mottled Square	10	Farina	
Van Houten, 1/4 s	12	Oatmeal Crackers	8	25 1 lb. packages	1 50
Van Houten, 1/2 s	20	Orange Gems	9	Bulk, per 100 lbs.	3 50
Van Houten, 1s	40	Penny Assorted	9	Hominy	
Webb	32	Peanut Gems	9	Pearl, 100 lb. sack	1 75
Wilbur, 1/4 s	33	Pretzels, Hand Md.	9	Maccaroni and Vermicelli	
Wilbur, 1/2 s	32	Pretzettes, Hand Md.	9	Domestic, 10 lb. box	60
COCOANUT		Pretzettes, Mac. Md.	8	Imported, 25 lb. box	2 50
Dunham's 1/4 s & 1/2 s	26 1/2	Raisin Cookies	10	Pearl Barley	
Dunham's 1/2 s	27	Raisin Gems	11	Chester	2 75
Dunham's 1/4 s	28	revere, Assorted	14	Empire	3 65
Bulk	13	Rittenhouse Fruit	10	Peas	
COFFEE		Biscuit	10	Green, Wisconsin, bu.	
Common	10@13 1/2	Rube	9	Green, Scotch, bu.	2 50
Fair	14 1/2	Scalloped Gems	10	Split, lb.	04
Choice	14 1/2	Scotch Cookies	10	Sage	
Fancy	19	Spiced Currant Cake	10	East India	5
Peaberry	19	Sugar Fingers	12	German, sacks	5
Santos		Sultana Fruit Biscuit	16	German, broken pkg.	
Common	12@13 1/2	Spiced Ginger Cake	9	Taploca	
Fair	14 1/2	Sugar Cakes	9	Flake, 10 0lb. sacks	6
Choice	14 1/2	Sugar Squares, large or	9	Pearl, 130 lb. sacks	4 1/2
Fancy	19	small	9	Pearl, 24 lb. pkgs.	7 1/2
Maracaibo		Sunnyside Jumbles	10	FLAVORING EXTRACTS	
Choice	19	Superba	9	Foot & Jenks	
Fancy	19	Sponge Lady Fingers	25	Coleman Vanilla	
Guatemala		Sugar Crimp	9	No. 2 size	14 00
Choice	15	Vanilla Wafers	17	No. 4 size	24 00
Java	12	Waverly	10	No. 3 size	36 00
African	17	In-er Seal Goods		No. 8 size	48 00
Fancy African	17	Albert Biscuit	1 00	Coleman Terp. Lemon	
O. G.	25	Animals	1 00	No. 2 size	9 60
P. G.	31	Arrowroot Biscuit	1 00	No. 4 size	18 00
Mocha		Athena Lemon Cake	50	No. 3 size	21 00
Arabian	21	Baronet Biscuit	1 00	No. 8 size	36 00
New York Basis		Brenner's Butter		Jaxon Mexican Vanilla	
Arbuckle	16 75	Wafers	1 00	1 oz. oval	15 00
Lion	16 25	Cameo Biscuit	1 50	2 oz. oval	23 20
McLaughlin's XXXX		Cheese Sandwich	1 00	4 oz. flat	55 20
McLaughlin's XXXX sold		Chocolate Wafers	1 00	8 oz. flat	108 00
to retailers only. Mail all		Cocoonut Dainties	1 00	Jaxon Terp. Lemon	
orders direct to W. F.		Faust Oyster	1 00	1 oz. oval	10 20
McLaughlin & Co., Chicag-		Fig Newton	1 00	2 oz. oval	18 80
Extract		Five O'clock Tea	1 00	4 oz. flat	33 00
Holland, 1/2 gro boxes	95	Frotana	1 00	8 oz. flat	63 00
Felix, 1/2 gross	1 15	Ginger Snaps, N. B. C.	1 00	Crescent Mfg. Co.	
Hummel's foil, 1/2 gro.	85	Graham Crackers, Red		Mapleine	
Hummel's tin, 1/2 gro.	1 43	Label	1 00	2 oz. per doz.	3 00
CRACKERS		Lemon Snaps	50	GRAIN BAGS	
National Biscuit Company		Oatmeal Crackers	1 00	Amoskeag, 100 in bale	19
Brand		Old Time Sugar Cook.	1 00	Amoskeag, less than bl	19 1/2
Butter		Oval Salt Biscuit	1 00	GRAIN AND FLOUR	
N. B. C. Sq. bbl 6 1/2 bx	6	Oysterettes	50	Wheat	
Seymour, Rd. bbl 6 1/2 bx	6	Pretzettes, Hd. Md.	1 00	Red	91
Soda		Royal Toast	1 00	White	88
N. B. C., boxes	6	Saltine Biscuit	1 00	Winter Wheat Flour	
Select	9	Saratoga Flakes	1 50	Local Brands	
Saratoga Flakes	13	Social Tea Biscuit	1 00	Patents	5 40
Zephyrette	13	Soda Craks, N. B. C.	1 00	Second Patents	5 20
Oyster		Soda Cracks, Select	1 00	Straight	4 80
N. B. C. Rd. bbl 6 1/2 bx	6	S S Butter Crackers	1 50	Second Straight	4 60
Gem, bbl, 6 1/2 boxes	6	Sultana Fruit Biscuit	1 50	Clear	4 00
Faust	8	Unseeded Jinxer Waffer	1 00	Flour in barrels, 25c per	
Sweet Goods		Unseeded Lunch Biscuit	50	barrel additional	
Animals	10	Vanilla Wafers	1 00	Lemon & Wheeler Co.	
Atlantics	12	Water Thin Biscuit	1 00	Big Wonder 1/4 s cloth	5 25
Atlantic, Assorted	12	Zu Zu Ginger Snaps	50	Big Wonder 1/2 s cloth	5 25
Arrowroot Biscuit	16	Zwieback	1 00	Worden Grocer Co.'s Brand	
Avena Fruit Cake	12	In Special Tin Packages		Quaker, paper	5 10
Brittle	11	Per doz.	2 50	Quaker, cloth	5 20
Bumble Bee	10	Nabisco, 25c	2 50	Wykes & Co.	
Cardets	9	Nabisco, 10c	1 00	Eclipse	4 85
Cartwheels Assorted	9				
Chocolate Drops	16				
Choc. Honey Fingers	12				
Circle Honey Cookies	12				
Currant Fruit Biscuits	12				
Cracknels	16				

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/2 cloth 6 00 White Star, 1/2 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 4 60 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 4 40 Ceresota, 1/2 6 30 Ceresota, 1/2 6 20 Lemon & Wheeler's Brand Wingold, 1/2 6 75 Wingold, 1/2 6 65 Wingold, 1/2 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/2 cloth 6 10 Laurel, 1/2 & 1/2 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, 1/2 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/2 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tip 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 Bolted 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 33 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 22 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 10 @ 120 Bulk, 2 gal. kegs 95 @ 105 Bulk, 5 gal. kegs 90 @ 104 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 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 tierces 14 Compound Lard 10 3/4 40 lb. tubs, advance 1/4 40 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 50 lb. pails, advance 1/4 10 lb. pails, advance 1/4 5 lb. pails, advance 1/4 3 lb. pails, advance 1/4 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 Picon 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 1/2 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 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 40 Corned beef, 1 lb. 1 90 Roast beef, 2 lb. 3 40 Roast beef, 1 lb. 1 90 Potted ham, 1/2 50 Potted ham, 1/2 50 Deviled Ham, 1/2 50 Deviled Ham, 1/2 50 Potted tongue, 1/2 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 3 1/2 @ 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 35 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 1 80 Wyandotte, 100 3/4 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 90 Lump, 145 lb. kegs 90 SALT Common Grades 100 3 lb. sacks 2 40 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 6 Halibut Strips 16 Holland Herring Y. M. wh. hoop, bbls. 10 00 Y. M. wh. hoops 5 bbls. 5 25 Y. M. wh. hoops, kegs 65 Y. M. wh. hoop Milchers 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. 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75	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 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 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 3 00 Satinet, oval 2 70 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, 10bxs 3 25 German Mottled, 25bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 4lbs. 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 4lb. 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 Scouring'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. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 3/4 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, Cochin 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 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford 7 3/4 Silver Gloss, 40 lbs. 7 3/4 Silver Gloss, 16 3lbs. 8 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 3/4 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 75	10lb. cans, 1/2 dz. in cs. 1 65 2 1/2 lb. cans, 2 dz. in cs. 1 75 2 1/2 lb. cans, 2 dz. in cs. 1 83 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 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 45 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. 1 65 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 Mist, 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 Ace 37 Bracer 37 Big Four 31 Bull Jack 31 Bullion, 16 oz. 46 Climax Golden Twins 48 Days Work 48 Derby 48 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to lb. 58 Gold Rope, 14 to lb. 58 G. O. P. 32 Granger Twist 46 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 43 Jolly Tar 30 J. T., 8 oz. 35 Keystone Twist 46 Kismet 48 Nobby Spun Roll 28 Parrot 28 Peachey 45 Picnic Twist 45 Piper Heidsick 69 Redicut, 1 1/2 oz. 38 Red Lion 36 Sherry Cobbler, 10 oz. 20 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 28 Square Deal 37 Star 37 Standard Navy 28 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 Hiemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 13 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. 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 3 15 Willow, Clothes, small 6 25 Willow, Clothes, me'm 7 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 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 ds. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 35 Case, medium, 12 sets 1 35 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan Spring 90 Eclipse patent spring 85 No. 1 common 50 No. 2 pat. brush holder 85 12lb. 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 req. 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 00 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 16 in. Butter 2 40 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 13 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 7 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 12 Pickled 9 Pike 8 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 12 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11	Calfskin, cured No. 1 14 Calfskin, cured No. 2 12 1/2 Perch Old Wool 80 Lambs 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 Cane Jumbo, 22 lb. 1 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 7 Conserve 8 Royal 7 1/2 Ribbons 15 Broken 10 Cut Leaf 8 Leader 14 1/2 Kindergarten 8 French Cream 10 Star 9 Hand Made Cream 11 Premio Cream mixed 14 Paris Cream Bon Bons 16 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 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 15 Quintette Chocolates 14 Champion Gum Drops 14 Moss Drops 16 Lemon Sours 16 Imperial 16 Ital. Cream Opera 11 Ital. Cream Bon Bons 17 Golden Waffles 17 Red Rose Gum Drops 16 Auto Bubbles 17 Fancy-in 5lb. Boxes Old Fashioned Molasses, 10lb. bx 1 31 Orange Jellies 55 Lemon Sours 55 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 1 10 H. M. Choc. Lf. and 1 10 Dark No. 12 1 10 Bitter Sweets, 2 1/2 lb. 1 10 Brilliant Gums, Cry. 60 A. A. Licorice Drops 60 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 50 @ 60 Cream Wafers 65 String Rock 65 Wintergreen Berries 65 Ole Time Assorted 65 Buster Brown Good 65 Up-to-date Assmt 65 Ten Strike No. 1 65 Ten Strike No. 2 65 Ten Strike, Summer assortment 65 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 30 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 16 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 12 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 15 @ 16 Table nuts, fancy 12 @ 13 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new 8 Cocoanuts 8 Chestnuts, New York State, per bu. 8 Shelled Spanish Peanuts 9 Pecan Halves 35 @ 55 Walnut Halves 36 @ 55 Filbert Meats 37 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H P Suns 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 .45
8 oz. tin cans .35
4 oz. tin cans .20
82 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 36 5c pkgs., per case .2 60

FRESH MEATS

Beef
Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 7 1/2
Chucks .7 @ 7
Plates .6 @ 5
Livers .6 @ 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 50

Jute
60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

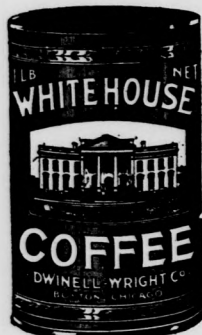
Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. .95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit;
Symons Bros. & Co., Saginaw;
Brown, Davis & Warner, Jackson;
Godmark, Durand & Co., Battle Creek;
Fleibach Co., Toledo.

FISHING TACKLE
1/2 to 1 in. 6
1 1/2 to 2 in. 7
1 1/2 to 2 in. 9
1 1/2 to 2 in. 11
2 in. 15
2 in. 15
3 in. 20

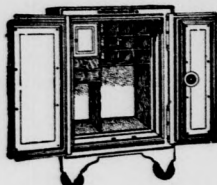
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE
Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

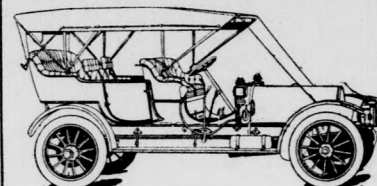
New York

Chicago St. Louis

Minneapolis

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before
Air Cooled. Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.
7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

Among 20 contestants it went 46 1-10 miles on one gallon of gasoline and outdid its nearest competitor by 50 per cent.

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin. Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Retail yard for sale, annual business \$30,000. Money making proposition; only yard in town; good reason for selling. W. G. Block Co., Muscatine, Iowa. 24

For Sale—Stock general merchandise about \$3,300, in live railroad town thirty miles north of Muskegon. In one of Michigan's finest farming and fruit belts. Low rent, with living rooms. Reason, have an opportunity in the West. Terms \$1,800 cash, balance on easy payments. Address General, care Tradesman. 21

Wanted—A stock of general merchandise invoicing from \$2,500 to \$3,000, located in a good farming country. Address No. 20, care Michigan Tradesman. 20

For Sale—Grocer, meat and shoe business in a hustling county seat of 1,000 population, with a good farming country surrounding. This is an old-established business and entirely alive at present time, but must be sold at once for good reasons. This is a bargain for someone. Address No. 19, care Tradesman. 19

Bring Something to Pass

Mr. Merchant! Turn over your "left overs." Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Stock of hardware and implements invoicing about \$4,000. Also one cement block, 20x70, two-story and one frame building 40x40, part two-story. Address No. 18, care Tradesman. 18

For Sale—Two Little Giant gasoline lighting systems. Latest style fixtures. Same as new. Satisfactory reasons for selling. Will exchange for cash register. Mills Dry Goods Co., Lansing, Mich. 17

To Dealers—If you want first cost net to you for your stock of merchandise, address Ralph W. Johnson, Maiden Rock, Wis. 15

For Sale—Small stock of general merchandise located in the busiest little town in Southern Michigan. Will sell or rent my modern brick store building. Address No. 16, care Tradesman. 16

For Sale—Circular saw mill made by Sinker-Davis Co. Atlas locomotive type fire box boiler, 85 H. P. Chandler & Taylor 60 H. P. engine. Will sell at sacrifice for immediate shipment. Davis Cooperage Co., Martinsville, Ind. 14

Oregon timber for sale, 300 million feet of yellow fir, hemlock and cedar in the coast range mountains, free from fire danger and on the line of survey of the Pacific & Eastern R. R. Enquire of Harry W. Elgin, 246 South Cottage St., Salem, Ore. 13

For Sale—Clean up-to-date jewelry stock and fixtures. In good lumbering and manufacturing town of 2,800. Good business. Will sell for \$2,400. Write for terms. Lowe's Jewelry Store, Onaway, Mich. 22

An up-to-date \$4,000 hardware and \$2,500 dry goods stocks for sale in the best little town in Michigan. Address J.

The Comstock-Grisier 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, Evart, 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

The Western Sales Plan—\$5 for complete plan, including outline copy for sales bill. Address Geo. Raveling, Rock Rapids, Ia. 7

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

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—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

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

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

IMPORTANT

I can positively close out or reduce your stock of merchandise at a profit. I can positively prove by those who have used my methods that a failure is entirely out of the question. I positively have the best, the cheapest and most satisfactory sales plan of any salesman in the business. LET ME PROVE IT.

G. B. JOHNS, Auctioneer and Sale Specialist
1341 Warren Ave. West Detroit, Mich

For Sale or Exchange—For real estate, first-class stock of general merchandise in up-to-date town. Address No. 988, care Tradesman. 988

I would like a general hardware stock in town surrounded by a prosperous farming country. Stock about \$4,000 or \$5,000. Address 1318 W. Main St., Owosso, Mich. 996

For Sale—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

For Sale—Cash or part trade, finest millinery store. Best location in Denver, Colorado, for unimpaired Detroit or Ann Arbor property. Box 109, Denver, Colo. 968

For Rent—Two-story business building, 30x140, suitable for wholesale or department store, in thriving town; correspondence solicited. Box 77, Phillipsburg, Pa. 967

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 \$30,000. 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—Well established drug stock in thrifty town tributary to rich farming community. Stock and fixtures inventory \$1,400. Will sell for \$1,200. No dead stock. Terms cash or its equivalent. Address No. 777, care Michigan Tradesman. 777

For Sale—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

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

Absolutely Pure Country Sorghum

In ½ barrels and barrels @ 47c f. o. b. shipping station or 49c delivered. In 10 lb friction top pails 6 in a case; 5 lb. pails 12 in a case; 2½ lb. cans 24 in a case @ \$3 25 per case f. o. b. cars, or \$3 50 a case delivered. Can nip case goods from Chicago, barrel sorghum from Burlington, Ia., if in a hurry. All goods guaranteed to please you and to conform to all Pure Food Laws. My selling plan that is guaranteed to sell the goods; FREE with your first order. Address John Weiler, Olney, Ill.

For Sale—Two 8 foot plate glass, oak frame, electric lighted showcases. Three 8 foot, oak, wall hat cases, with sliding glass doors. One outside marble base, electric lighted display case. One triple mirror, one 20 foot oak counter. All in good condition. Will sell any one or all. Gannon-Paine Co., 84 Monroe St., Grand Rapids, Mich. 946

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

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 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

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, Nov. 7.—Notwithstanding a quiet spot coffee market the week opens with a great deal of strength and holders generally agree that the trend upward will continue. Buyers take only small amounts, and seem willing to run the chances. At this writing Rio No. 7 is quoted at $11\frac{1}{8}$ @ $11\frac{1}{4}$ c. In store and afloat there are 2,707,432 bags, against 4,140,950 bags same time last year. Mild coffees are firm but the movement is slow and buyers are taking only enough to keep assortments unbroken. Good Cucuta is worth $12\frac{3}{4}$ c.

Refined sugar is generally quoted at 4.60c. Trading is quiet. Some refiners shade the above quotations, but there is no wild scramble to take supplies. The general tendency in the sugar market seems to be toward lower quotations.

The market for teas is strong. Supplies are certainly not overabundant and the year promises to go out with comparatively light stocks all around.

Rice is decidedly dull, and there seems to be no immediate likelihood of any change for the better. As the holidays approach rice is pretty sure to be relegated to the rear. The big express strike is a factor as samples can not be sent, and altogether the outlook is not especially encouraging.

Spices seem to be in freer movement as colder weather draws near, and the market is fairly satisfactory. The trade has been waiting for new goods and as soon as traffic conditions are resumed there will probably be an increasing movement.

Molasses about unchanged. Quotations remain exactly as last noted and stocks are normal. Good to prime centrifugal, 26 @ 30 c. Syrups unchanged.

Canned tomatoes last week had an un-and-down time of it and this week opens with no special cheer in the market. Last week we thought the bottom had been reached and in fact that an upward movement had started in tomatoes. Some brokers say that standards can be had freely at 70c f. o. b. Baltimore. If there is a lack of activity it is due more to the weak consuming demand than anything else. Maybe the elections will prove the starting point for a better trade. Corn in light offering and firmly held. Other goods are moving with just the usual activity, and the best that can be said is that prices seem to be well held.

Top grades of butter firm. Creamery specials, $38\frac{1}{2}$ c; extras, 32c; firsts, 28 @ 30 c. Held, specials, 32 @ $32\frac{1}{2}$ c; extras, 31 @ $31\frac{1}{2}$ c. Imitation creamery, 24 @ 25 c. June factory, 24c; current make, $23\frac{1}{2}$ c.

Cheese very firm. Full cream quoted at 15, 14 @ $16\frac{3}{4}$ c.

The fifty-cent mark has been touched already for strictly fresh near-by eggs, and from now on they will advance until—well possibly 75 @ 80 c is reached. Best Western, white 38c.

Fresh gathered selected extras Western, 35 @ 37 c; firsts, 28 @ 31 c.

Michigan Crop Report.

Lansing, Nov. 8.—The Michigan crop report for November has been issued from the Secretary of State's office, and is as follows:

Wheat—The condition of wheat as compared with an average per cent. is, in the State 98, in the southern counties 97, in the central counties 100, in the northern counties 99 and in the Upper Peninsula 92. The total number of bushels of wheat marketed by farmers in October at 99 flouring mills is 163,962 and at 74 elevators and to grain dealers 110,823, or a total of 274,785 bushels. Of this amount 156,205 bushels were marketed in the southern four tiers of counties, 77,716 in the central counties and 40,864 in the northern counties and Upper Peninsula. The estimated total number of bushels of wheat marketed in the three months, August-October, is 3,750,000. Forty-eight mills, elevators and grain dealers report no wheat marketed in October.

Corn—The estimated average yield of corn in bushels is 32 in the State, 31 in the southern counties, 35 in the central counties, 33 in the northern counties and 34 in the Upper Peninsula.

Clover Seed—The per cent. of acreage of clover seed harvested as compared with average years, is 77 in the State, 79 in the southern counties, 78 in the central counties, 70 in the northern counties and 45 in the Upper Peninsula. The average yield per acre in bushels is 1.45 in the State, 1.34 in the southern counties, 1.61 in the central counties, 1.75 in the northern counties and 2.00 in the Upper Peninsula.

Potatoes—The estimated average yield per acre, in bushels is 99 in the State, 92 in the southern counties, 94 in the central counties, 111 in the northern counties and 153 in the Upper Peninsula.

Commercial Fertilizers—The per cent. of farmers who have used commercial fertilizer on their wheat this fall, is 20 in the State and central counties, 26 in the southern counties, 6 in the northern counties and 1 in the Upper Peninsula.

Live Stock—The average condition of horses, cattle, sheep and swine in the State is 97.

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

Buffalo, Nov. 9.—Creamery, fresh, 27 @ $31\frac{1}{2}$ c; dairy, fresh, 23 @ 28 c; poor to common, 20 @ 22 c.

Eggs—Strictly fresh candled, 34 @ 35 c; fancy, 38 @ 40 c; at mark, 30 @ 33 c; storage candled, 25c.

Live Poultry—Fowls, 11 @ 13 c; chickens, 11 @ 14 c; ducks, 14 @ $15\frac{1}{2}$ c; old cocks, 10c; geese, 12 @ 14 c; turkeys, 17 @ 18 c.

Dressed Poultry—Dry packed fowls, 13 @ 15 c; old cocks, 11c; chickens, 14 @ 16 c.

Beans—Pea, hand-picked, $\$2.25$; red kidney, hand-picked, $\$2.75$ @ 2.90 ; white kidney, hand-picked, $\$2.75$ @ 3 ; marrow, $\$2.60$ @ 2.75 ; medium, hand-picked, $\$2.25$.

Potatoes—New, 40 @ 47 c per bu.

Rea & Witzig.

KEEP THE LOVE LETTERS.

Almost everything is sacrificed nowadays to spirit of practicability. Old love letters are destroyed because desk room is needed. The spreading oak that marked for decades the turn of the road is sacrificed to give room to a modern electric sign that tells the same story. The baby's first pair of shoes, wee, dainty and soft as they are, are thrown in the trash pile that there may be room in the top drawer for the powder box.

All of this destruction of "auld lang syne" sentiment and the basis of reminiscence is chock full of wrong. The most interesting place in or near Washington City is Mount Vernon. The most magnificent square in Philadelphia is Independence Hall. The most valuable spot in Texas is the old Alamo at San Antonio. Such places as these contain the story of American history, and the citizen who views, and thinks while viewing—and no one can view without thinking—become instantly a patriot; likewise, a better husband and a better father.

Keep the old love tokens. Don't destroy the "old gray bonnets." Treasure the little shoes. Save youth's love letters. And we may not have so much room, but we will have more sweetness, and there will be more heart in the world.

Elgin Butter.

Elgin, Ill., Nov. 8.—The butter receipts last week were 29,818; previous week, 37,082; same week last year, 39,200. The falling off in receipts is one of the principal items of interest this week, and this has led to a stronger feeling in the market and higher values. The stronger position and higher prices are mostly on the better class of goods, leaving the large share of the receipts, which is comprised of medium and lower grades, in a very little stronger position. The lessened supply of desirable fancy creameries will throw part of the trade on storage goods, which will be worked out to a larger extent from now on. The first of last week specials were quoted at $32\frac{1}{2}$ c and extras at 31c. Later the market was advanced to 33c for specials and $31\frac{1}{2}$ c for extras. These prices continued until Friday, when the price of specials was bid up to $33\frac{1}{2}$ c and extras to 32c. The shortage of specials has led to a better trade in extras. A little better feeling in process, although prices are at the same range as heretofore. Packing stock is in a little steadier position and a little more enquiry is in evidence, prices remaining at the former range.

Quotations.

Creamery specials		@ $33\frac{1}{2}$
Creamery extras		@ 32
Creamery firsts		@ 30
Creamery seconds		@ $25\frac{1}{2}$
Creamery held specials		@ $32\frac{1}{2}$
Creamery held extras		@ $31\frac{1}{2}$
Dairy		@ 26
Process		@ 27
Packing stock		@ $23\frac{1}{2}$

Put Your Whole Mind on it.

The young man who makes busi-

ness his first thought and his chief aim, gets along pretty well, earns the confidence of the boss and doesn't have to holler every year or two to get his salary boosted. The great trouble with a good many young men is the fact that they let their occupation take a place of subordinate importance in their minds and sometimes it comes pretty well down in the scale. They give first place in their thoughts to girls, dances, playing pool, baseball or some other amusements or diversion. The man who has not his whole mind on his business cannot hope for large success. The men who have the get there gait, put their whole souls into their work. It is to them the chief aim in life, from a wordly standpoint, and in pursuing their course they find much pleasure, satisfaction and generally monetary profit. The young man must go at business in just that spirit; he must be thoroughly wrapped up in it; he must enjoy every day of his business career, glad when the day breaks and he can again get back into harness and begin to ravel and solve the problems which are presented to him. If he takes hold in that kind of spirit he will not find the clock moving slowly, the days tedious and the work tiresome. He will put spirit and energy into his labors and the reward is as certain to come as the days are to pass by. If you have been one of the loiterers, one of the draggers, the half-hearted sort, endowed with the belief that your job was simply a necessity to meet your board bill, take a tack in your sailing course, steer in the direction indicated by the foregoing and see how successfully and joyfully you sail along.

Catch Phrases for Window Cards.

Price-compelling values.
Aim high and hold the aim.
Make our store your store.
If you can't come, telephone.
Quality speaks for itself.
These values invite comparison.
Good things are always praised.
At this season—here's the reason.
"Lookers" always come back to buy.

The best goes farthest and costs less.

There's no limit to our willingness to please.

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

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

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

Prices that attract customers and quality that holds them.

Values that plead for a purchaser by their inviting appearance.

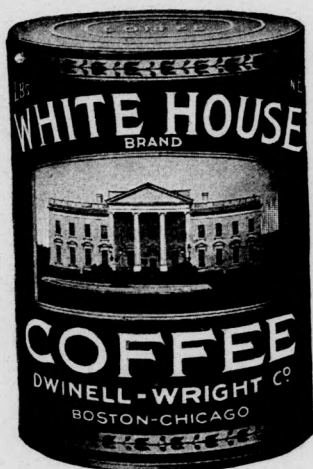
If you expect your clerks to "catch" enthusiasm you must see that they are frequently exposed to it.

The oyster is wise. It never opens its mouth until forced.

BUSINESS CHANCES.

For Sale—Bakery, restaurant, ice cream and fancy grocery business in heart of sugar beet country. Doing fine business. Established 15 years, rent cheap. Have other business. E. J. Clark, Prop., St. Louis, Mich. 25

"SELLING"



That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

White House Coffee

Find that IT sells very

FAST

Distributed at Wholesale by
Judson Grocer Co.
Grand Rapids, Mich.

Why are You Not at the Ball Game?



You Can Take an Afternoon Off

and not be worried about your accounts if you use

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM

First and Still the Best

Sixty Thousand merchants in the United States, Canada and abroad say The McCa-key System saves time, labor, worry and money. **With One Writing** it does everything accomplished with from three to five writings in day books, journals, ledgers, etc. We have a booklet called "System" that you should have. It is free for the asking.

THE McCASKEY REGISTER CO., Alliance, Ohio
Agencies in all Principal Cities

Manufacturers of Duplicating and Triplicating Surety Non-Smut Sales Books and Single Carbon Pads in all varieties
Detroit Office: 1014 Chamber of Commerce Bldg.
Grand Rapids Office: 256 Sheldon St., Citizens Phone 9645

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

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring; who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and **he won't**. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you **are** successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.