

Let Us Give Thanks

By the President

THIS year of 1910 is drawing to a close. The records of population and harvests, which are the index of progress, show vigorous national growth and the health and prosperous well-being of our communities throughout this land and in our possessions beyond the seas. These blessings have not descended upon us in restricted measure, but overflow and abound. They are the blessings and bounty of God.

We continue to be at peace with the rest of the world. In all essential matters our relations with other peoples are harmonious, with an evergrowing reality of friendliness and depth of recognition of mutual dependence. It is especially to be noted that during the past year great progress has been achieved in the cause of arbitration and the peaceful settlement of international disputes.

Now, therefore, I, William Howard Taft, President of the United States of America, in accordance with the wise custom of the civil magistrate since the first settlements in this land and with the rule established from the foundation of this government, do appoint Thursday, November 24, 1910, as a day of national thanksgiving and prayer, enjoining the people upon that day to meet in their churches for the praise of Almighty God and to return heartfelt thanks to Him for all His goodness and loving kindness.

In witness whereof I have hereunto set my hand and caused the seal of the United States to be affixed. Done at the City of Washington this fifth day of November, in the year of our Lord one thousand nine hundred and ten, and of the independence of the United States the one hundred and thirty-fifth.

William H. Taft.

By the Governor

"IT is a wise and beneficent custom that has taught our people to set aside a day during the season of the sere and yellow leaf and after the harvest promised God's people at the seed time has been completed, as a day of praise and thanksgiving for the blessings showered upon us.

"In obedience to this custom bequeathed to us and hallowed by long observance, I hereby designate Thursday, November twenty-fourth, as a day to be set apart for the purpose of rendering thanks unto the Giver of every good and perfect gift that comes to us as individuals and as a people.

"Our state is one of marvelous material resources and in the year now drawing to a close we have been especially favored.

"The land has yielded bountifully under the skilful husbandry of intelligent ownership. Our cities are centers of commercial enterprise and the handiwork of our artisans is bringing fame and fortune to our people.

"Our progress is not all along material lines. The religious activity and unity of our people is everywhere manifest and brings assurance of better citizenship, higher ideals, a better and purer home life and a continuance of these conditions that have made our state and nation the greatest heritage that has come to any people.

"In recounting our numerous blessings we must not neglect those of our number who are deprived by misfortune or otherwise of a just measure of prosperity and happiness. The aged and the infirm, those upon whom the hand of affliction has been laid should share our love and material welfare. The day should be one of joy and happiness and we can enrich our lives by deeds of charity, by enlightening each other's burdens and by carrying this day some of the blessings of the outside world to those deprived of liberty. The bonds of love and affection should be cemented by bringing together those who make complete the family circle.

"Let us assemble on this day in our places of worship and in a spirit of true devotion thank the Omnipotent Ruler of the Universe for the good measure of peace and prosperity we are permitted to enjoy."

Fred M. Warner.



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.

A Reliable Name

And the Yeast

Is the Same

Fleischmann's



The Greatest Aid in the Office

from the viewpoint of

Efficiency, Service, Economy

The Underwood Standard Typewriter

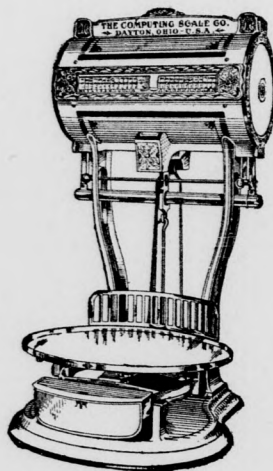
"The Machine You Will Eventually Buy"

UNDERWOOD TYPEWRITER CO.

(INCORPORATED)

New York and Everywhere

Our New Gold-Finish, Glass-End Scale



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

Merchants saw it What was the result?

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

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

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

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

Local district sales offices in all large cities.



Moneyweight Scale Co.

58 State Street, Masonic Temple

Chicago

Please mention Michigan Tradesman when writing

Snow Boy keeps moving out-Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 16, 1910

Number 1417

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THE IDLE RICH.

Frederick Townsend Martin, one of the founders of the American Embassy Association to advocate that the United States purchase permanent official residences for our representatives abroad, is returning to New York this week to launch a campaign for the elimination of the idle rich. During the summer he attracted some attention in London by announcing the completion of a book designed to expose the alarming spread of idleness among wealthy Americans and the consequent danger to the Republic. As Mr. Martin himself has formerly been classed among this element his view may be accepted as authoritative. The nerve-exhausting struggle of Newport to discover new forms of idleness, reported to have caused the collapse of several participants last season, may be cited as corroborative.

A thoroughly idle man, Mr. Martin holds, is a curse to the community. The unemployment of the rich, he says, is increasing rapidly, and he wants the people to do what they can to stamp it out, although neglecting to suggest just how they should go about it. Whether he wants us to start employment bureaus to find jobs for the wealthy idlers, or to pass laws putting them to work in the ball and chain gang he does not indicate. Obviously, they can not all follow his example and take to literature.

But, after all, Mr. Martin may be bestirring himself unnecessarily, for, as he points out, idleness inevitably begets decay. His own interest was aroused by watching families who, in his younger days, were possessed of great wealth, but whose children are poor to-day, "a change brought about wholly and purely through the latter living lazy lives." Perhaps the real duty of the public would be not

to stamp out, but to encourage idleness among the rich, so that they might the sooner become poor and return by force of circumstances to the ranks of the productive.

OPPORTUNITY AND DANGER.

The matter of securing parks and playgrounds for the city of Grand Rapids after the voting of the \$200,000 bonds is likely to call out much diplomatic patience and care on the part of the executive element in the Park and Cemetery Board. Fortunately this Board is composed of men of sufficient business ability and foresight and with plenty of public spirit and interest to assure no neglect of the city's interests in the consideration of options on the various locations in view. There is no question but that the Board will look as well to it that the locations chosen shall be such as to serve the best interests of the city both now and in the future. But whether the other branches of the city government, whose action must make their choosing operative, can be kept from the distractions of personal and local interests is a question of serious moment.

Should it be necessary to submit the decisions to Council committees, reasoning from analogy the danger of distraction and delay is imminent. This is sufficiently indicated by the fate of the poor power franchise, which the manipulations of such a committee has mauled and mutilated until many of the power owners have about despaired of any report to settle the matter. Should the same opportunity and disposition to meddle develop in the management of park site purchases and cause the same delay and distraction it might go far to lessen the results hoped for in the action of the voters. That the tender mercies of Council committees are cruel is attested by the action of the one having the city hall in charge in its treatment of this same Board in its efforts to secure a location for its office.

THE CRANBERRY.

As applesauce is an agreeable accompaniment to pork, so the turkey dinner is never complete without its cranberry sauce. In the old days when turkeys really ran wild, the cranberry was also furnished by Nature to those who invaded her bogs. Yet the dainty vine which bears the great red berries is seemingly much too fragile to produce such monstrous fruit.

The cranberry marsh was usually protected by a thicket of tag alder, tamarack and other trees and shrubbery; and that it should be covered with water in winter was an essen-

tial element to the health of the vines. Gathering the fruit was a season of mirth to the country lads, who rolled up their trousers and boldly waded into the marsh, unmindful of the big black snakes which might be in ambush.

Now the native vine has largely given way to the march of civilization, and the cranberry of commerce is the result of cultivation. Aside from this acidity which renders it always a necessity to the Thanksgiving dinner, the thick skin renders it immune from contamination by touch; and the fastidious housewife is always sure that this fruit goes to the table clean, a matter more difficult with the softer fruits.

For the same reason the banana is popular with her; for even although taken from the hand of the swarthy Italian, its leathery protection is sufficient to render it clean.

The cranberry is a fruit which offers great possibilities for window decoration. It is easily kept through the winter months. And the housewife should know that it is easily canned, and that it may be kept fresh in water for weeks. It is wholesome, adapted to a variety of uses and especially designed to be the winter berry of Northern climes.

OUR SPEECH.

Our goods, our acts, our best endeavors may all be defeated by an unfortunate speech. On the other hand, words fitly spoken are powerful for good. Our daily conversation becomes a basis for the opinions of others, a foundation upon which rests their good or ill will.

The substance is the first essential, form and manner of delivery adding or detracting from the effect. Swift said, "One of the best rules in conversation is never to say a thing which any of the company can reasonably wish we had left unsaid." And in the commercial world we might even go farther and say that it is unwise to say a thing that any of our patrons would wish unsaid—that is, providing that no real principle is sacrificed by the omission. This should be a duty to self, to be true always to the best that one knows.

The form used varies almost as greatly as do the words of the English tongue. It is much easier to pick up the inaccuracies and inelegancies than those of a reverse nature. Yet one may easily eliminate a superfluous use of slang and even more objectionable talk by a strict adherence to proper words. The reproof which comes by the more elegant example is more potent than one of formal words.

Make a note of the number of

times a day that you hear such phrases as "Betcher life," and resolve to lessen them a half, and still give no offense. It can be done in various ways. The schoolgirl who uses it habitually will soon find a more pleasing synonym if she finds that you do not readily understand her. The comrade may be brought to a sense of the ridiculousness in its senseless repetition by a bit of good natured raillery. Strive to use correct speech yourself, and others will unconsciously drift into your way when with you; and they will be more accurate in speech at all times as a result.

BACK TO THE LAND.

It is claimed that there is no more important subject before the American people to-day. On all sides the discontented in cities are pouring out to the country, many of them buying farms at fancy prices. Well-to-do farmers are congratulating themselves on the splendid sale of the old homestead, and wondering how the city man will make the interest on his investment; the latter, accustomed to putting up three or four figures in cash for land by the foot, fancies that these prices are "dirt cheap."

There are two sides to this as to almost every question. The farmer, accustomed to a surfeit of cream, poultry and other farm luxuries, finds it hard to reach down into his pocket for everything in his new town home. He fancied that he had retired on a competence, yet he finds that he must economize as never before.

The city man, who has realized his five or ten dollars a day in the old home finds that raising potatoes and milking cows are comparatively slow work. Perhaps he gives the thing up at the end of the year and returns to the old life, a sadder and wiser man.

It is a mistake to believe that any one can enter an entirely new occupation, with no preparation whatever, and makes it a success on the start. The time when the man who does not know enough to do anything else can farm has passed. The knowledge required is really more varied than in almost any other vocation. Science, mechanics and logic are now as necessary as muscle.

If the city man would first attempt the change on a small scale he would realize the possibilities and the magnitude of the subject. A family garden, worked during spare moments, would serve as a simple lesson, giving healthful exercise as well as good returns. The cry of back to the land is all right; but the mistake is in trying to grasp too much land at a time.

FOR THE COMMERCE COURT.

Appointments Will Soon Be Made— T. P. A. Has Candidate.

The attention of the National Board has recently been called to the fact that the creation of a new United States Court, to be called the Commerce Court, will probably result in several vacancies in the membership of the Inter-state Commerce Commission.

These vacancies will probably be filled by the President before January 1, 1911.

The importance of the transportation problem in its various phases to the members of our organization leads the National Board to believe that one of these vacancies should be filled by one who is thoroughly familiar with the needs and interests of the commercial traveler and who therefore could in a measure represent him on this Commission.

The T. P. A. has long been identified with transportation problems to whose solution we have devoted much time and energy, but what is of more lasting importance is that whether we have failed or succeeded in our undertaking, we have never failed to demonstrate that we were reasonable in our demands and willing to recognize the rights of our opponents.

It seems to your Board that one of the vacancies in the Inter-state Commerce Commission should be filled by one of our members and that this one should be he who has

been Chairman of our Railroad Committee for so many years, who has served us so faithfully and with such marked success, Frank W. Crandall.

Mr. Crandall's fitness for this place has been often tried and those familiar with his record of service for this organization can testify as to his capabilities.

The fact that the Inter-state Commerce Commission is a strictly non-partisan body and that the questions handled are purely economic, warrants the request that you take up at once with the Directors of your Post the question of endorsing this gentleman for the position mentioned, and that you also forward a letter to the President of the United States and to the Congressman from your district embodying your wishes.

National Board of Directors.

T. S. Logan,

National Sec'y T. P. A.

Package Goods by Weight.

The article in the Tradesman last week on "Package Goods by Weight" was from the Journal of Commerce and Commercial Bulletin of New York. The credit was inadvertently omitted. The subject of package goods is one of the most important subjects before the trade to-day, and it was handled in this article so intelligently and well that the Journal of Commerce is entitled to all the credit for its original publication.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Big Rapids business men favor the municipal ownership plan almost unanimously and at a recent meeting called by the Mayor the latter was authorized to appoint a committee for consideration of the following propositions: Purchase of the Big Rapids electric plant, taking over by the city of the upper dam and the construction of a dam at the mouth of Ryan Creek.

Kalamazoo is going after a convention hall in earnest and plans are made for a building to cost \$80,000. Geo. T. Arnold, of Mackinac Island, is a leader in the enterprise, stating that if citizens will subscribe for \$35,000 stock he will take care of the remainder and the building will be completed in early spring. The Commercial Club, through Secretary Clement, has arranged for the following conventions in Kalamazoo during 1911: State Historical and Pioneer Society, Tribe of Ben Hur, International Peat Congress, State Association of Sheriffs, Prosecuting Attorneys and Chiefs of Police, State Association of the V. O. H., Michigan Builders' Association and the State Laundry Association.

Lansing will soon have pay-as-you-enter cars.

Cadillac will surely have a new railroad station in the spring, the Ann Arbor Company having awarded the contract for its construction to a Cadillac builder.

Manistee's newest industry, the Manistee Glove Co., is now in operation. The company is made up of Manistee men, with S. Hollenbeck as manager.

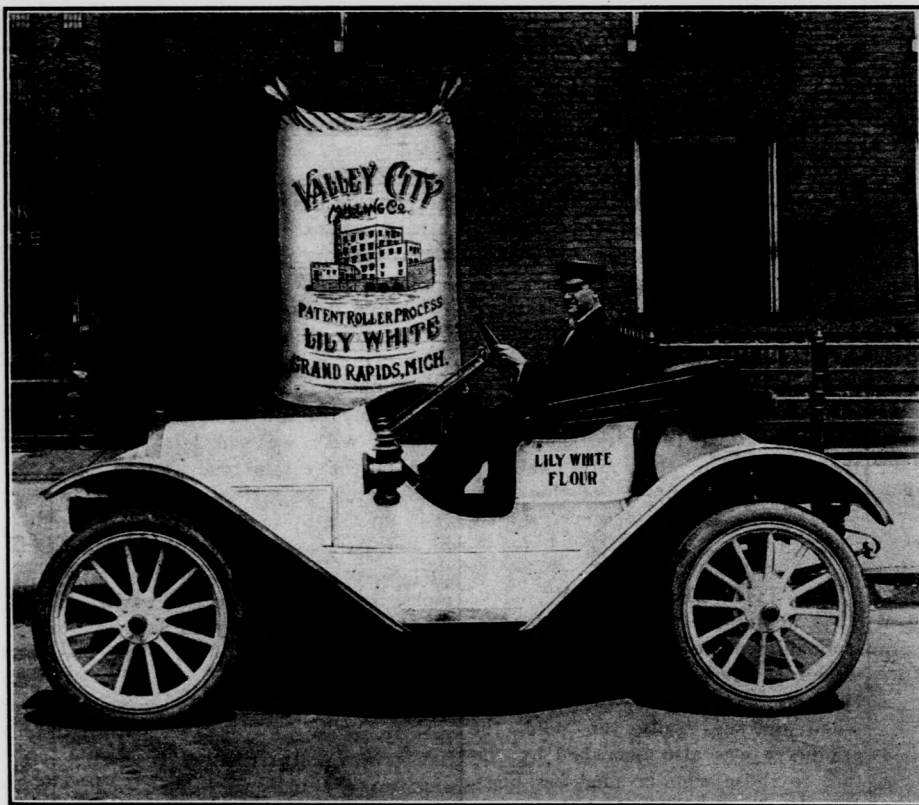
Traverse City has outgrown its present sewer system and plans are being considered for a modern sewage disposal plant.

Kalamazoo merchants met at the rooms of the Commercial Club last week and discussed plans for organization to protect themselves from fake advertising schemes of all sorts. It is the plan to have an investigating committee and every advertising proposition will be scanned carefully before being endorsed and patronized.

Paw Paw's industrial interests are looking up. A pickle factory is being erected by the Budlong Co., of Chicago, and George Benton, of Lawrence, has offered to build a basket factory there.

The recent Industrial Fair held at Jackson, under the auspices of the Chamber of Commerce, was a success. People of the city have had their eyes opened as to the variety and extent of the manufacturing interests of Jackson and a stronger "buy at home" spirit has been cultivated.

J. Mikesell, the canner, whose cannery at Ludington was burned last spring, has asked the Board of Trade to release him from the contract, stating that he is not in position to rebuild. Almond Griffen.



Mr James DeJongh, our City Salesman, in his Oakland "Thirty." In this machine he makes all his city trade quickly and comfortably and also makes a few nearby towns. This is the modern method for traveling men, and we predict that in the very near future our lead will be followed by many of the up-to-date houses.

VALLEY CITY MILLING COMPANY, Grand Rapids, Mich.

GETTING NEW INDUSTRIES.**The Denver Plan is to Find What is Needed Then go After it.**

The industrial development committee of the Denver Chamber of Commerce, says the Denver News, is in possession of information obtained from leading manufacturers and business firms in the city showing accurately the demand there for various articles not manufactured or produced in the State, and with these figures for argument the committee is opening an aggressive campaign to bring factories to Denver and Colorado.

Other cities in the State, following the example set by this committee, have begun the collection of similar data, and as a result a State-wide campaign is to be begun at once to bring new industries to the State. The Chamber of Commerce has not yet completed the gathering of information in Denver, but is opening its campaign with the material now on hand and will make use of other data as it is collected.

Plans are being made to advertise in various large magazines and other periodicals urging persons seeking factory locations to come to Denver. Figures will be given showing the market now available here and the possibilities for its extension. Letters also are being written to firms manufacturing the lines of goods that there appears to be the widest market for here urging them to consider Denver as a field for future location.

One of the largest industries which

the committee has discovered an opening for is that of fabricating structural iron and steel and rolling of iron and steel plate. More than \$1,000,000 of this material is used annually in Denver alone, and the demand is increasing daily. As recently announced a factory has just started in the city for the purpose of fabricating this material, all of which has in the past been fabricated in the East. The material, the committee finds, might easily be rolled at Pueblo and a market might be extended to the Pacific Coast running into hundreds of millions of dollars annually.

Another big industry which the committee believes there is room for in Colorado is the manufacture of plate and window glass and art and decorative glass, the raw material for which can be found in the State. At present this material is purchased outside the State for the reason that the demand did not appear to be great enough to justify local manufacturing. The field has grown until a business running into millions of dollars might be done annually, drawing trade from the entire Rocky Mountain region.

Among other materials which the committee believes might be manufactured here in large quantities and at considerable profit, both for the manufacturers and local consumers are woolen blankets, hosiery, oils, chocolate, glucose, paper bags, building paper, tin cans, various chemicals, bottles, leather and a score of others. The committee will complete its re-

port in a few weeks and will at once begin advertising the opportunities of the State more extensively in the East.

Play Fair.

You two worked in the same store. He was careless one day and the error would have been a costly one for the house. You detected it. You knew that if you left it uncorrected the other fellow would be gravely censured, if not discharged. If he were discharged, why, you were next in line of promotion. Even if you pointed out the mistake to the house you would get honor. But you did not hesitate. You put away the temptation with generous manliness. You pointed out the blunder to the poor fellow himself. You did it in a nice way, too. You never appeared in the matter. You did not get his place, for he is still ahead of you. But what you did get was that pocketpiece of pure joy, neither silver nor gold, the memory of a deed that is rare and true. An unfair advantage will, as a rule, turn out a bad coin. It may seem precious metal at first, but it will show corrosion, green and spotted with regret, never to be gotten rid of. The counterfeit has been proved so often that it is strange it escapes any man's eye. We all have had occasion to notice a palpable mistake in another man. He is our rival, our competitor. Many think it merely part of the game, like two tigers fighting, to seize the advantage. Not so the wise and high-minded man who claims to be better than a fireline. He may or may not feel

called upon to enlighten the other man. But for himself he prefers legitimate success and not a rise by other men's falls. He will win by merit of his own. He declines to keep his nose to the ground, scenting other men's failings. Few hearts are so hard that they are not touched by the disinterested kindness that points out where they lost something of great value. We can name the place and the benefactor as long as we live. We are anxious to repay and we insist on it till we do repay, though no reward was sought. It makes a clean record when success is won by a man's own worth and not a step of it by using another man's unworth. If there is a man to be pitied it is he who so often seeks to make capital of other people's mistakes that he is dogged by others seeking revenge. Sooner or later he will be snared, for to err is human.

Sidney Arnold.

His Intentions.

"See here, Mr. Huggins," said the irate landlady to one of the boarders, "you have been flirting with my daughter, and last night I saw you kiss her. Now, I want to know just what your intentions are?"

"My intentions, Mrs. Hasher," answered the young man, "are never to do it again."—Chicago News.

Avoid the commonplace, and do not be afraid to make some expenditure for display. A few palms, ferns or other decorative plants can be made to adorn the store, and emphasize special displays.

Mr. Enterprising Grocer!**Dandelion Brand Butter Color Makes Butter Sell on Sight**

And, besides, the advantage of handling it is two fold. You sell it to your butter making customers and then sell their butter.

In this way you realize two profits in place of one. Dandelion Brand Butter Color never needs "pushing"—the customer's increased sales makes him come back to you for more.

So its a co-operative scheme that works both ways. Dandelion Brand gives butter a glorious golden color, quickly recognized by the purchaser. Every butter maker of any consequence has been using it successfully for years.

It never turns rancid or sour. Neither does it affect in the slightest way the taste, odor, or keeping qualities of butter. Endorsed by every authority. Safe in action. Uniform in color.

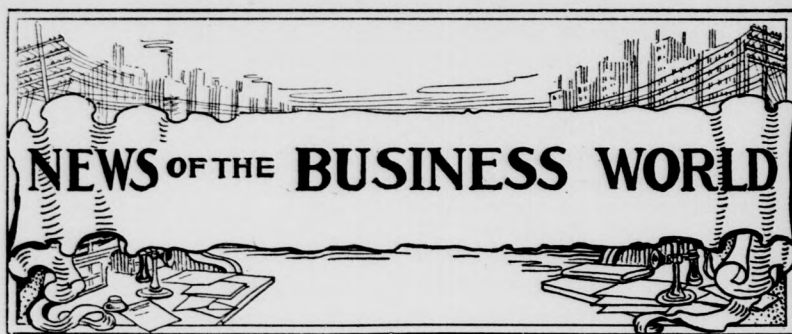
Prove it to your profit—by sending us an order for Dandelion Brand Butter Color.

**Dandelion Brand Butter Color
Purely Vegetable**

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

Wells & Richardson Co., Burlington, Vermont





Movements of Merchants.

Lowell—Staal Bros. have opened a meat market in the Pullen block.

Clare—Lester Fox, of St. Louis, has opened a jewelry store here.

Ionia—S. Hemens is located in his new store in the Silver-Graff block.

Ovid—J. E. Van Dyne has purchased the John A. Rose grocery stock.

Owosso—C. E. Monroe has bought out the Brooks & Swarthout grocery stock.

Charlevoix—John Timmer has sold his meat market to Art. Van Allsburg.

Englishville—Mr. Swanson has sold his general store stock to Mr. Bromley.

St. Johns—E. J. Pierce, of Belding, has opened a tea, coffee and spice store here.

Berlin Center—J. W. Carman has reopened his general store, recently burned out.

Cheboygan—Frank Duthie has purchased the meat market at State and Water streets.

Northport—D. H. Scott proposes to build an implement store on the old Gill store site.

Hillsdale—Baker & Clancy have opened a new grocery, corner South and Manning streets.

Bellevue—A. S. Quick has sold his grocery stock here to Herbert Martens, of Battle Creek.

Republic—Wm. Thompson has opened a confectionery store in his block on Front street.

Sunfield—Geo. Wirt, of Clarksville, has bought out G. W. Meyers' hardware business here.

Portland—Charles T. Lockwood will open a clothing and men's furnishing store here Dec. 1.

Holly—Arthur Green, of Detroit, will open a furniture and undertaking establishment here Dec. 1.

Eagle—Frank Murphy has quit his farm and purchased L. Huntoon's general store stock here.

Plainwell—A. E. Oliver has purchased the Chas. Granger interest in the firm of Bush & Granger.

Holly—G. N. Van Kleck has moved his grocery store to the corner of Martha and Saginaw streets.

Owosso—H. Goldstein, of Montrose, has opened a new general store at West Main and Cedar streets.

Dowagiac—V. E. Haywood, of Detroit, has assumed charge of the "White Front" stock of dry goods.

Reed City—Herman Juhl has purchased the Briggs grocery stock and store building on Davenport street.

St. Joseph—The Standard Merchandise Co., of Cleveland, has purchased the E. D. Collins shoe stock.

Escanaba—E. O. Anderson, tea and coffee merchant, has opened a grocery store at 312 So. Charlotte street.

Portland—C. T. Lockwood, of Danby, will open a men's clothing and furnishings store here about Dec. 1.

Thompsonville—Work on C. H. Chadsey's mill has been stopped, because it occupies a portion of the street.

Jackson—Al. H. Tyrrell and Bert Bradley have opened the Hub Cigar Store at Courtland and Francis streets.

Big Rapids—C. H. Knapp has filed a petition in bankruptcy, and his store "Ye Boot-e-ree" has been closed.

Holland—S. Etterbeck of the W. M. Steam Laundry has taken a position with the Wolverine Tea & Coffee Co.

South Frankfort—O. Elya & Co. are closing out their stock of general merchandise and will retire from business.

Arcadia—Palmer & Stubbs have moved their stock of groceries from South Frankfort to the Strine building here.

Paris—Geo. Hurst has purchased the Ringling interest in the firm of Ringling & Hurst. The new firm is Hurst Bros.

Rochester—John Keller, of Saginaw, bought the Taylor & Son bankrupt grocery stock for \$800 and is selling it out.

Constantine—W. C. Bailey, best known as "Bill" has bought A. H. Field's interest in the Constantine Hardware Co.

Thompsonville—The Nat'l Wood Dish Co. has reverted to its original operators. The factory is running with a full force.

Charlotte—Lamb & Spencer, grocers, have incorporated. The third stockholder in the new company is Sherman Kiplinger.

Sturgis—C. A. Miller has purchased the interest of his partner, H. S. Hubbard, in the Miller, Hubbard Manufacturing Co.

Eagle—Frank Murphy has purchased the general stock of L. Huntoon and will continue the business at the same location.

Petoskey—Mrs. Walter Tuttle has purchased the S. A. Wilson art store. Mr. Wilson has opened a grocery store on Mitchell street.

Flint—Traveling men here have arranged for a series of dancing parties at U. C. T. hall, Nov. 18, 25, Dec. 9, 30 and Jan. 13.

St. Louis—J. H. Branch, of Williamston, has purchased the undertaking business of W. D. Iseman. He will add a stock of furniture.

Belding—Frank T. Connell has bought an established drug business at Benton Harbor and with his family has removed to that place.

Detroit—Hammond, Standish & Co., wholesale and retail provision dealers, have increased their capital stock from \$600,000 to \$1,000,000.

Cadillac—Emil Olander and Chas. Osterberg have purchased the bazaar store stock of C. E. Coulson. The store is now known as "The Fair."

Bannister—Benj. Steere has sold his Watkins remedies agency to Harry Moon and purchased a stock for a general store which he has opened.

Owosso—The Improvement Association have taken the union depot matter, which is being agitated, before the state railroad commissioner.

Eaton Rapids—W. G. Kenny has bought an interest in J. T. Hall & Son's auto business. The new style of the firm is Hall's Auto Sales Co.

Cassopolis—W. H. Voorhis has purchased the "L. E. V." grocery, established by his father 50 years ago. E. E. Stamp retires from the business.

Yalmar—D. C. Crothers & Co. have purchased the entire business of the Yalmar Lumber Co. The company has 1,000,000 feet of logs on skids.

Freeland—G. F. Barbarin's new store and residence block on Washington street is completed, and his stock of drugs moved into the new quarters.

Traverse City—Wm. Legate, of Kalamazoo, and formerly of Grand Rapids, is the new manager of the drug department of the Hannah & Lay store.

Detroit—Miller & Co., grocers, have leased a store at Woodward avenue and Duffield street and will continue their long established business there.

West Branch—Fred Crawford and George L. Donovan have formed a copartnership under the style of Crawford & Donovan, and opened a bazaar here.

Holland—The Menter & Rosenbloom Co., of Grand Rapids, who operate seventy-seven clothing stores, has opened a branch at 36 West Eighth street.

Monroe—James I. Roberts, a pioneer resident of this place and for forty years engaged in the grocery business here, died of dropsy Nov. 12 at the age of 70 years.

Middleton—Garrison & Haggenbaugh have dissolved partnership. Garrison keeps the woodworking part of the business and Haggenbaugh takes the blacksmithing.

Cheboygan—F. J. Hohler and Thos. Stevenson have purchased the Cueny property at Main and Division streets and will open a bakery, meat market and grocery there soon.

Manistee—The Springdale Land & Fruit Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in cash.

Howard City—Carl Malmberg, who has charge of the sales department of the Booth Manufacturing Co., has returned from a Western

trip and says he will make this city his home.

Tecumseh—Clarence Simonds has sold his interest in the bakery and confectionery stock of Simonds & Hay to his partner, Kenneth Hay, who will continue the business under his own name.

Fennville—Henry Lamb and Marl Hutchinson have bought a third interest in the Fennville Milling Co. of J. E. Hutchinson and have sold the latter a third interest in the Sano-cide Lime Sulphur Spray plant.

Traverse City—The management of the drug and stationery departments of the Hannah & Lay Mercantile Company's store have been combined and William Legate will have entire charge of both sections.

Detroit—The Newton Annis fur store has opened in the fine new building on Woodward avenue, corner of Clifford street. The firm, which has stores in every state, occupies the entire building except two floors.

Shelby—R. K. Gellatly has opened "The Shop That's Different." It is a general store with "honest goods at living prices" as its motto, and with new goods and an up to date management the people of this city are sure to give it a cordial welcome.

Chelsea—The Potter & Johnson Co., of Pautucket, R. I., and the Grant & Woods Manufacturing Co., of this place have consolidated. The combined capital is \$2,500,000. The company is the largest maker of automatic machinery in the world. The main offices will be located in Detroit.

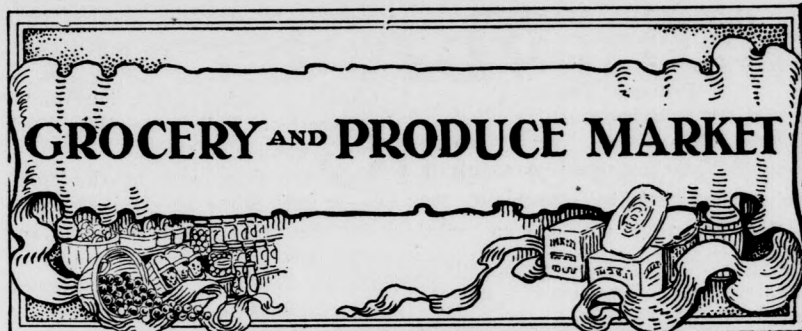
Lakeside—A new company has been organized under the style of the Farm Products and Egg Co., with an authorized capital stock of \$1,000, all of which has been subscribed to pay from \$7.75@8 per bbl. for interested are Annette Clay and Ora Nutting, Benton Harbor, and Kittie E. Wilson, Lakeside.

Adrian—W. H. Calhoun and C. H. Delano have closed their North Winter street market, having purchased the Pioneer market of Messrs. Munson, Nivison and Randall. The new name of the market is the Packing House. A wholesale department will be added to the business. Messrs. Munson and Randall remain with the new firm.

The People's Food company has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash to manufacture food products. Those interested are C. W. Townsley, Chicago, and F. W. and H. L. Link, Grand Rapids.

Cheese—The demand is improving. Grocers are better buyers of cheese and in turn report a larger demand from consumers. Ordinary cheese is steady and fancy kinds are firm as previously noted, with an improving consuming demand for them. Swiss is active and very firm.

F. E. Stroupe, who was burned out of his Ionia street store on the night of November 7, will open a new place at 227 South Division street.



The Produce Market.

With the coming of Thanksgiving the demand for cranberries is so great that the local dealers are forced to pay from \$7.75@8 per bbl. for Cape Cod Howe's. Cucumbers have gone up to \$1.20 per doz.; cauliflower has advanced \$1.25 per doz.; Jersey sweet potatoes are going at \$3.50 instead of \$3, and the Maryland sweet potatoes are now on the market and are being quoted at \$1.50 per hamper. Radishes have advanced from 15c to 18c this week.

Leaf lettuce has dropped to 8c per lb. and head lettuce has disappeared from the market; as have peppers and spinach.

Poultry is holding steady and is expected to do so until after Thanksgiving any way. The local dealers report a plentiful supply on hand.

Red Emperor grapes have taken the place of Tokays and are being quoted at \$2 per crate. Local dealers are paying anywhere from \$5.25 @6 per keg for Malagas. California lemons have dropped from \$8.50 to from \$6.25 to \$7.50 per box. Naval oranges have taken the place of Late Valencias and are being quoted as follows: 96s and 288s, \$3.50; other sizes, \$3.50@3.75.

Pineapples are on the market at \$4 per case and grape fruit is quoted at \$4@4.25 for 80s and \$4.25@4.50 for 54s and 64s. A great deal of grape fruit is expected to be used here this year as the people seem to be getting the taste for it. Not enough pineapples have been shipped into the city yet to make it possible for local dealers to state how large the crop will be.

The largest of the Naval oranges appear to be the ripest and best among those that have been shipped in here this week.

Beans are quoted at \$2.10 per bu. for hand-picked and \$1.80 for field.

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—\$2.10 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—\$1.25 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, \$7.50@8 per bbl.

Cucumbers—\$1.20 per doz.

Eggs—Local dealers are paying 27 @28c f. o. b. shipping point.

Grapes—Red Emperor, per crate, \$1.85; Malagas, \$5.25@6 per keg.

Grape Fruit—\$4@4.25 for 80s; \$4.25 @4.50 for 54s and 64s.

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

Lemons—Californias, \$6.25@6.75 per box.

Lettuce—8c per lb. for leaf.

Onions—Spanish, \$1.25 per crate; home grown, 75c per bu.

Oranges—California Navals, 96s and 288s, \$3.50; other sizes, \$3.75.

Oranges—Florida 126s to 216s, \$3.75.

Pineapples—\$4 per case.

Pop Corn—90c per bu. for ear; ¾@¾c 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—18c for round.

Sweet Potatoes—\$2 for Virginias; \$1.50 for Maryland Sweets per hamper; \$3.50 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.

The Grocery Market.

Sugar—Trade is slow and conditions are unsatisfactory. The Colorado beet sugar producers are dumping their crop on the Chicago market at cut prices and this demoralizes trade. The quotations on the New York basis are 4.60 Eastern sugar, 4.40 Michigan and 4.20 Colorado.

Tea—The market shows no change for the week. Prices are on a comparatively low level, according to holders' ideas, but are steadily maintained.

Coffee—Demand has been better than in the previous week. Retailers have bought more liberally, and the consuming demand, too, has increased somewhat. Prices continue very firm. There is considered to be more likelihood of a further advance than a decline, owing to the great strength of the situation at present. Prices prevailing are objected to by some, but the spot supply is in very strong hands and there is no pressure to sell, while in Brazil the advantage is

conceded to be with the producing country.

Canned Fruits—The demand for the whole line of canned fruits is much heavier than a year ago, and futures have been going out at such a rate during the last month that the wholesalers hardly know what stocks will be left to supply the demand during the remainder of the year. Prices have advanced on Maryland peaches about 20 cents per dozen since opening prices were named, although the crop in that state this year was very large. The market on the whole line is firm and very little stock is left in the hands of the packers at this time except California peaches.

Canned Vegetables—In canned vegetables, tomatoes about hold their own and must in time advance, because this year's pack was far short of actual consumptive requirements. Corn is firm and this article and peas, too, are expected to improve in price sooner or later. Other canned vegetables are steady or firm, including spinach, sauer-kraut, sweet potatoes, and pumpkin.

Canned Salmon—Receipts of new red Alaska salmon, which are becoming numerous, though in small lots, have eased the market slightly, although the tone is firm, and quotations are practically the same as those of last week. Chinooks and sockeyes are in light supply. There is little available in pink under \$1.20. A Seattle report says: "More than 90,000 cases of salmon will be taken by the Blue Funnel liner Teucer when she steams for the Orient and Liverpool on her next voyage. This will be the largest shipment of the present salmon season, though the next steamer of the fleet will probably carry a larger amount. The Arizonian, of the American-Hawaiian Line, took over 40,000 cases of salmon for transportation to the Atlantic Coast via the Tehuantepec Railroad. The Alaskan, of the same line, had already taken out 27,000 cases. It is estimated that the total of the cargoes carried by the American-Hawaiian Line will be in excess of 350,000 cases. The freight by steamship is 55 cents per 100 pounds, while by rail it is 85 cents per 100 pounds." At San Francisco prices have recently been quoted on red Alaska of \$1.50 to \$1.75; and one carload changed hands four times without reaching the retail trade.

Dried Fruit—Consuming demand for California cured fruits has shown some improvement lately, and during the week has been very good. A more or less unsteady market on raisins is reported from California, but the feeling here hasn't been affected and demand has been rather better. Currants are firm and also in better request. Retailers have been buying more prunes than for some time past. Prices are firm on both Californias and Oregon Italians, which are very sparingly offered by packers on the coast. Peaches and apricots are in fair demand at steady prices. They will not go lower, but on the other hand, may advance on increased demand from the trade.

Rice—Demand from retailers and consumers is very fair at former quo-

tations on the cereal. Advices from the rice-producing sections of the South note that rice planters are holding back on rough rice, which is reported as twenty cents a sack higher on Japans. The trade are not anticipating any declines in prices in the near future. On the other hand, prospects are favorable to a steady, strong market.

Spices—Spices are selling very well. There is a good, reasonable demand from customers and retailers are fair buyers of the different sorts. Prices are generally steady. On pepper the market at present is extremely strong, and will be practically certain to remain so.

Syrups and Molasses—Colder weather has made the demand for molasses and syrups rather better. Grocers are buying more goods and this is an indication, if not proof, of larger consumption. Prices remain rather firm on both syrups and molasses. Maple goods are firm also, and in improving demand from consumers. Glucose is unchanged.

Olives and Pickles—There is very little new to report on either pickles or olives. The market holds very firm and some small advances have been made. Reports are still to the effect that the supply will be very short of last year's yield. Olive oil is also said to be in a small supply and a little higher prices are expected soon.

Provisions—Very little increase in receipts of hogs was seen in the Chicago market and at other packing centers last week. Meanwhile, however, prices declined steadily and there was finally a little loss in the price of product. Packers were giving the latter but little support, while most of the pressure came from pit traders. The latter were not so cautious as other speculators. The ordinary trader was a little cautious about selling product at current levels, some doubt being expressed as to the supply available in January and the trade indisposed to sell the heavily discounted May delivery. January pork gained 7½c last week, while May declined 10c; lard lost 7½@10c and ribs 5@7½c for active months and 55c for November.

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

Wheat—		High.	Low.	Closing.
Dec.	\$.91¾	\$.87½	\$.89½	
May	.96¾	.94¼	.95½	
July	.94¼	.92¼	.92¾	
Corn—				
Dec.	.47	.45½	.46½	
May	.49½	.47½	.47¾	
July	.49¾	.48¾	.48½	
Oats—				
Dec.	.31½	.31½	.31¾	
May	.34½	.34	.34¾	
July	.34½	.34	.34¼	
Pork—				
Jan.	17.65	17.32½	17.37½	
May	16.60	16.20	16.20	
Lard —				
Jan.	10.47½	10.22½	10.22½	
May	9.97½	9.75	9.77½	
Ribs—				
Jan.	9.37½	9.17½	9.17½	
May	9.17½	8.95	8.97½	

INDIANA ITEMS.

Business News From the Hoosier State.

Indianapolis—The Board of Trade has given its endorsement to a movement to interest local business men in attractive bill board advertising along the railroads entering the city.

Ft. Wayne—The Retail Merchants' Association has declared war against turkey raffles.

Auburn—The Zimmerman Manufacturing Co. has reorganized. John Zimmerman succeeds his brother, F. T. Zimmerman, deceased, in the management.

Richmond—The merchants' section of the Commercial Club will give a banquet to the retailers of the city Nov. 17 in the Commercial Club rooms. W. B. Waddell, of Indianapolis, will give an address on, "Merchants' Legal Protection." Mr. Frohmuth, at Muncie, will speak on "The Benefits of Organization." A. Bogue, State Secretary of the Indiana Business Men's Club, will be present.

Ft. Wayne—Emil Weihe, who recently disposed of his interest in the People's drug store to his partner, Arthur Kaiser, has purchased the Lakeside drug store from Robert Weber. Mr. Weber has bought the People's drug store from Kaiser & Weihe and is now in charge of that establishment.

Lynn—Paul Gray, of Farmland, has purchased the Racht store and will carry on the business as the Variety store.

Indianapolis—The Indiana Canners' Association, at its annual meeting last week, decided to ask the next Legislature to change the Indiana child labor law to permit children to work in the canning factories during the canning season, on obtaining permits from the State Factory Inspector. Charles Latchem, of Wabash, was elected President of the Association and Charles Martz, of Atlanta, Secretary-Treasurer.

South Bend—The American Food Co., with \$25,000 capital, has been organized to do a general business in food staples and specialties. Chas. A. Stenins, Geo. Butzbach and Wm. Whiteman are interested.

Evansville—The fourth annual convention of the Tri-State Retail Lumber Dealers' Association will be held here Feb. 1 and 2. Charles A. Wolfelin, of the Wolfelin-Luhring Lumber Company, is arranging the programme.

Evansville—The American Woodwork Manufacturing Co., capitalized at \$40,000, is being organized by Louis H. Kramer and others to take over the plant of the bankrupt New York Dimension Supply Co. at Devon and Florida streets.

Hammond—The S. G. Taylor Chain Company, of Chicago, has closed negotiations here for a site for its Chicago and Maxwell, Indiana, plants. Taylor is a Chicago alderman. About fifty thousand dollars will be spent in the erection of a plant to employ 200 men. The concern has large orders for chain to be

used on the Panama Canal, and was forced to leave Chicago in order to handle its growth in business.

Monroe—Z. O. Lewellen, who for the past twenty-four years owned and conducted the tile mill at this place, has sold to Monroe and Berne men, who formed a stock company and took immediate possession.

Cheaper Foodstuffs Predicted.

Secretary of Agriculture Wilson joins Charles W. Armour in the prediction that falling prices soon will give the American consumer cheaper foodstuffs.

"We have had bumper crops and meat prices should come down," says Secretary Wilson, "that is, if no combine is formed among the dealers. I look for a falling in the price of all kinds of meat. The crops have been such that a falling in the prices should be the inevitable result. The only thing that can defeat this will be that too great a toll is taken after the products leave the hands of the farmers and before they reach the consumers."

Already there has been a notable decrease in the price of grains. This is regarded as the keystone of the supply problem. December wheat is 18 cents lower than a year ago. December corn 13 cents lower and December oats show a loss of 9 cents. With cheaper flour forecast in the fall of wheat prices must come cheaper meats, which will be produced with the cheaper corn, it is declared. Bountiful crops have blessed Argentina and Russia, while the crops of the United States are 7.6 per cent. greater than a year ago.

This means that artificial methods must be adopted if grain prices are to be raised, and the abundance of the corn crop, the great meat producing grain, means, in the opinion of Agricultural Department experts, that the prices of meat must come down. They point to the fact that already in Chicago there is a difference of \$1 per 100 pounds in the price of January and May pork, that May lard is 50 cents per 100 pounds cheaper than January lard, and that May ribs are offered 23 cents cheaper than January—all indicating that the experts of that supply center, looking ahead and discounting the future, expect the price of pork products to be forced down by the abundant corn crop.

Corn has been so high that farmers could not afford to convert it into meat until the price of cattle and hogs soared and made it profitable for them to undertake raising them on an active scale. With a marked increase in the number of cattle, sheep and hogs, and with teeming cribs of corn, it will be difficult, if not impossible, for any combination effectively to turn back the strong natural pressure toward lower prices.

The young man who can start in business without having to go outside of his own family to get an endorser for his paper should never go outside with his own endorsement.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 14—The week opens with an extremely strong coffee market, and the scenes on the Coffee Exchange are said to rival those of the Stock Exchange in its palmiest days. The trend is upward all the time and no one pretends to say what the end will be. At the close Rio No. 7 is quoted in an invoice way at 11½@11½c per pound. In store and afloat there are 2,778,895 bags, against 4,238,977 bags at the same time last year. Spot coffees naturally reflect the strength of the Exchange and sellers are very firm. They are not apparently anxious to dispose of holdings as they see an advance almost every hour. There will be some relief probably after January, when 600,000 bags of valorization coffee will be placed on the market. Mild grades are firm and good Cucuta is quoted at 11½@11½c.

There is a quiet market for sugar, although, of course, something is going on all the time. Granulated seems to have settled into the rut of 4.60c and may stay therein for some time.

Teas are quiet but are pretty well sustained. Orders are not individually large, but they have been coming in quite freely and the aggregate is not to be despised. The strict tests made by examiners make it rather hard to do more than guess as to whether any one shipment will get through. Higher quotations will cause no surprise.

Rice is quiet. This article is one that ought to meet with much freer consumption, but its progress is mighty slow. Orders received the past few days have not been numerous nor has the quantity wanted been large. Prime to choice domestic, 4½@5c.

In the spice market the supply of pepper is not large and the quotations are well held. Singapore black, 8@8½c; white, 14½@14½c. Cloves are well sustained as the crop is decidedly short.

Molasses is in pretty fair demand as the holidays approach. Good to prime centrifugal, 25@32c. Syrups are in light offering and quiet.

Canned goods are quiet and the atmosphere in the region of the brokers' office is anything but cheerful. Tomatoes, which were sold at standard threes at 70c, seem to have been unworthy of that classification and yet they have been worked off. But goods that are really standards are usually quoted at 72½c. There is no mistake about a short supply of tomatoes, and they would certainly seem to be an excellent purchase on the present basis. Corn is in limited offering and firm. Other goods are moving in a fairly satisfactory manner and prices as a rule are well maintained.

Butter is in a little more liberal supply and there has been a slight decline. Creamery specials, 33c; extras, 31½c; held specials, 32@32½c; State dairy, finest, 30@31c; imitation

creamery, 24½@25½c; factory, June firsts, 24@24½c; current make, firsts, 23½c.

Cheese is rather quiet, but quotations are firm. Full cream New York State is quoted at 15¼c.

Eggs are firm, with nearby stock now at 52c. Some of this sale price is for the value of the egg and the rest is for sentiment. White fresh gathered Western, 38@40c; selected extras, 36@38c; refrigerator stock, 25@26½c.

Cheer Up and Watch Out.

Written for the Tradesman.

I wish to have a little talk with the retail merchants who are Democrats and Republicans. What do you think of the results of the election? The reduced majorities of the Republican party will serve the party as a warning and a lesson. The party will have to get together and behave or be "busted." The Democrats have carried the House, but they are powerless to give us any radical measures—such as they promised.

Whatever legislation the Democrats may pass will be checked by the Republican Senate.

Since it is a fact that we are going to have a Democratic House we can plainly foresee a legislative deadlock. This means that business will be more or less of an uncertainty the next two years.

Things in the commercial world are very much disturbed; still the retailer has nothing to fear if he keeps himself posted.

The world moves and so does everything else.

Keep your eyes and ears open. Read your trade papers very carefully and maybe you will catch the trend of thought that can and will carry you along smoothly.

The needed reforms or important legislation will suffer for the want of action and the next two years we will have to put up with many things that are a burden to us now.

Cheer up and take things as they come. Do not get the blues if you are a Republican and do not expect too much if you are a Democrat.

I Am That I Am.

Implement Dealers' Annual.

At the annual convention of the Michigan Implement and Vehicle Association at Jackson last week officers were elected as follows:

President—Wm. Goodes, Flint.

Vice-President—A. L. Gleason, Copemish.

Treasurer—Otis Boylan, Kalamazoo.

Directors, to fill vacancy one year—D. M. McAuliffe, Albion.

Directors, two years—Warren Lisk, Howard City; Joseph A. Wagner, Kinde; Chas. A. Slayton, Tecumseh; J. F. Follmer, Vicksburg.

The Board of Directors later elected W. L. C. Reid Secretary and F. M. Witbeck General Agent. The convention next year will be held at Kalamazoo.

You may be sure that the man who makes no mistakes is a man who accomplishes no new things.

Special Advertising Cuts For Our Subscribers

The Tradesman Company is inaugurating a special cut service for the exclusive use of the subscribers of the Michigan Tradesman.

Our art department is preparing many strong and attractive advertising cuts which will be shown in these columns from time to time.

These cuts will be sold at a special reduced price or rented at a very nominal cost to our subscribers only.

The first cut offered by this department is shown below.

It is a very attractive heading, suitable for a

New Year's Advertisement *or a* New Year Greeting Announcement



New Year Greeting

Price for This Special Cut

One four column cut \$1.50
One six column cut 2.75

*We will sell this cut to but one merchant in a town
First come—First served
Send in your order at once
Money must accompany all orders*

CUT THIS OUT AND SEND IT IN TODAY

Tradesman Company,
Grand Rapids, Mich.

Gentlemen: Enclosed find \$.....for which please send one.....column special

New Year Greeting Cut

with the understanding that I am the only merchant in my town that is to receive this cut.

Send by.....express.

AddressStreet

Town.....State.....

This drawing alone cost several times the price we are asking for this cut

Tradesman Company,

::

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 16, 1910

GETTING NEW INDUSTRIES.

In another part of this paper will be found an article from the Denver News describing the Denver method of securing new industries. Briefly this method is to study local conditions to ascertain what commodities of outside make Denver uses most of and then endeavor to interest capital in their manufacture in Denver or vicinity.

Every town of any gumption is on the lookout for new industries. Often bonuses, free sites, subscriptions of capital and other inducements are offered to persuade manufacturers to locate. The special inducement plan in most instances has been found unsatisfactory, and civic promotion experts everywhere pronounce it a mistake. The Denver method, however, is different and seems to be based on sound principle. This method discovers opportunity and calls the attention of capital to it. It is then capital's move. If the discovery is backed by substantial assurances of a home market of sufficient capacity to make the plant sustaining until a wider market can be developed, capital ought not to be difficult to persuade.

This city, like every other live city, wants more industries, and has gone after them in much the same way as other live cities have done, but not with marked success. Why would it not be wise to try the Denver plan?

The printing offices of Grand Rapids print catalogues for the whole country, using enormous quantities of white paper. Why would it not be a good plan for the Grand Rapids Board of Trade to collect the white paper statistics of the city, secure assurances from the local printers that they would buy paper made in this city and then with this as a basis try to interest capital in a paper mill?

With a hundred or more wood working establishments here, Grand Rapids annually consumes enormous quantities of glue and varnish. With proper statistics and adequate assurances would it be a hopeless undertaking to interest capital in the man-

ufacture of these commodities in Grand Rapids?

With five large knitting works here and another projected, Grand Rapids uses large quantities of cotton and wool thread. Why not gather the statistics, secure assurances and then point out to capital the opportunity to establish a thread mill.

All our blankets, our carpets, our woolen and cotton goods, and our hats and caps are purchased outside the State; would not statistics and assurances point out opportunities to capital and lead to the manufacture of some of these goods here? Is not the local supply of fruits and vegetables sufficient to make another cannery an attractive proposition? Could not a larger use be made of our gypsum resources?

In going after new industries Grand Rapids has called attention to its transportation advantages, its desirability as a city to live in, its position as an industrial center and a lot of other glittering generalities, but has it not neglected those solid statistics and substantial assurances of a home market which are usually so appealing to capital in search of opportunity? In Denver if local capital will not grasp the opportunities discovered it is the plan to advertise the city's needs that outside capital may be led to investigate.

What has been said applies particularly to Grand Rapids, but it will apply with equal force to Muskegon, Big Rapids, Cadillac, Traverse City and every other live town in Western Michigan. These towns should ask themselves if they are not depending on the outside world for things they could as well supply, or if they are not sending away raw materials which might just as well be made up at home, and then proceed to do something. If this were done it is quite likely an opening would be found in nearly every town for a new industry of some sort, and the new industry would not be a misfit. To succeed along these lines will require a well developed co-operative spirit, but co-operation is at the foundation of success in city building.

THIS CITY SETS THE PACE.

In voting \$200,000 bonds for the purchase of park and playground lands Grand Rapids has set a pace for other towns in Western Michigan. And it is a pace worth trying to keep up with. Every town, however small, should have its place for the children to play; for those who are older to rest in and enjoy, where there are trees and flowers and grass and if possible a little water. Such a place will be worth all it cost to any community; no town but will be made better by reason of it. In the smaller towns it may be argued that with woods and open fields all around parks are not needed. But do any of us feel exactly the same on property owned by another, even when we are invited, as on our own premises? The park belongs to the people, it is their own property and their use of it is not dependent upon any man's

good nature. This makes a great difference.

It is a mistaken idea that it is necessary to have property in the heart of town for park or playground purposes. Such property, of course, is desirable, but why not explore the possibilities of the waste places near by? The creek bottom, where tin cans and other rubbish is dumped, with a little fixing up might make an ideal park. A hill or a ravine may with a little study be made into a beauty spot. The waste places can usually be acquired at nominal cost or if the owner be public spirited may even be donated, and it is infinitely better to convert them into parks than to have them blots on the landscape.

The campaign for more parks in Grand Rapids has been educational and there is reason to believe, or at least it may be hoped, the influence of this campaign will be felt in every part of Michigan. It is an influence that will make for better cities and towns, happier and healthier people and a higher appreciation of what we are here for.

AT THE MARKET.

It is claimed that Mrs. Taft takes pride in attending to the marketing for the White House personally; also that several of the other ladies prominent in diplomatic circles conduct their own purchases instead of trusting this to the order.

With the great problem of increased cost of living sounding in our ears, this is welcome news; for the contagion is a healthy one and will be sure to spread from such a source.

The telephone has without our knowledge served as a detriment in this instance; for it is so easy to order a cut of choice steak and then trust to the conscience of the butcher. The one who sees what is being purchased usually gets the best cut, while the order over the phone may be filled with the second or even the third choice.

What will serve well in one instance may not be desired at another time. Even although there is the greatest attempt on the part of the dealer to put himself in your place, the constant fluctuation in demands of the household render the service impossible. The small roast may be just the thing on one day, while a larger one with a larger proportion of fat or lean is desired for some special form of serving. Again, if you are on the spot something may attract your attention which you had not thought of before.

If you show the indifference which the mere order implies, others will not take an interest for you. It is your business to look out for yourself; to study the situation; to compare different articles; to note the quality of the goods; to keep posted on relative prices. Only by so doing can you get the best for the lowest price. The market basket should be regarded as a badge of thrift, of good living, rather than an accompaniment of menial service.

THE POLITICAL LANDSLIDE.

The election returns came as a surprise to some, yet others on the defeated side were glad to have even the little left to them.

Of course Roosevelt must bear his share in the cause for defeat. The high cost of living and numerous other causes are offered by way of explanation. Yet history repeats itself. About once in so often there comes a thing of this sort, no matter which side has been in the majority.

And it is well that this is so. It is our protection against imperialism, in reality if not in form. The party in the ascendancy is certain to attract to it those who care neither for principle nor for party lines; who want to be on the side of the majority for the graft that can be extracted. A party which is long continued in power, especially by majorities that are overwhelming, becomes through this source, if through no other, corrupt. Purification is necessary as the semi-annual housecleaning. If it is postponed through years the accumulations of dross are the more pronounced.

Politicians are subjected to so many temptations that watchfulness on the part of others is ever in place. When they become so firmly established that they regard their place as impregnable, then is when there is extreme danger. The revolution of the political wheel tends to preserve an equipoise necessary for the greatest good of the country. The new role may eventually wind into the ways of the old, but the fresh stream is for a time purer. Extremes in one direction will be balanced by others. And the fact that this is the people's government has a restraining influence against flagrant abuse of power.

SCHOOL A REAL PLEASURE.

Minneapolis has adopted motion pictures as an aid to education.

In connection with the instruction of pupils in geography, it is proposed to display descriptive scenes of different countries. This is something like a trip around the world—only you do not go anywhere but to school.

From all accounts, the city of the West is a most enterprising community, for, in addition to motion pictures, the phonograph also has been introduced into the schools, both to entertain the children with concert music and to teach them to sing.

The world is changing. Things are not what they once were. Even going to school is now a delight.

Time was when little boys and girls wended their way to school longing to be free, and wishing they had never heard of such things as geography, arithmetic and spelling. But in these enlightened days going to school is little less than attending a circus—only, instead of having the fun once a year it now comes as daily routine.

How many, oh, how many of us will wish that we might be children now, toddling off to school in Minneapolis?

PROTECTION BY SCARING.

The patience with which the American people submit to nerve racking disturbance in the nature of general alarms of every possible description in the name of protection is a matter of great surprise to visitors from the Old World countries where it is incumbent on the people to exercise care in keeping out of the way of moving objects, as trains, street cars, for example, when they know the track in which such objects are to move. It is natural for immigrants and the less thoughtful observers acquainted with eastern methods to attribute the difference to the greater personal freedom enjoyed here, and so with self gratulation they quickly assimilate and add to the general hubbub with which we do our necessary and unnecessary scaring.

It is undoubtedly true that the hereditary spirit of oppression in many of the European countries has its influence in the control of the peasant classes as to danger from the public utilities as well as in their being kept away from parks and sections where their presence might be objectionable to the privileged, but aside from this there is a greater degree of practical good sense which makes it incumbent on all classes to keep out of the way rather than scare a whole community for the sake of trying to remind a few individuals, largely trespassers, that trains or cars are moving.

It is a fact of common note that the loss of life in this country through the transportation utilities is proportionally far greater than in other countries. We naturally, and possibly to some extent correctly, attribute this to the greater extent of territory served and to the newer and cheap equipment and methods of service, and the makeshift methods of operation necessary in the newer and sparsely settled localities. This doubtlessly accounts for some of the difference but it is a question worthy of consideration whether the whole system of public warning by frightful sounds is not a relic of the back woods which should be done away with in civilized communities.

The whistle of the railway train in approaching the smaller stations serves a natural purpose in notifying all concerned that its business in the town is to have prompt attention. And it may be that the warning whistle for the mile separated country crossings is warranted by the conditions. But the imposition practiced on communities of considerable density in towns of any size by whistling at every street corner is one which should not be tolerated longer than possible to secure its suppression. The constantly occurring accidents in such localities so often aided or caused by the distraction of confusing sounds is enough to demand the seeking of a better way.

In the matter of noises Grand Rapids is yet a veritable village but the recent lessening of railway whistling in the limits is proving an object lesson that will have permanent effect. The work may be hindered by the conflict of state and local regulations, but enough has already been

done to make our exception from state interference imperative. It is probably as well that the change should be made somewhat gradually, as the substitution of, and becoming proficient in, better methods of yard operation, etc., requires time. We are still very patient with our factory whistles, but some fine day there will be found a public sentiment which will enquire whether the number and length of blasts, or indeed blasts at all, are essential to a sufficiently large part of the community affected.

In the matter of scaring there is a great reform necessary in the management of our city streets. The constantly occurring accidents are sufficient in number and nature to warrant a strong presumption that there is a better way than to depend on warning gongs, horns or other general instrument's of alarm and torture.

HOW THEY PLAY.

The way that your children and their companions play is in a great degree an index of how they will play the game of life. Are the games chosen clean, stirring games, those which induce the proper exercise of body and mind? Do they offer outdoor air to the sedentary pupil? Do they savor of pure fun, or of roudyism?

In certain schools, more especially in the country, one may note the prevalence of games with such alluring titles as "Thief" and "Plunder," chosen as one boy discreetly remarked, "because most of the boys in that school like to play the rowdy." There is a mission for the teacher in such instances—one too often overlooked. For the country teacher of to-day is apt to be young and inexperienced, and to be satisfied if the children are out of her way.

This does not excuse the parent for trying to turn the young energies into a more wholesome trend. Encourage baseball and other games without the degrading settings. And, above all, insist that the games be played fairly. The boy who cheats in play is almost certain to cheat in examination. He who cheats his way through school life will not stop at this. The habit is acquired and he keeps on to the end.

Real play may become loud and still not objectionable. The city lad of refined parents was not violating the rules of decorum when he proved his appreciation of a country visit from the fact that "he could holler." But he should be taught to distinguish the proper time and place for making a noise.

Teach the child not only to play suitable games, but insist that he does it with the proper enthusiasm. The dilly-dally lad, who is afraid to use his limbs in a real run, seldom wins in a race of any sort. Children may get their first lessons in rowdyism, vulgarity and dishonesty on the playground. They may have a training quite the reverse. The nature of the pupils and the competence of the teacher point the way; it is yours to observe if it should be deflected.

WISDOM OF CHEERFULNESS.

A merry heart can go all day, but your vexed one tires by noon—and that is the reason we should all be cheerful.

Cheerfulness is sanity—the daylight of the mind, as Addison called it. To the cheerful man all tasks are pleasanter, every burden is lighter, each problem is easier and every vision clearer.

The cheerful man attracts and unites others to him in his service, and every worker is a willing, loyal, earnest and efficient helper, infected with and sharing in the joyousness of the man they serve.

But the melancholy, the morose, the morbid man repels and antagonizes all about him. His gloom makes all others gloomy and in their hearts they hate him. In the presence of the gloomy man misery abounds and failure lurks in his shadow.

The cheerful man's mistakes and sins are forgiven and forgotten, but the very virtue of the joyless man is hated and scorned.

The man of cheerfulness is welcomed everywhere, for he lightens the burdens of every man and woman that he meets. The little children flock about him and even the dogs in the street wag their tails in friendliness. Strong men look up to the cheerful man and call him brother—and women admire him in secret.

Wherever the cheerful man goes he takes the sunshine with him, but the grave and gloomy man walks in a perpetual shadow. The cheerful man's footsteps are as light and buoyant as his heart, but the joyless man travels a weary road with leaden feet that often stumble and always pain.

The cheerful man always has room in his heart and mind for others, but the man of melancholy has no place there for anyone but himself. The cheerful man can not give away his rewards as fast as they come back to him, but the gloomy man reaches eternally for a Tantalus cup that eludes his grasp.

All Nature loves the cheerful man and strives to please him with the songs of birds, the fragrance of the flowers, the gorgeous coloring of the rainbow and the blossoms, the twinkle of the stars and the calm peace of night. But to the man of gloom every joyous note of Nature's is as a scorpion's sting.

But Nature does not stop there—her hatred of the man who will not be joyous pursues him into the very fabric of his being. Physical ills assail the gloomy man, there is no peace nor well-being for him. Ruthlessly Nature ravels his tender nerves, forbids his stomach to fulfill its duty, dulls his fine brain and teaches rebellion to his heart.

For the cheerful man Nature does all she can to promote his physical and mental health. She gives him a light and strong heart that never wearies, she makes his blood to dance with joy, she gives him appetite and a willing stomach and she

inspires his brain to activity and efficiency.

The cheerful man is just and tolerant and kind and hopeful. But the man of gloom is unjust and bigoted and hard and hopeless. Existence is pleasant and life a pastime to the man whose heart is light, but for the other there is nothing but woe and uncertainty and suspense.

Yet after all it is not so difficult to be cheerful. Almost any man can banish melancholy and get rid of gloom if he will but try. Man was not meant to be the slave of his emotions, he was endowed with reason so that he might control them.

The best use that any man can make of his reason is to let it convince him of the wisdom of cheerfulness and of the folly of sadness. Even in the presence of death many men have been light-hearted, as was William Hazlitt, whose dying words were, "I have had a happy life," or Sydney Porter, from whose stiffening lips fell a last dying jest, "Raise the curtain, I'm afraid to go home in the dark."

The world teems with sorrow and with sadness—and so it has need of every cheerful heart that is possible. Oceans of tears have flowed and will flow, and it takes a lot of sunniness to dry the millions of moistened eyes. So long as the earth shall last there will be mourning, so long as there are men and women and children in the world hearts will break. But there will always be more cheer than sorrow, for every mourner a comforter; and for every broken heart Time will go on to heal the wound.

There is no other way in which you and I and every other man can be so helpful to our fellows as we can be by being cheerful. The immutable law of the universe will guarantee us payment. The more cheerfulness we radiate, the more of our fellows we help, the greater will be our reward.

All the universe is friendly to the joyful man, but only failure and defeat await the man whose countenance knows no smiles, whose heart no joy, whose mind no hopefulness.

So let us all be cheerful.—The Touchstone.

Talking foolishness isn't business. Talking your private troubles or your fun isn't business and you have no right to bring such things into your work. Every hour of your time, is being paid for and every hour of that time should be honestly accounted for. Nothing reflects worst taste or is more exasperating to the customer than an audible gossip between clerks of a personal nature that is entirely foreign to the business. Let nothing enter into your business life but business. You're back of that counter to make the best of yourself—you're there, or should be there, to qualify for something bigger and better, but rest assured you will never get there unless mind and heart and tongue are given up to the work right before you.

The virtue that is not automatic requires more attention than it is worth.

THANKSGIVING DISPLAY.

Buck Goes To First Principles in Window Work.

Written for the Tradesman.

It was a large store on a good street, but the trade wasn't up to the dimensions of the place. Taylor had made a little money in the years gone by and said he didn't care, but, all the same, he was annoyed when his competitors had to work their way through crowded stores on Saturday night while his own floor was vacant of customers.

Taylor was slow of thought and lacked vitality. Everything seemed such a task to him. Often he thought of the dead flies in the one large show window and resolved to sweep them out and put in something better calculated to draw trade, but he thought of the job as such an undertaking that he always deferred action until some other time. He knew what ought to be done, but he was too lazy to do it, and he never seemed to get a clerk capable of going ahead and doing things.

That is, he never found such a clerk until Buck—red-headed, freckled-faced Buck—wormed his way into a job there because his father owed a bill which would never be collected unless Buck worked it out. Buck was as full of energy as a cat is full of mischief. He was so energetic that Taylor came near firing him half a dozen times the first week because he broke in on the peaceful atmosphere of the store.

The week before Thanksgiving Taylor began talking of getting up a window display, and asked Buck if he could get a big turkey and a red pumpkin, and a few other things calculated to bring in cash. Buck threw back his muscular little shoulders and laughed at the boss. Buck had received most of his education at the corners, and believed himself the peer of any man on earth, boss or no boss.

"That'll be a chestnut!" he said.

"What's that you say?" demanded Taylor.

"If there was a display window in the Ark," Buck said, "Noah had a turkey and a pumpkin in it Thanksgiving week, if there was a Thanksgiving week after it had rained for forty days and forty nights."

"Perhaps," Taylor observed, in a sarcastic tone, "you can go ahead and get up something original for that window display?"

"Sure!" replied Buck.

"If you will," Taylor said, thinking to bluff the boy, "I'll pay the bills and raise your wages—that is, if you'll get in something original that will bring customers and make talk in the town."

"How much will you give?" asked Buck, cautiously.

"Ten dollars for expenses," said Taylor, "and a raise of a dollar a week."

"Make it twenty for expenses," said Buck, with one of his freckled grins, "and two dollars a week, and I'll put on a show that will play to

standing room only out on the street in front."

"You can't do it," Taylor said, rather amused at the boy's confidence in himself.

"Say, Mister," Buck replied, "I can put on a show there for twenty dollars that will get you pinched for blocking the street."

"That will be something new anyway," said Taylor. "Go on and try it, but if you make a fizzle I'll fire you."

"When can I do it?" asked Buck.

"You can put down the curtain and have the store Saturday night and Sunday and Sunday night up to opening time Monday morning. How will that answer?"

"I'm your huckleberry," said Buck, "and when you get pinched I'll come and bail you out of the cooler."

"Get your twenty of the cashier Saturday night," said Taylor, "and don't bother me about it any more. I don't want to know anything about it."

Buck ran out of the store and talked with Chuck Lee, whose father was an advertising man, and the plot was laid.

Taylor was late getting down to the store the next Monday morning. He had a lot of things to do about the house, and in the first block Dowling stopped him to talk about a new roof for a tenement the grocer owned, and so it was 9 o'clock when he turned the corner which brought him in view of his own place of business.

He cast one glance down the street and started on a run. There was a crowd in front, and shooting was going on in the store. Thinking that a robber might have been tempted to hold up the cashier, Taylor made the best speed possible to the scene of excitement.

"Say, Taylor, when you going to begin charging admission?" laughed the clothier who did business next door. "You ought to have a picture of a fat lady and a snake-eater up on the front."

"That's a peach!" another said, as Taylor crowded up to the display window, which looked more like the stage of a Bowery theater than a display window in a provision store.

The window space had been built back about ten feet, and there was a forest of natural trees, as tall as the window would accommodate, a fringe of undergrowth, a small brook, and in the front a clearing with corn shocks and pumpkins in sight. At the left of the rear, half hidden by the trees, the front of a log cabin showed, and on the right was a barrier of bushes and a group of hostile Indians.

There were people in this cabin, too, real boys and girls, dressed up in Puritan style, and the men carried guns over their left arms, and the women tried not to look frightened as they faced the crowd. While Taylor stood there wondering what Buck had been doing to his trade a savage crept through the fringe of bushes and took a shot at the house. Then a succession of warwhoops came

from the woods and a sign was hung out:

"Chuck Lee is the Indian."

When the savages had been driven back with great bloodshed—there were three of them—the music of an organ came from the cottage and another sign came out:

"What you kicking about? These people had to fight for their Thanksgiving dinner. You can buy all the materials for one here and go home without getting scalped! So you don't need to kick."

In a moment a turkey came out into the open field where the corn shocks and pumpkins were and was promptly slaughtered, with great excitement, by Chuck Lee, who took him back to the Indian camp to be slaughtered again in half an hour. The turkey wasn't as fine an actor as the boy, but his antics made all the more fun, and it was more life-like to see the Puritans in the cottage laughing fit to kill at the circus.

While Taylor took in the show half a dozen signs were run out, telling about the goods inside, the ease and security of acquiring them, and asking the old question:

"What you kicking about? These people had to fight for their Thanksgiving dinner. You can get your dinner here and have it carried home for you."

"Look here," Mr. Taylor, you'll have to quit giving this show. You haven't got any license, you know, and you're blocking the walk."

That was Hod Whipple, the policeman, and Taylor talked back and the officer started off with him—toward the station. However, the policeman changed his mind about locking Taylor up when he heard what the crowd said, and the grocer went into his crowded store and found Buck doubled up with laughter.

"What kind of a game is this?" the grocer asked.

"Money game," said Buck. "The Indian comes out every half hour," the boy hastened to say, as if fearful Taylor would choke him off and throw him out of the store, "and there's a song in the cottage every half hour, and the turkey gets shot every time there's a big crowd, and there will be change of programme to-morrow."

Buck stopped for lack of breath, and Taylor sat down and laughed. The people outside seemed to think that was part of the show, for they cheered the grocer until he went in to his private room and shut the door. Buck came in answer to a ring.

"What signs have you ready to put out?" Taylor asked.

Buck showed him a batch detailing the merits of about everything there was in the store, and always there appeared the words:

"What you kicking about?"

"Don't you thing that superfluous?" asked Taylor.

"Fluh!" said Buck. "If you wait a day or two you'll hear that in every street car and in every house, and every store, and every school in town, and every time they speak it or hear it they will think of Taylor's Thanksgiving display, and of the other signs put out. Chuck Lee's father says so, anyway."

"You don't think that display is funny, do you?" asked the grocer.

"Naw, it ain't funny," as Lee says, "it effective," was the reply. "It brings people to the store to read the signs put out. When you going to give me the raise? You ought to make it three dollars a week, 'cause I got you pinched!"

Taylor did not say whether he would make it three or not, he was kept so busy just then ordering more goods from the wholesale house.

"I had no idea we were so reduced in stock," he said.

Buck grinned and went out to stir the boys and girls in the window to greater activity. The street was crowded up to Wednesday night, for the thing was so new and outside of all previous efforts at window display that people talked about it in their homes and went down to see it—and went in to buy, of course.

When Taylor went out on the street he was asked this question a thousand times:

"What you kicking about?"

The words rang in his ears all the week, as the dollars rang in his cash register, and Buck got his three extra a week.

This, too, is only suggestive.

Alfred B. Tozer.

Some men need their backbones vulcanized.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

PRICE OF MASTERFUL MINDS.

Man Must Go Against Nature and Fight It Out.

Written for the Tradesman.

A friend of mine, who for the last fifteen or sixteen years, has held one or another of our fairly lucrative city positions, finds himself, because of one of those abrupt changes in our political regime, down and out.

He is crushed. He is exuding depression.

During these years when money has been coming easy, he has acquired extravagant habits. His family is large and dependent; and the cost of its up-keep is enough to intimidate anything short of a doughty disposition. And my friend can hardly be said to have such a disposition.

As a matter of fact the long years of easy sailing have devitalized the essential Ego.

The resilience of youth has oozed out.

And I am afraid it is going to be another case of, "He couldn't come back."

The story of the old clerk who suddenly found himself jobless through the failure of his firm, is pathetic.

Perhaps you have heard it.

For I know not how many years he had been working for the same concern,—patiently, uncomplainingly, plodding away, year in and year out. Faithful? Absolutely so. Efficient? Yes; he did the work expected of him; did it promptly, courteously, intelligently. People liked to trade with him. He knew the stock, and he took an interest in the sale in hand.

But his firm failed.

And now this clerk, whose age is somewhat beyond fifty, finds that this is a cold, pitiless world for the jobless man, whose youth is passed, whose shoulders are somewhat rounded, whose hair is tinged with gray.

His youthful strength is gone.

The elasticity of youth does not appear in his gait.

The color of youth has vanished from his cheeks.

He is old and gray.

Also he is down and out.

And the tragedy of it all is, he feels in his soul that he is down and out.

What will become of him? I don't know. He doesn't know. He has tried for place after place. Some of the people who didn't want his services used genuine consideration and kindness in telling him so.

Others weren't quite so considerate.

But the old, jobless clerk now knows that nobody wants him.

They want young fellows—strong, vigorous red-blooded men. Of such is the raw material which big modern merchandising houses are looking for. This raw material they convert into salesmanship of their own mintage and liking.

In a way you can't blame them—

these big merchandising concerns, I mean; and in a way you can.

Our hearts ache for the gray-haired jobless clerk, and the poor little shabby wife who presides over the little home in the suburb. Yes; we pity the old fellow.

But he's to blame, very largely, for his present predicament.

He ought to have thought of that long ago. Ought to have thought of that when the rose-colored tints of youth were in his cheeks, and the gloss of youth on his jet-black hair. Why didn't he lay by in store as his industry rewarded him during those long productive years? Why didn't ambition build a stately mansion than mere clerkship in somebody's store. Why didn't he aspire to do something on his own initiative? Was it written in the book of fate that he must hold forever a subordinate position?

Yes; the old clerk is to blame.

And then we are all to blame—not so much for the specific unassertiveness of this specific sufferer—making this world appear so dark and foreboding to our indigent brother. He is our brother. We ought to care for him somehow, by giving him a job commensurate with his abilities; but how? There's the rub.

This world is fair and beautiful or dark and threatening, as we make it.

Outward conditions and relations are colored by inner qualities.

Inner lights invest outward conditions, relations and achievements.

But we are born to fight, even as the sparks fly upwards.

Don't forget that.

It is significant, when you come to think about it, that man was distinctly enjoined by his Creator, to subdue the earth, and have dominion over it.

Man wasn't merely invited to move in and take possession; to clip coupons and help himself ad libitum.

Man was put on a big, virile job. He was told to go up against Nature and fight it out.

As a man fights he grows.

The more he fights, and the harder he fights, the bigger he grows.

And it's a tragic thing when the elemental fight in a man's soul oozes out.

Then is the mighty fallen, and the glory of essential manhood is gone.

We must all grow old; but woe betide us, if the youthful spunk that was put in us ever peters out!

When it does, we are all in.

The only thing left is the casket, the flowers and the solemn, beautiful words of the ritual: "Earth to earth, ashes to ashes, dust to dust."

In a way it all looks hard.

Some of us had rather hunt the tranquil places where the sunlight glimmers on the surface of translucent pools of water.

But there are times when a man must fight.

Sometimes the logic of events puts us right up against an inevitable contest.

Then it is fight—or death to the Essential Ego, the real soul and self

of us. When the crucial test comes, we've either got to fight our way through to masterhood, or consign us to the eternal oblivion of underlingship. There's no alternative.

We can't evade the issue.

And we can't employ a mercenary to do our pugilistic stunt for us.

It's strictly up to us.

When these critical times have come and passed, and a man finds himself battered and bruised and everlastingly beaten into pulp, Nature looks like one vast hydra-headed monster. Thenceforth we are vagabonds on the face of the earth, and we feel that Nature, the entire human race, and conditions that are, are against us.

And we rise to fight no more.

But suppose you win out? Suppose we wrestle with our antagonist until we have worsted him?—Ah! then we are admitted into the ranks of the masterful.

Our stock looks up.

We take courage.

And we look back upon the incident of the recent struggle with infinite satisfaction.

And lo! we learn, to our complete astonishment, that the whole performance was planned and executed for our benefit.

The purpose of the fight was to make us strong.

Nature insulted us just to make us hot under the collar.

Foxy old Nature wanted to provoke us into vindictiveness just for our own discipline.

And, come to think about it, that's the only way to get this masterful mood developed. It takes winds and storms and forked tongues of fire and thunderbolts from the clouds to make the old oak send her roots down to the solid rock, and brace herself to defy the artillery of heaven.

And the masterful mood comes only to those who fight their way up through endless competitions, antagonisms, and counter efforts.

Chas. L. Garrison.

Maxims of Tamerlane.

Wm. E. Curtis, in his travels in the East for the Chicago Record-Herald, has dug up the maxims of Tamerlane, the Grand Khan of Tartary who reigned 500 years ago and who left them for the guidance of his successors. It may seem strange for the modern business man to look to this ancient warrior for counsel, yet the business man can with profit study and take to heart with slight modification some of his sayings. Here are a few of them:

"In conducting the concerns of government take by the hand four assistants: Deliberation, Counsel, Vigilance and Circumspection.

"Those are worth only to be counselors who steadfastly adhere to what they say and do.

"A friend in all places cometh to use.

"One obstinately resolved on resistance, who is dangerous, may often be won by indirect commendation, which he may hear.

"Unless it be quite necessary, a prince should not displace officers of his own promotion.

"Since God is one and hath no partner, therefore the ruler over the land must be one only.

"It is good to pardon, to be liberal, to be merciful; but it is better to be just.

"Those who are disposed to hurt others should not be admitted to intimacy.

"No prince can be strong and secure unless he is religious.

"Too great a share of government should be trusted to none, but the power of every officer, even the most inferior, should be absolute over all below him.

"He who forgetteth his duty once should be trusted no more.

"He who in the hour of trial searcheth after excuses, or would transfer until tomorrow the business of to-day, let him be held in contempt.

"If a good servant be unjustly put to shame or mortification, let it be repaired promptly.

"When one who hath forsaken his master returns of his own accord, let him be received with kindness, but not honor."

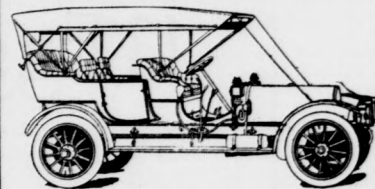
Most great plans fail from a lack of proper attention to details in the execution. The American failing is a lack of thoroughness.

When you get a hard job divide it into its parts. Then tackle each part separately.

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.

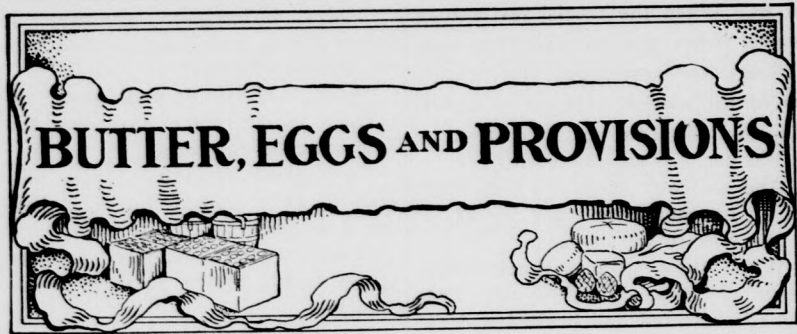
If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.



LOCAL CREAMERY PUBLICITY

Let Not Your Good Work Be Hidden Under a Tub.*

Publicity, the watchword of square dealing is one requisite to corporate transactions vitally important in satisfying an honest public desire for a square deal.

"Local Creamery Publicity," what a wholesome phrase yet how little practiced in local creamery business.

As local creameries are all, or nearly all, small corporations, formed by farming communities to secure ready sale and satisfactory market for dairy products, it follows that the business policy is shaped by those having little experience of or in such matters, and oftentimes sore disappointment and failure comes all too soon.

During recent years there has been a universal public demand that the light of publicity be thrown on all

*Address of G. Kruempel at the National Creamery Buttermakers Convention.

corporate transactions, not from a morbid curiosity, but from a growing conviction that corporations, creatures of the law having certain powers and duties of natural persons, are abusing privileges and defying laws that natural persons are bound to respect; that such abuse is detrimental to the public welfare and such demands for publicity have so increased that at the present time legislative and executive heads of our Government are giving them special attention.

Success in business, that depends on public patronage, can not obtain if suspicion exists of its honest conduct, and nothing better promotes confidence in corporate transactions than a willing publicity of business methods. Without the same publicity in the local creamery methods, as are demanded from larger corporations, a growing distrust gradually develops, and failure is but a question of time without the confidence of its home community.

No less important to the local creamery is the widest publicity of the good qualities of its products, all the world wants good butter, and at a good price. No good creamery butter goes begging for a market, and if local creameries make good butter and let that fact be known none need fail. It is far better to make and sell a good grade of butter at a small profit, and build up a permanent market than to attempt to build up a lasting market for a poor grade.

The management of all local creameries should insist that only good butter be made and then advertise that fact. Free and judicious advertising, of any good article, so universally used as butter, spells success in the end and I say to all local creameries, Try it.

Satisfactory publicity of local creamery business is, according to my experience, best secured in local newspapers; use for such purpose the home paper, the ones that are eagerly read by the whole family, publish facts and figures as shown by records of cream from different patrons and payments for same, publish something worth while. Have printed, in circular form, tables and reports giving answer to such questions as a wide awake dairyman wants to know and what he asks when he visits the creamery. Such circulars can easily be put into the hands of all patrons by enclosing them with their daily pay check, and pay for cream daily by check that

patrons may know each day how their cream is testing and what returns they are getting. It will better the grade and increase receipts. Lose no opportunity to have your local creamery butter exhibited at all fairs, on market days and at all opportunities; it is a pride and a satisfaction to creamery patrons if their home creamery shows butter at such places, and doubly so if prizes are taken or the tests show high grade.

Another wide field, and very useful for success of local creameries, is to bring to the attention of farming and dairying communities the great advantage of securing the best dairy cows. That one man will sell the product of a herd of cows at good profit, and another sell at no profit, or at a loss, will immediately attract attention among dairy patrons, if called to their notice, and will result in enquiry and investigation, and I have yet to find that man who will not secure better returns from his investment and labor when the means of so doing are clearly shown him, and a local creamery operator that makes it a point to keep a record of the number and quality of cows contributing cream, with a list of owners, and can show the net result in dollars and cents for the season, or any given time, with publication of same placed in the hands of all patrons, will do more to encourage good dairy herds, and weed out of inferior cows, than can be accomplished in any other way.

Local creameries control the fin-

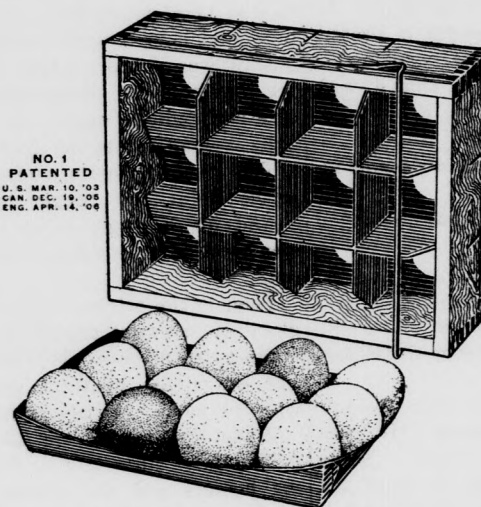
13 Eggs to the Dozen

Miscounts either way cost money

Over 200,000 dealers get all their egg profits by using

Star Egg Carriers and Trays For Exact Egg Delivery

The STAR System also saves breakage, saves time, saves customers, and costs one cent less to use per dozen eggs delivered than paper bags or boxes. Let us show you. Ask your jobber and write for our booklet "NO BROKEN EGGS"—it will be worth your while



Made in One and Two Dozen Sizes

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

ished product of their business, depending for raw material from a source over which they have absolutely no control, and it follows that the greatest publicity possible that will enhance the supply of raw materials should be the policy adopted. If you wish to wake up a man, touch his pocket; if you wish to secure his attention show him how to increase his earnings, and in no place is better opportunity offered to do so than in the local creamery business. Publish every thing pertaining to increased production of cream. Incite healthy competition among your patrons by published comparative yields of cream by different dairy herds, and your supply of cream will increase, with no increase in number of cows milked. Do this by publicity. Publish facts and figures to attract attention; it will increase your business. Make a good grade of butter, and let the buying world know it, and you will increase your market.

New Zealand Cheese Grading.

The New Zealand Dairyman publishes the following letter relating to the government grading of cheese as practiced in the Dominion, written by Olaf Holst, secretary of the Wangauui Dairy Co.

"I enclose herewith some figures relating to last year's working of this company, which may possibly be of interest to your many readers. I send you further a couple of grade notes for the cheese shipped per the Tainui, and the corresponding inspection reports from London. I know you are interested in the Department's doings and will appreciate the difference of opinion between the government grader here and the expert buyer at the other end. This is no isolated case, but right through the season Weddells have classed our colored Wangauui cheese as "equal to the best brands we have ever handled," "excellent quality," and so on. The highest points the government grader has allotted this brand is 89½, and no less than 13 per cent of the output he has classed as second grade. Strange to relate, the 16 cases of so-called second grade cheese in the Tainui shipment brought 1s per cwt. more than the so-called first grade part of the same shipment. If these particulars are of any help to you in your endeavor to improve our system of grading, you are welcome to make use of them."

Roquefort Cheese Trade.

Consul William H. Hunt, of St. Etienne, in his annual report, states that the manufacture of cheese of all kinds in France has increased considerably during the last few years and the progress made in the industry in general has been phenomenal.

Roquefort cheese, which stands in a class by itself because of its characteristic qualities and unrivaled aroma, has followed this progressive tendency in both value and quantity of production. In 1909 there were exported 4,000,000 cakes, or about 20,725,000 pounds, of Roquefort cheese, the

production of which consumed about 42,267,000 quarts of sheep's milk, made in the 510 dairies scattered throughout the Department of the Aveyron and neighboring departments. The value of the milk used is estimated at \$2,702,000. If there is added to this the cost of manufacture, transportation, treatment in the caves, etc., the total value is about \$3,860,000. In 1890 the total value of the production was only \$2,123,000.

The exportation of Roquefort cheese increases yearly. The principal countries to which it is exported (with the exception of the United States, which holds first rank) are, in order of their importance, as follows: Germany, Denmark, Norway and Sweden, Austria, Spain, Canada, Belgium, Greece, England, Asiatic Russia, Argentina, Uruguay, and Brazil.

Owing to the improvements in the methods of handling the cheese in the caves and rigid supervision of the dairies and the quality of milk furnished, the Roquefort cheese is now much better than it was a few years ago. The value of the exports of this cheese from St. Etienne to the United States in 1909 was \$388,522, a decrease of \$15,996 as compared with 1908.

Dairy Products as Food.

The products of the dairy are perhaps the most useful articles included in the human diet. A meal made up of dishes into which no product of the dairy cow enters would not be such as to inspire "the turnpike road to people's hearts I find lies through their mouths, or I mistake mankind." Take away the butter for the bread, the cream for the coffee and the porridge, the shortening in the crust and biscuits, the milk in the gravy and in the puddings, the cream for the dessert and the various kinds of cheese which please and satisfy, then take away the cup of milk for the little one and the meal that would be left would be neither tempting nor nutritious.

The health of our people depends so much upon an adequate supply of pure dairy products that even a scarcity is always attended by suffering and death.

Butter is sometimes referred to as a luxury. This is a mistake. Butter is not a luxury but one of the necessities of life, and its composition is such that nothing can take its place and perform the same functions. It is nature's product compounded in the maternal organism and the process is in accordance with nature's law, a law which man can imitate but cannot understand. Man can manufacture from various fats and oils a substitute for butter but it can not take the place of Nature's product because man can not understand the needs of the human body as Nature understands them.

The animal body is developed best as Dr. Webber speaks of. The farmers who had educated themselves in dairy understanding by a study of dairy literature as a rule stood far

ahead of the others. What would be thought if we should try to convince farmers that the sun shines, and that sunlight is necessary for good profit in farming? Sunlight and mind-light are both necessary.—Hoard's Dairyman.

A man with a sunny disposition seldom has a hot temper.

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.

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Grand Rapids, Mich.



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None Better
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"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.

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QUARTERLY SWISS REPORT.

International Conditions in Butter and Cheese Market.

With the assistance of public offices and agricultural associations of Belgium, Denmark, Germany, France, Great Britain, Holland, Italy, Norway, Austria, Sweden, Hungary, Switzerland and Eastern United States the Price Enquiry Office of the Swiss Agricultural Association has made a report on international cheese and butter conditions in part as follows:

Prices of Cheese.

Since the second quarter of the year a rise of prices for Emmenthaler, Edam and Gouda has set in in Berlin. Swiss cheese of West-Prussia, on the contrary, underwent a reduction of price, due to the poor quality of the goods (very young cheeses), which were sent to the market. On the Lower Rhine, Edam cheese has been dearer for the last month. At Vienna the price of Emmenthaler remained satisfactory. Milan shows a rise of price for genuine Emmenthaler, young Grana and Raggiano; the same quotations as in the second quarter appear again for Italian Emmenthaler, Sbrinz and old Grana. At the market of Paris the prices of first quality Emmenthaler, Swiss Gruyere, Comte and Port Salut have risen; they became lower for Cantal. In Holland the cheese trade developed itself advantageously, the prices standing higher than three months ago. In England the slightly backward movement of the cheese market has been keeping on throughout the third quarter of this year; on the other side, Scotch cheese obtained higher prices at Glasgow. On the American markets the prices of cheese since May show a rather rising tendency.

Soft cheese was sold, as well in Paris as in Milan and Kempten, at higher rates than during the foregoing quarter.

Sheep cheese met with a reduction of price at Paris; at Berlin, however, it is attaining the former rates.

As for hard cheeses, the prices on all the markets of the European continent are standing higher than at the same period of 1909. Some few sorts only are sold yet at the prices of then. In America also this species of cheese is quoting essentially higher than in the second quarter of 1909. Only in England and Scotland the quotations for hard cheese are at a somewhat lower standing. Old choice Grana gets higher prices also in Milan in comparison to those of last year; Raggiano, on the other hand, has not regained yet his former standing. Sbrinz continues quoting the prices of hitherto. To-day the prices of soft cheese are standing lower in Milan, at the former height in Berlin, and higher at any other market, compared with the same period of the last year.

The cheese market has had a more favorable development than could be expected in the second quarter. The prices in general have continued rising on all the markets, as well of the

European continent as of the United States. This is also the case with Grana. The English markets only did not bring out better quotations.

Prices of Butter.

According to the statements of our reporters, Germany, England and Scotland quote a little lower than in 1909. From the other countries higher prices are announced. They have somewhat gone down since June in Austria; they are staying at the same height in Scotland and have been rising in Italy, Germany, Norway, Sweden, Denmark, England and Switzerland. The progress during the past three months has not been quite so favorable as it was in 1909. The increase of price was generally smaller.

From the statements of the professional papers it appears that the normal sinking of the butter prices in the spring has been followed by a considerable advance, the Austrian market alone making an exception. The quotations at many places are above those of the second quarter; thus at Berlin, Hamburg, Maastricht, Milan, Pavia, partly also in London (for butter of Holland and over-sea countries), at Zurich, in the western parts of Switzerland, and on the American markets. The prices of the second quarter were not reached as yet except at Kempten, Riga, Copenhagen, London and on some markets of German-speaking Switzerland. The retrograde movement has been keeping on up into the third quarter, solely in Austria (Vienna) and in Hungaria (Budapest). The prices of the third quarter are standing below the quotations of the same period of 1909 at Berlin, Riga and Copenhagen. London quotes on an average the prices of the foregoing year. There is a higher quotation to be noted at Hamburg, Kempten, Vienna, Budapest, Maastricht, Milan, Pavia, Paris, Switzerland and the United States.

The movement of the butter market has been normal, the prices having risen in a way regular to the present season.

Tendency of Prices.

The situation of the market is taxed more favorably by our correspondents than in their reports on the preceding quarter. As it seems, the market will become better for butter than for cheese. Anyhow, the almost general opinion goes to conclude that there will also be a slight rising of the prices of cheese. An equal movement is probable, too, for the prices of milk.

General Review.

The market in milk and dairy products has been a satisfactory one during the past quarter of this year, the general increase of prices having made further progress. It is probable that the market will take a steady proceeding development during the next few months, and there is no fear that a general lowering of the prices may set in.

When we possess an idea, then we progress; when the idea possesses us, then we back up.

Shipping Veal.

Shipping veal from local markets to the cities does not receive the careful attention that it should in order to bring the best returns. In the first place, the farmers are not careful enough in preparing the producer for market so as to be assured of the best price obtainable. The writer recently saw a veal awaiting shipment, in the southern part of the State, that was to all appearances well enough dressed, but not well prepared to withstand shipping and reach the market in good condition. Instead of being well wrapped with burlap, or sewed up tight through the midline, it was only stitched in a few places and the loose particles of skin from the shanks and head were left untied. Flies were getting on the inside of the carcass! and, by the time that this veal had undergone the changes of cars necessary before it reached its destination, it no doubt was badly soiled on the inside. The shipper was probably disappointed when he received the check for his veal, because he did not get the top price quoted, and vowed that some one had been "getting the best of him." These small details of preparing products for shipment may seem like trivial matters, but they are the finishing touches that must not be overlooked if the top price is to be expected when products of good quality are shipped. Remember that these small details may mean the difference of a loss

or profit on your product.—W. H. Tomhave, University Farm.

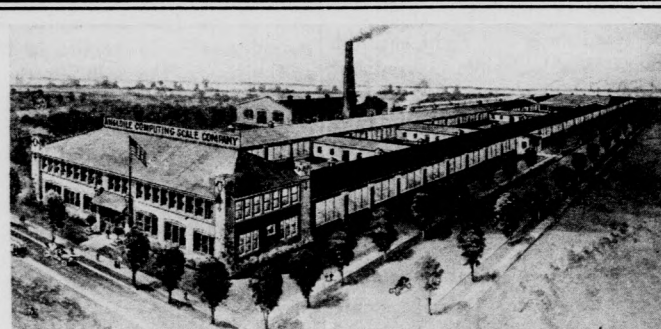
When To Eat Fruit.

To obtain the most benefit from the succulent fruits they should be eaten at the end of the chief meal. Bananas are an exception, and may be eaten with any meal. They are very acceptable cut in thin slices and eaten with bread and butter. Stewed fruits often have their virtues wasted through being eaten at the wrong time. Six or eight stewed prunes half an hour before breakfast are beneficial; so are stewed figs or stewed apples eaten before breakfast.

Peeled oranges cut into thin slices so that the juice is set free, with castor sugar strewn over the slices, are not unlike pineapple, and form a highly efficacious aid to digestion. Grapes should never be eaten except after the chief meal of the day. Taken when the stomach is comparatively empty, they are a specially harmful fruit.—Family Doctor.

There is no water in rice and for this reason it absorbs a great quantity of water in cooking so that a pound of rice will make four pounds of food. This is one of the reasons that make it an economical article of diet, because you do not pay for the water. In potatoes and other vegetables a large percentage of water is in the article and must be paid for by the pound.

The energy we use in getting even might be used in getting ahead.

The New Home of
The Scale that buys itself

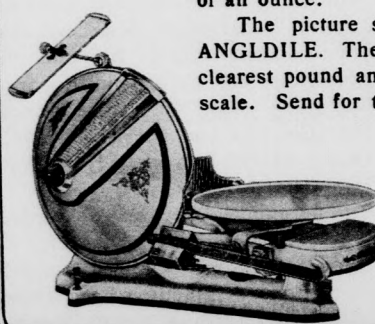
The construction of this handsome building eloquently proves the extraordinary demand for Angldile Computing Scales. Our present plant outgrown in thirty-three months, we are now erecting the largest and most modern computing scale factory in all the world.

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

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

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

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



Angldile Computing Scale
Company

110 Franklin St. Elkhart, Ind.

COLD STORAGE LEGISLATION.**Popular Demand Is for Inspection—
Laws Should Be Uniform.**

At the recent annual meeting of the National Poultry, Butter and Egg Association in Chicago President Henry Dowie, of New York, in his annual address discussed cold storage legislation and other topics of importance to the butter and egg trade. In part he said:

"I feel safe in saying that it is now acknowledged that refrigeration is the most modern economical mode to protect perishable products. The question is how to educate the masses regarding this. All manner of suggestions are urged by those who do not understand and will not try to learn the truth of holding products. The great cry is inspection. I believe this would allay people's prejudice sooner than anything else, but would really be of little use. It is true it might prevent unfit products from being placed in refrigerators, but this is a very small part and is each year growing less, as improved methods are being adopted continually insuring perfect condition. Goods may be placed in refrigerators in perfect condition, kept in perfect condition, go to the retailer in perfect condition and yet by improper care may be sold to the consumer in bad condition. Hence, I claim, as we have such rigid laws enforced by the health boards, if properly enforced by inspectors at this point the consumer would be protected. There is no reason to make new laws when the consumer is safe-guarded by laws that now exist.

"The general impression is that there should be a time limit for holding products in refrigerators. There is some sense in this; it might save the unwise many a dollar. There is no wisdom in carrying a product from one year to another; the cost of holding, counting storage, interest, insurance and shrinkage, adds too much to original cost.

Any laws governing cold storage, inasmuch as it is inter-state business, should be the same in all states. I believe in the disposition of all products for what they are. If it be cold storage stock, sell it as such; and in many instances storage goods are more valuable than fresh stock.

The Government is continually experimenting on these questions, and will have something to say soon. Do you see the trend of it? It means improved conditions and conservation of food products, if it leads to proper, uniform laws, founded on common sense and a knowledge of true trade conditions and properly enforced.

"The extreme high prices of food products cause a serious condition with the masses; it is this that has occasioned the widespread cry to the Government to investigate the cause. What will be found? It is not speculation in the sense they think; much is caused by improper care of the product on the farm, much is caused by the wanton waste of the food at the homes, the hotels, the steam-

ships and much by the increasing number of consumers as compared with the number of producers. This condition has awakened many to look toward the thousands of unimproved acres of the East, near the great markets, which can be obtained at a nominal sum compared to the cost of your Western lands made valuable by the extreme prices obtained for products. I predict this will not continue, which is still another reason why you need protection against unjust laws which may vitally affect you."

German Delicacy Coming into General Use.

Cabbage has been a staple article of food in all civilized countries for generations. In recent years, however, its place in the commerce of the world has changed. Whereas it used to be a vegetable managed strictly as a family affair, it is now in general use all over the country as an article out of which a manufactured food product is made.

To-day the canned goods industry takes into account the cabbage. Sauer kraut is now put up in cans and cuts quite a figure in the canned goods market.

Formerly sauer kraut was a matter of family packing. Those people who liked this food put up a winter supply in barrels, as regularly as the seasons rolled around, now the manufacturer is able to turn cabbage into sauer kraut and put it in cans for the benefit of the consumer. And the consumer of to-day appears to like the modern method better than the old.

One reason for this is that packers are able to put up a product that is uniform. Another reason is that there are a great many people who like sauer kraut, but do not care enough for it to want a barrel of the stuff in the cellar. To-day they can buy it in small quantities, just as they want it and make sure of getting a good article at a moderate price.

Before the packer took a serious hold of the business of putting sauer kraut in tins the eaters of the same were obliged to pack their own supply each fall.

Of course the Germans had to have a barrel of sauer kraut in the cellar for winter use, and the packing of this staple was a rather serious business.

Wherever there was a German neighborhood there was something doing in cabbages in the fall.

The cabbage grower had these German districts marked on his map of distribution, and with a two-horse load of cabbages ready to be made into kraut he would appear in the neighborhood at the proper time.

Perhaps enough were ordered to make up a load. Or if they were not ordered he experienced little difficulty in disposing of his load if the season was right.

In those days, when the family put up its own sauer kraut, there was always a busy week, not to say an exciting period each fall. There

would be loads of cabbages on the wagon, there would be other farmers unloading their cabbage and there would be men and women cutting and packing the cabbage.

In those days the cabbage cutter was something of a fixture, with his cutting machine he moved from place to place until all the cabbage in the neighborhood had been cut into shreds ready for the packing barrel.

Of course the packing of sauer kraut in the old way was simple enough. And yet there was a great deal of care necessary to insure success. The cabbage had to be well cut in the first place, and then it had to be pounded down in the barrel with a wooden plunger. There would be a layer of cabbage and then a layer of salt. But it required some judgment in the use of the salt and a great deal of care in keeping the cabbage free from foreign matter.

When the cabbage was properly pounded into place and well salted the barrel was put in the cellar, where the proper degree of fermentation was allowed to take place.

What the barrel of home grown pork, pickled and put away in the cellar for future use, was to the New England farmer the barrel of sauer kraut was to the well born German. And it may be added there are a great many German families, the country over to-day who insist on putting down their regular barrel of sauer kraut.

In recent years everybody has got a taste for sauer kraut, so that the use of this food product is no longer confined to the Germans. The American people do not regard sauer kraut as a necessary part of their diet, as the Germans do, but they want enough of it to warrant the packers of canned goods in taking them into account. The canned sauer kraut suits this class of trade and is useful, too, for those who make this food an important part of their diet.

One thing greatly in favor of the canned sauer kraut is its uniformity and sanitary condition.

There are plenty of people who continue to buy sauer kraut at the retail grocery store in bulk.

This sauer kraut is put up by experts for the wholesale grocers and as a rule is of uniform quality and more reliable than the sauer kraut usually put up by families for home consumption.

There is such a good trade for this class of goods that the packers find it worth while to take great pains in its preparation.

Apart from its use in the manufacture of sauer kraut, cabbage is one of our staple vegetables, and from early fall until spring it is an important item on our bills of fare. It makes a palatable dish, particularly for men who labor hard, and it is healthful as well, to say nothing about the ease with which it may be prepared and its comparatively small cost.

Sauer kraut will be one of the

food products to figure largely on our new bill of fare. With a very little meat and sauer kraut a substantial meal can be provided at small cost.—Wholesale Grocer.

Tomatoes.

The Charlotte Observer is worrying itself now about the proper pronunciation of "tomatoes." It does not appear to have any clear opinion on the subject, although it holds stoutly against "termarters." It is willing to concede that either a long, as a in fate, or a flat, as a in sat, would be good form; but it omits to say a word in support of the pronunciation "tomottuses," as used by the Descendants. The Century Dictionary gives the preference to the broad a, as in far, but it permits also the long a, as a in state. It is a remarkable thing that as soon as country towns like Charlotte begin to put on airs they try to get away from their raising. It is far more important to have tomatoes than to know how to call them, and the Charlotte paper will believe us when we tell it that the only true-true tomatoes grown in this country are the tomatoes of grand old Virginia. — Richmond Times-Dispatch.

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Established 1780. Dorchester, Mass.



THE BOY PUZZLE—HIS HOME. He Is Part of Household and Entitled to Definite Place.

In the midst of the boy's greatest excitements and enjoyments there ought to be a steady and perceptible pull at his heartstrings in the direction of home; and there will be, unless there is something very much the matter with him or the home; and if the trouble is with him it probably began with the home.

There was a welcome for him when he first took his place as a member of that family. That welcome must await him whenever he returns from work or play or school. If his arrival is greeted with complaints and nagging about what he has and has not done, he will make his arrival as late and his departure as early as possible, and he will take his permanent departure as speedily as his circumstances will permit. If he is regarded as a useless cog in the machine, he is apt to throw it out of gear. He is very susceptible to suggestion and will usually become what he is treated as being, whether he is so, at first, or not.

He is a distinct part of the household and is entitled to a definite place where he can be monarch of all he surveys. He has as much right to a room, with decorations suited to his tastes, as his sister; even more so, for she has certain other home ties through which she may be satisfied and trained. His individuality requires an individual room and his social life needs a place where he can bring his friends, and his talents may be encouraged to decorate it. His stored up energies demand exercise, and not every room in the house is suited to it. It is mighty comforting to him to know that there is one room where he is at home with himself.

He is also entitled to a position in the household as well as to a place in the house and his standing must be in their understanding. If he gets the right standing he is willing to do a lot of running for the benefit of the family. It is not enough to say that he must work because some one else is the bread winner and he ought to be willing to do something. Another motive must be touched, that he is a part of the household and what he can do is of the highest value in itself.

And so it is. Manual labor has mental and moral value; and when special talents are utilized it gives a special training for his life work. And when they are used in the equipment of the home, he derives a special reward from it. Drawing, the graphic arts, music, modeling, writing, reading aloud, reciting—these may have a productive place in his home life. He has to be allowed to be his own self and do what he can do. When Tom's mother and Joe's mother brag, each on the other's boy and nag each her own, each one is entirely unworthy of her boy. Besides, he is doing what he is to be

doing in the future and is getting ready for it—sympathetic and intelligent work.

That standing is not at the center nor is it sitting on the throne, but by the side or under the wing of the head of the home. He is a boy, but only a boy. He holds the future, but must be held, at present. He is not to be a prig, an overfed pet; nor a pig, overfed pork; nor a despot, an overindulged dependent. He is not the center about which the family revolves nor an autocrat adapting it to his caprices. When a boy rules the home he ruins himself. He is to be adjusted to the family life and not the reverse. He may be a born ruler, but is to be under regents until he comes into his own inheritance and thereby learns how to rule.

But in that subordination he is entitled to find respect for his personality, his talents, his individual tastes, his elemental and God-given right of choice, on the proper exercise of which his efficiency in life depends. Even from the start his will must not be overridden, but stimulated and steered. If there is a clash between his will and that of the household head, all that the latter can do is to set forth the penalty of the wrong choice, let him have all the facts of the case before him in the decision, let him know that the penalties can not be escaped.

The plans for him must be positive, constructive, optimistic, sympathetic; not negative nor destructive nor gloomy nor autocratic. Those plans are adapted to him and adapt him to the home people. He and his pa can do teamwork, as he assists with manual or mental or mechanical labor—with typewriter or at book-keeping or garden making or farming. And yet, often must obedience be exacted of him, without explanation, or option, and he must know what that authority means.

Ordinarily, when his sense of partnership with his parents has been intelligently and practically nurtured, he gets discipline and delight, efficiency and satisfaction out of it. It is a whole university in embryo, with technology thrown in. Even the care of pets is of great importance in teaching him gentleness and unselfishness and sense of responsibility. They make use of the whole boy in that way. His imagination comes to the aid of the family.

To call a boy good for nothing and lazy just because he dreams is a degradation of the one who says it. To accuse him of doing wrong is to suggest to his imagination that form of wrong doing.

No normal parent can abuse him just for the things that merely indicate immaturity or for the evil results of bad home influence. True respect for him is discriminating and requires self-respect in his parents. It makes certain hours luminous, the home coming hour, the meal hour, the play hour. On those hours life's high lights must gleam. It is part-

ly a matter of atmosphere, and we know that, as the earth's atmosphere has in it some of the very constituent elements of the earth that seem to have been exhaled for the human beings. So the home atmosphere is the composite exhalations of the chief home spirits. Either one of them can make it fetid and stinging until the boy is poisoned to the heart. If his father is a hog, he ought to be put in a pen and fed with swill; if he is a bear, he should be put where the small boys can throw peanuts to him and poke him with long sticks. If his mother is a wasp or hornet, who pursues the family with stings, she ought to be plastered up in a cell and viewed through a glass door. In either case, the atmosphere is spoiled for any child and he is most pitiable.

When the table is made the place for snarling and reproving and correcting and wrangling, it is a disgrace to anybody to belong to such a family. It spells ruin for him, unless he recoils, in sheer disgust, the other way, or finds some one in the circle who lives above it, and lifts him up, too. There are profound reasons why no child should ever hear an adverse comment on another person, except when it is necessary for its protection. No memory of the past is sweeter to me than that of our meal hours, when, with joke and jest and frolic and fun, we passed the joyous minutes away.

He must be trusted and have the exhilarating sense of it, as they trusted the boys at Rugby. He must find in the spirit of the home makers the spirit into which he will grow, more and more. He must find knowledge of delicate things in a way that will not excite unwholesome curiosity. He must be filled with admiring love for the home makers and take his place by their side in love for the Father of them all.

J. S. Kirtley.

Flips at the Fair Ones.

A girl isn't necessarily an angel because she's fly.

When a girl marries in haste it's sometimes her last chance.

A woman doesn't enjoy writing a letter if she really has anything to say.

Some women drive their hus-

bands, and some others make them back up.

Occasionally a girl marries a man merely because some other girl wants him.

And sometimes a girl thinks she has lost her heart when it is only her appetite.

Post Toasties

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

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



The Popular Flavor

MAPLEINE

Better Than Maple

Order from your jobber or

The Louis Hilfer Co.
Chicago, Ill.

THE CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

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!

Poor Harry's Growing Resentment Embitters His Soul.

Written for the Tradesman.

As I was taking my before-breakfast constitutional this morning, I met Harry.

Harry's face was a little thinner and more peaked than usual, but the eyes had lost none of their fire. There is a wild, fierce, elemental fire in those eyes when he's mad, and Harry is more often mad than not.

Harry is now past fifty years of age, but the chip has departed not from his shoulder, and the savagery of his nature has diminished not at all.

Harry is a veritable fire-eater.

When Harry isn't blackguarding his enemies—which are legion—is editing his little weekly newspaper—which is inconsequential.

So Harry is a pretty busy man.

It must take an enormous amount of vitality to feed the fires of Harry's spordaic wrath.

And all the waters of all the seas couldn't drown his resentment.

Harry takes himself entirely too seriously.

The saving sense of humor is wanting in his make-up.

Therefore Harry is beset with many devils—devils without and devils within.

Harry's repertoire of bemeaning epithets is peculiarly rich and full. He can call his enemy more different kinds of villians than any man I ever heard.

He is a past master at Billingsgate. "What are you doing up this way?" I enquired, innocently of Harry.

"Live up here," said Harry, "Didn't you know I lived here?"

"Since when?" I enquired.

"Since last June," said Harry, "I can't stand those curs—those dogs—those hyenas—any longer!"

"Are they bad?" I asked, knowing full well the torrent of vituperative utterance that Harry had corked up in him, and being not unwilling to study Harry uncorked for a few minutes.

"That bad!" screeched Harry, "they are cowards and blackguards and mean, dirty, sneaking cut-throats and assassins! They are the vilest vermin that ever infested the earth! They are the scum and sewerage of the earth! Yes!" and Harry's voice rose higher and higher as he proceeded—"they are as black and slimy as the devils in the mud-holes of the infernal regions—and I don't—mark you, I don't except my own son-in-law. Ah! I tell you it hurts to know you've got a dirty shake in your own household. But truth is truth; and he is as low-down and dirty and cowardly as the rest of that hoodlum gang. He's one of them! He's dyed-in-the-wool! He's a brute at heart! And if he had his deserts, he'd be in the penitentiary at this hour! And by the eternals! I'll put him there before I'm through with him!"

"Come on, Harry," I said, "try to forget it. You wouldn't do that—for your daughter's sake, if for no

other reason. Try to forgive and for—"

"Forgive!" screamed Harry. "Never under God's foot-stool! 'Forget!' never—never! I'll show them what a Watson can do when they defy him. My name is Watson, Harry Watson; and my people were fighters in their day, I'll tell you. They punished their enemies—ah! that they did! No forgiving and forgetting about them! No sir-ee! The man that wronged a Watson had to stand for it. And,"—here Harry lowered his voice to a hoarse whisper, and shook his bony finger in my face—"these curs will get theirs good and right! I'm after them! I'm camping on their slimy trail day and night! I've got 'em with the goods! And I'll get their dirty scalps—and there'll be blood-clots on those scalps when I dangle them in the air. Oh! I tell you there'll come a time when I will square accounts with the old man. He's the dirtiest dog in the infernal pack! Oh! I'll beat him all right-ee! And I'll dance a saraband on his coffin lid, and with the heels of my shoes, I'll drive the nails down!"

Poor old Harry! In my soul I feel sorry for him.

Why does he harbor his wrongs, real and imaginary, and lash his poor little sensitive soul into the acutest agonies?

Does the wrath and malice and implacable resentment in Harry's heart hurt these people about whom Harry fulminates?

Not in the least.

I know very little of them personally; But I fancy they eat their three meals per diem; and, after the day's activities, lie down to refreshing sleep.

Harry's bark is infinitely worse than his bite.

But this perpetual, incessant inner growling of Harry's is spoiling his life.

He wastes time planning revenges which are never executed.

His sleep is broken by visions of retaliation.

He is possessed of a devil of revenge.

And all the while his soul is embroiled, embittered, poisoned with rankest venom.

Harry is to be pitied.

If it were not for this ingrowing resentment of Harry's, he would be a splendid fellow, for he has many good qualities.

But he is too old to out-grow it.

Some day he will burst a blood vessel in a paroxysm of anger.

Or his soul will shrivel up and blow away.

Poor Harry! Eli Elkins.

Boil down your advertising. Every unnecessary word costs money and detracts from the strength of the sentence. People do not read advertisements as an intellectual recreation. They read to find out what the store has to offer, and the price. If there is a description to be written, make it short. Bring out the salient points as fully as necessary but as briefly as is consistent with clearness.

Lesson From the Wholesaler.

During the holidays most of the traveling salesmen journey towards their respective houses. The main object in this is to close contracts with the house for the coming year. But the "house" takes advantage of having all of its salesmen in at that time and gets busy and puts new life and ginger into these men by giving them lectures and talks on the goods which the house handles, etc. Some wholesale houses prepare a regular programme, others have each salesman talk to the buyers individually, but no matter how it is done they have all realized the importance of such talks to their salesmen.

In this there is a lesson for the retail merchant, no matter whether he has one or a dozen clerks who are all more or less salesmen. Remember you do not have to wait until the end of the year to have them come in or get hold of them, but have them at your finger tips almost any time you wish to talk to them. Whenever you buy new goods the wholesale salesman has given you a talk about them that he had pounded into him by the buyers of his house. Why not impart some of this knowledge to your clerks or salesmen? It means increased business for you, as your clerks will then be able to talk intelligently to customers regarding the goods on your shelves. The time you take in talking about goods or the business to your clerks will be profitably spent.

G. J. Johnson Cigar Co.

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

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

Grand Rapids Electrotpe Co.

H. L. Adzitt, Manager

Grand Rapids, Mich



Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.

Grand Rapids, Mich.

The U. S. Courts Have Decreed

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

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

OUR GUARANTEE OF PROTECTION IS BACKED BY THE COURTS

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

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

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

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

THE WHOLE TRUTH IN THE CASE

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

THE AMERICAN CASE & REGISTER CO.

Detroit Office, 147 Jefferson Avenue, J. A. Plank, G. A.
Des Moines Office, 421 Locust Street, Weir Bros., G. A.

SALEM, OHIO



BEHIND THE COUNTER

KNOW YOUR STOCK.

The Most Important Thing About Selling Merchandise.

If a retail salesman could but place himself in the other fellow's shoes during the course of a sale, he would readily see why a greater number of people don't visit the store in which he is employed, and ask for him to wait on them. Of course, there are exceptions to all rules, and this is not aimed at the really efficient salesman. There are good, live, hustling retail salesmen, salesmen that command a large trade, and can take it with them wherever they may go, but these salesmen do not grow on trees, and those that can command a trade, can also command a pretty respectable salary to boot.

Too many retail salesmen are strictly e pluribus unum, and simply because the average retail salesman works with one eye asleep and the other on the clock; with his hands and not his brains; with a grudge and not a willingness.

There is always ample room, with ample remuneration, for the wide-awake, always-on-the-job retail salesman, and the first step in this direction is to master thoroughly the articles carried in stock.

When a man (or woman) is employed to clerk in a store, he should spend several days in studying and familiarizing himself with his stock, so when a customer calls for a certain article of a certain size, he should be able to produce the article called for in a moment, or, if that particular article is sold out, or his store does not handle it, he should not have to pull down every box in the shelves to find it out. He should know it the minute it is called for, and in this event, he should know his stock so thoroughly as to be able to quickly suggest another article, put his hands right on it and show it to the customer before he has time to even think of trying another store for the article first called for.

If a salesman knows his stock properly, it enables him to wait on the trade in the least possible time, thereby avoiding a long, tedious wait to the customer, and at the same time, piling up sales to his own credit. It is very trying on the customer to be kept waiting while the clerk "hunts" for what he wants, and then oftentimes finds he has waited in vain.

This applies particularly to men and women in commercial life, who have to do their shopping at odd times, and they "want what they want, when they want it." Thousands of dollars are lost annually by

retail merchants, simply because their clerks don't know the stock.

I was in a small town on one occasion for a few months. I needed some shirt-sleeve buttons, and being exceptionally busy, asked the madam to get a pair for me. She tried every store in town, and each one in turn said they didn't have any, after taking a "careful" look through their stock of buttons.

I really had to have those sleeve buttons, as I couldn't well use link cuff buttons, so one afternoon I dropped into one of the stores, and up waltzed a clerk to wait on me. He was mighty polite and nice, but when I made my wants known, he promptly informed me, without even taking the trouble to look, that he didn't have them, as my wife was there the other day, looking for the same thing, and he wound up with the usual "Isn't there something else to-day?"

There wasn't anything else, but I did want those buttons, and wanted them badly so I asked him to show me what he had in stock. Behind the show case he darted and began pulling out tray after tray of buttons of various kinds and sizes, but nothing that even resembled an ordinary sleeve button. I asked if they were all he had, and was assured they were.

I turned to go out, and as I did so, the first thing that met my gaze, right on the end of the case, not three feet from me, was a little case, crammed jam full of the very buttons I was looking for. I asked the clerk if those buttons were for sale or if they just kept them for an ornament, and he replied: "That's a fact; I forgot we had those."

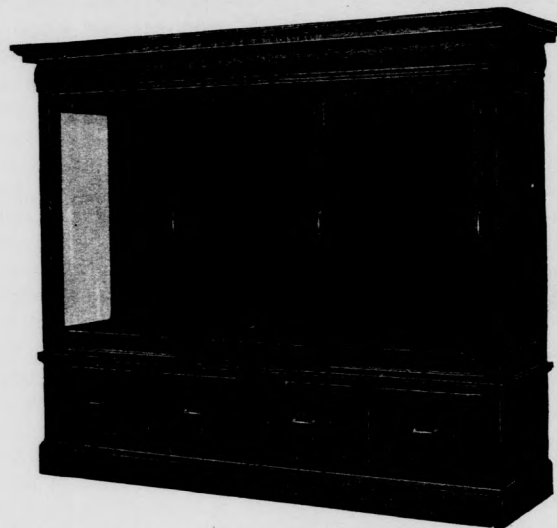
Now, that clerk had had a call for those buttons a few days previous; they had sat on that case right under his nose; he had passed them hundreds of times and probably dusted the box several times, and still, when a second call was made, he "didn't know he had them."

This is simply one instance, and a very small one, but this very same thing is being enacted every day in the year, in almost every retail store in this country, and it is costing the proprietors barrels of money, to say nothing of the inconvenience caused the trade.

Competition these days is entirely too sharp to discommode a customer, and if there is any one thing in the world that puts a customer in a ragged frame of mind, 'tis by clerks not knowing the stock.

There isn't a retail clerk in existence that is kept busy the entire day, and every spare moment he has should be devoted to the study of his

The Latest in Fixtures



For Ladies Ready-to-wear departments, are described in detail in our new catalog just issued. If you are interested in strictly up-to-date equipment of this kind, you should see this catalog.

Our **Wilmarth** Trade Mark
THE CASE WITH A CONSCIENCE

Is your guarantee of Honest Workmanship, Excellence of Design and Moderate Price

Write for the new catalog mentioned above

WILMARTH SHOW CASE CO.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown show room in Grand Rapids—58 S. Ionia St.
40 Broadway—Detroit, 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

stock, keeping it in order and knowing where to put his fingers on any article in his department the minute it is called for.

When he comes in in the morning, a careful survey of his stock should be made, the shelves should be well filled, and care should be taken not to allow any article to be sold entirely out before it is re-ordered; that is, of course, if it is a standard article or a good seller. Politeness goes a long way, but it isn't always the "polite" clerk that sells the most goods—it's the clerk that knows his stock, because he can wait on a dozen people while the other clerk is waiting on one.

Retail salesmanship is an art, to be mastered only after long hours of toil with both mind and hands, and the first step must begin with a knowledge of the stock. "Knowing the stock" doesn't simply mean the ability to say "Yes, we have it," and then get it quickly, or to say "No, we haven't it," and know you haven't, but it also means a knowledge of the goods; the prices, how and by whom made; the rank of each article among similar articles in point of quality; the strong points and the weak points and the proper occasions and uses for the goods.

To the retail clerk "knowing the stock" is "knowing his business," and that is invariably equivalent to success.

R. W. Harvey.

Just Glance and Cut.

One day two women, who were driving in a New Hampshire district, rode up to the door of a farmhouse to ask for information about routes. While the lady of the house stood by the carriage a man was seen approaching whose costume bore but faint resemblance to anything usually worn by mortals. There was a decided discrepancy in the size of the trouser legs, the shape of the coat sleeves was like nothing in particular, the vest was like unto no vest the beholders had ever seen.

"Where," asked one of the ladies, respectfully, "does your husband get his clothes?"

"I make 'em," was the reply.

"And where do you get your patterns?" was the next question.

"Oh," replied the wife, "I don't bother with patterns; I just glance at Johnson and cut."

It seems to me that is a good deal like the way in which most of us go about our work. Instead of planning in a systematic way what we will do each day, we "just glance at Johnson and cut." That is, we go at it in a haphazard way, lose a lot of time and energy, and in the end not accomplishing half so much and not doing that half so well as if we used a little forethought and method. Nine times out of ten it's not the brilliant person who succeeds in doing a whole lot so much as the steady, systematic worker, who plans his work, then works his plan.

A wise merchant takes stock of himself as well as of his goods.

It is always too hot or too cold for the man who wants to quit.

The Business Building Salesman.

In the retail, wholesale or manufacturing business, if the contact is right between the service rendered and the customer's good-will, it signifies an effectual sales advertising plan.

While the customer's good-will rests upon the sum of all that is done to render full service, from the quality of the goods to the collection of the accounts, one of the actual points of contact between the firm and its trade is the living representative—the salesman. To get the full power of the vital business force of real service calls for perfect points of contact.

This means the right salesman—the living man himself—not the goods. The goods are but part of the actual medium that passes in the exchange—usually a known and controlled factor.

The salesman is the contact, the end of the wire, and to distribute the full force of the firm to the trade he must make a perfect connection. He is both the wire end and the living factor controlling the fitting of the wire in the socket. If the salesman is wrong, the contact is a poor one, and the best part of the force of the firm's service is lost.

With this thought in mind can a salesman who neglects himself in any way, his appearance, his knowledge of his goods, or in his morals and feel secure in his position?

The salesman who knows that his hours, his health, his smoking, his drinking, his clothes, his knowledge of work, his desire to "do his best cheerfully" each add to his success, must remember that any weak point leaves him open to criticism, and with the discovering of weakness on any man's part in these days when the science of business is beginning to be understood means dismissal.

The salesman who can form the right contact is always to be found, and since he deserves the job, he in the end gets it. To-day the opportunity for the well balanced and finished salesman is better than ever before.

Firms are becoming aware of the business law that there is more business building in business getting, and a business building salesman who can intensify the customer's good-will toward his firm is the man who gets the \$\$\$\$.

Courtesy.

In calling at the general offices of nearly any large business nowadays, you are received with the utmost courtesy.

This is just one of the many practical applications of the Golden Rule; for most of the men in charge of the offices and the executive departments of large businesses have been traveling salesmen themselves at one time or another, and know the effect of being discourteously received.

It is only the large concern dying of dry rot or the small concern that isn't growing that receive their callers discourteously.

Courtesy is a good deal like advertising—you can never tell where it

will take root and grow into an order.

There is a lot of good business lost by the way telephones are answered. The way a call is answered over a telephone or one in person received at the gate of an office is important, for it is the first point of contact and the impressions gained at this point are lasting.

A man calling at a business office

or over a telephone does not reveal himself as a buyer or seller, and the only safe way of receiving each is with courtesy. Concerns who are applying the highest commercial precepts see this, and place high-class men and women at these first points of contact.

He who follows another is always behind.

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.



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.



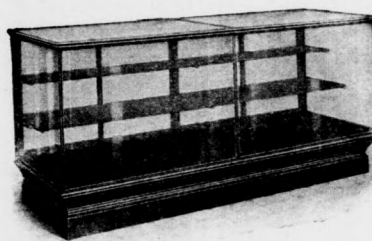
CHICAGO, ILL.

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

PROFIT IN GOOD CANDY.

The Eating of It Not Confined To Women and Children.

Candy or sweetmeats hold a prominent place among the minor luxuries of life. At the same time it cannot be denied that sugar constitutes a most important food stuff. The eating of candy is becoming a national habit. No longer is its use confined to children, the matinee girls and their mothers. The male members of the human family have also come under the potent influence of candy. The business man will offer his visitor candy, in much the same way that he used to think it proper courtesy to offer a cigar or invite his guest out to have a drink with him. Many men find in candy a mild stimulation, somewhat similar in effect to what they formerly derived from tobacco or whiskey. The dealer who neglects his candy department is throwing away one of the best drawing cards in the business. It is not a good policy to sacrifice quality for the sake of price in the candy department. While it may be necessary to keep a few of the cheaper goods for the children, they should be absolutely pure. Twelve candy manufacturers were recently arrested in Philadelphia for selling marshmallows containing sulphurous acid, and two glue manufacturers were charged with selling acid to the candy men. Sulphurous acid is the main constituent of cheap marshmallows, and no dealer who has any regard for himself and his customers would be guilty of selling "moonshine" candy. It is better not to sell any candy if you cannot sell the pure. Much sickness is caused through the sale of impure candy. People are willing to pay a good price for candy, provided they can be assured that it is pure.

The dealer who aims to build up a candy reputation will always endeavor to obtain the purest.

From the earliest times in the world's history, candy has played an important part in framing that history. A package of candy was at one time a costly present to make, even to royalty. History tells us of the comfit box that the Duke of Guise missed as he was enticed to his doom on the eve of the St. Bartholomew massacre, Aug. 24, 1572, when thousands of people were killed in Paris. The pastille was invented by a Florentine confectioner, John Pastilla, a protege of the Medicis. It is stated that when Marie de Medici married Henry IV, of France, 1553-1610, Pastilla accompanied her to the French court, where his bonbons had a tremendous vogue. He made them with all kinds of flavorings, such as chocolate, rose, violet, strawberry, raspberry, vanilla, heliotrope and carnation. Burned almonds owe their origin to the gluttony of a French merchant, Marshall Duplessio-Pralin. One day he sent for Lassagne, who had invented many a toothsome dainty, to concoct a new bonbon for him. After many experiments, Lassagne finally conceived the idea of

a delicious bonbon, which he flatteringly named after his master Pralino, which is the French name for burned almond. So we could go on and show that history is wrapped up in candy and candy in history.

Candy deserves better treatment than that which the average dealer gives it. Instead of being relegated to an obscure corner of the store or shown in a shabby, dirty case, with broken glass, it should be brought to the front, tastefully displayed behind well-polished glass. How tempting those little piles of chocolate creams look, their dark brown color bringing out the brilliancy of the white, the red, the yellow and various colors of sugar bonbons. A look at a pleasing array of candy is a suggestion to buy. Now that the holidays are approaching, it would be well for the dealer to pay particular attention to the candy department. Keep good candy, tastefully display it, and it will not be long before it is one of the best paying branches of the business. Don't let your efforts to work up a candy trade be spasmodic, but keep at it steadily, and you will not regret the time spent. Never sacrifice quality for price. Moonshine candy never did anybody any good.

Make a window display of candy occasionally. Cover the floor of your window with puffed crepe paper. All white is preferable. For a background use an American flag, or red, white and blue crepe paper in plaits. Flags can be used as curtains with nice effect. Hang two from the window top, draw them back and catch them up with curtain cords. For the floor select half a dozen or so of shallow glass bowls, and fill these with different candies neatly arranged. Place the bowls symmetrically. In each bowl place a small Japanese flag, such as can be bought for 30 or 50c a dozen. Place here and there a box of candy, with the lid off and sloping towards the glass. Place a neat price ticket on each pound of candy. Should you happen to have an electric fan, place it in one corner. This will help to keep the flags waving, and help to make one of the catchiest candy windows imaginable.

Yerba Mate, or Paraguay Tea.

Yerba mate, or Paraguay tea, is the daily household beverage of the masses of Paraguay, and it is consumed to a great extent also in Brazil and Argentina. It has been introduced into Europe, where its use is increasing.

The tea is the product of a plant belonging to the species *ilex*, of the family of *Ilacaceas*, related to the *ilex aquifolium*, an evergreen shrub or small tree well known in Western Europe. The leaves of this plant are carefully toasted near the place where they are gathered, all the skill required in producing the tea being applied in the process of toasting. This is necessary in order to dry the leaves thoroughly and evenly without scorching or affecting their flavor by smoke. After toasting, the leaves are sent to the mill, where they are ground to fine powder and

packed solidly into bags for market. There is no sorting, grading, cleaning, nor are any means taken to rid the product of impurities or foreign matter. The price to the consumer, put up in neatly wrapped tinfoil packages of 1 kilo (2.2 pounds) each, is about 15 cents gold a pound.

How the Infusion Is Prepared.

The tea is prepared for drinking in the same manner as ordinary tea, and may be taken with sugar, cream, lemon or brandy. The universal custom of drinking it is by sucking it through bombillas from mate cups. A bombilla is a tube, which may be of the simplicity of a mere pipestem or an elaborately decorated silver or silver-mounted work of art. Mate cups vary in style from a simple little gourd to interesting specimens of local craftsmanship in silver. It is the custom to use a single mate cup, with its one bombilla, for an entire household, including all the visitors who may happen to be present, among whom it is passed like a pipe of peace. To refuse to partake would be a breach of etiquette. The tea is said to be disagreeable at first,

but it is readily adopted as a habit when the taste is once acquired.

As an article of commerce yerba mate has steadily increased in importance until it has become one of the leading exports of Paraguay, ranking fourth in value in 1909, when the exports amounted to \$549,639 gold. The entire product of the country for the current year has been sold.

Dentists There!

"Success in the law," said Joseph H. Choate at a dinner at the Lawyers' Club in New York, "often depends on the ability to meet every objection readily."

"A clergyman, however, once carried this ability a little too far. He was addressing a prayer meeting, and in his description of the doom of the wicked he said:

"And there shall be weeping and wailing and gnashing of teeth. Aye, gnashing of teeth."

"A very old woman spoke up in a quavering and senile voice:

"'But I ain't got no teeth, pastor.'

"Then, madam, they will be provided," was the answer.



Putnam's Menthol Cough Drops

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

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

One Full Size Carton Free

when returned to us or your jobber properly endorsed

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



Who Pays for Our Advertising?

ANSWER:

Neither the dealer nor his customers

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

LOWNEY'S COCOA

AND

PREMIUM CHOCOLATE for BAKING

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



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.

FAITH IN AVERAGES.

Business Man, Farmer, Everybody
Has It.*

Has a fire insurance agent faith in averages? Yes. "Fire insurance is transacted upon the cornerstone of averages." It is not a game of chance. Underwriters rely confidently upon the fact that one thousand or ten thousand risks for a given period of years will show some average of loss to amount at risk or to the premiums thereon. Again they are justified in assuming that if one thousand or ten thousand risks as a whole must have some average of hazard, any given part of these risks that is common to all of them in like manner possesses its own contributory average. In fact, the average of risks as wholes must be equal to the plus and minus averages of their parts.

A fire insurance agent has faith in averages because his business is largely dependent upon his ability to make an average rate attractive to his client. To apply his faith in averages to horticulture, deduce a logical conclusion and make a hit with an audience of fruit growers is quite another thing. However, there was no getting out of it, so with due apology for allowing myself to be over persuaded to even attempt to entertain you, to say naught of enlightening you, I submit the following suggestion:

The farmer's faith in averages is what he banks on. Each year he has faith in at least an average amount of rain, he hopes for at least an average amount of sunshine, which gives him faith that he will raise an average crop, from which he will realize at least an average profit. One producer may be over elated at the great success of his efforts in fruit raising; another greatly depressed by failure, when he has taken all possible pains to succeed, and these two conditions may be experienced to a considerable extent throughout a given territory, which in so far as general conditions are concerned seem to be about the same. Under circumstances like this it is fair in considering it to estimate the average of the whole section before passing judgment upon it.

The business man many times must have supreme faith in averages else his depression at times must well nigh overwhelm him, especially if his business is subject to weather conditions; affected by long draughts or long periods of rainy weather. With him it is the year's average that interests him the most.

The teacher must have faith in the average of the year's total work; in backward children to absorb enough knowledge to average well at the end of the semester, that the mean average of intelligence gained will offset the efforts expended.

In considering this subject it is necessary to concede that there are at least two averages to be thought

of and much depends upon the kind of average which is to be reckoned, for there is always the higher or better quality, to try for which means the elimination of certain inferior parts in the development of better points which produce a lower average of the features sought to be eradicated.

In the strife for the higher average of value in the production of fruits, for instance, much attention should be directed to the preparation of the soil in which they are grown, which naturally involves kind and quality, fertilization and the subsequent treatment from birth to maturity of the plant, shrub or tree, the care and development of which includes denuding of foreign growths, also spraying and pruning in the proper season, followed in the case of fruit bearing shrubs and trees with the most scientific methods of grafting, not forgetting the first essentials of planting or setting at proper intervals in a location best adapted for freedom from frosts and where air currents will most naturally circulate to the best advantage; then, too, when the first buds begin to open into blossoms a well located and plentifully stocked apiary has come to be known as a very helpful essential in the distribution of the pollen of the flowers amongst their kind. All these things considered in the practical application of the most scientific methods will produce a higher order or better grade of fruit, consequently a higher average of value to the grower.

The average farmer should give more than the average time now given to a more thorough study of the essentials of his profession. If he would this would mean a much high-

er average of quality and quantity in all of his products.

How often we read of instances where some one who has brought into practical application a scientific knowledge of fruit growing, vegetable growing, grain growing and the various kinds of stock raising from barn yard fowls to high grade cattle and horses has made his farm produce in cash many times more than that of his neighbor, whose acreage is many times greater than his simply because he strove for and secured a higher average of quality, which produced a greater average value.

In these days of invention and of labor-saving devices, the purchase of which can be made on long time and easy payments, there need be no excuse for the brainy man to fail or even be satisfied with a low average; each day at his door can be delivered by Uncle Sam the knowledge he seeks if he will only concentrate upon it during the quiet evening hours. It will furnish him almost for the asking with a better knowledge of himself, his physical and mental powers and how to use them to best advantage, what is best food for the stomach, the brain and the soul, all of which if assimilated and made to do their work properly will be productive of values of higher average than he could have dreamed of in a thousand years. So I might go on with many other thoughts bearing on this theme for as I get into it many illustrations crowd upon me. I have set down enough to suggest the many that I might refer to, certainly enough to open discussion on the theme. The thing to do is to employ the means at hand and your faith in averages will increase as your knowledge increases.

Nothing in the way of selling helps is cheaper than price tags and not one merchant in a thousand uses as many of them as he ought.

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 you complete Ironing Board and Clothes Rack. No better selling articles made. Address J. T. Brace, De Witt, Mich.
IRONING BOARD

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.

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.**
**You can increase your trade and the
comfort of your customers by stocking**
HAND SAPOLIO
at once. It will sell and satisfy.

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

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

*Address by Chas. Holden at the meeting of the Grand River Horticultural Society.



DEVELOPMENT OF KNITTING.

Youngest of Textile Arts Has Grown To Vast Proportions.

The art of knitting is the youngest of all the important textile manufactures, and compared with others, its origin is quite modern. The time and place at which the art was invented has long been a matter of dispute, but the weight of evidence seems to favor Scotland as its birthplace. Thence, it was carried to England where caps were made for some time before stocking knitting was attempted. In an act of Parliament under Henry VII (1488) knitted woolen caps are mentioned, while some sixty years later in an act of Edward VI we read of a "knitte hose," "knitte petticoates," "knitte gloves" and "knitte sleeves."

The peculiarity of knitting consists in the use of a single thread for the entire texture. This result is accomplished by means of needles on which the thread is placed in a succession of loops arranged in rows so that each loop in one row passes through an adjacent loop in the row preceding.

On the other hand, in weaving there are two sets of threads the longitudinal or warp threads, and the filling or weft threads which pass in and out at right angles to the warp. The advantage possessed by knitted goods over all other fabrics is their great elasticity which enables them to fit snugly the most irregular outlines.

For nearly a century after the art was invented, knitting was done by hand. Then in the year of 1589 Rev. William Lee, a graduate of Cambridge University, invented the first frame machine, having conceived the idea as he watched the motions of his wife's fingers while she sat knitting. The frame was of a coarse gauge—having only sixteen needles in three inches—and necessitated the thread being laid over the needles by hand.

This first stocking frame of Lee's was a very simple affair, but so perfectly was it adapted to knitting that even its complicated successor of today depends, for its efficiency, upon the same essential principles.

No improvements of importance were made until 1758 when Jedediah Strutt added a second series of needles, by the use of which it was possible to produce ribbed or seamed knitting. Mr. Strutt secured a patent for his invention and commenced to manufacture at Derby, the business

afterwards increasing to enormous proportions.

Up to 1816 all knitting machines produced a flat web, but in that year Sir Marc Brunel invented a circular web.

The latch needle was patented in France by a man named Jandean as early as 1806. Over fifty years later a modification of this needle was brought out in the United States by Hibbert.

One of the first successful automatic machines was introduced in 1870. It was of the latch-needle type, but differed from the older latch-needle circular frame in having stationary needles and in being worked by revolving cams. From this time on hundreds of patents on inventions and improvements in connection with knitting machinery were applied for. Many of the devices proved impracticable and worthless, but, on the other hand, there were some which were immediately adopted. Companies were formed to exploit and market the improved machines, and to-day there are twenty concerns devoting themselves exclusively to the manufacture of knitting machinery.

The popularity of knitted goods in this country has increased almost incredibly. In 1850, there were only eighty-five establishments with a combined capital of about \$600,000 and a combined annual output of something over a million. According to the census of 1900 there were in this country nine hundred and twenty-one factories with a total capitalization of \$81,860,000 and an annual production valued at \$95,000,000. In 1870 there were about 6,000 knitting machines in use; in 1900 the number had increased to 90,000. In the latter year the total wages paid amounted to \$34,358,000, 24 times the total value of the product in 1850.

Of the 921 establishments reported, 588 were in the middle states and 133 in the New England states. In point of numbers Pennsylvania was first with 319; New York second with 242; Massachusetts had 54, while Connecticut, New Hampshire and other middle and New England states had each less than 25.

An examination of the general tables of the hosiery and knit goods industry develops the rather surprising fact that the manufacture of woolen hosiery fell off in quantity over 41 per cent and that woolen underwear did not vary materially. On the other hand, the manufacture of cotton hosiery and underwear has greatly increased. In addition to the goods made of cotton or wool, a

very considerable quantity of silk fabrics were made on knitting machines whose value aggregated over \$1,000,000.

In the light of these statistics, it will be interesting to note the reports on the knit goods industry for the last decade, which will be brought out by the forthcoming census. Doubtless some remarkable facts will be developed.

You can calculate your distance from hell by the number of wayside roses. They are thickest at the hither end of the route.

All men were singing the praises of Justice. "Not so loud," said an angel, "if you wake him he will put you all to death."

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.

The Man That Has Been Through the Mill

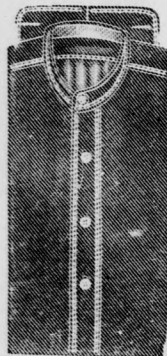
The woodsman—knows that the Mackinaw coat is superior to any other heavy garment for out door work, because it keeps the body warm and affords freedom of movement in every direction. This feature makes it desirable for all classes of out door workers.

Talk Empire Mackinaws

to make money as well as satisfied customers. We are showing good values at \$22.50, \$27, \$29, \$30, \$33, \$36, \$39 and \$42 per dozen.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan



Xmas Goods

Dress Shirts, Suspenders, Neckties, Mufflers, Ladies' Neckwear, Auto Scarfs, Perfumes, Fancy Side and Back Combs, Hand Bags, Purses, Hat Pin Holders, Novelties, etc., and a complete line of Dolls to retail from one cent up to \$5 00.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Soda-Water a Winter Drink.

When you stop to think about it, why shouldn't people drink soda water in Winter as well as in Summer? They drink spring water and well water and lake water and bottled water—why not soda water?

The human machine needs just about as much liquid nourishment every twenty-four hours, the quantity being slightly increased in Summer, and slightly reduced in Winter. But one gets thirsty in Winter about once every so many hours, just as he does in summer; and can you think of a thirstier place than a dry-goods or department store? The very name "Dry Goods" expresses the thirst that goes with shopping.

This is why it is that a good many large dry-goods and department stores that handle their soda-water business right, report that December is a heavier month than either July or August. This probably does not mean that a larger percentage of people drink soda-water in winter than in summer, but there are twice as many people in a store in December as there are in July or August, and the percentage of people who get thirsty in December is but very little smaller than the percentage of people who get thirsty in midsummer. So there you are.

And there is another advantage of winter dispensing—the hot drink. Profits in "Hot Sodas" as they are called, are larger than the cold drinks, because it costs less for heat than it does for ice, and because one is not called upon to furnish ice cream with a hot drink. As a matter of fact, most purveyors of hot drinks get ten cents a cup for chocolate, bouillon, beef tea and other hot delights, even when they can get only five cents for an ice-cream soda. But even at five cents a cup there is a bigger profit in the hot drinks than in the ice-cream soda.

The store that operates a soda fountain in the summer, will also very soon discover that it pays to operate that soda fountain all through the winter and the next step in the logical development of the soda-water business is to use a portion of the counter of a soda fountain for hot drinks during the cold weather.

A lady comes into your store, blue cold, shivering all over, and if she can sit down at a comfortable table and sip a cup of some hot delicacy it makes a 'new man of her,' and supplies her with the strength and poise necessary to give your clerks the most strenuous hour or two of displaying goods that anybody could ask for. Then, as the quest for bargains grows warmer, a thirst develops for something cool, and straightway she hies back to the fountain side for a cooling drink. If there is none to be had in your store, she goes somewhere else. By having this inexpensive comfort for her, you keep her satisfied and in your store until her appetite for bargains and her craving for creature-comforts are both entirely satisfied.

This is fact, not fancy. It is

borne out by careful observations made by leading firms who operate soda fountains. It is good sense and logical.

Our friends, the druggists, have been educated for generations to demand large profits. The large profits that soda water offers are doubtless responsible for the fact that druggists were the first to enter the soda-water field, and for many years the drug store has been looked upon as soda-water headquarters, and it is a matter of fact that a larger percentage of soda fountains are operated by druggists than any other class of merchants. It is safe to say that 35 per cent. of all retail druggists in the United States have soda fountains. Profits on drugs have been gradually growing less, and the demand for proprietary medicines, once a large element of the druggist's business, is so greatly on the wane, owing to publicity and activity of the pure food authorities, that soda water and cigars now support thousands of druggists who could not stay in business but for these two side lines.

Yet, when everything is considered, the drug store is the last place where one would theoretically expect to go for food or drink, and the restaurant, grocery, confectionery or these three departments in a department store are the places where soda fountains logically belong. And in these three departments they will net larger average profits for twelve months of the year than in any drug store or isolated confectionery.

The direct profits of soda-water dispensing varies according to the manner in which the business is conducted, but on general principles it is safe to assume that half of every day's receipts at the fountain side are net profit, after paying labor, material and all overhead expense, and that few, if any departments in a dry-goods or department store will yield a larger average profit per floor space occupied than the soda-water department.

Many stores operate their soda fountains on a basis where they are made to help the balance of the store rather than to show large profit in themselves. Such stores spend money lavishly in advertising their soda fountain in order to bring crowds to the store. Many of them also give tickets redeemable in soda water in place of trading stamps, and this is a double advantage in keeping control of their own trade inducements as well as securing the profits from the cash sales of soda water.

Two theories have been followed by dry-goods and department stores in placing their soda fountains. The first theory, now almost universally abandoned, is to place the fountain in some far corner of the main floor or basement where it will be necessary to pass through many other departments to get to it, in order to get the advertising value of the display of merchandise on the way, and also in order to lighten up the dark corner in the back part

of the store with the illumination of the fountain.

Fountains placed in this manner rarely show satisfactory profits in themselves, and their advertising value to the rest of the store is such an unknown quantity that the experiment is not recommended.

The modern practice is to place the soda fountain near the front entrance of the store, often at the head of the stairway going to the basement, provided that stairway is in the center of the main floor, instead of at one side. The advantage of this plan is to make it easy for the public to reach the soda fountain, and once in your doors it is an unusual case for the crowds to leave without exploring deeper into the merchandising treasures that the store contains.

A good many stores find it satisfactory and profitable to place their soda fountain in some part of the store where there is plenty of space to devote to tables and chairs for serving not only soda-water drinks, but light luncheons as well. A department of this kind is frequently on the second floor, or perhaps on the top floor or basement. The serving of hot lunches in connection with soda-water is highly profitable, both in winter and summer, particularly where hot drinks are served in the winter time. The store that can serve a dainty light luncheon, is the one that gets the noonday trade of clerks, bookkeepers and salaried people generally, who do not care to spend a great deal of time or money for their luncheon, and the store that gets this crowd of salaried people for luncheon, also gets their shopping trade, a very desirable item as experience has demonstrated.

"But I have no room for a fountain."

Again and again a store owner or department manager will agree with all the arguments in favor of a soda fountain, but exclaim that he has no room for one. Any store can make room for a soda fountain, and find it yields a larger profit than any other merchandise.

Modern soda fountains are very compact. They can be built in a hollow square, giving the maximum serving space in the minimum floor space. A ten by twelve section is sufficient for serving several thousand sodas a day, and so conveniently are modern fountains built that two or three clerks can wait upon a crowd as fast as it can line itself around the four-sided counter.—Dry Goods Reporter.

Rainy Day Sales.

It is hard to keep the store busy on rainy days unless there is some unusual inducement offered. The worst part of the rainy day is that one can never tell when it will come. It must be admitted that our Weather

er Bureau is not altogether infallible, and for that reason it is impossible to advertise in advance that a rainy day sale will be held. The only thing to do is to impress upon the public the fact that every rainy day will be considered as a special sale day and unusual values will be offered. The public must be assured that if it will come to the store on any rainy day it will be well repaid for it. Macy's in New York has been advertising "Rainy Day Sales" by means of cards sent from a large mailing list. The cards are attractively gotten up and are worded as follows:

"When a day begins with rain, our usual crowds don't come. Casting about for means to sustain the sales record of fair days in spite of rain, we hit upon the idea of establishing a system of rainy day specials. Therefore you may come to Macy's on any day that starts with a drizzle or a downpour, expecting to find extraordinary bargains. You may locate these groups by cards like this. There'll be interesting values on every floor—goods reduced for the purpose of turning stormy, dull days into stormy busy days."

The postcard has on it an attractive drawing of a man and a girl under an umbrella, and it is explained that this is a miniature fac-simile of much larger cards that are used in the store on rainy days to indicate special bargains. People are urged to look for these cards and are assured that whenever they find one, they will also find a very unusual bargain. This is a plan that any store could adopt with profit and when people at length learn that rainy days mean big values, there should be few dull days, no matter what the weather may happen to be.—Merchants Record.

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

Made in Chicago by

BECKER, MAYER & CO.

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company

Fine Clothes for Men

Chicago

BAGS New and Second Hand

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

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

H. A. SEINSHEIMER & CO.

CINCINNATI

MANUFACTURERS OF

Perfection
COPYRIGHTED

BOYS' CLOTHES

OLD TIME MERCHANTS.

How Few Modern Conveniences To Help Them Out.

Written for the Tradesman.

"I'm pretty tired, thank you," and young Greene threw himself into a chair beside his friend and lighted a cigar. "I'll be glad after the holidays are over and the early closing goes into effect."

It was late Saturday night and the last customer had gone out, the grocer believed. In this he was mistaken, however, for across the threshold boomed a woman with her arms full of bundles, a farmer's wife at that, eager for a small purchase which she had forgotten at the store where she had done the most of her trading.

Young Greene heaved a sigh as he laid aside his cigar and went to wait on this latest customer. He was too tired to more than reply in monosyllables to the gossip flow of talk from the woman.

"You think you are tired of course," said old Tom Tanner, after the grocer had resumed his seat and his cigar, "but the present day facilities for doing business cut a large figure, let me tell you. Besides what you call late hours are not a priming to what the old time store-keeper was up against. Do you believe that?"

"I'm not disputing it, of course, but I don't see how things could have been much worse."

"Do you know that modern thought has wrought out aids to the transaction of trade that were not thought of in the fifties. Why, in an early day there was no such handy contrivance as a paper sack."

"Is that so?" removing his cigar to regard his companion in mild astonishment—"I thought we'd always had such things."

"Well, I should say not—"

"But what did the grocer do with his sugar and tea?"

"Used flat paper; did them up as you would a piece of pork now."

"Well, I should say that was inconvenient, rather."

"Flour came wholly in barrels and half barrels; there were no convenient cloth and paper sacks as now."

"When a customer bought twenty-five pounds what did the grocer do—not tie it up in paper, you don't tell me, Mr. Tanner?" Greene was suppressing a smile behind his mustache, evidently thinking the good old schoolmaster was for this time at least drawing the long bow.

"Oh, no; but the customer always came prepared, fetching a bag for his flour, and sometimes for sugar providing he wanted a considerable amount. Then, where now you have canned goods, all fruits were dry, put up in large barrels or large grain bags. Dried apples came in barrels and were packed so solidly it required a hook made for the purpose to dig them out. Such apples were usually a black, moist, uncured mess that would in this day turn the stomach of an ordinary mortal."

"And the grocer could sell such stuff as that?"

"Why, yes, of course, since there was nothing better to be had. And the butter came in firkins of a hundred pounds, mostly from Chicago. I am speaking of Michigan now, in pioneer days. It is a fact, Jim, that I never saw a pound of fresh butter, anything but the firkin packed, Chicago article, strong always, until I was nearly a man grown and mother made the sweetest butter I ever tasted from milk given by a cow that ran wild in the woods. Ah, that butter! Till that hour I had supposed that butter meant a mass of streaked, firkin-packed stuff, with the flavor of axle-grease."

"High old times you fellows had," laughed Grocer Greene.

"Oh, well, we enjoyed them from the fact that we knew nothing better. It's environment that tells every time, Jim. Now the grocer of that time was up to date in business as are the merchants of to-day. Railroads and telegraphs were a novelty at that time, wonders that were the talk of the country folk. I was past eighteen before I ever saw or rode on a railroad car."

"Is that possible?"

"Quite so. You will begin to think I am from the Ark if I keep on," and the schoolmaster laughed chucklingly.

"Your revelations are interesting anyhow," said Grocer Greene with a shrug of his thin shoulders.

"It is late and I know you wish to close up—"

"Late nothing, old chap. Go on with your talk, I am interested."

"You think you have a hard time of it, my boy, but if you had to do up every bit of your groceries in coarse straw paper, unaided by the convenient paper sacks of to-day you might grumble," proceeded the schoolmaster. "Perhaps you don't know that I was once a storekeeper, Jim?"

"I certainly must confess my ignorance."

"It is a fact all the same. If we had had all conveniences you fellows enjoy we would have been as happy as larks; as it was we got along with things very successfully in the main. Every pound of coffee, tea, tobacco and fruit had to be done up in paper taken from a pile—none on convenient rolls as now. Every quart of syrup or molasses had to be drawn from a barrel, through a faucet which was nerve-wracking business in winter when it took an hour to draw a gallon. Fact. I call to mind one time when I had a customer who was purchasing a considerable bill of goods, had a long way to go, it was late in the night and he was in a hurry. He wanted a two-gallon jug filled with molasses."

"You have heard the saying, 'slower than molasses in January.' Well, we had that kind of molasses and the time was January. In order to facilitate matters I set the molasses going and went about filling the rest of the bill. My customer was a great sportsman—hunter we would call him in that benighted day—and he got to telling some of his hunting adventures, much to the gratification of the loafers present. After I had filled

ed the bill, which had taken considerable time, I stood listening to a particularly thrilling part of old Dan's yarn. He was too interested in himself, once he got a-going, to pay the least attention to the lapse of time. A general roar of applause and laughter followed the conclusion of the old hunter's story, after which he yawned and rose slowly to his feet. 'Wal, Tom,' he said, 'I guess I'll be going; got the 'lasses drawn?'

"The molasses! I hadn't thought of it since I turned the faucet. I whirled into the back room, filled with well warranted alarm. Ordinarily there would have been no great haste, but unfortunately, there had been several days of a January thaw, during which time the cold had been drawn out of the molasses so that I was prepared in a measure for what I beheld, the floor for three yards about that barrel several inches deep in blackstrap!

"The roar that went up from the crowd following me discounted the applause given old Dan's hunting story ten to one. I was mad as well as chagrined—at myself of course. I won't enter into the details of the clean-up I had to give that room. I know only that I did not hear the last of the 'lasses scrape till long years afterward. Fact is some of the woods boys called me 'Molasses Tom' for a good while thereafter."

"That's as good as a comic opera, Tom," laughed Greene.

"I pleased the audience all right," agreed the schoolmaster. Speaking of conveniences, almost everything is canned or done up in convenient packages nowadays, so that it is merely a matter of the handing down. There were, as I said, no canned goods in those days. Fruits were either dried or preserved; as for vegetables there were none after they were gone in the fall till they grew again the next year. Salt pork and beans composed the bill of fare in the winter, with bread, potatoes sometimes, and salt beef for a change."

"It's a wonder there wasn't an epidemic to take off half the inhabitants on such horrible fare as that," said Grocer Green.

"Instead the people were in the main, rugged as bears, that is save for a few cases of chills and fever now and then. Speaking of ague reminds me of an experience a friend of mine had in an early day at Grand Rapids: it's too late to tell it to-night, however. The store-keeper of the fifties knew nothing of health foods or pure food laws. There were adulterations, too, all right enough. I remember a purchase I made of some extra nice table syrup. I thought at the time of purchase it was something out of the ordinary, as it turned out was the case. In our own family, during the reign of buckwheat cakes, a lot of syrup was disposed of."

"I told mother that I had bought some of the nicest syrup ever and we all sampled it the next day. I think we used the syrup fully a week before we could understand why

everybody's tongue was black as as though he had been drinking out of the ink-bottle. Finally one day mother chanced to drop a spoonful into a cup of tea. The tea turned black; the mystery was solved and that extra fine syrup went the way of all waste—into the slops."

"What was the blamed stuff made of, anyhow?"

"I learned afterward it was a combination of sulphuric acid and starch."

"Nice things to put into one's stomach, eh, Tom?"

"I should say so," agreed Tanner. "We had no pure food laws in those days, although we needed them fully as much as in these modern times."

"Sure enough," ejaculated the grocer; "and those were the 'good old times,' too?"

"The good old times all right, no discount on that," declared the schoolmaster. "Not knowing of the vast improvements that were to come, of course the ordinary citizen of that day had nothing to mourn over in the line of inconveniences, why should he?"

"Speaking of keeping your store open late, Jim, you ought to be thankful that you can close up nearly half the year at six. Why, the early store-keeper never thought of closing till ten, and hardly ever before midnight; he was open in the morning at daylight in winter and soon after sunrise in summer."

"And do you think there was, even then, any call for such long hours, Tom?"

"Perhaps not; it was a custom of the country and time; custom made the law then, Jim."

"As it does now in a measure," avowed the grocer.

"I am not so sure of that. In this day of labor unions and capitalistic combinations one seldom knows where he stands. This early closing idea and mid-week holidays is something clearly modern. I am sometimes inclined to think there has been little improvement after all in business methods. If a merchant, mechanic or farmer would succeed in life he must work. Genius, you know, Jim, is but another name for stick-to-it-iveness—hard work all the time."

"Oh, I don't know as to that—"

"But I do. Work is what counts every time, boy. You have it very easy as I said at the outset, compared with the early day merchant."

"Like enough you are right, Tom," said young Greene. Old Timer.

On the Senators.

The wit of Bishop Seth Ward amuses Nashville frequently.

Bishop Ward, in company with two senators, came forth from a Nashville reception the other day and entered a waiting motorcar.

"Ah, Bishop," said one of his companions, "you are not like your Master. He was content to ride an ass."

"Yes, and so should I be," Bishop Ward answered, "but there's no such animal to be got nowadays. They make them all senators."



Can be operated by electricity and is built to stand on floor or counter

Progressive Merchants Are Now Buying Our Most Up-to-date National Cash Register

WE build this register with from one to nine adding counters, and with from one to nine cash drawers, depending upon the number of clerks employed. The price depends upon the size of the register.

Gives you more protection and information about your business than any other business system that can be installed in your store.

Each clerk has a separate cash drawer and each clerk's sales are added on separate adding wheels. This tells you which clerk makes the most sales, so that you can reward him—or which clerk makes mistakes.

This National prints the amount of each sale on a strip of paper and also prints a receipt showing the amount paid by each customer, which guarantees to the proprietor that the proper amount of money is put into the register.

This Is The Detail Strip

EVERY time a clerk makes a cash sale or a "charge" sale, or receives money on account, or pays out money, the Register prints a record of it on this strip of paper.

In the meantime the Register is also adding on separate wheels the totals of these various things.

★ A	10.25
ChD	-1.00
★ H	21.00
PdA	-0.75
★ B	-0.32
★ E	-2.15
★ H	-0.10
★ A	-1.75
RcK	30.00
★ D	-2.31
★ E	-0.25
★ B	-1.75

Actual Size

This register tells you at night these four most important things:

- 1—Total cash sales made by each clerk.
- 2—Total of your credit sales.
- 3—Total amount of money received on account.
- 4—Total amount of money paid out.

Also the secret adding counter tells you the total amount of all cash taken in.

183 SEP 30

★ B - 1.75

MITCHELL & SEABURG
901 W. Second Street
OTTUMWA, - IOWA.
Groceries and Meats.
This is your receipt
for the correct amount of
your purchase. See that
you get it. (over)

Actual Size

This Is The Printed Check

OR customers' receipt that the Register prints every time a sale is made, or money is paid out, or received on account, guaranteeing to the proprietor that the proper amount of money is put into the register. This check makes a fine thing to print your advertisement on.

Write and tell us the number of clerks you employ and we will send you description and price of this register built to suit your business. This will place you under no obligation to buy.

The National Cash Register Company, Dayton, Ohio

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



THE BAKERY WINDOW.

Suggestions That Help To Make It Attractive.

For a special pumpkin pie window get four or five nice yellow, golden pumpkins and slice them lengthwise, cover the floor and the boxes to hold up these slices of pumpkin with black cloth. Of course, other cloth can be used, but the black cloth makes the yellow show up wonderfully. Place the slices of pumpkin around the window and at intervals place your pumpkin pies. Have a sign made as follows and place in back of window:

Just Like the Old Folks Used to Make.

Our Pumpkin Pies Contain Nothing But Pumpkin.

Try One!

Special To-day at —c Each.

If you haven't in stock any of the little turkeys made of papier mache you ought to have some. These little favors sell and sell well, and there is some profit in selling them, too. They can be displayed in the window along with other displays, but, of course, if you carry a large enough stock of these favors you ought to make a special display of them in the window—say about ten days before Thanksgiving Day.

A general display is to build a platform, say about 1 foot off the floor of the window; cover this over with crepe paper, green preferred, and set the favors in groups. Place your price tickets on each group and put a sign reading something like this in the center:

These Little Favors Filled Will Delight the Little Folks.

Come in

and Take Your Pick.

There is nothing that the public will not stop and look at in your window if something out of the ordinary is displayed. One of the prettiest and most attractive window displays is secured by covering the floor of the window with green crepe paper, then take, say, six wooden boxes that are in length about eighteen inches, and place them in a semi-circle around the window. Cover these over with white crepe paper, or, if you have white cloth, cover them over with cloth. Have three bowls filled with different kinds of fruit—oranges, bananas, pears, etc. Put one of these bowls on the center box of the semi-circle and the other two at the ends. Now place fruit cakes on the other boxes and place three or four more on the floor of the window. Also a sign as follows:

Of Course You Like Fruit Cake.

Every particle of fruit we put in our Fruit Cake is gone over carefully, and the flavor is there, too. Come in and let us show you.

It is always proper in all of your window displays to bring before the eyes of the people the sanitary conditions of your shop. A little sign like this placed in your window will help:

We Make Bread, Etc., under the Most Sanitary conditions, and our Baking Department is open for your inspection at any time.

But be sure you can back up your words. Get busy with your window! Teach your help if goods of one kind are taken out of the window to place something else in its place. Keep your windows in "never-empty" style. It will go a long way towards making people stop to look and if things look right there will be sales. The prettiest effects can be made in your windows for hardly any expense if you will only take a little time some day for a trip out to some timber and gather a few branches with the colored leaves on them and place them in your window. And for a general fall display I suggest cakes that contain nuts in them. Cover the floor of your window with leaves and on the sides tack up the branches, place your cakes around on clean white doilies. A window of this style can be termed "Woodland Goody Cakes."

In the fall we have wedding, and a little special attention to this will bring in proper results. Make a display of wedding cake ornaments and wedding favors; also call attention to the fact that you want to supply these newly wedded couples from the start with your wares. For a special eye-opener for this effect dress up two dolls, one as a groom, the other as a bride; place them on a box covered with white cloth in the center of the window. If possible have the arm of the bride doll under the arm of the groom. Make a sign as follows and place in front of the set:

Just Married.

Let me supply you from the start with my delicious and appeizing line of Bread, Cakes and Pastry.

Have the floor of the window covered with black cloth and place on it your wedding cake ornaments.—The Baker's Helper.

Strangest Bread in the World.

The small ringed bread of Siberia is perhaps the strangest bread in the world. It is said to be most substantial, and is put to many curious uses. Russian engineering parties use it quite extensively. It is a white bread. It is made without salt or yeast, and is first steamed, then lightly baked to expel the moisture. Some curious uses were made of these breads by the engineers. When soaked in hot pure tallow for a few moments until they sank, they were used in soups or soaked in and eaten with tea during the severe winter months. This tallow bread was considered the most heat-producing article in the dietary. Another curious use to which it is put is as an extempore candle or coffee pot boiler. A nail is used to make about eight holes in the tallow ring bread; wax vestas are placed in these and ignited. It will burn slowly for about an hour, emitting a strong heat sufficient to warm and light a small tent and boil the tea or coffee water. There is a rather strong odor of toasting bread, but that is tolerated in preference to smoke. While sojourning with the engineers in Siberia I have seen them use the larger sizes of ringed bread as makeshift quoits for Sunday afternoon sport in their tents. The bread would stand the knocking about pretty well and would eventually appear in the soup at the evening meal. Small Siberian storekeepers also use the ringed bread as an abacus or primitive counting apparatus for calculating small sums in rubles and kopecks and simple figuring. Three strings are suspended above the counter; ten breads are strung on each; the top line represents the rubles (their money transactions rarely going above ten), and the two lower strings stand for the kopecks. Of course, the strings of bread can be increased to mount into thousands and up if desired. We are accustomed to regard bread as the staff of life, but bread as an illuminant, a heating apparatus, as a sporting implement and as a calculating machine is quite a novel idea.—Canadian Baker.

Hold Up Your Head.

Don't talk with your head down. A business man was crossing the street. He had his head down and was in deep meditation. An automobile struck him and his widow collected the insurance. Don't walk with your head down in business. You will get "it in the neck" if you do. These are not days for keeping one's eyes cast down. The times demand activity, a rustling and a hustling all along the line and a man can not fill the bill who carries his nose down in his coat collar. "I owe my success in life," said a business man, "to a simple piece of advice given me rather thoughtlessly, I guess, by a friend when I was in the dumps about business. He slapped me on the back and said, 'Oh, brace up, old man, hold up your head and throw out your chest.' Get the spirit and, above all, don't go with your head down."

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

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



WHERE FARMERS MAY HITCH.**Proper Provision for Farm Teams Attracts Trade.**

A problem that the business men of every growing town must settle sooner or later is that of the location of hitch racks for the accommodation of farmers' teams.

In practically every village these racks are located on either side of the main business street. Their location is marked in rainy weather by a succession of mud holes, while in windy weather they provide material that makes outdoor life intensely disagreeable. More than that, these hitching places are, in at least some degree, disseminators of disease germs as well as of filth.

The time comes when these conditions can no longer be tolerated. Something must be done. Everybody agrees on that point, excepting the old foggy storekeepers, who think that the hitch racks are all right, for no better reason than that they always have been there.

Usually there are two factions—one desiring to abolish the hitch racks absolutely and the other maintaining that they should be removed to a less objectionable location—probably in the side streets.

The business men prefer to remove the hitch racks to side streets, as a rule, rather than abolish them. They fear to offend their farmer patrons by laying hands on the institution, but when a move must be made, they prefer the side street location to elimination.

So the hitch racks, in many a town, are eventually removed from the main street and placed on various side streets. This improves the appearance and sanitary condition of the main street, to be sure, but it does not settle the question. Merely changing the location is a makeshift arrangement and not a permanent solution.

The day always comes, as the town grows into a city, when something further must be done. And that something further is nearly always elimination, without making any provision whatever for the care of farmers' teams.

This is bad business, indeed, from the merchant's point of view. No one knows better than he how the average farmer feels toward his home market town. He believes oftentimes that he does not get a square deal there and is ready to seize upon any little incident as proof that the townspeople care for him only for the amount of money they can extract from his pockets.

The farmer looks upon the abolition of the hitch racks as a direct slap at him and is apt to construe it as an invitation to trade somewhere else.

But the hitch racks must be removed from the streets. They are not only unsightly in the extreme but unsanitary and a constant menace to public health.

It is a short-sighted policy, however, to remove the hitch racks without making some suitable provision

for the care of farmers' teams. This seems so plain that one wonders why proper plans are not always made for this purpose when, or before, the decision to tear out the hitch racks is reached.

The problem has been solved in a variety of ways in different towns to the satisfaction of all concerned.

One plan frequently used provides for the construction of a feed yard, where farmers may leave their teams for a nominal charge. Sometimes this yard is owned by the local Commercial Club or Merchants' Association and managed by an employee. In other cases the club or association induces some local man to open the yard under contract to conduct it in accordance with certain rules and regulations mutually agreed upon. The club or association agrees to use its influence in making the undertaking a success and sometimes agrees to make good deficiencies when receipts fall below a certain amount.

In other cases individual merchants make arrangements with local livery stables and thereby reap much benefit for their own stores.

The best plan, however, is to handle the matter co-operatively, since this produces fully as satisfactory results from the farmer's point of view and decreases the expense for the individual merchants.

If the town's business men can not see the advisability of handling the matter co-operatively, then there is an excellent opportunity for a live-wire merchant to put the plan in operation and get all the benefit for his own store.

Back To the Farm.

A great improvement in farms and many more people living on them will be the situation in the older portions of the country within a generation, unless indications are very misleading. It is pretty certain that there never was a time in the Nation's history when so many men in the cities talked of the pleasures of country life and of agriculture as an occupation, as at the present. "Back to the Farm," is a slogan that is sounded by a great many. Not every man who thinks he would like to live in the country would be content there, but on the other hand there are many town dwellers who would find at least some approach to the happiness they expected in the natural activities connected with the soil. There is also quite a population, particularly in the larger cities which would be better off in the country than they are in the congested quarters of the big centers of population. In the United States the country has always been sending its sons to the city, and a reverse movement is good for the Nation generally. It should give to the rural districts a quickening of life, a more active community spirit and a greater tendency for the people to work together for mutual ends.

All are lunatics, but he who can analyze his delusion is called a philosopher.

Eliminating Unprofitable Advertising

Co-operation of merchants is always a marked indication of a growing town. A merchant's individual prosperity increases in ratio to the town's progressiveness. So one depends upon the other and they work together for the welfare of both. Constant "backbiting" and cut-throat methods among retailers brand a town with the primitive characteristics of the crossroads village, devoid of ambition or hope.

Beatrice, Neb., stands in striking contrast to this deplorable state of municipal discord. There the merchants work together in broad minded, comprehensive harmony, with an unbiased view for the wellbeing of the majority.

Fake advertising has lost money for many merchants in Beatrice, so the matter was unanimously handed over to the Beatrice Commercial Club. After due investigation and consideration this agreement was drawn up and presented to the merchants for their endorsement:

Appreciating the vast amount of money wasted on doubtful advertising schemes we hereby agree that, hereafter, we shall decline to patronize all such methods of advertising. Among the considerations which we shall neither recommend nor support are the following:

City directories, unless published in Beatrice, hotel cards, card cases, room cards, cook books, society or church programs, blank books, time cards and other similar devices; newspaper schemes when presented

by traveling solicitors other than those employed by our home papers.

In fact, the action covers nearly the whole field of fake advertising. Under this agreement merchants will not accept any advertising proposition, except from the home papers, without first referring it to the Advertising Committee for investigation. If this committee finds it commendable, it instructs the secretary to issue a certificate to that effect. Otherwise the proposition is turned down. The plan has been eminently successful; business men are saved a large amount of money, and, at the same time, legitimate advertising mediums are not injured.

Cities and towns have a personality and the merchants of this town are doing much to establish and maintain a personality that will make "a better, bigger, busier Beatrice."

"Ten Thousand a Year."

We want to do more than stand around and theorize and give advice. Each of us must take off his coat and accomplish something, or our fellow citizens may fall into the frame of mind of the office boy of a big Toronto lawyer who is famous for lecturing his clerks on all occasions.

"What's your wages?" asked a newcomer among the office boys.

"Ten thousand a year," replied the veteran of the force solemnly.

"Ah, go on."

"Sure, four dollars a week cash," the veteran exclaimed, "and the rest in legal advice."



CERESOTA has made more substantial gain in the last ten years than any other flour in America. The best stores sell Ceresota and the best families use it. Absolute satisfaction guaranteed in every case or money refunded.

JUDSON GROCER CO.

Distributors

Grand Rapids, Mich





Some Aspects in Which Marriage Is a Failure.

Written for the Tradesman.

As a reform measure for curing the inebriate of his addiction to drink, and changing him into a temperate, steady-going, reliable member of society, marriage is a failure. Having been demonstrated times without number, it is established beyond reasonable question that matrimony is no gold cure for the drunkard.

Yet in spite of countless proofs of its utter falsity, the delusion that the young fellow who has gotten into bad ways will, with his utterance of the wedding vows, undergo an entire reformation, still has wide credence.

The young man's father and mother, with the ever-faithful parental hope and affection, express the conviction that "Now Jim is married he will settle down and do all right." His friends are confident that having secured so nice a girl for a wife he will "brace up in earnest." The little woman herself who has committed her whole happiness to his keeping fondly trusts that he will make good on all of his promises.

Then the old, old sad story is repeated. He of the antenuptial convivial habits doesn't settle down. He doesn't brace up. He doesn't make good. Another home is added to the countless number over which the curse of drink hangs like a pall. Hundreds of thousands of heart-broken wives and hungry, ragged children are witnesses to the fact that marriage as a cure for inebriety, except in very rare and exceptional instances, is a hopeless failure. And yet with a pitifully blind and foolish devotion women continue to marry men to reform them!

Considered as a means of augmenting an insufficient income, marriage is a failure. Of course where a marriage is made to a person of property, additional income may be annexed, so to speak. But this is not what is meant here. I mean that a man earning a small salary can not expect that salary to be miraculously increased merely because he takes upon himself the responsibility of supporting a family.

A young fellow who never has been able quite to make a living for himself alone, takes it into his inconsequential head to get married, very likely choosing a bride as incapable as himself in matters of finance. These two youthful experimenters in the business of life have no concern for the future, but are as blithe and irresponsible as two

kittens. Time goes on. Children are born to them. The husband's earnings are not enough to cover necessary expenditures. Possibly his father can make good the deficit. Or it may be the wife's parents are in circumstances to lend a helping hand. If assistance from one side or the other is not forthcoming we have the distressing spectacle of a family of several persons trying to eke out a subsistence on an income perhaps barely adequate to keep one economical old maid in tolerable comfort. Every penny has to be pinched until the Indian yells. All pleasure in living, all fine tastes and higher aspirations are sacrificed in the everlasting struggle to make both ends meet.

Regarded as a power for producing a sudden transformation and exaltation of character, marriage is a failure. Merely saying, "I will," even in the most solemn and impressive manner, with a church ceremony, a big shower bouquet, two yards of court train and three of veil, five bridesmaids, a swell breakfast after, and a houseful of presents will not change a butterfly of fashion, whose life is in balls and bridge and theater-going, into a home-loving body who will look well to the ways of her household; nor a sharp-tongued young vixen into an amiable and agreeable companion for life; nor a spendthrift into a prudent and economical housewife; nor a spoiled, self-willed, pouting girl into a woman of good temper and sweet disposition, any more than it will metamorphose a selfish, headstrong, overgrown boy into a thoughtful, considerate, manly man; or a loafer into an energetic worker and what old-fashioned people call "a good provider;" or a gay Lothario into a model of chastity.

Marriage, generally by a somewhat slow and gradual process, serves to develop and bring out latent traits and abilities. But it can not make character and capability and virtue and good principles out of whole cloth. Unless they exist, potentially at least, before marriage they can not be evolved afterward.

Occasionally it happens that a trait that has lain dormant during the previous life makes a sudden growth and comes into prominent manifestation soon after marriage.

I knew a young lady who, as a girl, dressed elegantly and spent her father's money rather lavishly. No one thought of Katherine as being in the least saving. She married a poor young man and, presto change! she

was no longer a free spender, but a past master in the art of making one dollar do the work of two.

A superficial observer easily might have drawn the conclusion that in this case marriage had transformed a prodigal into an economizer, and that it could be depended upon to do the same in every case. But a little investigation discovered that during her girlhood Katherine always kept a very tenacious hold of any money that she called her own. Her parents were in easy circumstances and she simply "worked" them for whatever luxuries her fancy craved. When she married and had only her husband's slender income at her disposal, she promptly reduced her expenditures. But she had been a born financier all the time, only, while she lived at home, she had "rested on her oars," since she considered there was no especial need of frugality on her part.

As a blender of temperaments that are utterly incompatible, a harmonizer of natures that are absolutely inharmonious, marriage always has been and always must be a failure. Rash, hasty, ill-advised and ill-adjusted unions must result in bitter disappointment and grievous sorrow. It can not be otherwise.

Regarded as an inexhaustible fund of happiness, a bank account of joy and gladness so immensely and immeasurably large that it can honor any number of drafts without there being any corresponding deposits, marriage is a failure.

In a certain class of widely read

and very influential amatory literature, over and over again, under a thousand diversified forms, one idea is inculcated, which is, that if, triumphing over the combined machinations of tyrannical parents, mercenary admirers, adverse Fate and a long train of all but irresistible circumstances, the real and true lover, to the discomfiture of all the false and pseudo-lovers, finally succeeds in leading the charming damsel to the altar—then the happiness of the pair ever after is as secure as a Government bond. Bliss without alloy will be their portion. No mention is made of duties, sacrifices, stern realities. No hint that sickness, poverty or trouble of any kind ever can reach them.

So wide acceptance has this foundationless and delusive teaching obtained in the popular mind that there are many who, on finding that the dreams of courting days do not all materialize in later years, lift up their voices in a dismal howl and proclaim that marriage is a failure.

Looked at from a sane and unbiased point of view marriage is not a failure, but a gigantic success, making as it does not only for the happiness but for the training and education of the race. In spite of all the matrimonial wretchedness caused by ignorance and selfishness and sin, still we can imagine no state of society with marriage eliminated in which misery would not be greatly increased and happiness immeasurably



IT PAYS

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

Shredded Wheat
IT'S ALL IN THE SHREDS

bly diminished, as compared with present conditions.

It is this surrounding it with imaginary and impossible powers, this assumption that marriage can do and be what its All-Wise Originator never intended it to do and be—that causes so many weak and thoughtless souls to be ready to repudiate the whole institution, when they find it has not procured for them exemption from the ordinary ills and difficulties of life.

Beneficent as it is in its general effects, marriage is not, nor can it properly be regarded as a Midas touch that will turn everything into gold; nor as an Aladdin's lamp that will miraculously summon slaves to do one's bidding; nor as an open sesame to an enchanted palace of perpetual delights, or to a process of living guaranteed absolutely painless and abounding in indescribable and unremitting felicities. Quillo.

Adam and Eve.

"I hope this expulsion of ours is not going to injure our social position," said Eve, ruefully.

"I guess not," replied Adam. "They can't stop us from being one of the very first families, whatever they do."

"I don't find our names here in the Social Register," said Eve, looking the volume over.

"Look under Dilatory Domiciles, my love," said Adam, as he went out and named the jackass after himself.—Harper's Weekly.

WAYS TO SERVE ICE CREAM.

Hints That May Be Interesting at the Soda Fountain.

Havana Cream—Place two slices of pineapple upon a fancy plate, and upon these a cone of vanilla ice cream and place a strawberry or a cherry at the top of the cream.

Chocolate Ice Cream—Place a cone of the chocolate ice cream upon a plate, lay a row of thin banana slices around the base and upon the bananas place halves of English walnuts. Chopped walnuts may be sprinkled over the ice cream if one likes the flavor.

Ice Cream a la Haystack—Split two lady fingers in halves, place two of the halves upon a plate, lay the other two cross-cross over them and place a cone of ice cream on top.

Vanilla Dainty—Place a cone of vanilla upon a plate, around the base lay a row of pieces of pineapple and orange and crown the cream with section of orange. Divide an orange into sections and cut the section into halves for the border. Cut slices of pineapple into diamond-shaped pieces about the size of the orange half-sections.

Fruited Ice—Fill a sherbet glass half full of a mixture made of orange pulp, a few ripe strawberries or raspberries, shredded pineapple and a few slices of bananas. Fill the rest of the glass with orange ice, piling the ice high.

Joseph's Coat—Place a rather large cone of vanilla ice cream upon a

plate, with a border of thin slices of banana around it and on top of the bananas arrange a row of cherries; on that, a row of pineapple cubes, then a row of assorted nuts, continuing the rows until the entire cone is covered. Place a cherry on the top. Any colored fruits may be used.

Grape Float—Place vanilla ice cream in a sherbet glass, pour over it two tablespoons of ice cold grape juice, some chopped walnuts and serve at once.

Served in Orange Shells—Cut off the top of the orange, remove the pulp so that the shell may be used as a basket. In the orange shell place a layer of chopped nuts, a layer of chopped orange pulp, fill with ice cream and sprinkle the top with chopped nuts.

Rainbow Cream—In a thin sherbet glass place a layer of strawberry ice cream, a layer of huckleberries, a layer of vanilla ice cream and crown with a maraschino cherry.

My Favorite—Fill a sherbet glass one-third full of crushed peaches, then fill the glass with vanilla ice cream and sprinkle with chopped nuts and crown with whipped cream.

Gayety Cream—In a clear glass put a layer of chocolate ice cream, a layer of grated cocoanut, a layer of strawberry ice cream, a layer of orange pulp, a layer of vanilla ice cream and then a layer of raspberries, slightly crushed. This will give six distinct colors, one above the other, and is as delicious to the taste as it is pleasing to the eye.

Pineapple Dainty—Put a large spoonful of vanilla ice cream on a plate, smoothing the top flat. Put on a layer of chopped pineapple, over this put a cone of pineapple ice and top off with a cube of pineapple.

Mikado Cream—Shape the ice cream in a mold which is flat on top, and on it arrange a circle of maraschino cherries and put a green creme de menthe cherry in the center. Add a few chopped nuts.

To Preserve Fruit Juices—Express the juice of the fruit, whatever kind it may be, and pour it into a champagne bottle, corking the bottle tightly and fastening the cork securely down with a cord or wire. Now put the bottle into a kettle of cold water and place it over a moderate fire; when it has boiled for twenty minutes remove the kettle from the fire and let the bottle remain in it until the water becomes cold. Now seal the corks and place the bottle (sideways) in a cool, dry cellar. Fruit juices thus prepared will keep in a perfect state for years, furnishing delicious flavors for syrups, ices, beverages, creams, or for whatever purpose a pure fruit flavoring may be required.

People who know something about it say that more failures are caused by over-buying than by any other one thing.

"Why do you invariably take a taxicab when you're drinking?" "The bill always sobers me instantly."



How to Draw Trade Into Your Store

Let people know you are selling BEARDSLEY'S SHREDDED CODFISH—show it to them. We are doing the rest. Every family in your town will want Beardsley's Shredded Codfish when they see our advertisements and they'll keep buying it.

Push the Package with the Red Band

J. W. Beardsley's Sons, New York

THE ENGRAVING INDUSTRY.

Its Local Development Dependent on Furniture.

Written for the Tradesman.

It is often a matter of surprise to younger readers who have not given the subject special study to learn how new is the modern art and industry of engraving. Perfected methods employing the finest and most costly products of the photographic instrument maker and correspondingly fine productions of the mechanician in establishments requiring considerable investments of capital, employing large numbers of artists and workmen, would seem to argue a long and gradual increase to attain its present status in the industrial world. Thus it is hard to believe that when the Michigan Tradesman was established, twenty-seven years ago, the art of making line engravings by the zinc process was just beginning and the experiments leading to the making of halftones were yet to be undertaken. When it is considered how many years were required for the complete development of both branches, as well as for the training of the great force of artists necessary to it, one realizes that the art of modern engraving is not very old.

However interesting the story of the development of this art might be, the writer has thought it more suitable in the present article to give some account of its development in this city and its relative importance as compared with the other cities of the country. As is generally known, but sometimes is hard to be realized, the only method of engraving in general use for the common printing presses prior to the halftone was "engraving on wood," or the cutting of the design on the end grain of box-wood, line by line, with small steel instruments made for the purpose. The art of lithographing, or printing from flat stone surfaces, requiring special presses, and a process of making maps and diagrams on wax, were in use, but these were no material help in the general problem of illustration. It may readily be realized how inadequate the slow and costly method of cutting on wood was, requiring long apprenticeship for the demands of extended illustration.

However inadequate the art of the wood engraver, he was first called upon to meet the requirements of furniture illustration in Grand Rapids when the newly perfected art of making "silver print" photos must needs be increased in number and cheapness and printed with descriptions. Before the photograph was perfected at the beginning of the Civil War the salesman of furniture must needs carry samples of his goods or the designer's drawings. The use of photographs was a great advance, but the need of engraved illustrations, especially in view of the crudeness and cost of the photographs, became quickly apparent.

The first use of engraved catalogues of furniture in Grand Rapids, and as far as I can learn in this coun-

try, was by the Widdicomb Brothers in the early '70s. For these they were forced to go to the City of New York, and the costly miniature productions with which they had to be contented would make the modern furniture salesman smile. But this was an improvement in clearness and cheapness over the "wet plate" photograph which had before sufficed.

Wood engraving was begun in Grand Rapids in connection with a job printing office in 1875. It was not long after this that the Widdicombs saw fit to try the experiment of having their work done by the local engravers; there were two in the firm then. The experiment resulted so favorably both in low price and quality that the use of cuts was quickly extended, and soon many of the rapidly growing factories were taxing the ability of the fast increasing number of engravers to the utmost. Invention of methods and machinery by the beginners in the art and the "breaking in" of those who had learned elsewhere provided for a large increase in engraving production, but it was not long before the demands in volume of engraving outran the increasing facilities of the several firms soon engaged in the business. To make the long story short, in a few years Grand Rapids was putting out a much greater volume of trade engraving than any except two or three of the largest cities of the country. But the days and nights were not long enough to meet the demands of the rapidly increasing furniture trade in this and other cities.

When the modern methods came into use the engravers of Grand Rapids were not loath to turn to this prospect of relief from the pressure of over demand. While the processes were still crude one after another put in the new in connection with the old until four were equipped, and since there have been three more established, so there are now seven large plants in this city.

It will be impossible in an article of this limit to give any adequate idea of the development in recent years. On account of the changing styles in furniture and the size of the pieces to be illustrated the demand for engraving is in excess of any other industry except clothing. The special methods in use by the furniture engravers have almost created a monopoly, so that the great mass of furniture engraving from Boston to San Francisco comes to Grand Rapids.

Now it happens in the furniture industry, as in many others, that the season of engraving demand is short. Thus depending on this one product a large part of the year would find the plants idle. Fortunately the peculiar demands of the art on the artists and engravers makes the production of most other kinds of industrial engraving comparatively easy. Thus in the seasons of furniture dullness we are entering such fields as machinery, carriages, automobiles, postal cards, etc., etc. Indeed, some of the firms are finding

the other fields so profitable that they almost compete with the furniture output in quantity.

It is not my thought to attempt to indicate in any definite degree the volume of output in the engraving industry in Grand Rapids. What I have said of the nature of its growth will indicate that its magnitude is very considerable. One of the oldest in the printing and engraving trade here in a recent trade address states that the printing output in Grand Rapids is only exceeded by four other cities in the country. Now as the printing industry here is essentially dependent on engraving, indeed all the large printing houses are included in the seven engraving firms, it is not beyond reason to claim an even larger proportion for the engraving field. Warren N. Fuller.

Are You Thinking?

The thinker gets ahead. Brain is the only big money earner. Inside of your head are latent ideas innumerable that would be a wonderful help to you and to the man who employs you were you to dig them out. The trouble is we are mentally lazy. We can run fast enough. We're not bad on first base. We can wrap up a bundle while you wink—but like fools, we allow somebody else to do all the thinking, the very thing that should be first and foremost.

I want to suggest something, and in doing so I will have to be, in this instance, personal. At our Trenton headquarters store we have a number of files—manager, floor man, receiving clerk, shipping clerk, cellar man, stock man, truck and meat buyer, etc. but in addition to this there is a file for the boss. We have blank slips handy and the boss gets his store of suggestions. In other words, this particular file is an incentive to think, because each slip of paper is carefully consulted. Put down on paper your best ideas. Makes no difference whether you hear from them or not. Keep writing. Keep thinking, and never allow your most precious faculty to become dormant. W. E. Sweeney.

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

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

LOSS IN OVERSTOCK.

Better Sacrifice Slow Sellers Than to Let Them Accumulate.

Overstock, the bane of all merchants, the thief of profits, is only to be guarded against by the vigilance ever demanded by success.

When shifting the stock for some unusual purpose, to hear the merchant exclaim: "I never knew we had this suit," is to ring the keynote of this most common fault.

If the merchant were personally acquainted with each and every article of merchandise in his house, instinct would prompt him to move the slow sellers. By everlastingly having the undesirables intruding themselves he would realize that a cut price would be far better than to attempt to realize the marked price.

When the merchant has been fairly successful and piled up his profits in the shape of unsold goods, he is apt to think that he has "done well." You may have started out, Mr. Merchant, and made a fair success of yourself along certain lines, but you have failed to grow in proportion to the merchandise you bought, and, while none are more willing to accord honors to the "Self-Made Man," we can but see the mistakes in an unfinished job.

One merchant, from a small beginning, grew into popular favor and sold a very fair volume of goods; somehow the idea seemed to possess him that his popularity depended on the quantity of goods he bought rather than sold, and he piled the tables high with suits, the shelves full of merchandise that with each succeeding season lost its attractiveness and selling qualities. When urged by his loyal help to unload, he would always refer to his trade as growing and demanding a larger assortment, and never seemed to realize that goods carried over can not be considered a live asset.

His first store had been increased by the addition of other rooms, and these served only as storehouses for accumulated merchandise.

His credit remained but fair, for he could manage with supreme effort to take care of his notes—sometimes overdue; but his houses carried him along, always hoping that some day "he would unload and square up." The bank people limited him in his accommodations, for they were on the ground and could see the condition of affairs. He lost all his discounts, and his whole time and energy were consumed in endeavoring to meet the coming payments, and as he grew slower the more desirable firms began to drop him; hence he had to buy from anybody who would sell him.

From the alert, hard-working man who founded the business, he became a pompous, self-important individual, who would take advice from no one. The end was not veiled, or at all problematical.

Suppose this man had made the acquaintance of his goods, had known of the several dozens of old-style quilted neck muffers, the hundreds

of pairs of straight knee pants, the stack after stack of round-cut coats, and the dozens of stiff-bosom shirts, the end would have been different. As the lawyers say, "He slept on his rights," and the law says, "You must do it now, if you want to preserve your status in court."

The distorted viewpoint of "making a loss" when goods are marked down is quite singular. How in the world can you lose anything you never had? The profit marked on the goods was something that was expected to accrue to the benefit of the merchant in the future, but if, through neglect and ignorance, the merchandise is rendered unsalable and unprofitable, it is a clear case of forfeiture of interest. If a person owned a horse that cost him \$100, and this horse had every evidence of being first-class in gait, wind and style, it would be quite natural to suppose that by the care and attention a man versed in this line of work could give him the horse could be sold at a profit. But suppose the owner neglected feeding, grooming and sheltering, as demanded by nature, it is not logical that a profit could be made from this transaction. When the owner sees the horse is growing leaner and thinner and decides to sell him for \$100, he has but lost his prospective profit.

It's a lot better to sell before the profit is lost and the capital is impaired.

Cheapening of Religion.

The most momentous social fact of the twentieth century is probably the rise of the workingman. His destiny is the next consideration. While his material success is assured, his spiritual outlook and intentions are somewhat obscured. To an almost inconceivable extent and before long, dominion and power are to be his, and in this connection one of the most hopeful signs of the times is the present unrest of this worker and his consequent effort educationally and industrially to improve his conditions.

This social unrest, however, is not confined to industrial circles. It is also the most hopeful religious or spiritual sign. At no time in the history of this continent has the spiritual element in the churches and elsewhere been so thoroughly aroused to a sense of its responsibility and opportunity. For the church to sever its spiritual connection with the masses is to court isolation. On the other hand, to bolster its influence with the people by methods other than spiritual is an alternative that is foredoomed to defeat. And yet this alternative, which means the descent of religion and the cheapening of its ideals, is a boldly advertised feature of only too many church programmes, whose avowed intention is to keep up with what they consider to be the spirit of the times. —Atlantic Monthly.

The Lure of the City.

Every great town is something of a vampire in its thirst for human blood. Boston draws upon the local region and upon all New England,

and in turn is forced to yield up her citizens, native and acquired, to New York. Many of the graduates in some of Boston's professional schools go, immediately upon graduation, to New York, and for at least a generation the graduates of the Harvard Law School have had first chance at any vacancy in the clerical force of New York law offices.

New York will continue to attract young men so long as it is a city of great undertakings and great opportunities, and it would be a pity of the young if many of them did not find the lure of a great town irresistible. The man who remains on the farm in regions where farming pays ill and where the conditions are socially unattractive must be either an easy-going, unambitious person or a philosopher with a taste for the simple life and rural charm. If New York is to repeople her farms she must find some method of making the business of the farmer economically profitable, for the unambitious and the philosophical are not sufficient in numbers for the purpose.—Boston Herald.

Be not prodigal of your opinions, lest by sharing them with others you be left without.

It is better to be homesick than to be sick of home.

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.



Don't Write!

USE THE

LONG DISTANCE SERVICE

OF THE

MICHIGAN STATE

TELEPHONE CO.

Capital
\$800,000



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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.

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.



ADJUSTING COMPLAINT.

Use Diplomacy in Handling Angry Customers.

One of the most difficult, as well as distasteful, things with which a retailer has to contend is the matter of adjusting customers' complaints on shoes which have not proved satisfactory.

From a merchant's standpoint most of the complaining customers are unreasonable to extremes. When a man comes storming in with a pair of shoes which he claims are not worth the powder to blow them up, and insists upon a new pair free of charge, regardless of the fact that they show signs that they have accomplished all that they were expected to, the dealer is apt to think things about the customer that would not look well in print. Nevertheless the objecting customer must be satisfied in some manner and, if possible, his trade and the trade he might influence, must be held.

It is the merchant's privilege, of course, to stand pat, regulate his business methods to his own satisfaction or adopt any business principles he may see fit to use. If he likes he may tell the customer he can not do anything for him; but, usually, this is very bad policy. Experience has taught most merchants that in treating customers' complaints they must give them the benefit of all the doubt, especially in the matter of returned goods. Usually articles that are brought back represent a distasteful morsel to the retailer, but in nearly every instance the customer should be made to feel satisfied; no matter what the cost might be.

Intelligent handling of the "kicker" will often result in a compromise which will be satisfactory to both the dealer and the customer, but it being a very delicate matter, no one but the proprietor or head clerk, versed in this matter, should be allowed to adjust claims. Many large shoe stores hire a man for this particular work and it is his business to attend to all complaints which come to the store.

The adjuster of claims in any store must be a diplomat of the highest order. He must keep an even temper and present a smiling face, and he must turn the unreasonable customer, who has become an enemy of the store, to a passified ally of the business without having to refund any more of the profits than is absolutely necessary.

Most merchants can recall the

woman, for instance, who comes marching down the aisle with fire in her eye, and demands to see the manager about a pair of shoes for which she paid \$3 not over two weeks ago and which have all gone to pieces. Most merchants can remember that they felt like telling her outright that nothing could be done for her. A claim of just this kind was handled very cleverly by the claim adjuster in one of the large St. Louis shoe stores:

The clerk to whom the lady stated her case politely asked her to have a seat until he called the manager. Then the claim adjuster advanced with a smile and asked for particulars. There was an expression of surprise on his face when the customer told the particulars and he learned that a pair of their shoes had gone wrong, and he indicated the curiosity to see the offending items of footwear. To all appearances he immediately agreed with the customer that the shoes were almost worthless and sympathized with her in being unfortunately imposed upon. Right there was the key to his success. The customer was immediately disarmed without being aware of the fact, and from that time on was at the mercy of the adjuster. The battle which he intended to fight was seemingly over and she, perhaps, thought that she had won without a struggle.

The claim adjuster removed both shoes and they looked them over together. He glanced at the lining and discovered that the shoes were date marked five weeks previous and, although the customer repeated that she had not had them over two weeks, he seemed to agree with her for the present.

This claim adjuster found that the soles had worn through and needed halfsoling. There was no doubt about that. The customer remarked that the sole must have been made of rotten leather and the adjuster explained that it was very surprising that they should wear out so quickly because the factory that made them had a splendid reputation and this was the first pair of shoes with which they had had any trouble. He told her, however, that the sole leather coming from animals could not always be depended upon to have uniform strength and that, perhaps, a weak part of the hide was unintentionally used in this pair of shoes. He went on to tell how the factories employed inspectors in the sole leather department and that, while they used extreme care, it might have been pos-



Just Common Sense

Go over your rubber sales for the last two seasons and strike a fair average.

Is there any good reason why you should expect to sell fewer rubbers this season? No, not if you are alive. Every season

Wales Goodyear Rubbers

are better than the year before—the Bear Brand means satisfied customers—you'll need the rubbers all right, no escaping that. About two days of snow will use up your school arctics.

Don't you think you've been saying "tomorrow" about as long as it's safe? Better send in that order today.

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Distributors of Wales Goodyear Rubbers
Makers of the Famous
"Bertsch" and "H B Hard Pan" Shoes



The Genuine Hard Pan

Is a shoe that out-lasts all others where the conditions of wear are particularly hard on any sort of footwear.

Medium or heavy sole, also high cut. It is practical as well as comfortable

Our trade mark on the sole guarantees your customers the best shoe satisfaction, and then some.



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

sible that the surface of this pair of soles had not shown any imperfections. He told her that he was sorry that she had been made a victim and was very glad that she had brought the shoes back to the store. He informed her that he did not consider her a kicker. On the contrary, he wanted to thank her for calling attention to the matter. He said that the reputation of the store and the manufacturer had been placed in jeopardy and that the policy of their business was to make satisfied customers; no matter at what cost. They were more than willing to make amends and would do anything to please their customers.

This was just what the customer wanted and from the antagonistic feeling which enveloped her when she entered the store, she emerged a very reasonable and friendly woman.

Casually looking the shoe over the claim adjuster made a remark that the uppers of the shoes were in splendid condition. The customer agreed to this, also. He then noticed that the heels, the lining and the toes were almost as good as new. She looked them over, also, and found this to be the case. After still further examination, they both discovered that there was nothing wrong with the shoes except that the soles were worn out, and then the adjuster discovered the date in the lining. Without reminding the customer that she had said that she had had the shoes but two weeks, he said:

"These shoes were sold five weeks ago; but you certainly could not have worn them very much in that time. Here, look at the heels—they hardly show any wear at all, and the tops are as good as new."

The customer remembered that she had stated that she had had the shoes but two weeks, and she felt very grateful to the adjuster for not mentioning the fact, so when he finally made the suggestion that the shoes seemed to be all right except the soles, and that the store insisted that she allow them to put on a new pair, free of charge, it seemed very reasonable to her and she accepted his offer. He said that the shoes, after being half-soled, would be as good as new, and would be very satisfactory, especially for every-day wear.

Then, he happened to think of some new shoes which they just received that morning and he courteously showed them to the customer. As her old shoes were off her feet and fortunately he had selected just the right size, he tried on a pair of the new shoes much to the satisfaction of the customer. He explained to her that the price was \$4, but the shoe had so much better work on it and nothing but the best materials had been used, especially in the soles, that he felt sure she would be better satisfied than she was with her \$3 pair. Finally she decided to leave the shoes on and he agreed to send the repaired shoes to her that afternoon. Courteously he ac-

cepted her money with \$1.25 profit connected with it and bowed her out. She was entirely satisfied and is now a good friend of the store. The mean remarks she had intended to make to her friend concerning the shoes had left her mind. The adjuster had the shoes repaired and was still 75 cents ahead.

This incident is a sample of the manner in which the trained adjuster will handle a complaint. His method is one which can be followed in any store, no matter how small or how large. The thing which the retailer must take into consideration is that the customer in making a special trip to the store, concerning a complaint on a pair of shoes, is "mad" all through, and has fully made up her mind to either get a new pair of shoes or discontinue buying anything from the store. While the retailer may not make more than 25 cents a pair net on his shoes, it is usually the best policy to give the customer everything she asks.

If he will take up the case in a diplomatic manner, such as has been illustrated here, he will probably eliminate the necessity for giving a new pair of shoes, simply because the soles have proven unsatisfactory, and, even if he does have to give a new pair of shoes occasionally, he will retain the friendship of customers and all their friends in the community. The best policy is to give customers what they want.

Not a Chance Game.

Whatever is worth doing in a store is worth doing as it should be done. If a line is to be carried it must be carried right or it proves a failure that may be attributed to the goods by the retailers when in reality the fault lies in the manner of doing instead of the stuff at the bottom of it all.

There was a call for white canvas button boots for little children and the retailer promised to put in a stock of them. He did. He bought six pairs—out of the six pairs he expected to supply the entire demand for white canvas button boots. Unfortunately in such a small stock he could not pick out the exact sizes which would be called for and still has on hand three pairs. He probably lost twenty sales because of sizes which he did not have. He won't buy any more and he swears that people did not really want them after all.

The same retailer had calls for black satin pumps for evening wear. He specially ordered a few pairs and then ordered in quantity. The result is that he has enough stock of satin pumps to supply a town twice the size of that which he is in. The same thing is true of a lot of men's shoes which he ordered. The same thing is true of a certain style of boys' shoes which he ordered. The same will probably be true of many other things until he may be the most difficult man on the line to sell anything to and will have his store containing the most abominable lot

of styles to be found almost anywhere.

All because of an indiscrimination that has paid no attention to the fitness of the thing ordered for the purpose desired and no judgment based on the probable ability and inclination of consumption in his locality.

To be able to exactly determine what will sell in a community is impossible, but to use the average sense, such as God gave to geese, to determine what is appropriate and what the quantities and styles should be is a possibility and a real necessity. To sell goods profitably and to make a genuine success of business is not simply to buy and offer for sale. Stuff marketable in a city of a mil-

lion is not good for every locality, and stuff marketable in a small town wouldn't sell in a city of a million, in many instances. The retailer not only must needs cut his garment according to his cloth financially but he also must needs be able to determine reasonably near the real requirements of his trade in goods. Retailing need not be such a fearful game of chance.—Shoe and Leather Gazette.

Mayer

Leading Lady

**Fine Shoes
For Women**

Satisfy the Trade

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.

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



FOREST FIRE PROTECTION.

Northern Michigan Timber Owners Organize Against Loss.

The forest fire losses of 1910 have been most severe in the Northwestern States and in Minnesota, with result that the attention of the public has been directed away from the smaller losses of Michigan and Wisconsin timber owners. Notwithstanding the fact that fires of the northern part of Michigan and Wisconsin have had little attention in the press the experience of the last season has been sufficient to demonstrate to timber owners of that section the necessity of taking steps for the prevention of further losses.

The forest fire conference held at Marquette, Mich., last week was a direct outgrowth of the fact that great areas in Northern Michigan, during the last summer, were in danger of destruction and were saved only by extraordinary effort of a few operators.

Two things have become notably apparent from the forest fire dangers of the last few years. First and foremost is the fact that the owners of timber in the Northern States can not expect adequate protection from the states. Upon the basis of present taxation they are getting practically no fire protection and there is little likelihood that an increase in taxes would improve the situation. In the second place, it has become evident that no timber owner can protect his property at reasonable cost if he is beset with careless neighbors who through indifference and neglect greatly increase his fire risk. Therefore the progressive element has come to the conclusion that the only remedy for the intolerable condition, the only relief from the constant danger of annihilation by fire, lies in co-operative action, similar to that already in vogue in the Pacific Northwest.

An efficient forest patrol system is necessary to eliminate forest fires or reduce losses to the minimum, but such a system can be maintained economically only when large owners, whose interests are the same, in this respect at least, join in the work. Such is the theory back of the organization of the Northern Forest Protective Association, the purposes of which are to institute a patrol system in the northern counties of Michigan and Wisconsin, and perhaps in Minnesota, as well as to educate that class of people who in the past have been responsible for the setting of serious fires; to protect owners of timber against unreasonable and unwise legislation, and in every other justifiable manner to co-operate for the protection and conservation of the forest resources of the northern timbered states.

In the conduct of an organization of this character certain problems are bound to arise and it is not improbable that the officers of the new organization upon whom devolves the duty of enlisting the aid, financial and otherwise, of the principal timber owners of the North, will meet some slight obstacles in their at-

tempt to perfect the organization. The task is a big one and the project involves the expenditure of considerable sums of money, although it is certain that the aggregate cost of patrolling the forests will be but a fractional part of the amount of the average year's fire losses. Be this as it may, the fact that similar projects have been carried out successfully in the Pacific Northwest is an absolute guaranty of the feasibility of the plan and, while the Northern Forest Protective Association will be the pioneer organization of its character in the east half of the United States, its organizers have an invincible argument in the experience of Western timber owners whose fire protection system this year saved them amounts beyond calculation.

That approximately 2,000,000 acres of timber land were represented at the Marquette meeting is of itself indisputable evidence of the importance of the movement and of the awakening of interest, not only among lumbermen but also among the non-operating classes of timber owners who by virtue of the fact that they are not always in close touch with their properties have not in the past fully appreciated the seriousness of the fire risk. Moreover, timber owners in Michigan, who, although not present at the Marquette conference, expressed their willingness to join in such a movement, represented a large additional acreage and furnished ample justification for the statement that the organization will represent 3,000,000 to 4,000,000 acres in Michigan alone.

Fortunately for all concerned, this Association proposes to extend its activities into Wisconsin. For the purpose of lumbermen and timber owners the line between the Upper Peninsula and Wisconsin is purely a legislative one and any kind of forest protection which is good in one state will be equally as desirable in the other. Owners in both states appreciate the importance of protection more and more as they observe the depletion of the valuable forests which each year increase the ratio of fire losses to aggregate stumpage.

It is understood, of course, that the first object of this organization will be to establish a patrol system. But hardly less important will be its influence upon fire protection legislation. Every act of the Michigan Legislature which tends to impose restrictions upon the operator in the Wolverine State has its effect upon the Wisconsin lumberman, and vice versa. Much of the legislation introduced at Lansing of Madison in years past has been based upon the theory that the timber owners and lumbermen were careless, wasteful and unmindful of their own and the public's interests. The very fact that an organization of this kind is formed and becomes active will go far to remove a popular prejudice which as long as it continues is bound to prove detrimental to the owners of timber property. If they take the lead the public will permit them to guide legislation into right channels, while if they show a disposition to

disregard public opinion they can hope for little assistance.

Thus the Northern Forest Protective Association has much to do, and with surprising speed a capable organization has been formed to take up the work. The time selected was fortunate inasmuch as Michigan, Wisconsin and Minnesota are about to hold a joint discussion of the forest fire question. The Lake States Forest Fire Conference, to be held at St. Paul, Minn., December 6-7, will serve to stimulate the work of the Association formed at Marquette, and between the two meetings the co-operation of every land owner and operating lumberman in the Lake States should easily be obtainable.—Northwestern Lumberman.

Easy Lessons in Lumbering.

The Northwestern Lumberman has opened a school for lumbermen, with easy lessons to beginners. The first lesson is on "the paramount necessity of having a forest of some kind to begin with," and gives the following useful information:

To begin with, in the lumber manufacturing business you will need a forest. Indeed, a forest is almost indispensable. It is almost impossible to manufacture lumber without a forest. Some men have tried it, but they are not in business now. Some of them are in the stone quarry occupation while others are helping the good roads movement. They tried to manufacture lumber with a rolltop desk and a filing cabinet and a blonde typewriter, but luck and the sheriff were against them. A man of

can fight bad luck sometimes and come out alive, but the sheriff has a way about him that is very discouraging, to say the least.

Of course it will not be hard for you to get a forest. In almost every neighborhood there is a forest of some kind or other. Some of them have been fenced in and are used for the dissemination of Wagner music and Blatz beer. That kind of a forest will not do. Some young men we know (we will not say whom, but we know) have studied in these places and have never become really successful lumbermen. The trouble was that instead of studying forestry they studied irrigation. They are closely related subjects, but forestry, alas, is a much dryer study. A young man may get ahead in the study of irrigation, but it will be the wrong kind of a head. He can learn to dam and all that sort of thing, but he can learn that also in the lumber business and still keep his insides dry. To matriculate in the place of which we speak means a great many long hours and a great deal of night study. So we advise you, young man, to keep away from the forest with the green lights and the nice little tables and the French pastry and the night before the morning after, etc., etc.

In most of our large cities there are other forests that are known as public parks. These are forests that have been set aside or pushed aside by the city as a place for nursemaids to air the babies and personal affairs of their mistresses.



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.

Offices and Sales Rooms
Market and Monroe Sts.
Chicago

Michigan Representatives

Willard H. James, Sam D. Davenport

THE GROCER'S PROFITS.**Buy Carefully, Watch Expenses and Pay Promptly.**

How can the grocer's profits be increased? What are we working for? Profit, money? Certainly! We want to make first an honest living doing a legitimate business; we desire to create a surplus account beyond our immediate every-day needs, something to provide for the future. To accomplish these ends we realize that we must attend strictly to business, must give a great deal of thought and care to every detail, must aim to give the public good honest merchandise in return for their money. This is absolutely necessary if we intend to build our trade and build up a profitable business.

Now, how about making a little extra profit? I would like to mention first, the buying end. Do not buy larger quantities of goods than you can readily dispose of in a reasonable time, buy often, turn your stock over as many times a year as possible, keep your stock fresh and clean, take advantage of deals or quantity prices when you know the goods are reliable and the prices right. If you can not conveniently handle the "deal" of quantity, get in touch with your neighbor grocer or some member of your Association and divide with him to your mutual benefit, and thus own the goods at bottom prices. Then just because you own them right, don't see how cheap you can sell them. We need to get a little extra profit on some articles to make up for the many other staple goods that are sold at cost or less than cost after adding expenses to original price. Second, watch expenses. Keep careful account of all expenses and figure them up at regular intervals, find out what the percentage of expense is to your total sales. Is it increasing or decreasing, or does it remain about the same? If expenses are increasing faster than the business warrants, find out where the increase is and stop the leak.

Keep your own personal expenses well within your income. Don't you know some men when they get into business and handle quite a lot of money get the idea that the net profits are a great deal larger than they really are, and increase their living expenses too rapidly. Better keep personal expenses down and aim to have a surplus cash account; it may come in handy some time quite unexpectedly. Third, check up your invoices carefully, see that you get everything billed to you, count and weigh all goods bought. Fourth, credit. Use your best judgment in extending credit; insist on prompt settlements regularly. Learn to say no and stick to it when necessary. Better shut off a customer that you are a little doubtful about when the account is a week or two old than to let it run along indefinitely. Have some system about your accounts and watch them closely.

Then be prompt in settling your own bills, discount all accounts that discount is allowed on. This amounts

to quite a snug sum in the course of a year in a fair sized business. At the same time by paying up promptly you are building up a good name for yourself among the wholesale trade. If there were less retail grocers owned or carried along by the wholesale dealers the trade itself would be on a more substantial basis than it is at present.

These remarks are the result of nineteen years' experience in the retail grocery and provision business. If they may be the means of helping some one or lifting some one up to a higher plane I shall be happy indeed. Albert E. Jewell, President Worcester Retail Grocers' Association.

Horseflesh For Food.

The dearth of meat in nearly all European countries has revived the controversy about horseflesh, which, with black bread, is still alleged to be the staple food of the working classes in some countries. In the Paris Journal Dr. Pascal warmly recommends horseflesh, which he says is very good and relatively cheap. "The prejudice against horseflesh has had to give way before now to poverty, scarcity and hunger," says the doctor. "The first horse butcher's shop in Paris opened in 1866, and there are now 800 in France, of whom 550 are in Paris and vicinity. There are two special slaughter houses in the Department of the Seine, and 60,175 horses, 1,141 donkeys and 463 mules were killed there in 1907. One-third of the horseflesh in Paris is, however, made into sausages, which suggests that there is still a very strong prejudice against horseflesh as such." There is only one real objection to the use of horseflesh, thinks Dr. Pascal. The animals that are slaughtered are old and worn out instead of being well fed with a view to the meat market. The Public Health Department in Paris buys every day upward of 1,700 pounds of horse meat to be chopped up and eaten raw by delicate patients at the hospitals. Horse meat is said to be not indigestible, and the flesh even of aged animals is tender. So rarely is tuberculosis found in horse meat that out of 53,000 animals slaughtered in 1905 only four were rejected on that account, while in the following year out of 57,000 only seven were pronounced unfit for food for the same reason. Choice pieces of horse meat fetch about 10 cents a pound wholesale and may be sold in the retail trade for as much as 18 cents a pound. Donkey meat and mule meat have their own special patrons, and the votaries of horseflesh firmly believe that if horses were treated like oxen and well fed, horse meat would soon be generally preferred to beef.

Some one once defined a bore as being a man who talked about the things he was interested in when you wanted to talk about the things in which you were interested.

Look upon dishonesty in the same way that you look upon waste—or inefficiency—not at its moral aspect.

EXILE FROM NATIVE LAND.**Oldest White Man Born in Upper Peninsula Lives in Italy.**

Edwin J. Hulbert, the discoverer of the great Calumet & Hecla mine, is the oldest living white person born in the Upper Peninsula. He was born at Fort Brady, Saulte Ste. Marie, April 30, 1829.

John Hulbert, father of Edwin J. Hulbert, settled at Fort Brady in 1821. He was sutler to the garrison of the Second Infantry, U. S. Army, Colonel Clark commanding. He married there, in 1827, Maria Edmondorp Schoolcraft, sister of Henry R. Schoolcraft, the pioneer explorer and etymologist of the Lake Superior country.

Edwin J. Hulbert is now residing in Italy, an exile from the native land, driven there by the cruel nation of those who should have been his greatest friends, admirers and benefactors, as they, not he, have been the recipients of his wonderful discovery of the great Calumet & Hecla conglomerate lode, which has made so many men rich.

Hate, avarice and greed, however, have deprived him of the benefits of the discovery, and while many of them are enjoying the riches sent up yearly from the depths of the lode, he is now living in exile in Italy, pondering over "man's inhumanity to man."

Mr. Hulbert is still a great believer in the future of the Lake Superior copper district and he regrets that circumstances are such as to

prevent his returning to our shores and divulging and uncovering the other great copper lode, known as the "Tomahawk," of which perhaps with one or two exceptions he is the only person that can point it out and uncover it for the future addition to Lake Superior's copper resources.

In the mean time many of the curious and wise arcs of society in Houghton county shrug their shoulders and say "one of Hulbert's dreams." They little know or dream that the lode has actually been uncovered and worked, stoped and shipped from, and thousands of people in Houghton county daily travel over its hidden treasure, but the iron stakes are there, driven by Hulbert or his faithful helpmate, Captain Scott, and they may be before long withdrawn and disclose the long hidden Tomahawk. Until that time comes the Copper Country people must remain contented with the knowledge that so far the three greatest copper veins of the world have been uncovered in the Calumet, Tomahawk and Carp Lake by Hulbert. Until that time comes we must wait with patience.

Alfred Meads.

Marquette, Mich.

Vanity is the handle by which you can influence most men. A strong dash of personal vanity has made many a man successful.

The most credulous of mortals is he who is persuaded of his own greatness.

Re-Ro-Co ASPHALT

GRANITE SHINGLES

And our GRANITE SURFACE PREPARED ROOFING

in Rolls are pliable and made with a view to laying in cold weather. No need to wait for summer weather if you decide to handle our goods. Sold on a POSITIVE GUARANTEE

Shingles are guaranteed for 20 years and Roofing for 10 years.

Trade prices are now interesting and we invite your account.

Telephone us your order and we will stand the toll service.

Goods shipped one hour after order is received.

H. M. REYNOLDS CO. GRAND RAPIDS, MICH.

Manufacturers

Established 1868



HOLIDAY HARDWARE TRADE.

Getting Ready for Christmas—People Will Soon Be Buying.

The best holiday business is the result of thought and action months before Christmas buying actually begins. Indeed, with many who aim to increase their holiday trade from year to year, preparations are begun a year ahead. A careful study is made of people as they make their Christmas purchases; when they commence buying and what they buy; of goods sold, quantity, quality and variety. Records are kept of window trims and other advertising that proved effective. From the data thus gathered plans are formed for the coming year.

With the thought of Christmas business in mind you can decide upon what you will add to your regular lines, at the same time judiciously strengthening all departments as opportunity presents, and not wait until the last minute to rush orders. With the thought in mind of a specific sales opportunity, like that presented in the holidays, ideas, plans for selling, details of window trims, and all that goes toward business getting will be presented in unexpected ways. With all your facilities alert the ideas you want can hardly escape you.

Preparations for window displays should be undertaken at once—preparations only. Those who are especially expert in making good displays should restrain their proclivities and make an effort to hold off their elaborate displays until December, and then set off your fireworks in earnest. Commence the holiday campaign with sporting goods in the early fall.

The game season has already opened, but it is not yet too late to exercise the window trimming abilities struggling for expression. Say a landscape window, with water trickling over a series of falls—built in one corner of the window. Behind each fall an electric light, each one a different color, automatically coming on and off. Brown tissue paper cut into fine strips, strewn on the bottom of the window, represents the grass, dry and brown at this time of the year. In the center of the window place a small stump of a tree, natural if possible, although a piece of painted canvas thrown over a bucket will answer—on which lay shot guns and rifles as spokes in a wheel, the butts resting on the brown paper and the barrels on the stump. Place ammunition, gun cases, clean-

ing and reloading sets, well balanced. This with the pictorial aids furnished by manufacturers and jobbers will make an effective display.

The next special window should be for Thanksgiving, unless some local occasion demands special recognition. This display might have an historical setting. Then comes the holiday windows in December. Between the sporting goods window and the holiday displays try and put in your regular window, from week to week, displays that will show the variety and completeness of your stock. Marshal, as it were, your entire strength, from the coast artillery to flying cavalry; bringing up the reserves, cutlery, plated ware and fancy extras for the December onslaught.

The idea is to feed the public, but not to dull its taste by a surfeit of highly flavored displays. There should be special window trims for December, for "the law declares it and the court allows it;" in other words, the people expect it. You can have two, possibly three, good windows, if you get ready now. Now is the pleasant time, cool and quiet, why delay?

Nearly everything stocked in your store has a gift-giving value. It was said in jest, "A woman clerk would arrange an implement stock by decorating the plows with baby ribbon." Let her try it seriously this Christmas, and you may not be the first to discover that many a true word has been spoken in jest.

Cold Weather Has Put Ginger Into Hardware Trade.

The cold wave has put ginger into the current demand for hardware. The weather had been so pleasant this fall that people had generally deferred putting up their stoves and storm doors and making other preparations for winter, and merchants had not found it necessary to replenish their initial stocks. It is human nature to put things off until the last moment, and for this reason the weather has a remarkable influence on the demands that are made from day to day on the retail hardware store. The merchant must look forward and anticipate the wants of his customers by having in stock the articles of hardware that people will want next week or next month, and the jobber in the same manner must carry large stocks and be prepared at a moment's notice to come to the relief of the beleaguered merchant when the thousands of customers who have waited until the last moment descend in a rush on

the retail store. This ought to be a good winter for the stove trade in the West, as well as for all stove trade accessories, as coal is likely to be scarce. There is no danger of a real coal famine unless the winter should be unusually cold and long, but the available supply of coal is smaller than it has been in many years. This will mean higher prices, especially for soft coal, and it will be to the interest of the householders to have furnaces and stoves in perfect condition, so that fuel will not be wasted. The shortage in the coal supply is due to the fact that the Illinois mines, which produce at the rate of 50,000,000 tons per year and supply a very large section of the Mississippi Valley, were shut down for about six months, beginning April 1, on account of a dispute between the workmen and operators over wages. The states which depend upon Illinois mines for their coal, as far west as Nebraska and the Dakotas, are going into the winter with a very small reserve supply, as coal dealers have not been able to accumulate stocks, and manufacturers and other large consumers also have small stocks to begin the winter. The general trade in hardware is moving along at a very satisfactory rate and appears to be in a normal, healthy condition. While crops are larger in the aggregate than usual, there is no immediate prospect of a boom or unusual demand, as prices of wheat, corn and oats have declined, and this will have a tendency to check any unusual expenditure among the farmers. They still have plenty of money, but are always cautious in spending if when prices show a declining tendency.

A friend indeed is a man who never tells us his troubles.

Do your duty to-day and don't worry about to-morrow.

When you are ill make haste to forgive your enemies, for you may recover.

To the eye of failure success is an accident with a presumption of crime.

Generosity to a fallen foe is virtue that takes no chances.

Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and Everything of Metal



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.
Catalog Free.

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

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
Grand Rapids, Mich.

66 N. Ottawa St.

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.

CENSUS FIGURES

Growing Towns Take Pride in This Showing.

Statistics are proverbially uninteresting. It is safe, however, to say that the bulletins of the Census Bureau in regard to the population of towns and cities are not open to this charge. They have in many instances been awaited with solicitude, and comparisons with neighboring and perhaps rival towns have been made with eagerness. Where there has been a fine growth in population, and especially a notable percentage of increase over that shown in the last census, a feeling of local pride is aroused, often finding expression in exultation more or less dignified, and perhaps the poking of fun at less successful rivals. If the figures do not tell an entirely satisfactory story there is the attempt to explain the failure, pointing out that after all bigness is not the main thing, and directing attention to compensating advantages, arguing that the town is a most desirable place for residence and trade, with a future that is full of promise. Local pride, except in the pitiable instances in which it is lacking, is certain to assert itself and to endeavor to find reasons for contentment if not for satisfaction.

There may here and there be communities which regard with indifference the indications given by the census of their growth in comparison with other places. They do not greatly care if they fall behind in the race. Such places, whatever individual worth and well-being there may be in them, tested by the spirit of modern progress are sluggish and inert and without proper ambition. Growth, indeed, in itself is not the highest mark of distinction. But growth in a representative town is usually desirable and creditable, as it reflects the well-being and prosperity of its citizens. Growth is a testimony to the attractiveness of the place. People for one reason or another like to come to it and to dwell in it. Its merchants are doing an increasing business. Its real estate is presumably holding its own and perhaps appreciating. It certainly possesses attractions of some kind—educational or social advantages, a good climate, opportunities for capital, work for the laboring classes, employment for young men who are looking for means of making a livelihood and by and by a fortune. There are indeed many disadvantages connected with urban growth, especially the flocking of multitudes to the large cities. The passing away of hamlets and rural communities is, in many cases, a distinct loss and greatly to be regretted. The growth of towns and villages, whatever may be said of the great cities, is, on the other hand, ordinarily desirable as promoting the prosperity and broadening of the life of their people. In the very large majority of instances it is based on commercial and industrial progress in connection with

which, or as a result of which, the conditions of life are improved, with an increase of comfort, refinement and general well-being. Ordinarily a town should be a growing town.

The effect of the census figures should be to stimulate local pride and interest in civic advancement. Where there has not been a reasonable growth this fact should appeal to the public spirit of the community, impelling its citizens to endeavor to do something for its prosperity. Many of the newspapers of the villages and smaller and larger cities bear evidence that this feeling is at work in places which are not retaining their relative importance, and they are endeavoring to awaken a proper local spirit and to point out measures which should be adopted for the betterment of the community. Others which have a fine increase in population are exulting over their progress, sometimes with an amusing and genial extravagance, and in a light vein are bantering rival towns which have not chronicled a corresponding advance. All this indicates the rising of a natural and healthful local spirit. People should be fond of the place in which they live and take pleasure in its advancement. To this spirit and to efforts for the public good the publication of the census returns directly and effectively contributes. Towns which have made little progress will be disposed to wake up and get a move on. Those which have done well will be impelled to do better, strengthening what has contributed to their prosperity, correcting faults or deficiencies, and with renewed vigor setting out to make still better progress, to be chronicled when the next census is taken.

In this manner there is for the merchants of the community a responsibility and an opportunity. Local progress is usually connected with business, and it is up to business men to be leaders in efforts for the general good. They are usually men of affairs, active in local matters. Their common interest in the welfare of the town, and especially in the growth of its business, gives them a reason for getting together and working together. They should be, of all the people in the community, the best informed in regard to the measures and influences which will help to build up its industries and its trade. The extension of organization among the commercial classes is a notable feature of the past decade, but most of the organization has been on a large scale, with associations covering a wide territory and interested in matters of broad scope. There is need of general movement in the direction of local associations among the business men of the various towns and cities. These associations can in various ways promote the growth of the town by the cultivation of trade relations and conditions favorable to business, by mutual co-operation in matters of common interest, by public improvements which will add

to its attractiveness, and by arousing a public spirit which will be a potent factor in advancing the general welfare. We, therefore, submit that whatever may be the impression made by the census figures of 1910, as compared with those of 1900, there should be awakened a general disposition to engage in united effort for local progress along the best lines. If such efforts are now being made we trust the hardware merchants will be prompt and efficient in promoting them. If nothing is being done along these lines there is no class of business men better qualified to take the initiative than the hardware merchants.—Iron Age.

To Color Electric Bulbs.

Coat the bulb thinly and evenly with a solution of gelatin—about one ounce to twenty ounces of water. Pour on a solution of aniline dye, any color, in methylated spirit, and rotate the bulb. Set it up to dry thoroughly. If any excess of dye has been used an undesirable semi-matt appearance

will be given, but it can be easily removed by rubbing the globe with cotton-wool soaked in spirit. If a green color is being used, care should be taken to get a dye free from bluish tint, as the result will be a sickly shade.

This same method can be applied in making slides for flashing signs, but is much more difficult to manipulate because of the larger surface to be covered. Paint on one side of a sheet of plain glass any suitable wording, or get a sign painter to do it. Coat the other side with the gelatin solution the same way as you would varnish a negative, color, and when dry cover with matt photographic varnish to prevent the incandescent film of the lamp from being seen by the public.

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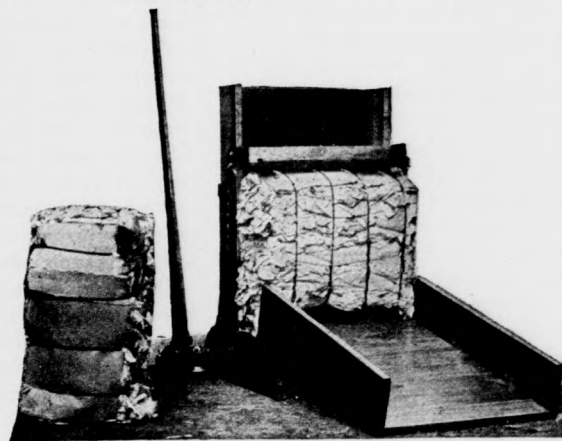
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These goods will satisfy your customers and increase your business. Ask for catalogue.

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Grand Rapids, Mich.

EARLY CHRISTMAS TRADE.

Right Now Is the Time To Arrange For It.

Written for the Tradesman.

Merchants who wish to secure a steady trade up to the first of the year, and so do away with the crowding holiday rush, must get their stores in shape for it, and get in the goods. It is of little use for dealers to fill the newspapers with hot air about buying early if holiday goods are not on hand when customers come in.

Christmas buyers want the latest things out, the new and novel articles which will make a hit and be talked about when they are exhibited by those who receive them. It is useless to expect them to buy from left-over stocks. They will not do it, so this is the time for the store buyer to get busy.

The newspapers help a lot by urging early trading, and merchants ought to be grateful to publishers for calling the attention of their readers to the fact that there will be crowds during the holidays, but all this effort is wasted if people go to stores only to learn that the new goods will be along "in a few days." One or two experiences of this sort will cause buyers to declare the "early trading" talk all a bluff.

There was Houston. He was about the most enterprising man in his town. He kept his stock up to date, and told the readers of the daily newspapers what he had to sell, and what he asked for the various articles in stock. Two years ago his store was so crowded during the holidays that his clerks became fretful and discourteous and customers went away angry, never to return to him. Last year he told his advertising manager to get out a lot of "early trading" advertisements, and to see that the buyers were posted as to prices.

"I'm going to have a steady trade this year," he said, "if advertising will bring it, and when the holiday season comes we shall be able to handle the trade. Besides, if the people buy of me in November and December they won't be rushing into rival stores just before Christmas and leaving their money there. Now, see what kind of an early trading campaign you can put up."

So Bert, the advertising man, went to the managers of the various departments and got lists of goods they wanted to run off and also the prices. They looked pretty good to him, especially the prices, and he used up a lot of valuable newspaper space talking about them. The announcements caught on, and the store began filling with customers at once.

"I told you it could be done," Houston said to Bert during that first day of rush. "Keep right on and we will have all the Christmas buying done in our store before the other fellows wake up."

Bert kept right on, as directed, but Houston began to look blue about the middle of the week. One night

he caught Bert just as he was leaving the store for home.

"Put a little more ginger in that copy," he said. "The sales are not what they should be, considering the money we are spending for advertising."

Bert put more ginger in his copy, arranged for cuts and put prices in big black figures. He also arranged with the newspapers for articles boosting early trading, to be printed free of expense to Houston. Two days later the merchant went to Bert once more.

"What is the matter with you?" he asked.

"What is it now?" asked Bert, knowing that he had written a lot of good matter for the newspapers.

"You used to write matter that drew the money," Houston said, "but now you seem to be falling down. Put the ginger in!"

"All right!"

Bert was mad, and so doubled space and used larger type. He put in greater variety and played up prices until it seemed to him that he was paying for getting out all the newspapers there were in town, besides supporting about a dozen job printing concerns. Houston looked pleased for a day or two, but finally came back at Bert again:

"Look here," he said, "you've got to get a move on. We are spending all the money we take in for advertising. Considering the newspaper bills, we ought to be doing a 100 per cent. more business. I don't like to make a change, but I'll do it if things do not improve. Perhaps you are using the wrong advertising mediums."

"Not a bit of it," said Bert. "If you want to fire me, I can't do better than quit right here, for I can get a job across the street."

"Wait a day or two and see how things turn out," said Houston. "I rather like that last copy, and it may bring in the money."

"I can't bring in the money," said Bert. "I can bring in only the crowds; then it is up to your buyer and your clerks."

"Don't try to put the blame on some one else," said Houston. "That is not the way to make a hit with me."

"I think I know where the fault lies," Bert said, "but I'm going to take your advice and let you find out for yourself why sales are slow."

Houston went home angry, and brooded in the little library next to the parlor. He decided right there to fire Bert the next day and to take hold of the copy writing himself. Bert had always been a good man, he agreed, but there was something wrong with him now. He would have to go.

While Houston sat there in his little den Mrs. Wilston-Dexter and Mrs. Mary Emma Sherman-Fenton came in to call on Mrs. Houston, who was upstairs putting on her war paint. The merchant heard a few words which convinced him that the ladies, who lived away up on Easy street, were talking shop, and listened.

"I'm tired," Mrs. Wilston-Dexter said. "I've been shopping all day."

"Buying fall goods?" the other asked.

"No; looking for Christmas goods."

"Oh, I gave that up long ago."

"What did you find?"

"Last year's stock," was the reply.

"That is just what I found to-day,"

said the other. "I read all the advertisements and went out to do Christmas shopping. The newspapers are saying so much about early trading that I thought I'd see what I could do. Then, the prices are low, as you probably know."

"Yes, the prices are low."

"Well, I went down to Houston's and looked through his stock. If I hadn't known better, I would have bought and been sorry later on."

"So you didn't buy?"

There was a half-suppressed laugh, and Houston turned red in the face, although he was out of sight.

"Suppose I had purchased the goods offered to early buyers," the lady went on, "and sent them around as presents? I should have been the laughing stock of the town. You know I always buy something durable and useful. Well—"

There was a short pause and another little laugh.

"Why?" asked Mrs. Sherman-Fenton.

"Because Houston is trying to run out last year's goods as the latest things out," was the reply. "Why, I never saw anything like it. He has not got a single new thing in yet—anything new in the line of holiday goods, I mean."

"Perhaps it is too early," suggested the other.

"If it is not too early to advertise them, it is not too early to have them in stock," said the tired woman.

"I had just that experience," said the other.

"And I met ever so many going away disappointed," said Mrs. Wilston-Dexter, "and some of them were positively angry. You know, we have to depend a lot on the word of the merchant, and they thought they had been deceived."

"Nice thing it would be to buy now, taking the advertisements for a guide, and then find a lot of new, stylish goods on the shelves at Christmas time for others to buy, and give us the laugh."

Houston let himself out of the library by a side door and hunted up Bert.

"Say, young man," he said, "suppose we change the character of the advertising copy for a few days?"

"What's the matter now?" asked the advertising man.

"The goods we have will be advertised as ordinary run of stock, and I'll see the buyer about new goods."

"I thought you'd have to see the buyer," laughed Bert. "He is the man you want to get after. I have filled the store with customers, but they did not buy because the stock was not up to their expectations. I couldn't take them down and grab the money out of their pockets, so sales

were slow. You have disappointed a lot of early buyers, Mr. Houston."

"I did it unintentionally," was the reply. "I thought people would buy good goods at any time, but it seems that these early buyers want the latest out. Well, they shall have it. Now, I'll go and see the buyer before I advertise any more Christmas goods I haven't got."

There is no doubt about it. New stock must be on hand—holiday stock—before holiday buyers are invited in. Often old stock, ordinary stock, will sell well to early shoppers, but there must be new holiday goods on the shelves before the people are asked to shop early. The advertising man can not take the money out of the pockets of the people he brings to the store, as Bert said.

Alfred B. Tozer.

Advertising.

I know of no recipe for success in advertising. If I did I would keep it myself. There is no more a science of advertising than there is a science of education. But organizations like the New York Advertising Men's League are working in the right direction. Co-operation and harmonious effort only can produce great results in so complex a state of society as ours.

Advertising is a description of a place, a thing, an event. All life is advertising. I do not differentiate between literature and advertising. Herodotus and Plutarch, who told us so much of what we know about old Greece and Rome, were advertising men.

There are other big advertising achievements in history. The man who put that defiant message in the mouth of Paul Jones (something, by the way, he never said) was a headliner. But "We haven't begun to fight yet" stands as an achievement of real advertising.

In writing advertisements, don't be afraid to let yourself get into the copy. Let a smile go into the ink bottle, if it will. In advertising, you are dealing with very human men, and you cannot mistake by letting your copy be human. In writing advertisements, I first try to have an idea; then I strive to put that idea into a form that may be easily read. Cut out every superfluous word. Make what you say interesting. Literature, and that means good advertising, need not be dead dull.—The Philistine.

Ready To Go Up.

"What makes a man ready to go up?" Mastering the present work. Don't care if that work is lugging cases or selling goods to the finest trade. When you're master of it in every true sense "you're ready to go up." And you ought to look to "go up"—expect to "go up." But it may not come this month nor this year—that isn't of so much importance as the fact that you're ready—and the double importance of keeping ready.—Boot and Shoe Recorder.

There is no profit in cocktail acquaintances.

FLOWERS FOR THE WINTER.

Bulbs Are Easily Handled and Produce Satisfactory Results.

The easiest, cheapest and most satisfactory method of obtaining flowers during the season of frost and snow is to grow them from bulbs. The all-important point in connection with this is to get the greatest possible root development before the tops start into growth, and the more time bulbs are given to develop their roots the larger and better will be the flowers, although all the skill in the world will not add to their total number, which was settled when the bulb ripened. For this reason the best bulbs always produce the best flowers.

Pot culture produces the most satisfactory results, and the soil used for the purpose should be composed of two parts good loam, one part sand and one part leaf mold, with the addition of pure bone meal, one part to fifty of soil. Five smaller size, as they do not dry out so quickly, and can be kept at a more even temperature. This size will take only one of the hyacinths known as firsts. What are known as bulb pans are really better than pots, as their extra width enables a larger number of bulbs to be planted together, and the best sizes to use are those of six or eight inches in diameter, the latter size being used for the largest bulbs. A six-inch pan will take three of the first hyacinths, five of seconds, six Roman hyacinths, four narcissus, six tulips, seven crocuses, nine freesia, ten oxalis and eight ixia.

Place broken crockery or charcoal at the bottom of the pot or pan and shake the soil down, plant the bulb deep enough so that its top will not show, but do not press it into the soil, as this packs the soil directly under the bulb, causing the root growth to force the bulb out of the soil. As mentioned above, good root growth is important, and after potting the bulbs the pots must be placed where the roots will grow and not the tops, and for this purpose there is nothing better than a trench in the ground deep enough to cover the pots with a foot of soil. Failing ground in which to make a trench, they can be placed against the house wall, or in an outhouse, and covered with ashes. In either position they can be allowed to remain until Christmas. A cellar may be used for the purpose if it has no heating apparatus or if it is large enough for the bulbs to be far enough away from the furnace that the heat will not reach them. In this case, too, they must be well covered with soil or ashes.

It should be mentioned that after potting, the soil should be thoroughly moistened, and no further watering will be required until the pots are ready to be brought into the light. Pots are generally brought into the light a few at a time, so as to have a succession of flowers, although where several different species are potted at the same time there will be a natural succession on account of some taking a longer time to develop than others. For instance, the paper white narcissus are the earliest to

flower, as they make sufficient root growth in fourteen days, while hyacinths take about a month and tulips six weeks.

In bringing the bulbs in for flowering place them in the coolest room first, and gradually bring them into the warmest with a sunny window.

Like other rules, that of getting the maximum amount of root growth from bulbs in the dark has its exception in the case of those known as Cape bulbs, of which the ones most commonly used for growing in rooms are freesia, oxalis and ixia. These require to be started in a cool place, but they must have light, and a cold frame gives the best environment; failing this, place them in a room where the temperature does not exceed 45 or 50 degrees until they have made some growth, after which they can be gradually taken into higher temperatures. Care must be taken in the case of Cape bulbs not to overwater, which is liable to cause the bulbs to burst. For this reason they can not, like those known as Dutch bulbs, be grown actually in water.

The growing of Dutch bulbs, hyacinths, tulips and narcissus in water or wet sand is the cleanest and most convenient way of raising flowers indoors, although the flowers will not be quite so big as if grown in soil. The easiest to grow in pure water is the species of narcissus known as the Chinese sacred lily, which can be placed in a shallow bowl, with sand to keep the bulb in position. If desired, a few pebbles may be placed over the sand. Put about half an inch of sand at the bottom of the bowl, then the bulb on top of it and fill with sand half way up the bulb. Then pour in water enough to thoroughly wet the sand, and put the bowl away in a cool, dark place. These directions apply also to hyacinths, tulips and other species of narcissus. Ten days is generally sufficient time for the Chinese lily, other narcissus fourteen, hyacinths three weeks and tulips five weeks. A covering of sphagnum moss is often put over the sand as it helps to maintain an even temperature and prevents the moisture evaporating so quickly, besides the green moss has a pleasing effect. Bulbs may be grown in water only, without the sand or pebbles, and for hyacinths special glasses are sold for the purpose.

Put a piece of charcoal in the glass and put in sufficient water to reach a quarter of an inch from the bottom of the bulb. Put away in a dark place until the roots reach the bottom of the glass. Water should be changed every four or five days, adding three or four drops of household ammonia each time.

To get the best flowers it is necessary, all other things being equal, to buy the best bulbs, and generally the largest bulbs produce the most flowers. For the earliest flowering get the Chinese sacred lily, paper white narcissus and Roman hyacinth, which will be followed by the horsfieldii, Sir Watkin, spurius major and cernuus narcissi, in the order named, if planted all at the same time. Tulips come a little later, the earliest being the

dwarf Duc Von Thol, which is, perhaps, the only red flowered bulb that can be had in bloom by Christmas. Other single tulips for succession are, Yellow Prince, Prosperine, brilliant carmine rose, King of the Yellows, Queen of the Netherlands, pink; Poterbaker, white; Sir Thomas Lipton, scarlet, and many others of varying shades. Named hyacinths are legion, and in buying it is well to get the best bulbs of whatever colors are desired and leave the names to the merchant.

City Beauty as an Asset.

In the recent planning congress in London reasons enough were given for the beautifying of towns. One, however, and an important one, was not, we believe, mentioned. This is the commercial benefit which accrues to a city which has become famous for the beauty of its buildings, the vistas unfolded by its streets, its public parks and gardens. For ages Paris has been known as the playground of the civilized world. Not only have countless thousands visited it for its ancient palaces, storehouses of art treasures, and its historic associations, but because of its architecture, its boulevards, and its parks and pleasure grounds. But many of the ancient buildings which delighted the eye of the artist have had to give way to the march of progress and the needs of to-day. So Paris is trying to beautify its modern features that some of its landmarks of the past will not be missed.

So strongly do the Parisians believe in city beautification as an investment that the municipality has been authorized to borrow \$175,000,000 for this purpose. A part of this, \$47,000,000, has just been raised by an issue of bonds, which, in spite of labor difficulties and other obstacles, was oversubscribed twenty times. At least two leading thoroughfares are to be greatly extended, new parks established, and new government buildings erected.

In America the chief opposition to improvements of this sort are likely to come from the classes which would most be benefited by them. Chicago's chief claim on visitors is its system of parks and boulevards. There is no telling how many of our guests are attracted by these splendid driveways and pleasure grounds. The Chicago plan, which commercially may be looked upon as an expensive dream of visionaries, would, if carried out, be the city's chief asset. Not only would it be to immeasurable benefit and delight to those who live here, but it would attract millions of people from elsewhere, and these indirectly would help pay for its cost and maintenance.

Pulling Together.

Competition is strong these days. It is growing stronger all the time and the merchant who expects to keep his place in the race for business must be keenly alert to grasp every advantage that comes his way: indeed, he must make advantages for himself without waiting for

them. But there are many merchants who apparently have the wrong idea of what competition means. They seem to think that the main purpose of running a store is to get ahead of some other merchant by hook or crook. In many towns competition is synonymous with cut-throat rivalry. Proprietors of competing stores refuse to speak to each other and would no more think of doing a favor for a rival in business than they would for a mail order competitor. This sort of competition is not only childish but the worst kind of business policy.

The merchants of every city should pull together; they should co-operate in every way possible. It is not only a lot more pleasant to be on good terms with a competitor, but it is also more profitable. This is a day of co-operation—of pulling together for the good of all instead of scrapping for a little temporary advantage. Even if one does get the advantage over another, the latter is pretty sure to come back with something else that more than evens things up.

There were two stores in an Illinois town right across from each other. Both were after business tooth and nail and watched each other's customers like hawks. When one would have a sale, the other would cut the price. They hired each other's clerks away, spied on each other and acted generally like a couple of spiteful children. In their spring and fall openings it was the ambition of each to come out before the other and in accomplishing this they advanced their dates until the openings were held a month before there was any reason for them. They did other things, and many of them, equally foolish. Neither store made half the money it should because both were afraid to charge a reasonable profit and because they had found from experience that the other was sure to cut the price. The two merchants had not spoken to each other for years.

One day the two were thrown together by accident. Both got on the same sleeping car and it turned out that they were assigned to the same section. The upshot of it was that they got to talking together and telling stories. Each was surprised to learn that the other was not a pirate but a good fellow. After a while they got to talking about business and this led them to their own affairs and they were soon joshing each other about the things they had done to one another. Next morning they had breakfast together and by the time they had reached home they had arranged to have their openings on the same day and quit bush-whacking each other. Most mercantile feuds could be settled in the same way to the great advantage of all concerned.—Merchants' Record.

Beauty is only skin deep, but meanness goes clear to the marrow.

Experience is the only real reflection of right and wrong.



"USELESS CRITTERS."

Farmer's View of Commercial Travelers.

Written for the Tradesman.

An intelligent, hard-working, successful farmer was in the village store when a commercial traveler made a visit. To a friend the farmer afterward declared that "that class of men are the most useless set of critters on earth."

It was a sweeping assertion and the speaker could hardly have realized the full import of his words. He did not mean exactly what he said, but what he did mean is worthy of consideration. What did he mean?

In the first place he did not mean to class commercial travelers with swindlers, fakirs, fortune tellers, and the like, who are without question of no use to humanity. He did not mean to assert anything against their moral characters. Nor did he mean that they were of no use to their employers. Knowing the man and knowing the standpoint from which he viewed the matter we knew what he meant.

He intended to say that the traveling salesman is an unnecessary factor in the sale and distribution of manufactured goods. It is an economic question—a commercial question—a question of methods and not of men. He meant that the cost of such a method of selling goods was a needless expense, which must eventually come out of the consumer. He meant that the farmer, the laborer and the producer are thereby compelled to support a class of men who give back to them no equivalent for such maintenance. In this sense they were termed "useless."

Such an opinion is general among farmers. How has it come about? Is it the natural conclusion drawn by those who occasionally see a "drummer" in the village store writing down the order given him by the storekeeper? If the commercial traveler never carried or displayed samples there might be some foundation for the conclusion that all he did for the storekeeper was to save him writing out and mailing his orders.

Farmers generally know better than that, for the proprietor of a general store has usually no separate room where the salesman can exhibit his samples, and sometimes there is a long counter covered with samples while patrons of the establishment look on and comment on the merits of this or that article. Their suggestions as to how the

goods will sell in the community have often more weight with the merchant than the agent's arguments or persuasions.

If farmers were to make an independent study of the matter; if they were to gain a fairly comprehensive view of the salesman's work and give their candid opinions the conclusion would be quite different. They are content, however, to accept the statements and declarations of manufacturers of farm tools and machinery and of mail order houses that middlemen are unnecessary and expensive factors. They accept this proposition the more readily because they first heard it from the farmers' organization known as the Grange. Its slogan has always been: "Away with the middleman! Their profits, their salaries and their expenses are needlessly borne by the consumer."

There are principles involved in this matter which are commendable, right and even obligatory. It is every man's right and duty to guard his own interests. He must economize; he must endeavor to eliminate every needless expense. Whether farmer, merchant or public officer, he does wrong to help support any class of people whose work or business is not for the common good. The expense of every middleman between manufacturer and consumer is borne by the latter, but all are not useless. Some may be; but it is neither right nor wise to condemn the entire class.

Whether or not the farmer needs to understand the true relation of the commercial traveler's work; whether or not it is of any use for him to know the true value of the agent's services, the retail merchant certainly ought to be well posted. If in any degree the farmer's declaration that commercial travelers are "useless critters" is true, then the retailer is largely to blame for helping to maintain such. The system could not continue without the merchant's consent.

But if the farmers' impressions are wrong; if they are misinformed; if it is all prejudice, still it is a detriment to the merchant's business. To educate his customers is a part of his work and it may be as necessary along this line as it is to enlighten them in regard to quality and value of goods.

We could not if we tried, enumerate all the ways in which the traveling salesman might be useful to the retailer. The varying conditions of different lines of merchandising and different locations effect the value of the salesman's services. It will

pay every merchant to give this question careful consideration and determine if possible whether the various salesmen who visit him are rendering full value for the time they occupy and the expense they occasion.

In the first place the retailer should estimate what it would cost him in railroad fare, hotel bills, additional clerk hire and absence from the store to visit the city markets as often as necessary to order goods.

The old-time merchant used to travel all the long distance to New York once or twice a year and be gone a month or two at a time. There was no other way for him to select goods except to go where the goods were. The merchant of to-day can run into some one of our convenient wholesale centers and back again the same day. But there are other matters of as great importance to which to devote his time as inspecting goods, investigating prices and making selections. When he does go—which should be several times a year—he should go for a change, a breathing spell, an outing; to make the acquaintance of wholesalers; to visit retail stores and note their methods; to gain new ideas in regard to equipment, display and advertising; to keep in touch with the progress of the times.

When he has tried a few times to buy all he set out to buy in one or two days; has gone from one wholesale house to another and from department to department; sees the multitude of styles, patterns, grades and endless variety of goods, he finds it much more difficult to make his selections than it is in the quiet of his own store with an assortment of samples selected for his class of trade by one who has studied his needs.

The commercial traveler who studies the people of the various localities he visits, learns the nature of their work, their methods of living and their financial ability can be of much more service to the retailer in selecting goods than the city salesman who is a stranger to the merchant, has had no experience outside the large city and perhaps none outside the one wholesale house.

The traveling salesman who is truly a representative of a reliable, substantial wholesale house may be of great benefit to the retailer and especially to one just entering upon a mercantile career. It is every merchant's privilege to learn all he can of the salesman. If he considers the matter he must realize that the traveler has ample opportunities to observe the methods of the various merchants he visits and can very distinctly point out the reasons why some fail and why others are remarkably successful. If the retailer assumes the proper attitude toward the traveler—if he is inquisitive, receptive, willing to receive suggestions—he will usually find the commercial traveler willing and competent to advise him along the line of the best methods to assure suc-

cess as well as what, why, how, when and where to buy goods.

To come back to the first proposition, it must be admitted that there are traveling salesmen who are worse than useless to the retail merchant, but he is ill-adapted to his vocation who is so poor a judge of human nature that he will not soon learn to detect such "useless critters." They are for the most part irregulars, promoters of schemes to get the merchant's money without a fair equivalent, or representatives of cut-throat firms who by misrepresentation, slander, deceptive prices or goods, endeavor to get a merchant's trade away from other wholesalers.

Like the wise retailer, the reliable wholesale house is seeking permanent customers and would never approve of a salesman's overlooking a merchant, inducing him to buy beyond his means or stocking him up with goods unsuited to his trade. The competent salesman will dis-

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston

Grand Rapids, Mich.

cover whether the retailer is one who needs to be encouraged to branch out more or to be warned against so doing. According as he is too cautious for his own good or too ready to take up every new proposition, so will the wise salesman treat him.

Whether because of tradition, friendly advice, previous experience or an inherent tendency, the sight of a commercial traveler usually puts the merchant on the defensive. This is wise and right in the case of all strangers and may always be necessary in dealing with certain individuals. But the time will come with every merchant when he must to a large extent rely upon the wholesalers with whom he deals. He will not be satisfied until he finds those in whom he can have great confidence. For this reason the retailer should make the personal acquaintance of wholesalers and satisfy himself as to the character of the men at the head of such houses. By the house one may generally judge the representative; for the reliable house will not long retain in its employ one whose character or methods are not in accord with its standards.

The isolation of the country merchant, the proprietor of the only store in the place or the only one in his line makes him feel the need of association with others with similar experiences or similar problems to solve. The visits of some commercial travelers are enjoyable breaks in the monotonous routine of storekeeping and are much enjoyed by the merchant. There may be sometimes in the mind of the on-looking patron of the store a shade of jealousy because of the difference of attitude on the part of the merchant toward the traveler and toward his customers. No one knows how little things may turn one against the stranger.

Many false impressions may be strengthened by erroneous interpretation of trivial incidents. The farmer who has been educated to believe that every man's hand is against him and that merchants and commercial travelers look upon the consumer as their prey may be confirmed in his belief that the latter are conspiring against him when he sees them in whispered conversation. This should be avoided if possible.

The verdant salesman and the one with wrong standards of business sometimes help to confirm the farmer's suspicions along this line. The leading inducement which they openly strive to impress upon the merchant is that he can make greater profits on the goods they offer than on those which he already handles. Let the merchant always meet such propositions with the firm and truthful declaration that he is content with a reasonable profit; that he believes in "live and let live;" that he is anxious always to give his patrons the very best he can for their money; and that his customers are his friends whose interests he is

bound to protect. Let him preach and practice this and it will help to overcome the erroneous and unjust views of the patron. It will also help to drive away the "useless critters" who can not possibly comprehend and do not know how to "work" the merchant who evidently has no greed for money.

E. E. Whitney.

Behind the Counter.

Traverse City—James E. Fitzgerald, who has been the manager for Grinnell Bros. store in Bay City for some time, and also filled the same position in several other places, arrived last week to become manager of the local store.

Owosso—John N. Axford for nine years head clerk at Murray & Terbush's clothing store, has resigned, to take effect Jan. 1, and will then go on the road for the Henry Hohnes & Co., with a line of linen collars and cuffs. His territory will include Northern Indiana and Michigan, with headquarters in Chicago.

Hart—John P. Nelson has accepted a position as clerk in Geo. E. Williams' store. Howard Bierwert, who resigned some time ago but has been helping out temporarily, will soon go to Grand Rapids to seek a position.

Kalamazoo—W. H. Humphrey, who for two years has been manager of the local branch of Hulburd, Warren & Chandler Co., of New York and Chicago, will leave the Kalamazoo office to handle the company's business in Detroit. Mr. Humphrey will be succeeded by Fred G. Fisher, of Battle Creek.

Benton Harbor—After a long experience in the Wilmot Bros. grocery store, and later with C. H. Slayton, Arthur V. Birdsey has accepted a similar position at the Ross Baker store.

Indiana Travelers.

Indianapolis—An illness of two weeks' duration resulted in the death Nov. 10 of John Stevenson, 62 years old, of Broad Ripple, one of the oldest and most well-known of local traveling salesmen.

South Bend—The annual ball and banquet of Post K. will be held in the Oliver Hotel December 2. The ball will be an innovation and it is believed it will prove popular with members of the T. P. A.

Indianapolis—The following Indiana travelers, members of the National T. P. A., have been awarded prizes in a contest for new members: C. A. Bronnenberg, L. R. Claudy, F. D. Haimbaugh, L. R. Ireland, E. E. Lebo and F. O. Sauer. The contest has been renewed for the coming year. Indiana ranked third in the number of new members obtained by the T. P. A. during the last month. Pennsylvania was first and Missouri second. The applications of twenty-five Indiana travelers were accepted.

The Marietta Stanley Co. has merged its business into a stock company under the same style with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in property.

Fish Freezing at Charlevoix.

The big 50-ton freezer and cold storage plant of the Booth Fisheries Co. in Charlevoix has gone into commission, and the regular warehouse force has been doubled for the work of caring for the large catches coming in daily from the lake and the Island.

It is an interesting process. The fish are put up in covered pans of a capacity of twenty-five pounds and buried in crushed ice and coarse salt. They remain in this freezing room but one night, when they are taken out and literally "corded" up in the cold storage room adjoining—the metal ceiling and walls of which glisten with the frost produced by the tons of ice that surround it.

In this room Saturday were piled up the "batch" of the night before—six tons of fish, mostly splendid Mackinaw trout, but Mr. Nordrum points to a section of whitefish that came from Antrim City, and which were swimming in the lake the day before. Another section of fish that show their striped outlines through the transparent ice consists of perch, and opposite them is a rank of plebeian chubs. All these fish are in condition to retain their freshness and flavor for an indefinite period.

Every few days a carload is boxed up and shipped to market or placed in the cold storage plant of the company in the larger cities. From now on until well into January the Booth plant will be a busy place, with the exception of the brief period between the close of spawn fishing and the termination of the close season, for the spawn gathering catches are usually large, and embrace a good portion of the prohibitive term.

Manufacturing Matters.

Plainwell—The Plainwell Creamery Co.'s plant will be sold at auction next Saturday.

Detroit—The Hupp-Ellis-Rutley Co. has changed its name to the Hupp-Rutley Construction Co.

Detroit—The capital stock of the Herrshoff Motor Co. has been increased from \$140,000 to \$230,000.

Athens—The Athens Hardwood Lumber Co. has bought the heading mill at Sherwood and will move it here.

Holland—The New Century Rod & Bait Co. has changed its name to the Holland Rod & Bait Co. and increased its capital stock from \$25,000 to \$45,000.

Adrian—The Van Camp Packing Co., of Indianapolis, will build a \$250,000 condensed milk factory here. Its capacity will be 140,000 gallons of milk daily.

Lyons—John Koster, of Pewamo, and Jacob Lund, of Lyons, have organized the Pewamo Baking Co., to supply the trade here and in neighboring towns.

Wayland—The Wayland Creamery Co. has secured the services of R. F. Hopkins, of Davison, M., an M. A. C. student, with 7 years' experience, as butter maker.

Detroit—The Detroit Motor Truck Co. has engaged in business with an authorized capital stock of \$5,000, of

which \$3,100 has been subscribed and \$500 paid in in cash.

Hartford—W. W. Rowan has sold the Hartford Stave Co. plant and stock to Fred Hinkley, of Benton Harbor. Mr. Hinkley's father is the head of the Colby-Hinkley Box Manufacturing Co., of Benton Harbor.

Paw Paw—A pickle factory is assured to be built by the Budlong Pickle Company of Chicago the coming season and a bucket factory to be established by Geo. Benton, of Lawton, is considered a good probability.

Owosso—The Western Dry Milk company has been organized to manufacture milk products, with \$35,000 authorized and \$25,000 paid in capital. Those interested are Harry E. Beecher, Chas. E. Cole and E. J. Donahue.

Detroit—The Hendricks-Martz Bros. Co. has engaged in business to manufacture, buy, sell and deal in mirrors, plate glass, etc., with an authorized capitalization of \$6,000, of which \$3,000 has been subscribed and \$1,500 paid in in cash.

Detroit—Otto Blesch, copper and brass refiner, has merged his business into a stock company under the style of the Blesch Metal Mfg. Co., with an authorized capital stock of \$15,000, of which \$8,000 has been subscribed, \$2,000 being paid in in cash and \$6,000 in property.

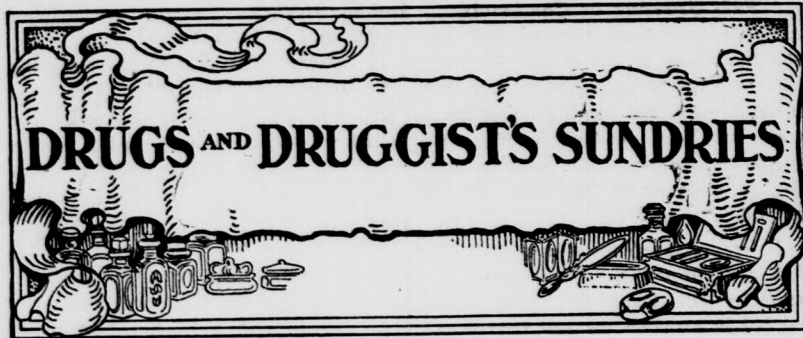
St. Joseph—The Saranac Machine Co. has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property. The stock is held in equal proportion by Wm. H. Ray, Edward Craig, E. C. Shepard and Wm. F. Benning.

Crittenden and the Yuille-Miller Co.

The Yuille-Miller Co. and the C. D. Crittenden Co. have effected an agreement which it is believed will greatly improve the efficiency and increase the volume of business handled by both houses and will enable them to better supply the fruit and produce trade of Western Michigan.

The C. D. Crittenden Co. recently secured the Western Michigan agency for the Capital City Dairy Company's high grade oleomargarine, and the increasing demand for these goods required more of its time and attention on the road than it anticipated. It has been found expedient by it to devote its entire energies to this trade, with headquarters as heretofore, at 43-45 Market street. The trade in fruit, produce and other perishables has been turned over to the Yuille-Miller Co., 30-32 Ottawa street. This arrangement will secure for both firms a minimum of expense and a maximum of service for their respective trades. With the acknowledged ability of the Crittenden Co. to sell goods, augmented by the heavy and complete stock of the Yuille-Miller Co. to draw from, the volume of business done will, no doubt, be very much increased.

A. Box, of Kingsley, has sold his grocery business to Claude Moore, who will take immediate possession.



INTERNATIONAL PHARMACY.

Interesting Discussion at Drug Congress of All Nations.

At the recent International Congress of Pharmacy at the Hague about twenty countries were represented by 600 delegates. The laws affecting the practice of pharmacy in the United States differ materially from the European laws and it is questionable whether many of the ideals aimed at by the Congress can be put into practice in the United States, but the discussions brought out many points that will be useful and which may reach this country.

The most important question which came up for consideration was one of universal interest to pharmacists, namely, the international unification of methods of standardization. The discussion was initiated by Dr. Schamelhout, the General Secretary, in an able communication in which he showed that it would not be possible to obtain a universal standard for drugs and galenical preparations unless definite methods of estimation were adopted; for a preparation standardized by one method might be of different strength from that standardized by another method. After a lengthy discussion of this question the Congress decided, on the motion of Professor Bourguet, representing the French government, to request the Belgian government to convene an international conference, composed largely of practicing pharmacists, to unify the methods of standardization of potent drugs, with the special recommendation that in the estimation of alkaloidal preparations preference should be given to gravimetric processes. The Congress further expressed the opinion that pharmacopoeias should indicate the precise manner in which physical constants should be taken and that in the case of chemical tests the reactions chosen should not be capable of giving rise to any difference of interpretation. It was also recommended that in estimations normal solutions should be used as far as possible and that all tests before being adopted by pharmacopoeial authorities should be tried by practicing pharmacists.

A closely related topic was that of the international unification of reagents and it was resolved that the Congress should recommend pharmacopoeial commissions to adopt normal reagents as far as possible, or some multiple of the normal. The decisions on these two questions may

be regarded as constituting the most important work of the Congress.

On what may be termed the commercial side, the subject which attracted the keenest interest during the Congress proceedings was that of the sale of proprietary medicines. The subject was brought forward by three Belgian pharmacists, Messrs. Brenglemans, Daminet and Staes, and in a lengthy communication they developed the reasons why the sale of proprietaries at "cut" rates should be prevented and gave particulars regarding the regulations governing the sale of specialties in various countries. The discussion centered mainly round the question of price protection and in the end a resolution was passed by which the meeting expressed the desire that in all countries the sale of proprietary remedies should be restricted to pharmacists. The meeting also adopted a number of conclusions recommending that in all countries a system of price protection should be established and that an international committee should be formed to facilitate the extensions of the price protection movement. It was also recommended that proprietaries manufactured in one country for export to another should be specially packed for that country. This discussion was extremely interesting, but it is doubtful whether it was of much practical utility, for the regulation of the sale of proprietaries must be dealt with by each country in its own way and scarcely allows of international interference.

A paper on the "Limitation of Pharmacies" was read by Andre Laugrand, Vice-President of the French Pharmaceutical Association, in which he pointed out that in these countries where the number of pharmacies is limited by the state, the position of the pharmacist, both financially and socially, is much superior to that in those countries where there is unfettered competition. The Congress unanimously approved the principle of the limitation of pharmacies, but it is questionable whether this expression of opinion will carry much weight with the authorities in many countries, for instance, the United States and Great Britain.

In addition to these discussions several papers relating purely to scientific questions were communicated.

The fact that the ladder to success looks long and steep as you see it from a distance need not worry you. You climb it one step at a time, not all at one jump.

Greaseless Cold Cream.

A number of formulas and more details about the non-greasy cream have lately been published in pharmaceutical journals, such as Stanislaus' skin cream or Caldwell's cream, but not all of them give a satisfactory product. It dries up on standing, or decomposes after a time. Most creams of this type are made of sodium stearate freshly prepared as a base, but more care is required in the manufacturing of the greaseless cream than any other.

Here is a formula which I have been using for some time, and it works very well. It yields a nice white product which vanishes on rubbing and leaves the skin dry. As the season for chapped hands and lips begins, however, I want to advise my fellow pharmacists not to recommend any greaseless cream for these troubles, as it will not induce satisfactory results. It is much better to sell a fatty cream, or glycerin jelly, almond creams, or our old friend the U. S. P. unguentum aquae rosae. A very good remedy for the same purpose is a mixture of equal parts of lanolin and cold cream, two substances which are always on hand in every ordinary drug store and do the work without fail.

But here is my greaseless or peroxide cream.

Stearic acid, pure	18.0
Sodium carbonate	2.0
Borax	1.0
Lanolin (or ol. theobromae) ..	5.0
Glycerin	30.0
Distilled water	100.0

Heat the stearic acid, sodium carbonate, borax, glycerin, and water on a water-bath until effervescence ceases, for about half an hour, permitting the loss of water by evaporation from time to time; then add the lanolin, remove the cream from the water-bath, and stir at intervals until cooler, and then mix it in a mortar with an egg-beater to a smooth cream until cold. Add perfume, and, if a peroxide cream is required, add, when cold, 5 per cent. of H₂O₂ and mix.

Leo Tartak.

Society's New Drink.

Whether it is due to the budget, or to society repenting of its sins, the curious fact is now established that in the clubs of St. James street and Mayfair the favorite drink is—barley water!

A well known wine shipper, discussing this with a Daily Chronicle representative yesterday, was filled with sorrow at this extraordinary change creeping over the aristocracy of England, as he expressed it.

"Some time ago," he said, "the clubs used to provide barley water for a few club men who asked for it, free of charge. But now that it has become such an established habit, they make a charge of 2d for a glass of barley water, with a dash of lemon in it. It is not old fellows with gout and indigestion who drink this poor stuff, but what I may call the 'young bloods' of society."

The wine shipper became philosophical in his conversation on what is, to him, a lamentable state of affairs.

"The peninsular war," he said, "was not fought on barley water. The stamina of our old stock is not likely to be kept strong and sturdy by drinking gruel fit for old maids."

On the other hand philosophers, who are not wine shippers, may well ask if a sober and temperate young manhood is not a fine asset to the nation, and if this barley water habit does not indicate that young men of to-day are more fit in brain and body for the great adventures of life than those who took early morning nips, pre-prandial cocktails, and after-dinner stimulants. Now that our "young bloods" are drinking barley water, their brains may begin to work. That may lead to astonishing results!—London Chronicle.

Quick, Sure Cure.

After the physician had spent thirty minutes with the wife of a prominent manufacturer whose home is in one of the fashionable suburbs, he returned to the library.

"There's absolutely nothing the trouble with Mrs. Blank; not a thing except nerves. She's as sound as can be, but she insists that she's dying, and I have no doubt that she will unless we find some way of ridding her of the delusion."

"I thought so," said the husband. "I thought so, and I have an idea. I'll get her round in ten minutes."

"Oh, now don't do anything careless," cautioned the physician. "A woman with nerves must be handled carefully. It will not do to let her know that you are making light of her troubles."

"Well, trust me," replied the manufacturer. "I intend to tell her you said she couldn't possibly live another week, and I'll ask her if she will approve of me marrying Maude Dash after she's dead. She hates that woman—hates her, and she wouldn't die for spite."

Are You Going Up or Going Down?

There is no such thing as standing still. We are either going up the ladder or going down. In which class are you? The man who has not the courage to ask himself this question and to seek a correct answer is on dangerous ground. It is better to know the truth, even though it is against you, than to remain in a rut until it is too late to get out.

It is not necessary to be a genius to be going the right way of the road. Patience, diligence, perseverance, regularity and economy of time will always win. These are qualities which all can possess, and the acquiring of them is a small price to pay for success. Gage E. Tarbell.

Merchants, Attention

Just Opened

Alfred Halzman Co.

Wholesale Novelties, Post Cards

BERT RICKER, Manager

A complete line of Christmas, New Year, Birthday, Comics, etc. Our stock is not rusty—it is new. Fancy Christmas Cards from \$3.50 per M. up. Write for samples or tell us to call on you any where in the state.

We are located opposite Union Station and fill mail orders promptly. Our prices will interest you—ask for them.

Cit. Phone 6238 42-44 South Ionia Street
Bell Phone 3690 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum			Scilla		
Aceticum	60	8	Scilla	50	
Benzolcum, Ger.	70	75	Scilla Co.	50	
Boracic	160	20	Tolutan	50	
Carbolicum	45	50	Prunus virg.	50	
Citricum	30	5	Zingiber	50	
Hydrochlor.	14	15	Tinctures		
Nitrosum	14	15	Aloes	60	
Oxalicum	14	15	Aloes & Myrrh.	60	
Phosphoricum, dil.	44	47	Anconitum Nap's F	60	
Salicylicum	13	15	Anconitum Nap's R	60	
Sulphuricum	75	85	Arnica	50	
Tannicum	38	40	Asafoetida	50	
Tartaricum	38	40	Atrope Belladonna	60	
Ammonia			Aurant Cortex	60	
Aqua, 18 deg.	40	6	Barosma	60	
Aqua, 20 deg.	60	8	Benzoin	60	
Carbonas	13	15	Benzoin Co.	60	
Chloridum	12	14	Cantharides	60	
Aniline			Capsicum	60	
Black	2	00	Cardamon	60	
Brown	80	100	Cardamon Co.	60	
Red	45	50	Cassia Acutifol	60	
Yellow	2	50	Cassia Acutifol Co	60	
Bacca			Catechu	60	
Cubebae	70	75	Cinchona	60	
Junipers	60	8	Cinchona Co.	60	
Xanthoxylum	1	00	Columbia	60	
Balsamum			Cubebae	60	
Copaiba	60	65	Digitalis	60	
Peru	2	00	Ergot	60	
Terabin, Canad.	70	80	Ferri Chloridum	60	
Tolutan	40	45	Gentian	60	
Cortex			Gentian Co.	60	
Abies, Canadian	18		Gulaca	60	
Cassiae	20		Gulaca ammon	60	
Cinchona Flava	40		Hyoscyamus	60	
Buonymus atro.	20		Iodine	75	
Myrica Cerifera	15		Iodine, colorless	75	
Prunus Virgin.	15		Kino	60	
Quillaja, gr'd.	26		Lobelia	60	
Sassafras, po 30.	26		Myrrh	60	
Ulmus	20		Nux Vomica	60	
Extractum			Opil	1	50
Glycyrrhiza, Gla.	24	30	Opil, camphorated	1	00
Glycyrrhiza, po.	28	30	Opil, deodorized	2	00
Haematox.	11	12	Quassia	50	
Haematox, 1s	13	14	Rhatany	50	
Haematox, 1/2s	14	15	Rhei	50	
Haematox, 1/4s	16	17	Sanguinaria	50	
Ferru			Serpentaria	50	
Carbonate Precip.	2	00	Stromonium	60	
Citrate and Quina	55		Tolutan	60	
Citrate Soluble.	40		Valerian	60	
Ferrocyanidum S	15		Veratrum Veride	60	
Solut. Chloride	2		Zingiber	60	
Sulphate, com'l.	70		Miscellaneous		
Sulphate, com'l, by	7		Aether, Spts Nit 3f	35	
bbl. per cwt.	7		Aether, Spts Nit 4f	38	
Sulphate, pure	7		Alumen, grd po 7	3	4
Flora			Annatto	40	50
Arnica	20	25	Antimoni, po	4	5
Anthemis	50	60	Antimoni et po T	40	50
Matricaria	30	35	Antifebrin	20	
Folia			Antipyrin	25	
Barosma	1	80	Argenti Nitras oz	62	
Cassia Acutifol	15	20	Arsenicum	10	12
Tinnevely	25	30	Balm Gilead buds	60	65
Cassia, Acutifol	25	30	Bismuth S N	20	23
Salvia officinalis	18	20	Calcium Chlor, 1s	9	
Uva Ursi	8	10	Calcium Chlor, 1/2s	10	
Gummi			Calcium Chlor, 1/4s	12	
Acacia, 1st pkd.	65		Cantharides, Rus.	90	
Acacia, 2nd pkd.	45		Capsici Fruc's af	20	
Acacia, 3rd pkd.	35		Capsici Fruc's po	22	
Acacia, sifted sts.	18		Cap'i Fruc's B po	15	
Acacia, po	45	65	Carmine, No. 40	4	25
Aloe, Barb.	22	25	Carphyllus	20	22
Aloe, Cape	25		Cassia ructus	35	
Aloe, Socotri	45		Catechu	35	
Ammoniac	55	60	Centaria	10	
Asafoetida	1	75	Cera Alba	50	55
Benzoinum	50	55	Cera Flava	40	42
Catechu, 1s	13		Crocus	45	50
Catechu, 1/2s	14		Chloroform	34	54
Catechu, 1/4s	16		Chloral Hyd Crss	1	25
Camphorae	58	63	Chloro m Squibbs	90	
Euphorbium	40		Chondrus	20	25
Galbanum	40		Cinchonid'e Germ	38	48
Gamboge, po. 1	25	35	Cinchonidine P-W	38	48
Gaultharum po 35	35		Cocaine	3	05
Kino, po 45c	45		Corks list, less 70%	45	
Mastic	75		Creosotum	45	
Myrrh, po 50	45		Creta, bbl. 75	2	
Opium	5	50	Creta, prep.	9	11
Shellac	45	55	Creta, precip.	9	11
Shellac, bleached	60	65	Creta, Rubra	8	
Tragacanth	90	100	Cudbear	24	
Herba			Cupri Sulph	3	10
Absinthium	4	50	Dextrine	7	10
Eupatorium oz pk	20		Emery, all Nos.	8	
Lobelia oz pk	20		Emery, po	6	
Majorum oz pk	28		Ergota, po 65	60	65
Mentha P. oz pk	28		Ether Sulph	35	40
Mentha Ver oz pk	28		Flake White	12	15
Rue oz pk	39		Galla	30	
Tanacetum V.	22		Gambler	3	9
Thymus 7. oz pk	25		Gelatin, Cooper	60	
Magnesia			Gelatin, French	35	60
Calcined, Pat.	55	60	Glassware, fit boo 75%	11	13
Carbonate, Pat.	18	20	Glue, brown	15	25
Carbonate, K-M.	18	20	Glue, white	15	25
Carbonate	18	20	Glycerina	26	35
Oleum			Grana Paradisi	25	
Absinthium	6	50	Humulus	35	60
Amygdalae Dulc.	75	85	Hydrarg Amm'l	1	10
Amygdalae, Ama	8	00	Hydrarg Ch. Mt.	85	
Anisi	1	90	Hydrarg Ch Cor	85	
Aurant Cortex	2	75	Hydrarg Ox Ru'm	95	
Bergamit	5	50	Hydrarg Ungue'm	45	50
Capituti	85	90	Hydrargyrum	80	
Caryophylli	1	40	Ichthyobolia, Am.	90	100
Cedar	85	90	Indigo	75	100
Chenopadii	3	75	Iodine, Resubi	3	00
Cinnamoni	1	75	Iodoform	3	90
Conium Mae	80	90	Liquor Arsen et	25	
Citronella	60	70	Hydrarg Iod.	25	
			Liq. Potass Arsenit	10	12

HOLIDAY GOODS

Druggists' Sundries

Books Stationery

Sporting Goods

Related Buyers

WE yet have a few samples as well as a small quantity of regular stock of Holiday Goods that we can offer you for prompt shipment at satisfactory prices and terms—early buyers get the first selection.

Yours truly,

Hazeltine & Perkins Drug Co.,

Grand Rapids, Mich.

LaBelle Moistener

and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Col	A	B	C	D	F	G	H	J	L	M	N	O	P	R	T	V	W	Y
1	Ammonia	Baked Beans	Candles	Dried Fruits	Farinaceous Goods	Gelatine	Herbs	Jelly	Licorice	Matches	Nuts	Olives	Pipes	Rice	Tea	Vinegar	Wickings	Yeast Cake
2	Axle Grease	Bath Brick	Canned Goods	Farinaceous Goods	Feed	Grain Bags	Hides and Pelts	Meat Extracts	Mustard	Meat	Minced Meat	Molasses	Provisions	Salad Dressing	Saleratus	Sal Soda	Salt	Salt Fish
3	Brooms	Brushes	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
4	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
5	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
6	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
7	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
8	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
9	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour
10	Butter Color	Butter Color	Chocolate	Farinaceous Goods	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour	Flour

1	2
ARCTIC AMMONIA	Oysters
13 oz. ovals 2 doz. box .75	Cove, 1lb. .85 @ 90
AXLE GREASE	Cove, 2lb. .165 @ 1.75
Frazer's	Plums
1lb. wood boxes, 4 doz. 3.00	Plums .100 @ 2.50
1lb. tin boxes, 3 doz. 2.35	Peas
3 1/2 lb. tin boxes, 2 doz. 4.25	Marrowfat .95 @ 1.25
10lb. pails, per doz. 6.00	Early June .95 @ 1.25
15lb. pails, per doz. 7.20	Early June Sifted 1.15 @ 1.80
25lb. pails, per doz. 12.00	Peaches
BAKED BEANS	Pie .90 @ 1.25
1lb. can, per doz. .90	No. 10 size can pie @ 3.00
2lb. can, per doz. 1.40	Pineapple
3lb. can, per doz. 1.80	Grated .85 @ 2.50
BATH BRICK	Sliced .95 @ 2.40
English .95	Pumpkin
BLUING	Fair .85
Sawyer's Pepper Box	Good .90
No. 3, 3 doz. wood bxs 4.00	Fancy 1.00
No. 5, 3 doz. wood bxs 7.00	Gallon 2.50
Sawyer Crystal Bag	Raspberries
Blue .40	Standard @
BROOMS	Salmon
No. 1 Carpet 4 sew .475	Col'a River, falls .25
No. 2 Carpet 4 sew .425	Col'a River, flats .240
No. 3 Carpet 3 sew .400	Red Alaska .160 @ 1.75
No. 4 Carpet 3 sew .375	Pink Alaska .120 @ 1.30
Parlor Gem .475	Sardines
Common Whisk .140	Domestic, 1/4s .375
Fancy Whisk .150	Domestic, 1/4 Mus. .350
Warehouse .500	Domestic, 1/4 Mus. .300
BRUSHES	French, 1/4s .7 @ 14
Scrub	French, 1/4s .18 @ 23
Solid Back, 8 in. .75	Shrimps
Solid Back, 11 in. .95	Standard .90 @ 1.40
Pointed Ends .85	Succotash
Stove	Fair .85
No. 8 .90	Good 1.00
No. 2 .125	Fancy 1.25 @ 1.40
No. 1 .175	Strawberries
No. 8 .100	Standard
No. 7 .100	Fancy
No. 4 .100	Tomatoes
No. 3 .100	Good .95 @ 1.10
BUTTER COLOR	Fair .85 @ 90
Dandelion, 25c size .200	Fancy .@ 1.40
CANDLES	No. 10 .@ 3.00
Paraffine, 6s .8	CARBON OILS
Paraffine, 12s .8 1/2	Barrels
Wicking .20	Perfection @ 9 1/2
CANNED GOODS	D. S. Gasoline @ 15
Apples	G. S. Machine @ 15
3lb. Standards @ 1.00	Deodor'd Napa @ 12 1/2
Gallon 3 20 @ 3.50	Cylinder 29 @ 32 1/2
Blackberries	Engine 16 @ 22
2 lb. .50 @ 1.90	Black, winter 8 1/4 @ 10
Standards gallons @ 5.00	CEREALS
Beans	Breakfast Foods
Baked .85 @ 1.30	Bear Food Pettijohns 1.90
Red Kidney .85 @ .95	Cream of Wheat 36 2lb 4.50
String .70 @ 1.15	Eng-O-See, 36 pkgs. 2.85
Wax .75 @ 1.25	Post Toasties T No. 2
Blueberries	24 pkgs. 2.80
Standard 1.35	Post Toasties T No. 3
Gallon 6.50	36 pkgs. 2.80
Brook Trout	Apetiao Biscuit, 24 pk 3.00
2lb. cans, spiced .190	18 pkgs. 1.95
Clams	Grape Nuts, 2 doz. .90
Little Neck, 1lb. 1.00 @ 1.25	Malta Vita, 36 1lb. 2.85
Little Neck, 2lb. @ 1.50	Mapl-Flake, 24 1lb. 2.70
Clam Bouillon	Pillsbury's Vitos, 3 dz. 4.25
Burnham's 1/4 pt. 2.25	Ralston Health Food
Burnham's pts. 3.75	36 2lb. 4.50
Burnham's qts. 7.50	Saxon Wheat Food, 24
Cherries	pkgs. 3.00
Red Standards @ 1.40	Shred Wheat Biscuit,
White @ 1.40	36 pkgs. 3.60
Corn	Kellogg's Toasted Corn
Fair .90 @ 1.00	Flakes, 36 pkgs in cs. 2.80
Good 1.00 @ 1.10	Vigor, 36 pkgs. 2.75
Fancy 1.45	Voigt Cream Flakes 2.80
French Peas	Zest, 20 5lb. 4.10
Monbadon (Natural)	Rolled Oats
per doz. 2.45	Rolled Avena, bbls. 4.25
Gooseberries	Steel Cut, 100 lb. sks. 2.10
No. 10 .600	Monarch, bbl. 4.00
Hominy	Monarch, 90 lb. sacks 1.85
Standard .85	Quaker, 18 Regular 1.45
Lobster	Quaker, 20 Family 4.00
1/4 lb. 2.25	Cracked Wheat
1lb. 4.25	Bulk .3 1/4
Picnic Tails 2.75	24 2lb. packages 2.50
Mackerel	CATSUP
Mustard, 1lb. 1.80	Columbia, 25 pts. 4.15
Mustard, 2lb. 2.80	Snider's pints 2.35
Soused, 1 1/2 lb. 1.80	Snider's 1/2 pints 1.35
Soused, 2lb. 2.75	CHEESE
Tomato, 1lb. 1.50	Acme @ 15 1/2
Tomato 2lb. 2.80	Bloomington @ 17
Mushrooms	Jersey @ 15
Hotels @ 17	Warner @ 17 1/2
Buttons, 1/2s @ 14	Riverside @ 17 1/2
Buttons, 1s @ 23	Brick @ 18
	Leiden @ 15

3	4	5
Limburger .@17	Cocoanut Brittle Cake 12	Champagne Wafer .250
Pineapple 40 @ 60	Cocoanut Taffy Bar .12	Per tin in bulk.
Sap Sago @ 20	Cocoanut Bar .16	Sorbetto 1.00
Swiss domestic @ 13	Cocoanut Drope .12	Nabisco 1.75
CHEWING GUM	Cocoanut Macaroons .15	Festino 1.50
American Flag Spruce 6 1/2	Cocoanut Hon. Fingers 12	Bent's Water Crackers 1.40
Beeman's Pepsin 5 1/2	Cocoanut Hon. Jumbles 12	CREAM TARTAR
Adams' Pepsin 5 1/2	Coffee Cake .10	Barrels or drums .33
Best Pepsin .20	Coffee Cake, iced .11	Boxes .34
Best Pepsin, 5 boxes .20	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 .55	Family Cookie .9	Apples
Sen Sen Breath Perf 1.00	Fig Cake Assorted .12	Sundried .8
Yucatan .55	Fig Newtons .12	Evaporated .8
Spearmint .55	Florabel Cake .12 1/2	Apricots
CHICORY	Fluted Cocoanut Bar 10	California 12 @ 15
Bulk .5	Frosted Creams .8	Citron @ 15
Red .7	Frosted Ginger Cookie 8	Corsican @ 15
Eagle .5	Frosted Honey Cake .12	Currents
Frank's .7	Fruit Lunch Iced .10	Imp'd 1 lb. pkg. @ 9 1/2
Schener's .6	Ginger Gems .9	Imported bulk @ 9 1/2
CHOCOLATE	Ginger Gems, iced .9	Peel
Walter Baker & Co.'s	Graham Crackers .8	Lemon American .13
German's Sweet .22	Ginger Snaps Family 8	Orange American .13
Premium .31	Ginger Snaps N. B. C. 7 1/2	Raisins
Caracas .31	Ginger Snaps N. B. C. 7 1/2	Connosiar Cluster .3 25
Walter M. Lowney Co.	Square .8	Dessert Cluster .4 00
Premium, 1/4s .30	Hippodrome Bar .12	Loose Muscatels 3 cr. 6
Premium, 1/2s .30	Honey Cake, N. B. C. 12	Loose Muscatels 4 cr. 6 1/2
CIDER, SWEET	Honey Fingers, As. Ice 12	L. M. Seeded 1 lb. 7 1/2 @ 8
"Morgan's"	Honey Jumbles, iced 12 1/2	California Prunes
Regular barrel 50 gals 7.50	Household Cookies .8	L. M. Seeded, bulk .7 1/2
Trade barrel, 28 gals 4.50	Household Cookies Iced 9	Sultanas, Bleached .12
1/4 Trade barrel, 14 gals 2.75	Imperial .9	100-125 25lb. boxes .6 1/2
Boiled, per gal .50	Jersey Lunch .9	90-100 25lb. boxes .7
Hard, per gal .20	Jubilee Mixed .10	80-90 25lb. boxes .7 1/2
COCOA	Kream Klips .25	70-80 25lb. boxes .8
Baker's .37	Laddie .9	60-70 25lb. boxes .9
Cleveland .41	Lemon Gems .9	50-60 25lb. boxes .9 1/2
Colonial, 1/4s .35	Lemon Biscuit Square 8	30-40 25lb. boxes .11
Colonial, 1/2s .33	Lemon Wafer .17	1/4c less in 50lb. cases
Epps .42	Lemona .9	FARINACEOUS GOODS
Huyler .45	Mary Ann .9	Beans
Lowney, 1/4s .38	Marshmallow Walnuts 17	Dried Lima .6 1/2
Lowney, 1/2s .38	Molasses Cakes, iced 9	Med. Hand Pk'd .2 25
Lowney, 1s .40	Molasses Fruit Cookies	Brown Holland .3 25
Van Houten, 1/4s .20	Iced .11	Farina
Van Houten, 1/2s .20	Mottled Square .10	25 1 lb. packages .1 50
Van Houten, 1s .20	Oatmeal Crackers .8	Bulk, per 100 lbs. .3 50
Webb .33	Orange Gems .9	Hominy
Wilber, 1/4s .33	Penny Assorted .9	Pearl, 100 lb. sack .1 75
Wilbur, 1/4s .32	Peanut Gems .9	Maccaroni and Vermicelli
COCOANUT	Pretzels, Hand Md. 9	Domestic, 10 lb. box .60
Dunham's 1/4s & 1/2s 26 1/2	Pretzettes, Hand Md. 9	Imported, 25 lb. box .2 50
Dunham's 1/4s .27	Pretzettes, Mac. Md. 8	Pearl Barley
Dunham's 1/2s .24	Raisin Cookies .10	Chester .2 75
Bulk .18	Raisin Gems .11	Empire .3 65
COFFEE	Revere Assorted .14	Peas
Rio	Rittenhouse Fruit	Green, Wisconsin, bu. .2 50
Common .10 @ 13 1/2	Rube .10	Green, Scotch, bu. .2 50
Fair .14 1/2	Scalloped Gems .10	Split, lb. .04
Choice .16 1/2	Scotch Cookies .10	Sage
Fancy .19	Spiced Currant Cake .10	East India .5
Peaberry .20	Sugar Fingers .12	German, sacks .5
Santos .12 @ 13 1/2	Sultana Fruit Biscuit 12	German, broken pkg. .
Fair .14 1/2	Spiced Ginger Cake .10	Taploca
Choice .16 1/2	Spiced Ginger Cake Iced 10	Flake, 10 0lb. sacks .6
Fancy .19	Sugar Cakes .9	Pearl, 130 lb. sacks .4 1/2
Peaberry .20	Sugar Squares, large or small .9	Pearl, 24 lb. pkgs. .7 1/2
Maracalbo .16	Sunnyside Jumbles .10	FLAVORING EXTRACTS
Choice .19	Suprema .10	Foot & Jenks
Mexican .16 1/2	Sponge Lady Fingers 25	Coleman Vanilla.
Fancy .19	Sugar Crimp .9	No. 2 size .14 00
Guatemala .15	Vanilla Wafers .17	No. 4 size .24 00
Java .12	Waverly .10	No. 8 size .36 00
African .17	In-er Seal Goods	No. 8 size .48 00
Fancy African .25	per doz.	Coleman Terp. Lemon
P. G. .31	Albert Biscuit .1 00	No. 2 size .9 60
Arabian .21	Animals .1 00	No. 4 size .18 00
Mocha	Arrowroot Biscuit .1 00	No. 8 size .21 00
Package	Athena Lemon Cake .50	No. 8 size .36 00
New York Basis	Baronet Biscuit .1 00	Jaxon Mexican Vanilla.
Arbuckle .17 25	Bremner's Butter	1 oz. oval .15 00
Lion .16 25	Wafers .1 00	2 oz. oval .23 20
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Cameo Biscuit .1 50	4 oz. flat .55 20
Extract	Cheese Sandwich .1 00	8 oz. flat .108 00
Holland, 1/2 gro boxes .95	Chocolate Wafers .1 00	Jaxon Terp. Lemon.
Felix, 1/2 gro .1 16	Cocoanut Dainties .1 00	1 oz. oval .10 20
Hummel's foil, 1/2 gro. .85	Faust Oyster .1 00	2 oz. oval .16 80
Hummel's tin, 1/2 gro. 1.43	Fig Newton .1 00	4 oz. flat .33 00
CRACKERS	Five O'clock Tea .1 00	8 oz. flat .63 00
National Biscuit Company	Frotana .1 00	Crescent Mfg. Co.
Brand	Ginger Snaps, N. B. C. 1 00	Mapleline
Butter	Graham Crackers, Red Label .1 00	2 oz. per doz. .3 00
N. B. C. Sq. bbl 6 1/2 bx 6	Lemon Snaps .50	GRAIN BAGS
Seymour, Rd. bbl 6 1/2 bx 6	Oatmeal Crackers .1 00	Amoskeag, 100 in bale 19
Soda	Old Time Sugar Cook. 1 00	Amoskeag, less than bl 19 1/2
N. B. C., boxes .6	Oval Salt Biscuit .1 00	GRAIN AND FLOUR
Select .9	Oysterettes .50	Wheat
Saratoga Flakes .13	Pretzettes, Hd. Md. .1 00	Red .91
Zephyrette .13	Royal Toast .1 00	White .88
N. B. C. Rd. bbl 6 1/2 bx 6	Saltine Biscuit .1 00	Winter Wheat Flour
Gem, bbl, 6 1/2 boxes .6	Saratoga Flakes .1 50	Local Brands
Faust .8	Social Tea Biscuit .1 00	Patents .5 40
Sweet Goods.	Soda Craks, N. B. C. 1 00	Second Patents .5 20
Animals .10	Soda Craks, Select 1 00	Straight .4 80
Atlantics .12	S S Butter Crackers 1 50	Second Straight .4 60
Atlantic, Assorted .12	Sultana Fruit Biscuit 1 50	Clear .4 00
Arrowroot Biscuit .16	Uneda Biscuit .50	Flour in barrels, 25c per barrel additional.
Avena Fruit Cake .12	Uneda Jinjer Wayfer 1 00	Lemon & Wheeler Co.
Brittle .11	Uneda Lunch Biscuit .50	Big Wonder 1/4s cloth 5 25
Bumble Bee .10	Vanilla Wafers .1 00	Big Wonder 1/2s cloth 5 25
Cadets .10	Water Thin Biscuit 1 00	Worden Grocer Co.'s Brand
Cartwheels Assorted .9	Zu Zu Ginger Snaps .50	Quaker, paper .5 10
Chocolate Drops .16	Zwieback .1 00	Quaker, cloth .5 20
Choc. Honey Fingers .16	In Special Tin Packages	Wykes & Co.
Circle Honey Cookies 12	Per doz.	Eclipse .4 85
Currant Fruit Biscuits 12	Festino .2 50	
Cracknels .16	Nabisco, 25c .2 50	
	Nabisco, 10c .1 00	

6	7	8	9	10	11
Lemon & Wheeler Co. White Star, 1/2 cloth 6 10 White Star, 1/4 cloth 6 00 White Star, 1/8 cloth 5 90 Worden Grocer Co. American Eagle 1/2 clh 6 10 Grand Rapids Gram & Milling Co. Brands Purity, Patent 5 20 Seal of Minnesota 5 80 Wizard Flour 4 80 Wizard Graham 4 80 Wizard Gran. Meal 3 80 Wizard Buckwheat 6 00 Kye 4 50 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2 6 40 Ceresota, 1/4 6 30 Ceresota, 1/8 6 20 Lemon & Wheeler's Brand Wingold, 1/2 6 75 Wingold, 1/4 6 65 Wingold, 1/8 6 55 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/4 cloth 6 10 Laurel, 1/8 cloth 6 00 Laurel, 1/2 cloth 6 00 Voigt Munn Co.'s Brand Voigt's Crescent 5 60 Voigt's Flouring 5 60 Voigt's Hygienic Graham 5 00 Voigt's Royal 5 80 Wykes & Co. Sleepy Eye, 1/2 cloth 6 50 Sleepy Eye, 1/4 cloth 6 40 Sleepy Eye, 1/8 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/4 paper 6 30 Watson & Frost Co. Perfection Flour 5 60 Tiv Top Flour 5 20 Golden Sheaf Flour 4 75 Marshall's Best Flour 5 90 Perfection Buckwheat 2 50 Tip Top Buckwheat 2 40 Badger Dairy Feed 24 00 Alfalfa Horse Feed 28 00 Kafir Corn 1 90 Hoyle Scratch Feed 1 65 Meal 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 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 36 1/2 Less than carlots 38 Corn Carlots 55 Less than carlots 57 Hay Carlots 16 Less than carlots 17 MAPLEINE 2 oz. bottles, per doz. 3 00 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 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 1 10@1 20 Bulk, 2 gal. kegs 95@1 05 Bulk, 5 gal. kegs 90@1 00 Stuffed, 5 oz. 90 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. 2 25 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 Rabbit's 4 00 PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Bisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 13 1/2 Compound Lard 10 1/2 30 lb. tubs, advance 1/2 40 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 10 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls., 40 lbs. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls., 40 lbs. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 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, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 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 1/2 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 9 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 @ 5 Hallbut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoops, bbls. 16 50 Y. M. wh. hoops 1/2 bbl 5 50 Y. M. wh. hoops, kegs 65 Y. M. wh. hoops Milchers 75 kegs 9 00 Queen, bbls. 9 00 Queen, 1/2 bbls. 4 75 Queen, kegs 55 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 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 Whitensh No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 oz 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 soz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 5 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 5 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10 bxs 3 25 German Mottled, 25 bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toil 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 50 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 3 75 Babbitt's 1776 3 75 Roserine 3 75 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 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 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/2 Muzzy 48 1lb. packages 5 16 5lb. packages 4 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 23 20lb. cans 1/2 dz. in cs. 1 75	10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 1/2 dz. in cs. 1 75 2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 25 @ 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 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Blot 1 45 Hiawatha, 16 oz. 60 Hiawatha, 7 oz. 56 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 75 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 75 Sweet Mist, 1/2 gr. 5 70 Sweet Burley, 24 lb. cs 4 00 Tiger, 1/2 gross 6 00 Tiger, 5c tins 5 50 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 15 oz. 27 Drummond, Nat Leaf, 2 & 5 lb. 60 Drummond Nat. Leaf, per doz. 95 Battle Ax 37 Bracer 37 Big Four 36 Boot Jack 36 Bullion, 16 oz. 46 Climax Golden Twins 38 Days Work 38 Derby 38 5 Bros. 63 Gilt Edge 48 Gold Rope, 7 to 1b. 58 Gold Rope, 14 to 1b. 58 G. O. P. 32 Granger Twist 46 G. T. W. 37 Horse Shoe 43 Honey Dip Twist 45 Jolly Tar 40 J. T. 8 oz. 46 Keystone Twist 46 Kismet 48 Nobby Spun Roll 58 Parrot 28 Peachey 40 Picnic Twist 45 Piper Heidsieck 69 Red Lion 38 Sherry Cobbler, 10 oz. 26 Spear Head, 12 oz. 44 Spear Head, 14 1/2 oz. 44 Spear Head, 7 oz. 47 Square Deal 28 Star 43 Standard Navy 37 Ten Penny 28 Town Talk 14 oz. 30 Yankee Girl 32 TWINE Cotton, 3 ply 25 Cotton, 4 ply 25 Jute, 2 ply 14 Hiemp, 6 ply 13 Flax, medium N 34 Wool, 1 lb. balls 34 VINEGAR State Seal 13 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 1 15 Splint, large 3 50 Splint, medium 3 60	Splint, small 2 75 Willow, clothes large 8 25 Willow, clothes, small 6 25 Willow, clothes, me'm 7 25 Butter Plates Wire End or Ovals 1 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal. each 2 40 Barrel, 10 gal. each 2 55 Clothes Pins Round Head 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 40 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 3 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 95 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 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 30 Cedar all red brass 1 25 Paper Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 6 holes 65 Cat, wood 80 Cat, 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 40 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 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 Cream Manila 4 Crown Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 30 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 East Foam, 3 doz. 1 15 East Cream, 3 doz. 1 00 East Foam, 1 1/2 doz. 50 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pickerel 12 Pike 9 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 13 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 Pel. Old Wool 30 Lambs 50 @ 75 Shearings 40 @ 65 Tallow No. 1 9 1 No. 2 9 4 Wool Unwashed, med. 25 Unwashed, fine 23 Standard Twist Cases Jumbo, 22 lb. 7 1/2 Extra H H 10 Boston Cream 13 Big stick, 30 lb. case 13 Mixed Candy Grocers Competition 6 1/2 Special 7 Conservé 7 1/2 Royal 12 Ribbon 10 Broken 10 Cut Leaf 8 Leader 8 1/2 Kindergarten 10 French Cream 10 Star 9 Hand Made Cream 11 Premio Cream mixed 16 Paris Cream Bon Bons 14 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 13 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 13 San Blas Goodies 13 Lozenges, plain 13 Lozenges, printed 13 Champion Chocolate 13 Eclipse Chocolates 13 Eureka Chocolates 13 Quintette Chocolates 13 Champion Gum Drops 13 Lemon Drops 13 Lemon Sours 13 Imperial 13 Ital. Cream Opera 13 Ital. Cream Bon Bons 13 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses 13 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horshound drops 60 Peppermint Drops 60 Champion Choc. Drops 60 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 10 Brilliant Gums, Cry. 60 A. A. Licorice Drops 60 Lozenges, printed 60 Lozenges, plain 60 Imperial 60 Mottoes 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 30 @ 90 Cream Wafers 60 String Rock 60 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 75 Up-to-date Assmt 3 75 Ten Strike No. 1 6 00 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 15 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. 3 50 Pop Corn Balls 200s 1 25 Azulikit 100s 3 50 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 10 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 15 Table nuts, fancy 13 @ 15 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. 10 Ohio, new 10 Cocoanuts 10 Chestnuts, New York State, per bu. 10 Shelled Spanish Peanuts 9 Pecan Halves 36 @ 38 Walnut Halves 36 @ 38 Filbert Meats 37 Alicante Almonds 43 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jam 9 1/2



YOUR HOLIDAY HARVEST

Your one big opportunity of the year is at hand—the Holiday crowd with a desire to spend money. These crowds are going to the store best prepared to supply their wants.

The Holiday business will materially influence the year's record. It can make a bad record good—a good record better. In either event, it's hardly policy for you to underestimate its importance.

YOUR share of this Holiday harvest depends entirely upon your "preparedness"—your ability to meet the demands of the crowd. You must have the goods.

At this late hour there is but one safe market for you—our December catalogue. This book represents a stock of Holiday goods equal to several million dollars—all in our warehouses and ready for quick shipment.

You must act now, before it is too late—before the entire country begins to clamor for goods not to be had.

Use this catalogue today and every day up to the very last minute. If for any reason a copy is not in your hands, hurry your request for one. The number is F. F. 844.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

Sample Houses:
Milwaukee

Baltimore
Omaha

Cincinnati
San Francisco

Dallas
Kansas City
Seattle

Special Price Current

AXLE GREASE



Mica, tin boxes ..75 9 00
Paragon 55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans	3 75
32 oz. tin cans	1 50
19 oz. tin cans	85
16 oz. tin cans	75
14 oz. tin cans	65
10 oz. tin cans	55
8 oz. tin cans	45
4 oz. tin cans	35
32 oz. tin milk pail	2 00
16 oz. tin bucket	90
11 oz. glass tumbler	85
6 oz. glass tumbler	75
16 oz. pint mason jar	85

CIGARS

Johnson Cigar Co.'s Brand

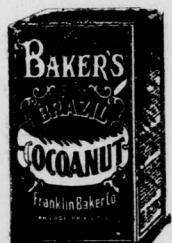


S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32
Worden Grocer Co. Brand	

Ben Hur	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

Carcass	6 1/2 @ 9 1/2
Hindquarters	8 @ 10 1/2
Loins	9 @ 14
Rounds	7 1/2 @ 9
Chucks	7 @ 7 1/2
Plates	5 @ 5
Livers	5 @ 5

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
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CLOTHES LINES

Sisal	
60ft. 3 thread, extra	1 00
72ft. 3 thread, extra	1 40
90ft. 3 thread, extra	1 70
60ft. 6 thread, extra	1 29
72ft. 6 thread, extra	

Jute

60ft.	75
72ft.	90
90ft.	1 05
120ft.	1 50

Cotton Victor

50ft.	1 10
60ft.	1 35
70ft.	1 60

Cotton Windsor

50ft.	1 30
60ft.	1 44
70ft.	1 80
80ft.	2 00

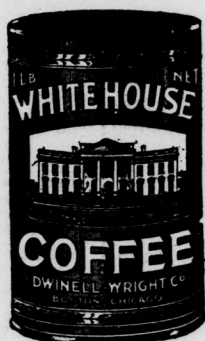
Cotton Braided

50ft.	1 35
40ft.	95
60ft.	1 65

Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.	
White House, 2lb.	
Excelsior, Blend, 1lb.	
Excelsior, Blend, 2lb.	
Tip Top, Blend, 1lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fleibach Co., Toledo.

FISHING TACKLE

1/2 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20

Cotton Lines

No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

Linen Lines

Small	20
Medium	25
Large	34

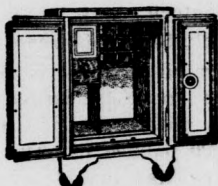
Poles

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 35

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size	6 50
50 cakes, large size	3 25
100 cakes, small size	3 35
50 cakes, small size	1 95

Tradesman Co.'s Brand



Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25

TABLE SAUCES

Halford, large	3 75
Halford, small	2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of general merchandise at Grant, Mich. H. T. Stanton, Trustee, 18 Market St., Grand Rapids, Mich. 35

For Sale—Walnut logs, 50 cars merchantable logs, 11 in. and up. J. A. Birdsall, Abingdon, Ill. 34

For Sale—A doctor's practice and good office equipment in a thriving town of 1,000 population, surrounded with a good farming community in Central Michigan. Address Mrs. C. E. Goodwin, St. Louis, Mich. 33

Extraordinary opportunity for man with capital, with business experience or experience in textile or knit goods. Manufacturing in Middle West, over twenty years in the market, doing practically one hundred thousand dollar business, wishes new blood. Proper man can have salary and handle either the general management and the financial and selling end or the manufacturing and superintendent end. Will make the opportunity satisfactory to the right party. Address No. 32, care Tradesman. 32

Wanted—Good computing meat scale. Address Gode & Hogan, Williamsburg, Iowa. 31

Absolutely Pure Country Sorghum

In 1/2 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; 2 1/2 lb. cans 24 in a case @ \$3.25 per case f. o. b. cars, or \$3.50 a case delivered. Can ship 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.

To sell and trade on account of health. My entire business, consisting of general merchandise, coal and grain. R. R. agent, postoffice and good creamery business, all paying about \$500 annually, no investment goes with this. Entire business, including buildings, invoices about \$7,000 or \$8,000. Part cash, balance in land or first mortgage on real estate. J. E. Hobbs, Halford, Kan. 30

For Sale—Drug and general stock for sale in thriving town in Central Michigan. Invoices about \$3,500. Rent very low. Address Dr. P., care Michigan Tradesman. 29

Only retail bakery, ice cream and candy kitchen in town of 5,000. Have No. 2 Day Mixer, No. 4 Middleby oven, soda fountain, ice cream machinery. Address Fischer & Anderson, Vinita, Okla. 28

For Sale—Stock general merchandise, dry goods, groceries, boots, shoes, paints and oils, dandy line, small town 450 population; L. V. R. R.; good school and country; sales \$25,000; stock and fixtures, \$8,000; store, barn and house can be bought or rented; best reason for selling; do not come or write unless you have \$5,000 and mean business. Stock in good condition and will sell right, if sold at once. E. E. Cummings, New Woodstock, N. Y. 27

Dry goods and clothing stock for sale, located in best factory section of Detroit; always a money maker; stock in A1 condition; best store in this section. Best of reasons for selling. M. Rosenzweig, 2286 W. Jefferson Ave., Delray, Mich. 26

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

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

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

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—Stock of hardware and implements invoicing about \$4,000. Also one cement block, 30x70, 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

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—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.

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.

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—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

Want Ads. continued on next page.

SAVING A MILLION A DAY.

A million dollars a day is the rate at which the total savings bank deposits in the United States increased during the fiscal year ending June 30, 1910. This is a condition made known in the Washington dispatches and it is good news.

During the last fifteen years in which the cost and the standards of living have advanced so steadily in the country it has been the middle or salaried class that has had the hardest time of it. The laborer and the capitalist have had their incomes increased; the salaried man has not gained a proportional advance where-with to meet the new burdens laid upon him. Yet it is the salaried class that is essentially the saving class, and there will be many bankers who will see in a \$357,000,000 savings increase a sign that the "small professional" man, the teacher or the clerk, has "caught up with the game" and adjusted himself to the new order of things.

We hope that this is so, for, if it is, it is one of the most fundamentally reassuring developments that could be desired. But, whether this particular analysis is accurate or not, it must be admitted that a savings increase of \$1,000,000 per diem means that hundreds and thousands of our people have learned the virtues of self-denial, of self-control, of discipline.

The cultivation of these stern qualities is what the United States as a nation needs. We have been prodigals. We have spent our tremendous natural resources with a lavish hand, and, while we have mighty results to show for it, our hard sense is beginning to tell us that it is about time to get a grasp on the real values of things. If we can save instead of spend we will show that we are upon as firm an economic foundation as any of the older countries which have been criticising our youthful irresponsibility.

There has been much preaching against extravagance in the last year or two. Steadily, patiently, the leaders of financial affairs have warned the public of the perils of waste. We can not but believe that a gain of \$357,000,000 in savings deposits is proof that these warning words have been taken to heart.

In bad times an increase in savings means a retrenchment in the living scale which in turn portends a retrenchment in business. In good times it means prosperity balanced by sanity and self-restraint. It is in the latter light that the remarkable savings record of the last fiscal year will be generally viewed to-day.

Canned Goods and Ptomaine.

For some time our Bureau of Publicity has been vigorously following all reported cases of alleged ptomaine poison, said to have been caused by the use of canned foods.

It is our pleasure to say that after investigating over 100 of these we find not a single one that is authenticated.

The record of these cases will go to make a very interesting table which we expect to publish in the near future.

As much of the scare of ptomaine

poison, has been caused, we believe, by the work of Publicity agents employed by some of the companies manufacturing chemical preservatives, we decided to send a letter to the Editors of the large daily papers and periodicals of the United States.

We would be pleased to have you give this letter such publicity and editorial comment as you may think it deserves. Frank E. Gorrell,
Sec'y Nat. Canners' Assn.

The Drug Market.

Opium—Is easy but unchanged.

Morphine—Is steady.

Quinine—Is unchanged.

Acetphenetidin—Has advanced.

Cocoa Butter—Has advanced.

Cuttle Bone—Has declined.

Ergot—Is higher.

Lycopodium—Has advanced both here and abroad.

Menthol—Has advanced.

Glycerin—Has advanced on account of higher prices for the crude.

Prickly Ash Bark—Is about out of market and has advanced.

Oil Spearmint—Has declined.

Oil Wormwood—Has again advanced and is tending higher.

Oils of Lemon and Bergamot—Are very firm.

Gum Camphor—Has again declined.

Gum Asafoetida—Is very scarce and has again advanced.

Short Buchu Leaves—Have declined.

Ipecac Root—Has advanced.

Elecampane Root—Is higher.

Goldenseal Root—Is higher.

Celery Seed—Is higher.

Cloves—Are higher.

Olive Oil—Is in a very firm position and will be higher.

Retail Grocers.

President Glenn E. De Nise, of the Retail Grocers' Association, has appointed the following committees:

Executive—C. Smalheer, Bert Petter, George Raup, Norman O'Dell, F. W. Fuller.

Trade—George Shaw, A. L. Smith, F. L. Merrill.

Market—F. W. Fuller, H. Daane, Charles King, L. VanDussen, A. L. Smith.

Legislative—L. J. Witters, J. Barkley, E. A. Conley, Will Andre, Richard Rademacher.

At the meeting of the Association Tuesday night R. J. Prendergast spoke on the "Ideal Grocery Store." At the next meeting, the first Tuesday in December, Richard Rademacher will give a talk on "Grocery Stores in Germany."

The next traffic meeting of the Board of Trade will be held on Thursday evening, Nov. 17, at 8 o'clock in the Board of Trade Auditorium. This meeting will be devoted to considerations of local conditions, including increased freight house facilities, delays in receiving and delivering freight, handling of freight in and out of freight houses and regulation of traffic to and from the depots. Everybody interested in transportation or shipping is invited.

Neighborhood Intelligence.

How many instances of the following kind can be found in the United States? Professor Fraser tells of eighteen dairy farms near Kilmanock, Scotland, where a high type of Ayrshire cows is kept. All the cows on these farms, including heifers with their first calves, average 6,920 pounds of 3.9 per cent milk. How was this done? By the old fashioned way of entering into a mutual study and effort by these eighteen farmers to be just as intelligent in their methods of breeding and rearing their cows as possible.

Here in the United States it is every farmer for himself and the "devil take the hindmost." We could do the same thing with any breed and in any neighborhood if we would consent to work together for it. Take any creamery neighborhood as a unit. Establish a cow testing association of 26 farmers in single groups. Unite each group on some one breed. Keep the cow testing going year after year. Let each group have a secretary and have frequent meetings to discuss the facts as they are brought out. Let the cow tester keep a record of the results with those who have silos, ventally all gone. The pack of chums is not completed and will not be for some time. It is not anticipated that there will be a very large pack. The above summarizes the salmon situation at the present time.—Seattle Trade Reporter.

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

Buffalo, Nov. 16—Creamery, fresh, 27@32c; dairy, fresh, 23@28c; poor to common, 20@22c.

Eggs—Strictly fresh candled, 35@38c; fancy, 38@40c; at mark, 32@35c; storage candled, 25c.

Live Poultry—Fowls, 12@16c; chickens, 12@14c; ducks, 16@17c; old cocks, 10c; geese, 13@14c; turkeys, 20@21c.

Dressed Poultry—Dry packed fowls, 13@14c; old cocks, 11c; chickens, 14@16c; turkeys, 20@23c; ducks, 17@18c; geese, 13@15c.

Beans—Pea, hand-picked, \$2.20@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@47c per bu.

Rea & Witzig.

Opposed To Trading Stamps.

Owosso—At a representative gathering of about 25 business men last week resolutions were adopted against the use of trading stamps and premiums to stimulate cash business. The sense of the gathering was that trade premiums do not accomplish what is claimed for them and that in the long run the merchant and the customer are the losers, while the promoters of the trading stamp business get the profits.

When you find a salesman being polite only to the people who have money it is time to have a heart to heart talk with him about the common people.

BUSINESS CHANCES.

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

For Sale or Exchange—For real estate, first-class stock of general merchandise in up-to-date town. Address No. 988, care Tradesman. 988

For Sale—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 unimproved Detroit or Ann Arbor property. Box 109, Denver, Colo. 968

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$3000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

For Sale—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

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

For Sale—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

For Sale—Two 8 foot plate glass, oak frame, electric lighted showcases. Three 8 foot, oak, wall hat cases, with sliding glass doors. One outside marble base, electric lighted display case. One triple mirror, one 20 foot oak counter. All in good condition. Will sell any one or all. Gannon-Paine Co., 84 Monroe St., Grand Rapids, Mich. 946

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 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

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

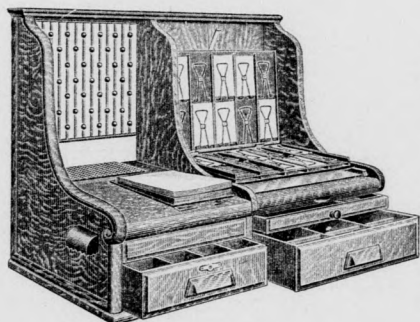
Bookkeeping Without Books

Sixty thousand merchants in all parts of the United States, Canada and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System (First and Still the Best)

The McCaskey System, with one writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality. Information about the System is free.

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Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

Grand Rapids Office
256 Sheldon St. Citz. Phone 9645
Detroit Office
1014 Chamber of Commerce Bldg.

ALWAYS THE SAME COFFEE AND SAME QUALITY



It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character — thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are *really there*. The coffee will "back you up" every time.

Symons Bros. & Co.

Wholesale Distributors Saginaw

Here's The Proof Kellogg's "Square Deal" Policy Protects Both GROCER AND CONSUMER

*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"

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IT PAYS EVERYONE TO STICK TO

Kellogg's



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

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



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

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

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

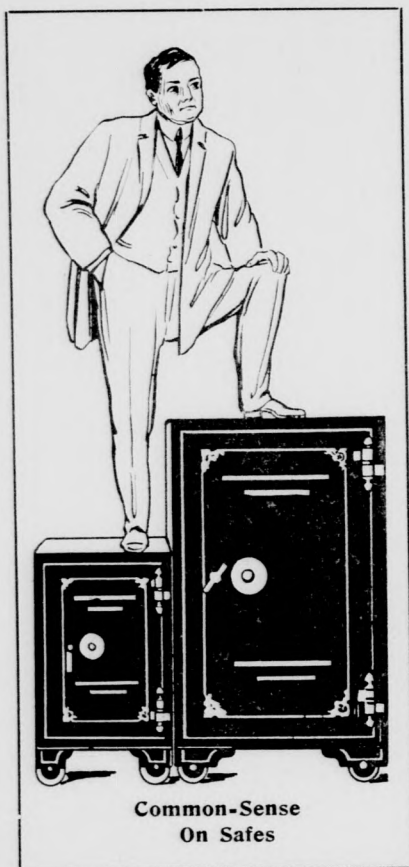
But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY

NEW YORK



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on
our safes, but that is our way of doing business and it wins
oftener than it loses, simply because it embodies a correct
business principle.

IN the first place our prices are lower because we practically have
no selling expense and in the second and last place, we count one
man's money as good as another's for anything we have to dis-
pose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.