

Little More and Little Less

A little more cross and a little less creed,
 A little more beauty of brotherly deed;
 A little more bearing of things to be borne,
 With faith in the infinite triumph of morn.
 A little less doubt and a little more do
 Of the simple, sweet service each day brings to view;
 A little more cross, with its beautiful light,
 Its lesson of love and its message of right;
 A little less sword and a little more rose
 To soften the struggle and lighten the blows;
 A little more worship, a little more prayer,
 With the balm of its incense to brighten the care;
 A little more song and a little less sigh,
 And a cheery goodday to the friends that go by.
 A little more cross and a little more trust
 In the beauty that blooms like a rose out of dust;
 A little more lifting the load of another,
 A little more thought for the life of a brother;
 A little more dreaming, a little more laughter,
 A little more childhood, and sweetness thereafter;
 A little more cross and a little less hate,
 With love in the lanes and a rose by the gate.



What Have You Done?

You are going to do great things, you say—
 But what have you done?

You are going to win in a splendid way,
 as others have won;

You have plans that when they are put in force
 Will make you sublime;

You have mapped out a glorious upward course—
 But why don't you climb;

You're not quite ready to start, you say;
 If you hope to win

The time to be starting is now—to-day—
 Don't dally, begin!

No man has ever been ready as yet,
 Nor never will be;

You may fall ere you reach where your hopes are set—
 But try and see.

You are going to do great things, you say,
 You have splendid plans;

Your dreams are of heights that are far away,
 They're a hopeful man's—

But the world, when it judges the case for you,
 At the end, my son,

Will think not of what you were going to do,
 But of what you've done.

Experience has taught thousands that there
is no economy in cheap, inferior Y E A S T.
Use F L E I S C H M A N N ' S — it is the
best—hence the cheapest.

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.

Went to the Bottom of Things

ALBANY, N. Y., June 24, 1911.

MONEYWEIGHT SCALE CO.,
514 Broadway, Albany, N. Y.

Gentlemen:—Replying to yours, asking how I like my
DAYTON MONEYWEIGHT ELECTRICAL SCALES,
will say.

About a year ago I decided to equip my two stores with
computing scales, not knowing which was best and hearing
so much talk, I decided to equip one store with DAYTON
and the other with Toledo.

After six months I found out which was the scale for
me, the store equipped with DAYTON'S was making money,
and the one equipped with Toledo's was just holding its own,
so it did not take me long to dispose of the Toledo's and buy
more DAYTON'S.

I am convinced you have the best scale both for time
saving and accuracy. Yours very truly,

HENRY A. STERNFELD,
177 Madison Ave., Albany, N. Y.

OUR 1911 CATALOGUE IS JUST OUT, BETTER SEND FOR ONE

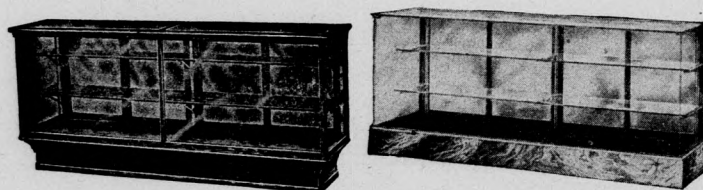
The Computing
Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 N. State St.
MASONIC TEMPLE, CHICAGO
Grand Rapids Office, 74 So. Ionia St.
Detroit Sales Office, 148 Jefferson St.

Please mention Michigan Tradesman when writing

Direct Sales
Offices in All
Prominent Cities

Wilmarth Show Cases



Can be Had Promptly

We are prepared to make immediate delivery in all
standard lengths on our crystal all plate glass show cases,
our narrow wood frame display cases, over lapping top dis-
play cases with narrow frame, the narrow frame cases with
straight marble bases and our bargain line of wood frame
cases.

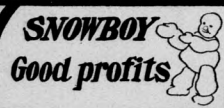
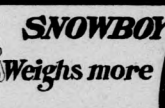
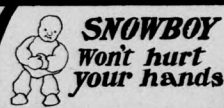
We can offer you a choice of five separate and distinct
lines of cases on any of which we can make immediate
shipment in all standard lengths. We are carrying what is
undoubtedly the largest stock of show cases a manufacturer
ever had on hand.

We aim to give the merchant the very promptest ser-
vice, finest possible designs and the best quality that is to be
had. Our trade mark illustrated above is your guarantee of
this. Catalog and prices on application.

WILMARTH SHOW CASE CO.

926 Jefferson Ave. Grand Rapids, Mich.

Chicago Salesrooms 233 W. Jackson Blvd. Detroit Salesrooms 84 Jefferson Ave. New York Salesrooms 732 Broadway



We are telling YOUR customers about SNOW BOY
Washing Powder every day.

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Buffalo, N. Y.

Quick Profits

MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 4, 1911

Number 1463

SPECIAL FEATURES.

- Page
2. The Pullman Sleeper.
4. News of the Business World.
5. Grocery and Produce Market.
6. Mail Order Competition.
8. Editorial.
10. Saginaw Valley.
11. Detroit Department.
12. Butter, Eggs and Provisions.
13. Menace to the Horse.
14. Financial.
16. An Unprofitable Lie.
18. Successful Salesmen.
20. Window Trimming.
22. Behind the Counter.
24. Dry Goods.
25. Clothing.
26. Parcel Post a Subsidy.
28. Woman's World.
30. Hardware.
31. Constructive Campaign.
32. Shoes.
36. The Law of the Land.
38. Pioneer Wedding Tour.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

HAVE A COMMON DESTINY.

The wholesalers and jobbers who took the Trade Extension Excursion into Northern Michigan last week, following the G. R. & I. north to Mackinaw, agree that the trip was enlightening to a degree and full of surprises. To those familiar with Michigan ways, which, of course, means everybody on the excursion, there was no surprise in the cordial hospitality that was shown at every stopping place. That was looked for almost as a matter of course, for Michigan hospitality is famous. There was no surprise that a spirit of friendliness should be shown by the business men, for this was but expressive of the relations that have existed between Grand Rapids and Northern Michigan for many years. Where the surprise did come in—and it was a surprise even to marveling—was in noting the evidences of growth and prosperity everywhere in evidence, the air of stability and the appearance of progress. The first Trade Extension Excursion out of Grand Rapids was into Northern Michigan over this same route. It was taken five years ago, and many of those out last week had not been over the road since that first trip. How this town has improved was the comment they made at every stopping place, and they said it not out of politeness to their hosts but in all sincerity among themselves. Towns which a few years ago had a sawmill or two as their only excuse for existence now have modern pavements, brick and concrete buildings, stone walks and handsome homes and show every evidence of being on the map to stay. Instead of sawmills there are now factories that make up the raw materials into finished products, making the most of resources and giving employment to labor. Many of the towns have boards of trade and other civic organizations and these organizations seem thoroughly awake to their opportunities. There has been a wonderful development of

the farming interests. Where a few years ago there were stump lands or unbroken forests are now farms and orchards, and hand in hand with this agricultural and horticultural development has gone the good roads movement. Many of the counties in Northern Michigan are far ahead of old Kent in good road building, and instead of making them weary what has already been done is serving but as an incentive to do still more. At nearly every stopping place the merchants had exhibits of apples, grapes, potatoes and other products of the farm, and the quality of the exhibits was a constant surprise to those who had not kept in touch with what Northern Michigan has been doing. A very marked difference in the spirit of the people was also noticeable. A few years ago the average inhabitant of those Northern towns were inclined to apologize for themselves, their towns and their districts, but now everybody seems to take a strong pride in their surroundings, and this personal pride is backed by the jingle of coin in the pocket, and this jingle is more eloquent than words of prosperity and contentment.

The impressive lesson of the trip, as read by the tourists, was that this North country is distinctly worth while, that while it may never be a district of great cities, it is bound to be a region of wealth, rich resources and large population. Its forests may some day be exhausted, but the farms and orchards will bring more wealth into the State and more lasting and widespread prosperity than the forests ever dreamed of doing. In the early day, when the G. R. & I. was the only railroad penetrating the North, this country was dependent upon Grand Rapids for supplies by compulsion, but other roads now enter this region—roads that lead to Detroit, Saginaw and Toledo, and there are boat lines to Chicago and Milwaukee. The North is no longer compelled to trade here, and what has been impressed upon the Grand Rapids wholesalers is the importance of encouraging this trade to continue coming here, not through compulsion but by choice. This is not a one-sided proposition, however, and in many of the towns visited an appreciation of this fact was voiced by the speakers. Grand Rapids and Northern Michigan are all in the same bag, with mutual interests and a common destiny. The growth of the North country will mean a bigger and better Grand Rapids and a greater Grand Rapids will mean better markets, better business facilities and greater opportunities for the North. It was a happy omen that on the trip

the stand together sentiments of the tourists were everywhere cordially echoed by the speakers representing the towns visited.

AN ORDINARY ENIGMA.

It is a mighty difficult thing to strike the happy medium set up for men by the philosophers, the psychologists, the students of economics and the multitude of men who have achieved success as masters of business.

In a nutshell, the philosophers tell us, when they urge that we shall find ourselves and live our own lives, that we are to do as we like and never mind material results so long as we work no injury to the individuals and interest with which we are most intimately associated; the psychologists talk a great deal to us about our souls and their eccentricities always warning us to have a care as to environment and to overcome, so far as possible, unpleasant hereditary characteristics, and the economists have built up a smooth faced interminable tower of "Don'ts" which we must scale successfully or stay down in the pit of despair forever.

And there we are, facing a world which is critical and unrelenting in its regard of half success, while the business man who is successful knows no criterion but absolute success.

"Win and the world wins with you; fail and you fail alone," is the paraphrase of a well-known aphorism which has been evolved by one of the most successful men of business in America.

"It is the large potatoes which come to the top," is another old saw, which has had its foil, "None shall rule but the humble."

"Whenever one of my salesmen begins to become conceited over his success in taking orders," said a prominent jobber, "I begin to look around for a good man to take his place."

Then, when it comes to an analysis as to what constitutes success, perhaps the most terse as well as the most clear definition is, "The secret of success is constancy to purpose," given out by the late great Benjamin Disraeli.

Thus the young man who lies awake nights trying to formulate a settled purpose is digging away at the very root of his success as a man. He has had singleness of purpose hammered into him at home, at school, at college and at the university; and yet, at the same time, he has had held up before him as models to copy after the lives of men who have succeeded in business, in politics, in one or more of the sciences, in literature and socially; each

man winning distinction in all of those departments of human intercourse.

Is it strange that there are so many men who get lost wandering dazed and hopeless through a mass so bewildering?

END OF MURDER REGIME.

The good people of the Pacific coast—that is, the people who do not believe in continuing the crusade of coercion, incendiarism and murder inaugurated and maintained by the trades unions—will rejoice over the defeat of McCarthy, the notorious trades union Mayor of San Francisco. Under McCarthy's regime life was not worth living in the Golden Gate city. A man could not get waited on at a restaurant unless he had six different union labels on his clothes and a woman could not get her shoes polished unless her shoes, stockings and garters bore the union label. The man who uttered a word in protest against the infamous methods of unionism was immediately marked for the torch of the incendiary and the bludgeon of the assassin. The fight was a long and bitter one and the union leaders called into play every argument and inducement which cunning could suggest or depravity could command, but the forces of law and order and good government won a remarkable victory over the cohorts of unionism and crime. Much of the success of the better element is due to the fact that a World's Fair is to be held in San Francisco in 1913 and that it was very generally understood that no one would think of visiting that city so long as union thugs and assassins held sway under the protection and encouragement of union officials.

A New Jersey man has utilized a modern invention and made it a great labor-saving device. He bought a vacuum cleaner for his wife to use around the house. He raises broilers for the market and conceived the idea of making the vacuum cleaner pick the feathers from the chickens. He set the machine to grinding at full speed, and rubbed the nozzle over a broiler. Even the pin feathers were removed and no singeing needed. Then he thought he would save the feathers, and in place of the bag to receive the dust he tied pillow casings to the receiving end of the tube. This plan worked well, too, and he can pick his broilers and make feather pillows at the same time. If his plan lowers the price of broilers the chicken man will receive the thanks of a grateful public.

THE PULLMAN SLEEPER.

It Was Invented by a Grand Rapids Resident.

Written for the Tradesman.

Dwight K. Utley, a resident of Grand Rapids for many years, was a boyhood friend of George M. Pullman and knew other members of the family well. Mr. Utley was the father of Jay D. Utley, of Grand Rapids, and W. R. Utley, of the Maxwell Company, Chicago. He was known by many old residents as the circulation manager of the old Grand Rapids Eagle and as a member of the quartette that furnished music for the Park Congregational church nearly fifty years ago. Of the quartette only Mrs. Levancha Stone Shedd and George D. Herrick are now among the living. Mr. Pullman visited Grand Rapids occasionally and while here was usually the guest of Mr. Utley or of Elias Hall, a relative by marriage, who built the house which stands on the northwest corner of Cherry street and Jefferson avenue and occupied it a decade or more. Mr. Utley always evinced a lively interest in the welfare of his boyhood friend and regarded him as the only one of the Pullman family who would ever win a conspicuous place in the world of business. Their acquaintance commenced in Brocton, Chautauqua county, New York, where George M. Pullman was born, during the first quarter of the nineteenth century. The family was a large one and the income of the father, gained mainly in moving buildings, was hardly sufficient to cloth and feed the wife and children. At the age of 14 George left school and entered the employ of a small merchant, located in Brocton, as a salesman. Two years later he moved to Albion, N. Y., where he joined his elder brother, Albert B. Pullman, a cabinetmaker, and learned the trade. In that period furniture was manufactured by hand, machinery not having been developed for that purpose, and Albert B. Pullman was a master of his art. From the raw lumber he built the bedsteads, tables, chairs and also the coffins needed by the community. With his own hands he planed the boards, cut them into dimension stock and constructed and finished the furniture he sold, but failed to earn more than a fair living by his industry. The little shop was a good school in practical mechanics for the younger brother, and the experience gained while employed therein proved of great value to him in later years. When George M. Pullman was 20 years old his father passed away. Meeting his friend, Utley, one day George remarked: "I realize that the support of my mother, brothers and sisters hereafter will fall almost entirely upon myself. I must find profitable employment. The wages of the ordinary salesman or cabinetmaker will not be sufficient. I must have a substantial income to enable me to carry my burden."

In the year 1853, at the age of 22, he entered into a contract with the State of New York, wherein he undertook to move buildings from the

route of the Erie Canal, which the state had determined to construct, in Niagara county. The work was intelligently prosecuted and the youthful contractor realized a substantial remuneration. When the state authorities paid to him the first installment of \$500 on account of the contract he remarked to his friend, Utley, "I feel like a millionaire." He used the old apparatus his father had employed in the same line of work. Mr. Pullman moved to Chicago in the year 1859, and a short time after his arrival entered into partnership with a man named Hollingsworth and engaged in moving and elevating buildings. The property owners of Chicago had resolved to lift their buildings out of the mudholes and swamps over which they had been erected and the work was prosecuted vigorously by the firm, the members of which acquired moderate fortunes as the result of their intelligence and their industry. About the same period Albert B. Pullman moved to

brought back the chairs." Opening a number of gunny sacks he spilled the pieces on the floor and demanded that the chairs be rebuilt." Dry kilns were not used in the period of the Pullman activities in Grand Rapids and most any kind of lumber was considered fit for use in the manufacture of chairs.

The business of the firm did not flourish, and George M., realizing the improbability of his brother ever acquiring the ability necessary to place the undertaking on a paying basis, closed the shop and Albert moved to Chicago.

During his residence in Grand Rapids A. B. Pullman occupied the house illustrated on this page. The wings have been added in comparatively recent years. It is now the temporary home of the Misses Jones. The location is No. 168 North Lafayette street.

A. B. Pullman loved social enjoyment and his kindly disposition and musical accomplishments won the

casualty the band turned out and serenaded popular citizens, and those so favored usually entertained the band with wine, cake and cigars. The inhabitants of Grand Rapids fifty years ago looked on the wine when it was red more tolerantly than their descendants do, and when members of the band imbibed too deeply the incident was scarcely noticed or commented upon. One night during a tour of the residences of the leading citizens the band halted on the lawn of Warren P. Mills, on the southeast corner of Wealthy and Madison avenues. The favorite "Pop Goes the Weasel" was played, greatly pleasing the fat, jolly, noisy Mr. Mills and his family, after which the musicians were called into the house to "have something." Wine was drank, another number was played and then Mills exclaimed, "Have some more." Another composition was played on the lawn and then the guest so honored insisted upon a return to the house for the purpose of taking on some more wine. Pullman became somewhat "befuddled" after the last round had been put under the belts of the musicians, and throwing his arms around fat and noisy Mills he confidently remarked: "Shay, don't you think the wine we drank here is much better than the wine old Mills gave us?"

On account of his mechanical ability it had been supposed by many that A. B. Pullman was the inventor of the Pullman palace sleeping car. The writer lived in the city of Chicago in the year 1864 and remembers distinctly seeing on many occasions the first sleeping car built by the Pullmans. Above the car windows on each side was inscribed the words: "A. B. Pullman Palace Sleeping Car." In the body of the car beneath the windows appeared the words, "Pioneer A." On account of the above inscription it may be presumed that George M. Pullman used it to please his brother or as an acknowledgment of the mechanical skill he had contributed toward the construction of the car, which cost the builders \$18,000. The Pullman cars of the present cost \$25,000 and upward.

A study of the encyclopedias lend support to the impression that the biographers of the past did not ac-



Home of Albert B. Pullman, on North Lafayette St., when he resided in Grand Rapids.

Grand Rapids. Aided financially by George M. Pullman to the amount of \$7,000, he commenced the manufacture of furniture, under the firm name of A. B. Pullman & Co. Order work was a specialty with the firm and among the buildings furnished was the old county office structure, located on the northeast corner of Kent and Lyon streets. Cherry lumber was largely used in those days and the cabinet work and finishing were so good as to excite favorable comment. The Pullmans also manufactured household goods, and the late C. C. Comstock, in an address before the National Association of Manufacturers of Furniture, some thirty years ago, mentioned their shop and an incident that caused considerable laughter. The firm sold a set of dining chairs to a farmer. Some time after the goods were delivered the farmer appeared at the factory and Mr. Pullman exclaimed: "What are you back here for; what do you want?" The farmer replied, "I

favor of many. He was a member of Barnhart's band, an organization composed of such men as Dr. D. W. Bliss, Frank Sylvester, Mr. Wells (a banker), the Siegle brothers and other musicians of prominence. Oc-

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

cord much importance to the Pullman family. The father and mother are not mentioned in the four volumes examined. Only George M. and James M., two of their five sons, were deemed worthy of mention. George M. Pullman's attention to the problems of providing sleeping accommodations for travelers was aroused in 1859, when he converted two common coaches of the Chicago, Alton & St. Louis Railroad into sleepers. These lacked the conveniences and many of the means of comfort provided in the cars that have since borne his name, but they supplied a necessity for the time being. Travel by rail at night in the common day coach was an experience one would not soon forget. In the month of August, 1862, the writer was compelled to take a Rock Island night train running from Chicago to Rock Island, Illinois. Leaving Chicago at 8 o'clock the heavily loaded train proceeded slowly over the prairies and through the little towns located at variable distances on either side of the track. The weather was very hot, the air was filled with dust and the jolting and swaying of the loosely coupled cars tested the nerves and the patience of the travelers. Becoming weary the children cried, the mothers fretted and men either walked the aisles and grumbled or curled up in the seats as best they could and snored. It was a very unpleasant night and when the train reached Rock Island, the terminus of the line, on the following morning at 5

o'clock the passengers were physically exhausted. How different are the experiences of the Pullman car travelers of to-day! The first Pullman car was built in 1864 and in 1867 Mr. Pullman organized the great corporation that later gained almost a monopoly of the sleeping car business. George M. Pullman was an able financier and the corporation was very prosperous under his management. To show the profits of the business it is only necessary to state that in a single year, upon an invested capital of \$4,000,000, the company earned and disbursed \$2,000,000 in dividends. The town of Pullman was planned and built under his direction and he became an important factor in the building and operation of the metropolitan elevated railway in New York. Under his management the Wagner, Mann and other sleeping car interests were absorbed by the Pullman Company.

Mr. Utley occasionally visited Mr. Pullman in Chicago, and remembered meeting him soon after the operation of his cars was undertaken. He was then occupying a suite of small ill-furnished offices, reached by many stairways, in the top of a business building. A year or two later a store on the ground floor of the old Tremont House, on Lake street, was leased for offices, which Mr. Utley regarded as an evidence of marvelous progress. Still later, when he sought his old friend in the great Pullman building, where he was obliged to send in his card and

finally to pass a line of guards and lackeys to reach the sumptuous apartments of the builder of the great corporation, he could hardly believe such luxuries were obtainable in this world for persons who did not wear the crown of royalty.

In an exceedingly entertaining book published several years ago, entitled, "Elements of Transportation," the author, E. R. Johnson, devotes a paragraph to Mr. Pullman, a sentence of which follows: "George M. Pullman did more than any other individual to increase the comfort of travel." The task of managing his great business was not an easy one. In a letter to the writer concerning the patents acquired by the Pullman Company, Edward B. Moore, the Commissioner of Patents (a former resident of Grand Rapids), stated that their number was several hundred. They covered the inventions used in the Pullman sleeping, drawing room and dining cars and their care and application were but one of many duties Mr. Pullman assumed and carried during the greater part of his life.

Holy writ commends the business of men engaged in feeding, lodging and protecting the wayfarer. Looked at from that standpoint was not George M. Pullman a public benefactor?

In conclusion, it might be well to add that Rev. James M. Pullman was a minister of the Unitarian faith who had charge of large congregations at different periods in Troy and

New York City. He was also the editor of a magazine that represented the interests and advocated the theology of his sect.

S. H. Ranck, who resided in Baltimore a number of years before coming to Grand Rapids to take upon himself the direction of the Ryerson Public Library, states that Rev. R. M. Pullman, a Universalist who lived in Baltimore, was a brother of George M. Pullman and that he usually spent his summer vacation periods at the castle of the latter on Pullman Island, in the River St. Lawrence. George M. Pullman died in 1897. Arthur S. White.

Pineapple Growing in Florida.

It is reported from Florida that growers in the pineapple section of the east coast will bend every effort during the next year or so to revive the industry and bring their crop into the front rank among the products of the state. Growers are giving more attention to their fields than formerly and this season's crop is reported to be far superior in quality to those of several years past. New activity is seen in the pineapple fields and quantities of slips have been imported from Cuba, which will be planted at once.

Wars do not settle anything; the things settle themselves after the wars are over.

Fear, as they say of fire and water, is a good servant, but a hard master.

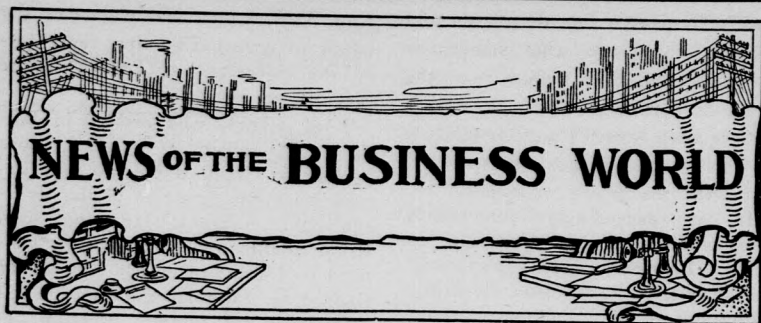
ROYAL

BAKING POWDER

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

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

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



Movements of Merchants.

Grand Ledge—Richard Hamlyn has opened a meat market here.

Belding—Guy E. Alexander has engaged in the shoe business.

Sand Lake—Ed. Cullom has engaged in the grocery business.

Alma—J. Barney has engaged in the furnishing goods business.

Gaylord—James Kennedy has engaged in the grocery business.

Bellevue—Henry Hoeflinger has engaged in the bakery business.

Adrian—Lloyd Finch succeeds Henry Pries in the confectionery business.

Nashville—Will Hoisington has sold his laundry business to Harry Fuller.

Arcadia—Mrs. A. M. Curtice has engaged in the bazaar and millinery business.

Detroit—J. Mawhinney has engaged in the bakery business at 1743 Woodward avenue.

Westphalia—Louis J. Wieber has purchased the harness and implement stock of Mathias Spitzley.

Nashville—W. M. Humphrey has sold his carriage and wagon business to Silas Endsley, of Hastings.

Durand—Jones & Healy have discontinued the grocery business and the store occupied by them is being vacated.

Battle Creek—Liger & Cook have sold their confectionery stock to Spaulding Bros., proprietors of the Period cigar store.

South Haven—W. E. Stufflebeam and sons, Gerald and Ward, have formed a copartnership and engaged in the meat business.

Eaton Rapids—Mrs. Dora C. Reynolds has opened a branch millinery store at Onondaga with Mrs. Grace Stringham in charge.

Sparta—Amidon Bros. have purchased the warehouse of A. H. Meeker, and will be in the market for all kinds of farm produce.

Boyne City—Joseph Flint has sold his grocery stock to L. E. Crandall, of Charlevoix, who will continue the business at the same location.

Lowell—L. F. Severy has sold his stock of tinware to the Scott Hardware Co., and his tools to the W. C. Hopson Co., of Grand Rapids.

Woodland—G. C. Garlick has sold his stock of general merchandise to Hiram E. McComb, of Big Rapids, who will take immediate possession.

Middleville—The store formerly occupied by W. W. Watson with a grocery stock will be occupied by John H. Doak with a dry goods and shoe stock.

Kearsarge—Geo. Demeter and George Longyel have formed a copartnership and engaged in the grocery business under the style of Demeter & Longyel.

Detroit—C. F. Hartman, who formerly was in the business on the corner of Woodward and Alexandrine, has opened a sanitary grocery at 2322 Woodward avenue.

Lake Odessa—O. A. Lapo has purchased the interest of John Griffin in the hardware and furniture stock of Lapo & Griffin and will continue the business in his own name.

Detroit—The American Fur Co. has been incorporated to deal in furs, with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and paid in in cash.

Grand Ledge—Miles E. Stark has severed his connection with the Carmer Clothing Co. and formed a copartnership with Dr. B. D. Niles to engage in the clothing business.

Bad Axe—A new company has been organized under the style of the Orton & Brierton Lumber Co., with an authorized capitalization of \$10,000, of which \$7,000 has been subscribed and paid in in cash.

Bear Lake—William Ebert has bought the business of the Arcadia Clothing Co., and will carry it on at the same stand. J. A. Robertson has been retained as manager and Fred Smith as a traveling salesman.

Linden—Gamber's vacant store in the postoffice block is being fitted up for a clothing store and has been rented to Arthur Dumanois, of Buffalo, N. Y., who will put in a stock of clothing and men's furnishings.

Owosso—The grocery firm of Nutson & Lathrop has been dissolved, Mr. Nutson retiring. Mr. Lathrop will continue the business. Mr. Nutson states that he expects to soon re-enter the grocery business in this city.

Eaton Rapids—H. L. Boyce, who purchased the half interest of his partner in the candy and bazaar business of Boyce & Stoddard, has moved the stock from the Vaughan building to the former place of business in the Stoddard building.

Brighton—R. J. Lyon has sold his store building and shoe stock to Robert Phillips. After being in the shoe business thirty-seven years Mr. Lyon thinks it is about time that he quit. He will continue his clothing business in his east store.

Detroit—The five-story brick building, 187 Woodward avenue, recently vacated by the Central Drug Co., has been leased for a period of ten years to the Washington Suit & Cloak Co., of Indianapolis, which will soon take possession of the premises.

Detroit—The H. F. Dieterle Co. has engaged in business to carry on a wholesale and retail flour and feed business, with an authorized capital stock of \$10,000, of which \$9,600 has

been subscribed, \$4,800 being paid in in cash and \$4,800 in property.

Detroit—A. J. Fellman, dealer in boots and shoes, has merged his business into a stock company under the style of the Fellman Shoe Co., with an authorized capital stock of \$7,500, of which \$6,500 has been subscribed and paid in in property.

Eaton Rapids—George Muir, of Hastings, will soon begin the construction of a two-story brick business block, which will add materially to the appearance of the city's business district. When the building is completed Mr. Muir will establish himself in some line of retail business.

Freeport—F. E. Deming has sold his general stock to F. R. Everhart, who was formerly engaged in business here with H. I. Miller. Mr. Deming will take a much needed rest, as he has been engaged in the mercantile business almost continuously for over thirty years, conducting a store at Linden, until about twelve years ago, when he moved to his present location.

Caro—Mrs. M. H. Smith has been appointed temporary administrator of the estate of her husband, who disappeared some months ago and has since been missing. She has taken possession of the store at Wahjamega and the stock, which has been inventoried by John Herman and Frank St. Mary. Ernest Beyette had been conducting the business, as directed by Mr. Smith.

Detroit—A. Krolik & Co., R. P. Smith & Sons Co., and Burnham, Stoepel & Co. have filed a petition to have Charles Hamburger, dealer in dry goods, boots and shoes at 701 Hastings street, adjudicated a bankrupt. They have claims against him as follows: A. Krolik & Co., \$265.54; R. P. Smith & Sons Co., \$272.55; Burnham, Stoepel & Co., \$31.58. Earl Lovejoy has been appointed receiver.

Olivet—H. E. Green has sold his grocery stock to Wm. Lane and Chas. Montague, who will continue the business under the style of Lane & Montague. Mr. Lane has had a long and varied experience in the grocery business. For several years he conducted the Ainger store at Olivet Station; he also conducted the branch store of Lamb & Spencer at Kalamo, and has worked for Mr. Green in the Olivet store.

Manufacturing Matters.

Lansing—The Lansing Wheelbarrow Co. has changed its name to the Lansing Company.

Detroit—The capital stock of the Smith & Baldrige Machine Co. has been increased from \$50,000 to \$90,000.

Detroit—The Michigan Leather Packing Co. has engaged in business with an authorized capital stock of \$8,000, of which \$4,000 has been subscribed and paid in in cash.

Cheboygan—A new company has been organized under the style of the Cheboygan Cider & Vinegar Co., with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Kalamazoo—The G. T. Eames Co.

has engaged in business to manufacture and deal in machinery, tools and power equipment, with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed, \$5,000 being paid in in cash and \$5,000 in property.

Lowell—T. F. Doyle, who is already a stockholder in the King Milling Co., and the Lowell State Bank, has purchased the interests of Charles McCarty in both of these enterprises. Mr. McCarty will retain his position as President of the Bank, however, until the annual meeting.

Muskegon—A new company has been organized under the style of the Christie-Collar Manufacturing Co., for the purpose of manufacturing and dealing in baking powder. The company has an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

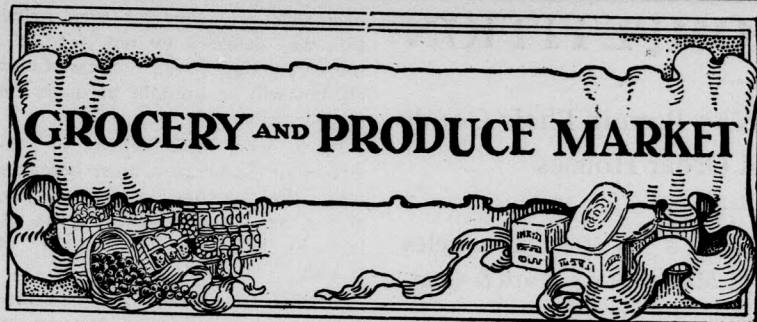
Hartford—G. W. Schopbach, of Dowagiac, has purchased the Hartford creamery. He has also purchased the equipment of the Keeler creamery which he will combine with the local plant making it a thoroughly modern creamery. Mr. Schopbach has been engaged in the creamery business at Dowagiac for seven years and will continue to operate that plant as well.

Saginaw—That the retail price of brooms may be boosted in the immediate future was the announcement made this week by Superintendent F. G. Putnam, of the State Institution for the Employment of the Blind, located here. He says raw broom corn, through a failure in crops in Illinois, Oklahoma and Kansas, has been raised so high that it is almost prohibitive to buy what corn there is to offer and brooms will retail at from 45 to 75 cents each. The State institution has a five months' supply which was bought before the crop failure was made known.

There has been a great deal of talk about trial marriages, but out in an Illinois town a good woman refused to let her daughter get married until there was a "trial courtship." She had the young man come and live in the home of the girl's parents for three days, during which time the girl did the work, cooked the meals and studied her fiancée. Meanwhile the young man was to watch the girl. The young woman purposely delayed a meal, just to see if her fiancée would become impatient. She tried him in many ways to test his temper, but before the end of the second day he declared he wanted to marry her at once. The test was not a perfect one, for each knew the other was observing everything done, and each was striving to please the other. After all, no test can be made that will tell whether or not a couple can live happily together.

Many times it is the fault of the clerks that they do not know about the new goods in stock. Many times, too, it is the fault of the proprietor who takes no pains to keep his help informed.

Fame is something which must be won; honor only something which must not be lost.



The Produce Market.

Apples—Wagner, Wealthy, Maiden Blush and Twenty Ounce Pippin fetch 60c per bu.; Pound Sweets, 75c per bu.; Snows and Jonathans, \$1 per bu. All varieties of winter apples are beginning to come in.

Bananas—\$1.50@2 per bunch according to size and quality.

Beets—60c per bu.

Butter—The defeat of reciprocity is given as the reason for an advance of 1@2c in creamery grades. There is an active consumptive demand for all grades and the receipts are hardly up to usual for the season. Another reason for the advance is the fact that the foreign supply of butter is short, and countries abroad are therefore drawing on Canada, which is firm and high. It is expected that prices will hold quite firm from now on, as receipts are usually smaller during the fall months. Local dealers hold No. 1 creamery at 27c. They pay 23c for No. 1 dairy and 17c for packing stock.

Butter Beans—\$1 per bu.

Cabbage—\$2 for small crate and \$2.25 for large.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch for home grown.

Citron—75c per doz.

Cocoanuts—60c per doz. or \$4.50 per sack.

Crabapples—Hyslips, \$1.25 per bu.

Cranberries—Early Blacks from Cape Cod command \$2.50 per bu. or \$6.75 per bbl.

Eggs—The market has been gradually working higher and prices advance about 1c a week. The cool weather has increased the demand and receipts show a very small percentage of loss in candling. Local dealers pay 21c, loss off del.

Grapes—Wordens, Concord and Niagaras, 10c for 4 lb. basket and 12c for 8 lb.; Delawares, \$1.75 per doz. for 4 lb. basket; Wordens in bulk command \$1 per bu.

Green Corn—15c per doz.

Green Onions—15c per doz.

Honey—16@17c per lb. for white clover and 15c for dark.

Lemons—California, \$6.25 per box; Verdellis, \$6.

Lettuce—85c per bu. for leaf; \$1 per bu. for head.

Nuts—Ohio chestnuts, 16c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, \$1 per bu.

Onions—90c per bu. for home grown. The market is strong on account of light crop. It looks as though prices would be higher.

Oranges—Late Valencias, \$4.25 for 96s, 250s and 288s and \$5 for 150s, 176s and 200s.

Peaches—Smocks, \$1.25@1.50 per bu.

Pears—Sugar, \$1 per bu.; Duchess, \$1.25 per bu.; Clapp's Favorite, \$1.25 per bu.; Keefers, 75c per bu.

Peppers—20c per doz. for red; 60c per bu. for green.

Pickling Stock—20c per 100 for cucumbers; \$2.50 per bu. for small onions.

Pop Corn—\$1 per bu. for ear; 5c per lb. for shelled.

Potatoes—75@80c per bu.

Poultry—Receipts are heavy, one Grand Rapids dealer having shipped nine cars last week and four cars so far this week. Local dealers pay 10c for broilers, 9c for springs and fowls; 5c for old roosters; 10c for ducks; 8c for geese; 12c for turkeys.

Quinces—\$2.50 per bu.

Radishes—15c per doz.

Squash—30c per bu. for crookneck; 1½c per lb. for Hubbard.

Sweet Potatoes—\$2.75 per bbl. for Virginas and \$4 for Jerseys.

Tomatoes—65c per bu. for ripe and 50c for green.

Turnips—50c per bu.

Veal—Local dealers pay 6@11c.

Phil Fuller, who recently purchased the Hervey lot, on the corner of Commerce and Louis streets, will erect a six-story building thereon as an addition to the store now occupied by the Ira M. Smith department store. When it is completed, the Smith Co. will occupy the new building with its grocery department, relinquishing the Ionia street store now occupied by that corporation.

Herbert E. Brown, traveling salesman for the Saginaw Valley Drug Co., and Miss McLean, of Saginaw, were quietly married late last week. They will reside in Saginaw.

The Economy Automobile Co. has changed its name to the Overland Company and increased its capital stock from \$12,500 to \$22,500.

The Richards-Wilson Pipe Covering Co. has increased its capital stock from \$5,000 to \$30,000.

Bixby & Bixby, dealers in bazaar goods at 686 Madison avenue, have discontinued business.

Mathews & Theoputos, confectioners at 118 Canal street, have discontinued business.

The penalty of fame is the kind of people who name their children after you.

Of course, it is better to recline in the lap of luxury than to stand on ceremony.

The Grocery Market.

Sugar—The New York refiners have reduced their abnormally high quotations and are all now on a basis of 6¾c for granulated, the same as the Philadelphia refiners. The demand shows a decided falling off, and it is believed that within a very few weeks the refiners will go out for business again, instead of holding it as now, and when they do the market will without doubt decline.

Teas—Prices hold firm and, with the guarantee of the Treasury Department that no artificially colored teas will be admitted, it is expected that prices will advance on some grades or styles. It is also thought by good authority that if a chemical test is used there will also be some black teas rejected on account of coloring matter. If this should be the case, the situation will be still worse. There has been a very good demand for all grades of green teas from the retail trade. The consuming demand is as good as could be expected at this time.

Coffee—News from Brazil is extremely strong, and quotations are much higher there than last week. In this country all grades of Rio and Santos are at least ¼c higher. Milds are probably ½c higher for the week, and the present quotations compared with the quotations of six weeks ago show an advance of 2@2½c per pound. Mocha is scarce on spot, and has advanced ½c during the week. The coffee demand is fairly active under all the conditions, but the consumptive demand is without doubt feeling the effects of the abnormal prices. It is expected that roasted coffee will be advanced another ½c within a few days.

Canned Fruits—There has been some business transacted during the entire canning season and it is expected to increase from now on as fresh fruit supplies grow smaller. It is reported from the coast that the situation in California fruits has changed but little during the past two weeks. Packers it is said are still bending every effort to pack the varieties and grades which have been sold and are still buying fresh fruit for that purpose. The market on gallon apples shows quite a decline for the month of September. The demand is more active, but buying is still light as green apples are plentiful and cheap.

Dried Fruits—Apricots are unchanged on the previous high basis and very dull. New raisins look stronger. The crop does not look so well, and an advance is not unexpected. Old crop raisins are unchanged. The general demand for raisins is light. Currants have advanced on the other side, but the market here is as yet unchanged. Other dried fruits are dull and unchanged. Prunes are extremely strong again, and most packers have withdrawn prices. They seem to be afraid that the crop will run to small sizes. The market for 1911 fruit is exceedingly strong, and it is almost impossible to buy anything. Peaches are about ¼c easier, due to better crop

prospects, and the demand is moderate.

Canned Vegetables—The canning of corn will soon be ended and reports have been forwarded from some sections which would seem to indicate that the pack will be fully as large as usual. The Eastern market on tomatoes while firm is not active and business is reported to be light. Spot business in tomatoes is also light as fresh goods are in a large supply and prices the lowest during the season. Peas is the one article in the canned vegetable line which will cause the retailer some trouble in getting supplies sufficient to fill future orders and the regular demand.

Syrup and Molasses—Glucose is unchanged. Compound syrup is in fair demand and rules at unchanged prices. Sugar syrup is fairly active at unchanged prices. Molasses is dull and unchanged.

Cheese—There is a good consumptive demand, and the quality of the current arrivals is high. Last year the Canadian cheese market was about 4c below our own, but this year they are about together. This helps the market here to be firm.

Fish—Cod, hake and haddock are all firm and show a fair demand for the opening season. Domestic sardines are not especially strong, and practically all packers are quoting quarter oils at \$2.25. Imported sardines show no change in price, although advices from abroad are of poor pack. Salmon shows no change. There is a fair demand under all conditions. Plenty of pink Alaska salmon can be gotten at \$1 f. o. b. in a large way. Mackerel is strong and in fair demand. The week shows no important change in price.

Provisions—The market has declined ¼c throughout the week. A larger supply is reported, with some seasonable falling off in the demand. These two factors moving together have caused the decline. Pure and compound lard have shared in the decline and are steady at ½c off Barrel pork and dried beef are steady and unchanged, with a good seasonable demand. Canned meats are unchanged.

The Drug Market.

Salicylic Acid and Silicate Soda—Are higher.

Cocaine—Has advanced.

Menthol—Is higher.

Sugar Milk—Is higher.

Balsam Tolu—Has advanced.

Prickly Ash Berries—Are higher.

Oil Lavender—Is higher.

Oil Spearmint—Has advanced.

Oil Wormseed—Has declined.

American Saffron—Has advanced.

Ipecac Root—Has advanced.

No one need to worry about the cranberry crop, because it is reported to show an increase of 13,000 barrels over last year, or a gain of 13 per cent. The pessimist will say that with the high price of sugar no one can afford to eat cranberry sauce, but the optimist will declare that the low price of cranberries will equalize the high price of sugar and both make a good average.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Real Estate Board of Battle Creek is unitedly supporting the plan of a chamber of commerce or central organization for that city.

South Haven expects to secure a branch factory of a large pipe organ concern located in Canada, thirty miles from Montreal.

Hereafter express packages sent out from Detroit to Sault Ste. Marie will not be carried all over Canada before being delivered, but will be sent via Mackinaw City, the shortest and quickest route. Express matter has been going by Western express over Canadian lines, the indirect routing causing a delay of many hours and sometimes days, while direct shipments require only fifteen hours in transit. The State Railway Commission, to whom an appeal was made, was able to bring the express companies to time.

Some man with money ought to go over to Pt. Huron and build working men's homes for rent. The scarcity of houses is said to be unusual and is hindering the factories from operating full handed.

This is the week of the Genesee County Fair at Flint and every day will be the big day.

Owosso has been assured that the Owosso-Corunna electric line will be reconstructed and the Washington street bridge made safe at once.

The Saginaw Board of Trade has secured better train service over the Michigan Central from Saginaw to Caro and Detroit.

The Michigan Central is having plans prepared for a new \$200,000 passenger station at Jackson, to be built in the vicinity of East avenue, with a separation of grades extending from Walls hill, outside the eastern limits of the city, to the North Mechanic street bridge. This will eliminate the dangerous crossing at Main street and will be a decided improvement.

"You are located in as fertile a valley as there is in the United States," said Prof. Taft, of the M. A. C., at the Saginaw Industrial Exposition and Land Show last week. Saginaw county in an agricultural line is only 50 per cent. developed and is raising no surplus, as this city furnishes the market. There is probably no area of the same size anywhere producing a greater variety of agricultural products. The Prairie farm, for instance, now has some 1,350 acres of peppermint and 120 acres of flax. I do not know why Saginaw should not rise to the prominence of Scotch and Irish cities as a linen producer, as flax is a good rotating crop with sugar beets, and there is no place better suited for raising flax than here, while we import 90 per cent. of the linen used in this country."

Traverse City claims to have more traveling men than any other town of its size in Michigan. There are 100 of them and every one is a booster for his home city.

Escanaba may have to worry along with only fifty saloons next year. An

MAIL ORDER COMPETITION

Some of the Manufacturers Who Permit Their Goods to be Handled by Mail Order Houses

The Tradesman herewith submits a list of staple articles which are quoted in a recent issue of Montgomery Ward & Company's grocery price list:

Lipton's Blend A Tea, 1 lb. tin @	.59
Lipton's Blend B Tea, 1 lb. tin @	.49
Baker's No. 1 Premium Chocolate, per box @	3.30
Baker's No. 1 Premium Chocolate, per lb. @	.28
Wilbur's Breakfast Cocoa, 1/2 lb. tins, 6 lb. box @	2.22
Baker's Breakfast Cocoa, 1/2 lb. tins, 6 lb. box @	2.00
Magic Yeast, 10c Size, per box @	2.00
Magic Yeast, 5c Size, per box @	1.15
Yeast Foam, per box @	1.15
A. & H. Soda, per case @	3.00
A. & H. Soda, per doz. @	.60
Royal Baking Powder, 1/2 lb. tins @	.23
Royal Baking Powder, 1 lb. tins, per doz. @	2.44
Royal Baking Powder, 1 lb. tins, per doz. @	.41
Royal Baking Powder, 3 lb. tins, per can @	4.72
Royal Baking Powder, 3 lb. tins, per doz. @	1.12
Campbell's Soup, Any Variety, per can @	12.94
Campbell's Soup, Any Variety, per doz. @	.08
Royal Peanut Butter, 10c Size (8c each) per doz. @	.90
Royal Peanut Butter 15c Size (12c each) per doz. @	1.35
Royal Peanut Butter 25c Size (20c each) per doz. @	2.25
Eagle Brand Milk, 1 lb. cans, per doz. @	1.65
Eagle Brand Milk, 1 lb. cans, per case @	6.25
Peerless Milk, 6 oz. cans, 3 cans for	.42
Peerless Milk, 6 oz. cans, per doz. @	2.65
Peerless Milk, 6 oz. cans, 3 cans for	.48
Peerless Milk, 12 oz. cans, per case @	.13
Peerless Milk, 12 oz. cans, per doz. @	3.15
Peerless Milk, 12 oz. cans, 3 cans for	.85
Pet Milk, 16 oz. cans, per case @	2.30
Pet Milk, 16 oz. cans, per doz. @	1.05
Pet Milk, 16 oz. cans, 3 cans for	.23
Pet Milk, 6 1/2 oz. cans, per case @	2.65
Pet Milk, 6 1/2 oz. cans, per doz. @	.48
Pet Milk, 6 1/2 oz. cans, 3 cans for	.13
Carnation Milk, 16 oz. cans, per case @	4.00
Carnation Milk, 16 oz. cans, per doz. @	1.00
Carnation Milk, 16 oz. cans, 3 cans for	.26
Royal Cheese, 10c Size, per doz. @	1.00
Royal Cheese, 10c Size, per jar @	.09
Royal Cheese, 15c Size, per doz. @	1.85
Royal Cheese, 15c Size, per jar @	.12
Royal Cheese, 25c Size, per doz. @	2.40
Royal Cheese, 25c Size, per jar @	.21
Quaker Oats, 10c Size, per case @	.95
Quaker Oats, 10c Size, 3 packages for	.25
Aunt Jemima Pancake Flour, No. 2, Cartons, per case @	3.00
Aunt Jemima Pancake Flour No. 2, Cartons (6 Cartons) for	.50
Aunt Jemima Pancake Flour No. 2, Cartons (2 Cartons) for	.25
Pfaffmanns A. 1 Egg Noodles Full Box, per lb. @	.11
Pfaffmanns A. 1 Egg Noodles, less than Box, per lb. @	.12
Pettyjohn's Breakfast Food, No. 2, Cartons, per case @	1.90
Pettyjohn's Breakfast Food No. 2, Cartons, 3 packages for	1.30
Pettyjohn's Breakfast Food No. 2, Cartons, per case @	.33
Ralston's Breakfast Food No. 2, Cartons, per doz. @	4.50
Ralston's Breakfast Food No. 2, Cartons, 3 packages for	1.55
Shredded Wheat Biscuit, per case @	.40
Shredded Wheat Biscuit, per doz. @	3.60
Shredded Wheat Biscuit, 3 boxes for	1.25
Grape Nuts, per case @	.32
Grape Nuts, per doz. @	2.70
Grape Nuts, 3 packages for	1.40
Malta Vita, per case @	.36
Malta Vita, per doz. @	2.75
Malta Vita, 3 packages for	.95
Force, per case @	.24
Force, per doz. @	2.00
Force, 3 packages for	1.25
Cream of Wheat, No. 2, Cartons, per case @	.32
Cream of Wheat, No. 2, Cartons, per doz. @	4.50
Cream of Wheat, No. 2, Cartons, 3 packages for	1.55
Quaker Puffed Rice, A 6044 No. 2, Size, per case @	.39
Quaker Puffed Rice, A 6045 per doz. @	4.25
Quaker Puffed Rice, 3 packages for	1.45
Quaker Puffed Rice, A 6048 No. 2, Size, per case @	.38
Quaker Puffed Rice, A 6049, per doz. @	2.85
Quaker Puffed Rice, 3 packages for	.98
Wool Soap, Large Size, per box @	.25
Wool Soap, 10 Cakes for 68c, 5 Cakes for	6.75
Wool Soap, Small Size, per box @	.35
Wool Soap, Small Size, 10 Cakes for	4.00
P. & G. Mottled German, 14 oz Bars, per box @	.40
P. & G. Mottled German 10 Bars for	3.15
P. & G. Lenox, per box @	.46
P. & G. Lenox, 10 Bars for	3.10
P. & G. Ivory Soap, 10c Size, per box @	.32
P. & G. Ivory Soap, 10 Bars for 68c, 5 Bars for	6.75
P. & G. Ivory Soap, 5c Size, per box @	.35
P. & G. Ivory Soap, 10 Bars for 40c, 5 Bars for	4.00
Babbitt's Best Soap, 75 s., per box @	3.75
Babbitt's Best Soap, 10 Bars for	.39
Santa Claus Soap, per box @	3.10
Santa Claus Soap, 10 Bars for	.32
Kirk's American Family, per box @	2.90
Kirk's American Family, 10 Bars for	.44
Dobblins Electric, per box @	4.60
Dobblins Electric, 10 Bars for	.48
Sapolio E. Morgan's Sons' house (3 doz. box) per box @	2.25
Sapolio E. Morgan's Sons' house 3 Cakes for	.19
Sapolio E. Morgan's Sons' Hand 3 doz. box per box @	2.25
Sapolio E. Morgan's Sons' Hand 3 Cakes for	.19
Gold Dust Washing Powder, 4 lb. Packages	.13
Nine O'Clock Washing Tea, 100 1/2 lb. Papers	3.50
Nine O'Clock Washing Tea	.04
Pyle's Pearlina, 36 1 lb. Packages, per case @	2.85
Washing Powder Babbitt's "1776" 100-12 oz. packages, per case @	.08
Washing Powder Babbitt's "1776" 3 doz. @	3.85
Washing Powder Babbitt's "1776" 3 Packages for	.47
Babbitt's Lye or Potash (4 Doz. in Case) per case @	.12
Babbitt's Lye or Potash per doz. 90c, per can @	3.40
Enameline Paste Stove Polish 5c Size, per box @	.08
Enameline Paste Stove Polish, per doz., 45c, each	1.20
Enameline Paste Stove Polish 10c Size	.04
Enameline Paste Stove Polish, 10c Size, per doz., 70c, each	1.87
Wiggle-Stick Bluing, each 8c, per doz.	.07
	.90

ordinance providing for such reduction was defeated by one vote at a recent meeting of the Common Council, but will be brought up again for consideration.

Boys who sell celery in the streets of Kalamazoo must hereafter wrap the bunches in clean paper, not in newspapers picked up in alleys, by order of the Board of Health.

Detroit has passed an ordinance requiring loan agencies to pay an annual license fee of \$200. The law went into effect Aug. 2 and so far only two agencies have paid the fee. Prior to passage of the ordinance there were about twenty-five agencies in Detroit, showing that the measure is very effectual in ousting the loan sharks.

A case of typhoid fever at Portland was traced to impure well water and analysis by State officials of the water of nine wells, located chiefly along South Kent street, has been declared unsafe.

Dowagiac's third annual Flower Show, held at the Public Library under the auspices of the Junior Civic Improvement League, proved a decided success and many little hearts were made glad when prizes were awarded for the best bouquets and displays.

Hitching posts have been restored to the main street of Adrian, for the convenience of farmers, and now Three Rivers is talking of following the example of Adrian.

Baraga will install municipal water works and an electric light plant.

Paw Paw is hoping to secure several new industries, including a canning factory now located at Decatur, also a shoe factory at Otsego.

Fennville is asking for better passenger service at the hands of its one road, the Pere Marquette, and two members of the State Railway Commission were there last week to hear both sides of the case.

Over 260 cars of peaches were shipped out of Fremont this season, breaking all previous records.

A Fall Festival and Baseball Tournament will be given by the merchants of Reed City Oct. 10-12.

Saginaw's East Side trade school continues to be popular and the services of an additional teacher will be required this year.

Menominee wants a public market and the project will be pushed by the Commercial Club of that city.

Kalamazoo is still wrestling with the lighting proposition. It is estimated that a new municipal plant, adequate to the city's needs for the next ten years, will cost \$125,000, and much data on the cost of lighting by municipal plants and under contract in other cities is being secured.

Almond Griffen.

Then He Jumped.

Johnnie—Grandpa, will you make a noise like a frog?

Grandpa—What for, my boy?

Johnnie—Why, Pa said we'll get ten thousand when you croak.

Two-fifths of the world's 100,000,000 swine are in the United States.

Your profit is in the flour you sell,
Not in what you buy!

No matter how much you buy, if you cannot sell it, you cannot make any profit.

No matter how cheaply you buy, if you cannot sell you make no money.

On the contrary, you are apt to lose money on that kind of deal.

You can sell Lily White, "the flour the best cooks use."

Very likely you have had calls for it as a result of our extensive advertising.

Our advertising is a great force working for you if you sell Lily White.

We bring the customer to your door--you need only have the flour and hand it over.

Why not let this selling power work for you?

Day in and day out our advertising is being read by your customers. More and more of them will want it as the days go by.

When a few get it, soon all want it.

And the circle of satisfied trade that comes voluntarily to your door keeps getting larger and larger.

It becomes a tidal wave that sweeps competition off its feet.

This advertising of ours is going steadily on--it never lets up.

How much better to be joining forces with it than against it.

We invite you to join us--to become a Lily White partisan. We know it will pay you.

We will work for you, Lily White will work for you and we'll all work together.

What do you say? This is a fine year for winter wheat flour.

Valley City Milling Company,
Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

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E. A. STOWE, Editor.

October 4, 1911

While the editor of the Michigan Tradesman was in the preliminary stages of the attack of typhoid fever, which so nearly ended his life's journey, and when the disease was proceeding to impair his mental and physical energy, his constant thought was still of this paper and its patrons, and he continued his labor upon its editorial pages until physical and mental distress and exhaustion compelled him to cease.

During this time without moral, but perhaps legal, responsibility he produced an article in the issue of October 5, 1910, headed The Fruits of Unionism. This article written under these circumstances the Tradesman now considers one which would not have contained all the statements were it not for the editor's illness, and is therefore withdrawn, so far as the following statements are concerned:

Our position relative to union labor and union leaders is well known and remains unchanged, but we respectfully withdraw the editorial mentioned and retract specifically the following statements therein contained, with apologies to James M. Lynch, President of the International Typographical Union:

"When the men who conceived and carried into execution the despicable crime at Los Angeles are finally apprehended it will be found that they received their inspiration from the office of John M. Lynch, President of the International Typographical Union, at Indianapolis."

Withdrawn and apologized for.

"Gompers and Lynch pretend to the newspapers that they abhor incendiarism and murder, but they preach it privately to their associates and laugh behind their sleeves over the manner in which they dupe Graham Taylor, Lyman Abbott and other well-meaning men by pretending to be law-abiding citizens when they are constantly plotting against the lives of men who refuse to bow the knee to union bondage."

Withdrawn and apologized for.

Without compromising its position maintained for years upon the subject of union labor and unionism, this paper does not intend to inflict personal injury upon any person without reference to whether the injured person is a union or non-union man,

and it respectfully does so in the case of James M. Lynch and Samuel Gompers, who were the subjects of the editorial of October 5, 1910.

WILL BE SHORT LIVED.

This country does not particularly need a great railroad strike at this time, but it is likely the strike just inaugurated on the Illinois Central and the Harriman lines will not be regarded as an unmixed evil. The number of men involved in the strike is claimed to be 38,000, which it may be admitted, if the figures are correct, is a considerable number to be out of work—enough to make a material difference in the business of the country. But the situation has its consolations. Under reckless and demagogic leaderships these men have been thoroughly inoculated with the strike spirit and sooner or later the strike was certain to come. It is better to have it now, when business is running light, than in the spring or at some other time when a rush may be on. The strike is not likely to last long and that it is not seriously regarded in financial circles is indicated by the fact that the stock quotations show no terrifying fluctuations. The reasons the strike will not last long are that many of the old and sober headed employees have refused to obey the commands of the walking delegates, there are many men out of work to take the places of the strikers and the strike comes on the edge of a cold winter. It will last long enough, however, to give the strikers a much needed lesson and to sober them, at least this may be hoped for.

The strike is without justification. No question of wages is involved. There is no dispute as to the hours of labor. The sole and only issue is the recognition of the federation of labor unions. The trades interested are the boilermakers, machinists, carmen, blacksmiths and helpers, clerks, steamfitters, sheet metal workers, painters and the federal laborers, all employees in the railroad shops. These various trades each has its union and the individual unions are recognized by the railroads. Instead of having nine individual organizations the demand now is that the recognition be extended to all the unions federated as a single body and under a single control. Coupled with this demand are demands that only union men be employed, that no union man shall be discharged without the consent of the union and that when men are laid off in periods of dullness that the union shall say who shall be idle. These demands are outrageous—almost fantastic in their extravagance, and the railroad managers naturally refused to make any concessions or even to receive propositions for arbitration. The union leaders presented their demands in such form that the strike was the only alternative, and the strike was declared accordingly. The strike will not be of long duration, but it will not be wholly in vain if it takes some of the swelling out of the union labor head.

STIGMA OF REPUDIATION.

The proposed re-organization of the Grand Rapids Board of Trade is approved so generally and in so many different circles that the idea must have merit, and it certainly has. The Board was organized some twenty years ago and its plan of operations is practically the same now as in the beginning. The city has grown, conditions and methods have changed and the old organization no longer fully serves the purposes for which it exists. The Board should be modernized, its scope enlarged and membership should be made worth an increased annual payment. All this can be done without, in any degree, impairing the popular feature expressed by a large membership. On the contrary, it will not be difficult to devise plans to make the Board with a smaller membership much more representative of the city and its varied interests and at the same time much more useful.

One phase of the discussion for reorganization, however, is not pleasing. Eight years ago the Board decided it would be desirable to own its own property, instead of being a tenant, and the Executive Committee was instructed to see what could be done. Wm. H. Anderson was then President of the Board and with him as a committee acted Lester J. Rindge and Sidney F. Stevens. They secured an option on the Weston building, on Canal street, for several years the early home of the Board, at \$80,000 and laid this before the Board, and it was rejected because it was thought so ambitious a property was out of the question. The Committee then secured an option for the purchase of the property on Pearl street, now occupied, at \$55,000, and the Board decided to take this property, provided the project could be financed. Mr. Anderson called a meeting of the Presidents of the city banks, ten of them, and the Michigan Trust Company, explained the situation, and the banks promptly voted to share the purchase price among them as a loan to the Board. Each contributed \$5,000 the same day the meeting was held, the purchase was made and later, when a mortgage was executed, 5 per cent. bonds were distributed as tangible evidences of the loans. The Board expended some \$15,000 in remodeling and improving the building and has expended other amounts for repairs and alterations since. As a business proposition, the building does not seem to have been a success. Instead of the rental income paying interest charges, taxes, maintenance and providing for the sinking fund to meet the bonds when due there has been an annual deficit. Whether this has been the fault of the building, the location or the management need not be discussed, but it may be remarked, incidentally, that the renting, instead of being in the hands of an expert, has always been left to the Secretary to look after in addition to his other duties, and the looking after has been very casual. The annual deficit has been an embarrassment, especially in

recent years when greater demands have been made upon the Board's finances, and in the re-organization discussion the suggestion is being made that the Board turn its building over to the banks who hold the bonds to do with as they like and seek quarters elsewhere. This method of getting rid of the burden would be strictly within the law, but, nevertheless, it must be regarded as unfortunate that such a plan should ever have been broached. The Board of Trade is supposed to be made up of this city's best business talent and to represent the highest type of business honor and good faith. The amount still owing, including interest unpaid, is about \$56,000, or the full purchase price of the property, and to ask the banks to take the property for the indebtedness would be so near a repudiation that no honorable business man would consider it in the management of his own affairs. When banks lend money on real estate security it is usually to an amount not to exceed one-half the value, but in this case, in a patriotic desire to help the Board and the city, and having confidence in the integrity of the business men who made up the organization, the banks provided all the money needed for the purchase. For the Board to get out from under now, leaving the bag for the banks to hold as a penalty for their good nature, might be strictly within the law, but it would be tricky, unworthy the business men of the city and the Board and entirely out of harmony with those principles and ideals which the organization should stand for. Such a course would be a stigma upon the Board for all time to come, something to apologize for and be ashamed of and it is within the possibilities that it would be a source of serious future embarrassment. Would the banks again favor an institution that repudiated its obligations?

Instead of trying to shake its indebtedness, the Board should apply its best thought to the problem of how to make the property pay. Skill and intelligence should be exercised in the renting, instead of leaving this to the careless attention of the Secretary of the Board to look after or not, as suited his convenience. The Michigan Trust Company building, across the street, is full and a large addition is being made to meet the demand for more offices. The Houseman building, next door, is constantly filled. Why can not the Board of Trade building be made equally successful as its neighbors and as a business enterprise profitable? Instead of talking repudiation let the Board apply itself to finding out what is the matter and then applying a remedy. Repudiation would be the easy way, but it is not the honorable way to meet the problem that is presented. Nobody respects a flunker.

The man who trusts no one may never be disappointed, but he will be very miserable. The basis of business, of life itself, is trust in others.

SCATTERING BRIGHTNESS.

It was only a bouquet of scarlet salvia given by a child to an old lady, but it called forth many words of heartfelt admiration from her lips. The four closed walls were for the time opened, and the exquisite touches of the Divine hand were revealed in a new form. Like a little child, she admired and wondered. The next day a plant in full bloom was sent to her room, where it is now placed, in full view of her chair, and in the window where all passing may see. For her limitations have made her generous. She wants the world to see that which has given her so much of joy.

The flowers of every day life are scattered thickly about us, but too often we but trample them under our feet. There are the little things of life which are within reach of every one. The trouble is that in our rapid pace we do not notice them. They are in so many forms, and abound in unexpected places. Even the smallest child may find them in profusion, while old age sees them strewn about the path. Sir Philip Sidney immortalized his name by extending the cup of water to a fellow sufferer. There are those not appreciably suffering, yet in a need which we may easily supply. The destination may not be so fully recognized until the sight of the well laden table is gained. So the element of discontent may not be a factor in pressing up to better things.

Whatever the attitude of another, we may elevate it in some way. The new book or magazine, the fresh flowers, the ripe fruit, will appeal, while the mere thought of being remembered may be the most grateful feature in the service. It is not the unusual but the commonplace features which may appeal. Change in thought is sometimes a real benefaction; and the one who can suggest some bright idea is more beneficent than the one who can give much gold.

CLASS SPIRIT.

Critical periods are bound to occur in the life of every individual, every organization. Contests, differences in view-point will arise which may be as speedily adjusted as they came; or they may harbor a hidden animosity and revenge which will smoulder like the fires of Etna, breaking forth intermittently in a manner which brings disaster or disgrace.

Class fights conducted in the proper spirit are to be winked at by the authorities in charge, smiled at by the upper classmen, and treasured among the tender college memories by the direct participants. The ludicrous aspect quickens the thought, and when study is resumed it will be with a better feeling toward every one, stronger friendships and loftier purposes. The battle, called off within a reasonable time, leaves in its wake a stronger sense of class spirit, the genuine nature of which is but another name for patriotism.

Quite the reverse will be the result if there is a lack of fairness or

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honor on either side. The boys who remember that there are principles of ethics compulsory even in war will have stirred up in the hearts of adversaries no resentment; but tricks, unjust moves, these have no place in the class scraps where character rules. The girl who pinches the arm of a rival until it is discolored has lowered her own standard of worth.

Comical stunts imposed upon the "greenies" in a good natured way leave no stings. Fairness, good humor on both sides, the remembrance that "Conduct is three-fourths of life," reduce the class fight to what it should be, a temporary exuberance of loyal class spirit.

IN HIGHER CURRENTS.

Barring the stoppage of the motor or some other mechanical breakdown, the danger to the aviator is in the lower stratum of air. In rising from the ground there are so many obstacles to dodge, so many cross currents of air to meet that he is liable to come to grief. It is only when safely in the upper air, mounted above the conflicting forces, that his bird-like freedom is assured. We have seen illustrations of this many times during the last few months; it is in rising that the greatest difficulties occur.

"It requires moral courage," says Jordan, "to see, without flinching, material prosperity coming to men who are dishonest; to see politicians rise into prominence, power and wealth by trickery and corruption; to see virtue in rags and vice in velvet; to see ignorance at a premium and knowledge at a discount. To the man who is really calm these puzzles in life do not appeal. He is living his life as best he can; he is not worrying about the problems of justice, whose solution must be left to Omniscience to solve."

It is our privilege to set our goal high and to refrain from worrying because others may have found a shorter cut or taken some unfair advantage. Our craft will be the surer in the flight if we strive to keep clear of the petty bickerings which endanger it, of the little jealousies which may make us lose our balance. By rising above them into the pure of Heaven we find the way clearer, the craft easier to control.

How about your wrapping-paper and string? Do you use a common manila wrapping-paper and white cotton string, or do you take a little thought and have some soft, neutral colored paper and string to match? The customer who takes his purchase from your store has a sense of satisfaction in carrying a pretty and tastefully wrapped and tied package, distinct from the one who has a package done up like a pound of sausages from the butcher shop. Get a little "class" into the small things about the store.

The man who wants to write things well must himself read things that others have written well, and this applies to nothing more than to advertising.



News and Gossip of Interest to Business Men.

Saginaw, Oct. 31—When the doors of the mammoth Auditorium and Armory were closed to the public last Saturday night the Wholesalers' and Manufacturers' Association of this city had scored the greatest success that Saginaw had ever known. The Exposition started Sept. 22 and ran through until the last of the month, there being seven exhibiting days. Thirty-five thousand people, drawn from all over Eastern and Northern Michigan, saw the inside of the Auditorium turned into a beehive, showing the manufactures of the third city in the State. Never before have home products alone been exhibited and the patrons of the annual effort say it eclipsed any previous attempt by a great margin. The city opened its arms to the outside world and laid particular stress upon an urgent invitation to the merchants to come along and bring their wives. The result was that money could not buy better advertising than Saginaw got last Wednesday and Thursday, when Merchants' Days were celebrated. Fully 1,500 outside merchants came with their wives and families. Trade relations were cemented and not a dull moment elapsed while the visitors were here.

The first attention paid them was at the depots, where they were met with autos, the local jobbers looking after that and having their traveling men at home. Then the guests were registered at the official booth in the Hotel Vincent. There they were given a long strip of tickets, which embodied admittance to all the Exposition dates, seats to a motor boat carnival of speed Wednesday afternoon and fireworks and a Venetian Night in the evening, an auto ride and vaudeville entertainment and banquet Thursday. The features passed off without a mishap. There were over 100 autos in line Thursday morning when the visiting merchants were taken for the ride. The Masonic Temple was crowded that evening when the banquet was held.

"Made in Saginaw" was the slogan of the Exposition. It was to be seen everywhere. People of this city who never before knew what a manufacturing center the old salt city is were amazed at the multitude of manufactured products turned out here in one day. The real aim of the wholesalers and manufacturers, when the first Exposition was held, four years ago, was to show home people and outsiders

what Saginaw makes. Previous efforts have been nothing but pure food shows. This year the arrow hit the mark. Next year even bigger things are planned.

The success is taken as a fair indication of the rapid progression that Saginaw is showing. Secretary Joseph P. Tracy, of the Board of Trade, and his committeemen of the W. & M. Association put their shoulders to the wheels and shoved. The wagon moved along and Saginaw is just ebbing enthusiasm.

The Land Show held in connection with the Industrial Exposition was the first one held in Michigan. It contained exhibits from all of the seventeen counties of the Northeastern Michigan Development Bureau, Genesee and Saginaw and Tuscola counties, and from many different sections of Canada. Prof. L. R. Taft, State Superintendent of Orchards and Nurseries, H. M. Dow, of Midland, Superintendent of Horticulture at the State Fair, Deputy State Highway Commissioner Rogers and officers of the Development Bureau were speakers on topics that drew and interested farmers.

It is estimated that thousands of dollars of trade was brought into Saginaw, and relations between the local wholesalers and their retail customers in the rich Thumb territory and the North were permanently cemented by this Exposition.

Strikingly coincident with the opening of the Exposition was the announcement the first night that the E-Z Vacuum Cleaner Co. had been added to the list of new industries for Saginaw. It will file articles of incorporation for \$50,000, with J. O. Newberry as President.

Local produce dealers who are interested in the cabbage market are bewailing the lack of refrigerator cars in which to move the unusual and entirely unexpected crop of early sauerkraut which has been offered by farmers in the last few days. The rains of the month of September enlarged the cabbage heads until the crop is far better than expected. But cars can not be had and the cabbage is rotting in the fields.

The greatest sugar beet year that the Michigan factories have ever known is about ready to open and but for the incessant rains which have gripped Eastern Michigan the past week all of the six factories of the Michigan Sugar Company would be in operation this week, as well as the independent factories. With beets piled high in the fields waiting hauling to stations long drawn out rains fell and beets have rot-

ted in some places and the sugar percentage has been greatly decreased. The result is that the opening of the slicing season is prolonged at least a week.

Mayor Stewart, President John A. Cimmerer, of the Board of Trade, President J. D. Swartout, of the Wholesalers' and Manufacturers' Association, and fifty business men in fifteen autos made a day's trade extension trip to Bay City last Wednesday afternoon, calling on the

merchants and inviting them to the Exposition in Saginaw.

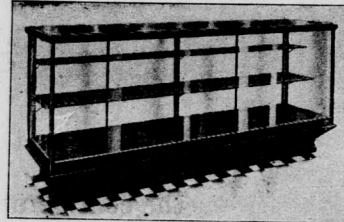
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Plan new and original methods and have the daring to operate them.

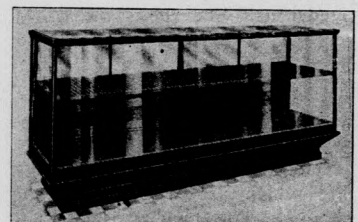
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Bread made from SAMICO won first premium in 1909 and 1910 at
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Quality and price right

Order through your jobber

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Our Brands of Vinegar

Have Been Continuously on the Market
For Over FORTY YEARS

Think of it—FORTY years of QUALITY

We cannot afford to dispense with QUALITY in the make of our Vinegar, and you cannot afford to handle any Vinegar that lacks QUALITY. Order from your jobber. SPECIFY AND SEE THAT YOU GET

"HIGHLAND" Brand Cider and White Pickling
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They will please both your customers and yourself.

Oakland Vinegar & Pickle Co. Saginaw, Mich.

It Satisfies

Holds trade and makes new customers

St. Laurent Bros. Pure Peanut Butter

All size glass. Tin and fiber pails. Also preparers of the famous Valley Brand Salted Peanuts. Order through your jobber.

ST. LAURENT BROS., BAY CITY, MICH.

Detroit Department

Three Day Trip Through the Thumb District.

Detroit, Oct. 3—Traveling on a special train comprising four Pullman coaches, two dining cars and a baggage coach, 100 or more members of the Wholesalers' and Manufacturers' Bureau of the Detroit Board of Commerce will leave next Tuesday morning for a three days' trip to visit business men in the towns and cities of the Thumb district of Michigan.

Neither order books nor statements of accounts are to be taken along on the trip. It will be wholly social in character, affording members of the Wholesalers' and Manufacturers' Bureau an opportunity to meet personally and become better acquainted with their friends in that section of the State, and, incidentally, to assure them that Detroit business houses appreciate the trade courtesies which have been extended them in the past.

Detroit has always received a generous share of the trade from the Thumb and it is believed the visit will be a profitable one, more particularly as the Board of Commerce recently succeeded in having a new improved passenger train service established between this city and towns in that part of the State.

Two trains each way are now operated daily between Detroit and Grindstone City. This permits residents of towns along the line to come to Detroit, spend several hours in the city and return to their homes the same day. It is hoped an improved freight service may be secured in the near future.

Already forty-six members of the Wholesalers' and Manufacturers' Bureau have made reservations for the trip, the expense of which will be \$30 each. The itinerary outlined will fill the entire time from 8 a. m. to 9 p. m. for the three days of the trip. It will be necessary to omit stops in some of the smaller places. Souvenirs will be sent these places. Some of the towns nearest Detroit also will be omitted, with the intention of making a special visit there later.

The Trade Promotion Committee, A. H. Zenner, chairman, which is arranging the trip, met for luncheon at the Board of Commerce office yesterday.

The Wholesalers' and Manufacturers' Bureau is now working as an integral part of the Board of Commerce, with Sidney H. Renshaw, its Transportation Secretary, installed in the office of Robert H. Day, Manager of the Board's Transportation

Bureau. Five members of the Wholesalers' and Manufacturers' Bureau have been added to the Transportation Committee. They are W. C. Noack, W. J. Millard, John A. Gleeson, W. B. Wood and W. J. Gordon.

J. J. Hill on the Food Problem.

James J. Hill says in answer to Rudyard Kipling's letter referring to "a people who by their own haste and waste have dissipated their own resources:

"The land available for agricultural purposes in Canada does not equal three states the size of Iowa. The only thing that would drive the people back to the land is empty stomachs. The solution of the production of enough food to feed the too numerous people engaged in industrial occupations is in a system of experimental farms.

"There are just three preliminary steps the most expert farmer in the world could take. If he is given 160 acres to cultivate, he can send a sample of his soil to the laboratory of the State Agricultural College to be analyzed; he can try out his seeds in a cheap device proving their fertility before planting, and he can properly prepare his seed bed. But the farmers don't and the only way to teach them is by actually making them do it themselves, going on to their farms and guaranteeing them an increased crop if they will do things the way they are told to. A man who has once actually done it never needs to be shown again.

"It is astonishing how great the variation is in yield per acre. Twenty bushels of wheat to an acre, at 90 cents a bushel, gives a profit of \$10 an acre, allowing \$2.50 for rent and \$5.50 for labor, seed and fertilizing. On an eighty acre farm that would mean \$800 profit. Twelve bushels of wheat to an acre on a farm double the size would net a profit of only \$400.

"In 1860 practically 50 per cent. of our population was on the soil. At present there is about 30 per cent. We can no longer consume our own industrial output. There are 3,000,000 less hogs in the United States than there were ten years ago, and 9,000,000 less cattle. What has become of our exports of grain? They are steadily diminishing. The land show in New York is a good thing, and I am having our railroad bring on a big exhibit, showing the best soil products along our line, but the only thing that will drive the people back to the land is empty stomachs."

Fishes' Age Told by Bones.

Until within recent years there had been ascertained no trustworthy way of finding out the age of fish. It has been shown that mere size does not indicate the age. Reibisch, Heincke and others have discovered that many of the bones, scales and otoliths of fishes have annual age rings, resembling those in tree trunks, and by means of these Prof. Wallace and others have now determined the rate of growth of plaice, showing that

some specimens attain the age of 25, or even as much as 29, years. Age can now be correlated with size and weight, although it appears that the sexes have a different rate of growth.

None of That Kind.

"Have you any nice fresh farmers' eggs?" enquired a precise old lady at a grocery shop.

"No, madam," replied the assistant, "but we have some very good hens' eggs."

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092

347 Russell Street, near Eastern Market—Telephone Main 3762

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Just what you have been looking for—
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At market prices ruling day of arrival

NO COMMISSION

PROMPT RETURNS

We want your shipments

Let them come and we will do the rest

Poultry

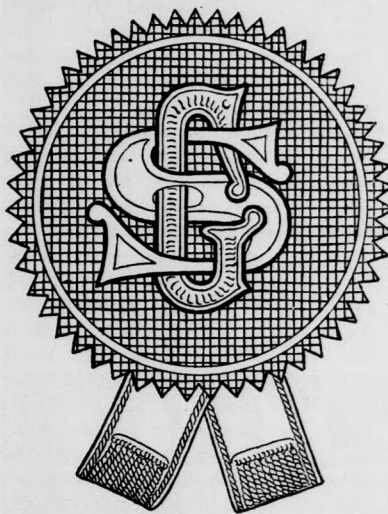


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Green Seal Cigars

Are made in SIX SIZES

And you'll find every one full of pleasant surprises.

The new surprises are—

Standard Size—3 for 25c

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Detroit Cigar Manufacturing Co.
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Cog Gear Roller Awnings

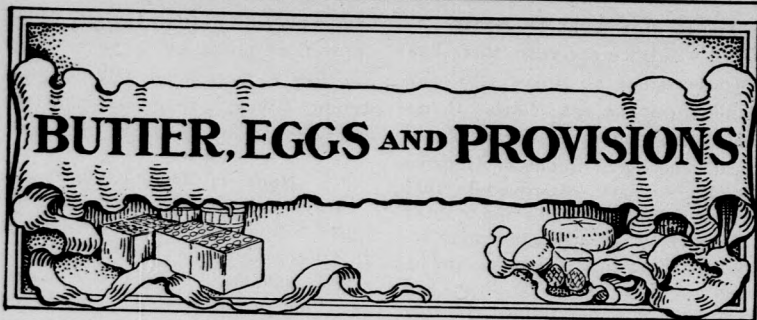
Are up to date. Send for catalog.

Get our prices and samples for store and house awnings.

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BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.



Enlarging the Scope of the City Market.

A movement is on foot to make a larger use of the city market. The market as now conducted is exclusively a wholesale market. The ultimate consumer is free to buy on the market, but the rules of the game are such that not many choose to avail themselves of the privilege even although to do so would materially reduce the cost of living. Pecks and half pecks are unknown, five cents' worth does not go, and the buyer must pay cash and carry home his stuff, and, still more strenuously, he must be on the market between 6 and 7 in the morning. Such rules, the rules of the wholesale market, do not appeal to the city man or his wife and therefore they go to the grocery or buy of the huckster and the middleman profit must be added to the cost. The plan that is under consideration is to have a retail market, to be open from 8 o'clock in the morning until noon, or later, and where the products of the soil could be sold in retail quantities. The farmers and gardeners who brought stuff to the retail market would be expected to break bulk to suit the customers. The cash and carry rule might still be maintained, but giving credit and the delivery would be for the grower himself to decide. The present city market is well adapted for a retail market in every respect except location. It is not conveniently situated for many city people and the street car facilities are not good, but it might be used as an experiment, and if such a market seemed to meet a real need others could be established in different parts of the city. There are 300 or 400 grocers in town and probably as many hucksters, and it is very likely they would bring every influence to bear against the establishment of the retail market. That they should protest against an institution designed to cut materially into their trade and to take away some of their profits is perfectly natural, and when it is recalled that they have taxes to pay and rent and insurance and help and all the other expenses incident to business their attitude may be justifiable. It may be suggested, however, that other cities have retail markets, Dayton, Indianapolis, Detroit, Chicago, New York, Baltimore, Washington, New Orleans and many others that might be named, and the grocers in those cities do not find the market any very serious handicap upon their business. The retail markets might cut off some of the grocery trade, but the real sufferers

would be not the grocers but the hucksters. A few years ago grocers had practically all the fruit and vegetable business, but the hucksters have multiplied prodigiously and today they have the bulk of this business, especially during the summer months. The retail markets might put some of the hucksters out of business, but it is a question if they would interfere much with the grocery trade.

In the matter of prices to the consumer the grocers in Grand Rapids have always been pretty decent. They figure a profit on the stuff they handle of about 50 per cent. On some of the stuff the margin is considerably larger and on some it is less, but an average of 50 per cent. is fair, and when the circumstances are considered such a margin is very reasonable. The expenses of doing business must be figured on and the cost of delivery, and then there is the important item of loss through the perishable nature of the goods. The grower selling direct to the consumer on the cash and carry principle might sell considerably cheaper than the grocer, but it is a question if the consumer would receive so very much of a concession after all. The farmer is quite as prone as anybody to ask as much for his stuff as the people will pay.

One method for making a larger use of the market has not yet been discussed in this city, but in some other cities it works with success, and this is to make the market a place for trading among the farmers themselves. One day a month might be set aside as exchange day for the farmers themselves. On these days they could bring in their stock, old wagons, anything in fact they wanted to dispose of, and have sales either by auction or private trade. Such a day each month would be popular with the farmers in spring and fall when the shifts are usually made, and it would tend to make Grand Rapids more than ever a farmer center. Battle Creen used to have a farmers' day with an auctioneer furnished by the Board of Trade, and often with free coffee served by the merchants of the city. Farmers' day used to bring out great crowds. Grand Rapids is not too big to have such a day and there is no reason why it should not be popular. The farmer who wants to sell anything except his crops often finds difficulty in getting a buyer, but an exchange day on the city market would bring the farmers in from a wide territory and trading would be easy. The possibilities in having

a farmers' day once a month or even oftener on the city market are certainly worth looking into and the Board of Trade might well give it attention. The cost would be merely nominal and to have a monthly gathering of farmers in town would be distinctly worth while.

Good Cranberry Crop.

Reports from 137 cranberry bogs received at the annual meeting of the Cape Cod Cranberry Growers Association indicated a good crop of upward of 13,000 barrels this year. This will be a gain of 11 per cent. in acreage.

Wanted—Butter, Eggs, Veal, Poultry and Huckleberries

F. E. Stroup, Grand Rapids, Mich.

References:—Commercial Agencies, Grand Rapids National Bank, Tradesman Company, any wholesale grocer Grand Rapids.

All Kinds of

Feeds in Carlots

Mixed Cars a Specialty

Wykes & Co., Grand Rapids, Mich.

State Agents Hammond Dairy Feed

The Vinkemulder Company

Grand Rapids, Mich.

We Buy and Sell all kinds of Fruits and Vegetables



We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss Write for prices.

Milwaukee, Wis.

W. C. Rea

Rea & Witzig

A. J. Witzig

PRODUCE COMMISSION

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

"BUFFALO MEANS BUSINESS"

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.

Established 1873

Established 1876

We Want

Strictly Fresh Eggs
White Beans
Red Kidney Beans
Clover Seed

Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

ISELL'S SEEDS WE WANT YOUR SUMMER ORDERS

We make a great specialty of supplying Michigan storekeepers with our HIGH GRADE SEEDS IN BULK.

Drop us a card and we will have our salesmen call and give you prices and pointers on how to make money selling seeds. Do it quick.

S. M. ISELL & CO.

::

Jackson, Mich.



Trees Trees Trees

FRUIT AND ORNAMENTALS

A Complete Line

GRAND RAPIDS NURSERY CO.

418-419 Ashton Bldg., Desk B :: Grand Rapids, Mich.

MENACE TO THE HORSE.

Increasing Use of Mules in This State.

Until recent years the Missouri mocking bird was almost unknown in Grand Rapids, so much so that when one was seen people turned to look again, and as for the farmers in this section they would not even think of having one on the premises otherwise than as a joke. But now the mule is becoming as much of a menace to the supremacy of the horse as the automobile. Several concerns in town now use mules exclusively for their delivery service and the kindly words they speak of the long ears is leading others to investigate their merits. The farmers, too, are taking to mules and, so far as they have gone, they like them and are encouraging other farmers to add variety to their livestock.

The largest user of mules in Grand Rapids is the Ira M. Smith Mercantile Co., which has a stable of fifteen or twenty of them and uses them entirely in their delivery service. The Ira M. Smith territory extends from the market gardens south of Burton avenue to beyond Fuller Station and from Reed's Lake to the West Side plaster mines. This is a wide field, nearly twenty-five square miles, and much of it is rough driving, with many hills and much sand. The mules are driven singly to light delivery wagons and the testimony of the Ira M. Smith Co. is that the mule is quicker, more enduring, more reliable than the horse, surer of foot, easier to keep and far less susceptible to disease, that it costs less to feed him, that he can haul a bigger load and that weather does not worry him. The drivers speak kindly of the beast, but admit that he has one fault in that it is hard to make the mule stand at the curb. When left in the street the mule will invariably swing around until his head is in the middle of the road, and the Ira M. Smith Co. has been obliged to put 200 pound blocks of concrete on the Ionia street front to use as hitching blocks for its mules to keep them in line with traffic instead of at right angles. The drivers have no complaints to make of kicking precivilities, balking disposition or other traits of viciousness which literature tells us the mule possesses.

The Columbian Transfer Co. has three teams of mules in service, chiefly for the baggage wagons, and speaks well of their hardiness, endurance, freedom from the ills that put horses out of commission and ease of management. The Reliable Transfer Co. has one team and the Century Fuel Co. has a pair and attached to the fourth ward sprinkling wagon is a pair of mules. The Fuller & Rice Lumber Co. uses mules exclusively in its delivery system, and the Fuller & Rice mules are easily the finest mules in town, for size, style and appearance. The mules are of Clysdale blood and have the Clysdale build but not the bulk. They are big fellows, but trim; if they lack weight they make it up in muscle and the drivers say they can pull a

heavier load with less apparent effort than any horses they ever handled.

Three or four farmers who bring stuff to the city market come in with mules, and it has been noticeable this summer that other farmers have been inspecting those mules and asking questions about them with an interest that suggests that they have it in mind to do likewise. One of these farmers comes in from near Berlin with a well matched pair of dark bays. "Sure, I have horses, two of them, but I like the mules," he said the other morning. "They weigh only 900 pounds apiece and can out-pull my 1,250 pound horses and are good drivers on the road. Some mules may be lazy and some may be able to kick a man's hat off at ten rods, but my mules are as gentle as lambs, always willing, and I like them. They are easy to keep and there is never anything the matter with them. If I had to choose between horses and mules I would take the mules, but as it is I have both, but when I come to town I usually drive the mules, especially if I have a heavy load."

Another farmer from near Kent City drives to market with mules and the other morning his wife, holding the lines while her husband negotiated the sale of the load, told of the mule virtues: "My husband for a long time wouldn't hear of having mules, but he finally took these on trial and we have found them just lovely," she said. "They are easy to take care of, perfectly gentle, never fall, work well on the farm and are good drivers in town. We have had these mules two years now. We find them more serviceable than the horses."

In the South the mule is the almost universal draft and farm animal, and in the South they take as much pride in their mules as we in the North take in our horses, carefully breeding them for the purposes to which they are to be used. In this city we have not yet reached that point where pride is taken in them. The stock used here is mostly just mule, except the fine stock of the Fuller & Rice Lumber Co., but the time may come when we, too, will go in for quality. At the West Michigan State Fair one team of mules was exhibited by a dealer at Holland and this single exhibit attracted much attention, even although the stock shown was not especially high grade. So far as known mules are not bred in Michigan, except at the ranch of Wm. H. White & Co., near Boyne City, where a fine strain is produced. Much of the stock brought into the State comes from the South at prices that are not far different from horse prices.

The Shortest Poem.

"The shortest poem ever written," says a Georgia newspaper, "concerned flies. The author is unknown, but must have been a woman, for it lilted after this fashion:

"We
De-
Spise
Flies!"

Small Grocers To Unite.

It has been stated that a meeting of many of the small grocers around New Haven, Conn., is being talked of to consider the plan of forming a united grocers' purchasing association in that city. The idea of the proposed organization is to make it get staple articles at as low a price as the big dealers by buying together in large quantities.

In taking under consideration measures for adding impetus to fall and winter trading, see that the window displays come in for a full share of attention. Hints of great value will be found monthly in the articles printed in this paper on that subject, and, by watching them closely, great improvement may be made in this department of advertising. The importance of the window can not be overestimated, and its drawing power should not be overlooked. An attractive window has brought more than one customer to the store. Make the display season-

able, beware of crowding too much into it and, above all, change it often.

If you have learned not to worry, you have probably learned how to work out each day's problems without thinking of to-morrow's.

SUMMER SEEDS

If in need of seeds for summer sowing such as Turnips, Rutabaga, Dwarf Essex, Rape, Sand Vetch, Alfalfa, etc., ask for prices.

Alfred J. Brown Seed Co. Grand Rapids

Roy Baker

General Sales Agent
Michigan, Indiana and Ohio

Sparks Waxed Paper Bread Wrappers
And Weaver's Perfection
Pure Evaporated Egg

Wm. Alden Smith Building
Grand Rapids, Michigan

Handling Now—Apples, Fall and Winter Fruit

What Have You?

Both Phones 1870

M. O. BAKER & CO.

TOLEDO, OHIO

Dollars for You

Mr. Grocer, in pushing **HOLLAND RUSKS**. Good for Breakfast, Lunch and Dinner. **Holland Rusks** are so appetizing served with fruits and cream. Urge your customers to try them. We employ no salesmen. We put the **quality** in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

Holland Rusk Co. Holland, Mich.



A Food Luxury is bought for its quality. If the quality does not please, there will be no repeat orders. **SUPERIOR QUALITY** is the reason we can advertise in such bold-face type.

FROU-FROU

THE WORLD'S GREATEST WAFER

FROU-FROU is the
SYMBOL OF QUALITY
and stands for all that
is **BEST**—its sale
means **PROFIT,**
REPUTATION and
SATISFACTION.



IMPORTED FROM HOLLAND

Send for samples, prices and the address of our nearest distributor.

BISCUIT FABRIEK "DE LINDEBOOM"

AMERICAN BRANCH
Grand Rapids, Mich.



Quotations on Local Stocks and Bonds.

Bid	Asked
Alabastine Company	190
Am. Box Board Company, Com.	90
Am. Box Board Company Pfd.	23
Am. Gas & Elec. Co., Com.	55 58
Am. Gas & Elec. Co., Pfd.	42 44
Am. Light & Tract. Co., Com.	292 295
Am. Light & Tract. Co., Pfd.	104 1/2 106 1/2
Cities Service Co., Com.	72 73
Cities Service Co., Pfd.	76 3/4 77 1/2
Citizens Telephone Company	94 95
Commercial Savings Bank	163
Com'th Pr. Ry. & Lt. Co., Com.	57 1/2 58 1/2
Com'th Pr. Ry. & Lt. Co., Pfd.	89 90
Dennis Bros. Salt & Lbr. Co.	94 100
Denver Gas & Elec. Co. Bonds	92 94
Flint Gas Co., 5% bonds	96 1/4 97 1/2
Fourth National Bank	180 190
Furniture City Brewing Co.	91 95
Globe Knitting Works, Com.	125 136
Globe Knitting Works, Pfd.	100 101
Grand Rapids Brewing Co.	210 225
Grand Rpd's Gas Lt. Co., bonds	100 101
Grand Rapids Ry. Co. bonds	100 101
Grand Rapids Nat'l City Bank	158 165
Grand Rapids Savings Bank	165
Holland-St. Louis Sugar, Com.	122 1/2
Kent State Bank	250 255
Lincoln Gas & Elec. Co.	28 29
Macey Company	97 100
Michigan Pacific Lumber	10 1/2 12
Mich. State Telephone Co., Pfd.	99 100 1/2
Michigan Sugar Co., Com.	113 114
National Grocer Co., Pfd.	80 81 1/2
Old National Bank	196 198
Pacific Gas & Elec. Co., Com.	66 67
Pacific Gas & Elec. Co., Pfd.	87 1/4 88 1/4
Peoples Savings Bank	210
Saginaw City Gas bonds	98 1/2
United Light & Ry. Co., Com.	52 55 1/2
United Light & Ry. Co. 1st Pfd.	78 81
United Light & Ry. Co. 2nd Pfd.	67 70

Beginning Monday, October 2, 1911, Citizens Telephone Company stock will be quoted "ex-dividend." Sales have been made during the week at 95 or better, which is the record high point for the past 18 months. We believe this has been due almost wholly to the buyers belief in a possibility of merger.

There have been quite a few enquiries for Grand Rapids Brewing Company stock with sales this week at 215 and the stock is very firmly held.

A. L. Dennis Salt and Lumber Company stock has advanced another five points with sales at 95 and none offered under par.

Prices on a number of the more conservative securities continue low and there are several opportunities to make purchase at very attractive figures.

Shift at Commercial Savings—The Stock Slump.

H. M. Morrill and Clyde L. Ross, Assistant Cashiers of the Commercial Savings, have risen to better things, and the friends of each are congratulating them. Mr. Morrill has been chosen business manager of the Board of Education to succeed Thomas D. Perry, who resigned recently to accept a responsible position with the Grand Rapids Veneer Co., and Mr. Ross has been promoted to Cashier. Mr. Morrill came from the old State Bank of Michigan to become Cashier of the Commercial when it was established by Charles B. Kelsey. Mr. Ross started as messenger in the old Fifth National and rose through all the grades to Cashier. When the two banks were merged the two cashiers were made assistants, with different duties but with the same title and rank, and they have worked together very harmoniously. Now that Mr. Morrill drops out Mr. Ross becomes Cashier and there will be promotions all down the line. As business manager of the Board of Education, Mr. Morrill ought to be a success, provided always, of course, anybody can

make a success of a job that has so many bosses. He is careful, conscientious and thoroughly honest and his long training in banking will be valuable to him in matters of detail. Mr. Ross, who becomes Cashier, is a young man and has had excellent banking training; he is a good mixer, has a wide acquaintance and will bring business to the bank.

The bank clearings for September show a total of \$10,641,185.07, which represents a shrinkage of 7 per cent, as compared with September of last year. The clearings for July, August and September, constituting the quarter, were off 2 per cent. as compared with the same quarter last year, and the records for the nine months of the year to date show that this has been the ratio throughout. Going into details, February and March made very small gains, and June and July more substantial improvements, as compared with last year, but the other five months have all been below the old scores. The figures indicate that business is not what it ought to be, and it is likely that most of those who are in business will concede this without looking at the statistics. Between the furniture strike, which has been, and the political year, which is to come, the business men have not been having exactly a lovely time of it, but there is consolation in the thought that the clouds will roll aside some day, and then business will jump.

The stock market has had a severe sinking spell the past month, but it seems to have been a case of nerves rather than real trouble. Explaining it in other words: Wall street has been throwing a fit and the apparent purpose of the performance has been to give the administration at Washington a scare. The Supreme Court recently decided that the Standard Oil Company and the Tobacco Trust were illegally constituted and ordered their dissolution into their constituent companies. Then followed the congressional probe into the Steel Trust and threatened investigations of other big corporations. Then President Taft started on his tour across the country and in his Detroit speech strongly intimated that the administration had several things up its sleeve that would be unpleasant for the corporations. Then the stock dealt in on Wall street began to tumble. The whole list, from Atchison to Western Union went off from 15 to 40 per cent. and dreadful howlings were heard from financial circles. There

Merchant's Accounts Solicited
Assets over 3,000,000

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY IDEMA - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Ass't Cashier
CASPER BAARMAN - - - - Ass't Cashier

3 1/2 %

Paid on Certificates

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

Grand Rapids National City Bank

Monroe and Ottawa Sts.

Capital \$1,000,000
Surplus 350,000

City Trust And Savings Bank

Campau Square

BRANCH
Monroe and Division Sts.

Capital \$200,000
Surplus 40,000

The capital stock of this bank is owned by the stockholders of the GRAND RAPIDS NATIONAL CITY BANK.

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK
OF GRAND RAPIDS, MICHIGAN

RESOURCES		Condition May 15, 1911	LIABILITIES	
Loans		\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House		35,000 00	Surplus	100,000 00
Cash and Clearing House Items		131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents		271,622 67	Deposits	2,018,922 73
		\$2,234,439 99		\$2,234,439 99
Savings Department Reserve 18 %			Commercial Department Reserve 27 %	

THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY

GRAND RAPIDS, MICHIGAN

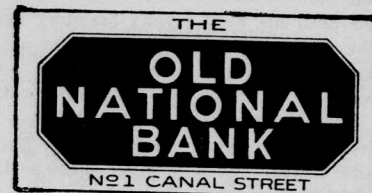
OFFICERS

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

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

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3 1/2 per cent. if left one year.
On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

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

WE WILL

BUY---SELL---QUOTE

Securities of BANKS, TELEPHONE, INDUSTRIAL AND
PUBLIC SERVICE CORPORATIONS
Ask for our quotation sheet

C. H. Corrigan & Company

343 Michigan Trust Building
Long Distance Telephones—Citizens 1122, Bell 229
Grand Rapids, Michigan

If all your time is not taken

You Can Add to Your Income

Selling Life Insurance for

The Preferred Life Insurance Co. of America
Grand Rapids, Mich.

ASK US HOW

WILLIAM A. WATTS, Sec'y and Gen'l Mgr.

Financial

have been times when the whole country would have felt the effects of a Wall street slump, but upon this occasion the rest of the country refused to become excited or to participate in the cataclysm. Wall street is slowly recovering from its fit and whether or not the administration has been scared remains to be seen.

Many of the standard securities are held in this city as investments or semi-speculations. Had it been necessary to close out the Grand Rapids holdings at the low figures, this city would have been a heavy loser in the slump. This city, however, does its business in the stock market for the most part at least on a cash basis. When stocks are bought they are bought outright instead of on margin, and under such circumstances the ups and downs of the market make little difference. During the past month local investors have been doing considerable buying at the low levels, and when the market recovers, as it is certain to do in time, they will be in a position to sell at substantial profit.

The Governor's attitude toward the big corporations may be good politics, but it is not apparent that it is serving any very great public good. The Standard Oil Company may be compelled to break up into many separate companies, but if the various companies have identically the same directorates, what is the real difference, so far as the public is concerned? The same would be true of the Tobacco Trust and of any other corporation whose present organization may be declared in violation of the Sherman law. The Sherman law was enacted twenty-one years ago and conditions have vastly changed since then. Instead of attempting a rigid enforcement of this old statute the Government might better devote its energies in the framing of a new and better law. Corporations, both big and little, certainly need supervision and wholesome regulation, but it must be apparent that the antiquated Sherman law does not serve that purpose. Instead of regulating and controlling the Sherman law merely puts the corporations under the necessity of finding some other way to skin the cat.

A Distinction With a Difference. Written for the Tradesman.

Once upon a time the late James F. Joy, eminent as an attorney and as a railway magnate, was sent to England to negotiate a large loan on railway bonds and shortly after his arrival there came news that he had been successful in his quest.

About a month later he landed in New York on his way homeward and was followed from the steamship landing to his hotel by a representative of a great New York daily who was after an interview.

Allowing a reasonable time for

dinner, the reporter sent his card to Mr. Joy's room and presently was asked to follow the bell hop.

Greeted cordially by the great lawyer and placed at once at his ease, the visitor asked Mr. Joy if the cabled news as to the success of his mission was correct, and Mr. Joy responded that while he had no desire to become captious in criticizing the press, he was obliged to answer that it was not correct.

Then the reporter asked for specifications, which, most courteously but firmly, Mr. Joy declined to give.

Accordingly a morning paper said in its issue next day that Hon. James F. Joy, of Detroit, arrived in New York the day before and declared that the report that he had succeeded in securing a loan of \$10,000,000 for the Michigan Central Railway Co. was not correct.

This news(?) created something of a stir down on the street and when Mr. Joy visited the office of a friend and business associate, he was at once criticized for giving out false and harmful information and was asked, "Why did you do that?"

"Because," said Mr. Joy, "it was information to which the newspaper, none of the newspapers were entitled to, and, in the second place, my answer was not a falsehood in any sense."

"You secured the loan, didn't you?" asked the friend.

"No, sir. It was not a loan. I sold the bonds," said Mr. Joy, "and besides it was not a ten million case, it was a sale of \$20,000,000 of bonds," he concluded.

New Burglar-Proof Door Device.

J. L. Friedman, of Chicago, has invented a little device designed to keep burglars, even although they may be adepts, from picking the ordinary lock and key combination which does duty on so many back doors. Below the keyhole, on the inside of the door a plate is screwed into the woodwork; attached to this is a bar of cold rolled steel four inches long, an inch and a half wide, and one-eighth of an inch thick. This is bent at the top into a "U" shape, which fits closely over the head of the key when the door is locked. In the middle of the bar, piercing it about an inch from the plate, is a thumbscrew holding the plate in place.

When the door is locked and the steel bar placed over the head of the key, the thumbscrew is turned until the bar presses against the head of the key with great force. Attempts to pick the lock, to use a skeleton key, or to take an impression of the lock would be failures because the key is tightly held in place, thus blocking and filling the keyhole completely. When not in use the bar is dropped down and swings from the plate.

The invention is for the old fashioned lock and key combination, which is still popular in smaller towns and cities and much in use on the back doors of the city apartment houses.

Money Spent by Conventions.

"Did you know that the chambers of commerce in the big Western cities have a regular system of ratings on organizations that hold conventions?" asked a Chicago man. "Never heard of it? Well, they do. I have had charge of a convention bureau for a number of years.

"In my card index I have a list of every organization that has an annual gathering. The list shows how many members each has, how often they meet and how much they spend. They are desirable, from my point of view, only in accordance with the amount of money they are likely to leave in my town. Therefore, I go after some of them hot foot and leave the others alone. But I have to keep track of all of them, for now and then an organization changes in character, and the chances of their spending money freely improve accordingly.

"The Mystic Shriners are up toward the head of the list. Each member will spend about \$13 a day while he is at the grand roundup. On the other hand, the delegates of a religious convention will spend less than \$2 a day. The biggest per capita averages are in the meetings of railway and manufacturing associations. Some of them mean an average expenditure of nearly \$100 a day a man for those who are present."

Changes in Gold's Purchasing Power.

Many people find it difficult to understand how the value of the dollar can vary when one standard weight of gold is fixed by law as constituting a dollar. The answer given in treatises on economics, of course, is that gold is a commodity and, like any other commodity, its value varies according to supply and demand. The most satisfactory explanation, however, is the practical one that the value of the dollar is always measured by what it will buy, and that if prices rise so that a dollar will buy only three-quarters as much at one time as it did at some former time, the value of the dollar has been actually reduced by 5 per cent.

A bulletin just issued by the Department of Commerce and Labor, showing relative average wholesale prices of commodities for the years from 1890 to 1910, gives an interesting tabular exhibit of the great varia-

tion in prices and in the purchasing power of a dollar's worth of wages that has taken place during those years. The average is based upon the wholesale price of 257 different commodities.

Among men day laborers and agriculturists are least prone to suicide. Soldiers and sailors are most prone to it. It is relatively common among saloonkeepers, brewers, cigar-makers, servants, architects, bankers, collectors, commercial travelers, druggists, tailors, journalists and lawyers. Among employed women it is a somewhat prominent cause of death for telegraph and telephone operators, cigarmakers and stenographers.

We Buy and Sell Timber and Public Utility Bonds Gas, Electric, Telephone and Industrial Stocks

We will be glad to send you
our weekly quotations

Kelsey, Brewer & Company
Investment Securities
401 Mich. Trust Bldg., Grand Rapids, Mich.

**GRAND RAPIDS
FIRE INSURANCE AGENCY**
THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

The Clover Leaf Sells



Office 424 Houseman Bldg.
If you wish to locate in Grand Rapids write
us before you come.
We can sell you property of all kinds.
Write for an investment blank.

BOND DEPT.

of the

Continental and Commercial Trust and Savings Bank

The capital stock of this bank is owned by the Continental and Commercial National Bank of Chicago.

Combined Assets over \$200,000,000

Offer high grade Municipal, Railroad and Corporation Bonds and Debentures to yield investors 3½ to 6%. Correspondence invited.

J. E. THATCHER, Michigan Representative, 1117 Ford Building.
GEO. B. CALDWELL, Manager Bond Department.

AN UNPROFITABLE LIE.

How Babcock Tells the Truth in His Advertising.

Written for the Tradesman.

Straw hats have been called in, potatoes have dropped a few cents a pound, Taft has paid Michigan a visit, and it is time to look for fall advertising in the newspapers.

The merchant who knows his business will take a space large enough to attract attention, will prepare his copy carefully and state just what he has to offer and what the price is.

If he has been through many advertising campaigns he will advertise his fall goods to the limit and then add something like this:

"We have light-weight summer goods of excellent quality and manufacture which we are anxious to get rid of. If this interests you, ask the clerks about these offerings and they will quote prices which will make your hair curl."

A suggestion of this sort was made to a clothing merchant recently and he snorted scornfully.

"I'm advertising fall suits," he said. "Where is the sense, then, in putting a line at the bottom of the announcement which will set the reader to thinking about something else than the goods I am spending my money to exploit?"

"But if you don't sell the summer suits," the solicitor urged, "you will have to keep them until next summer, and then the prices may be lower on fine suits and the styles may be entirely different."

"Yes, I want to sell them," was the reply, "but I don't want to place them in competition with my fall suits."

And he didn't, either, and he has the goods yet. No amount of reasoning could convince him that people asking for light-weight fall suits were also in the market for light-weight summer suits, especially as the styles were almost identical.

He could not be made to see that he had several weeks in which to get rid of his fall suits, and only a few days in which to sell his summer suits. He could not see that buyers who would not pay the fall prices would pay the cut rates and get a light-weight suit which would look like fall stock.

What he did do was to shift some of his summer suits over into the fall suits department and offer them as new stock, just brought in for fall trade. He made no reduction in prices, and, as has been stated, has the suits yet.

In his advertising this merchant described some of these summer goods as fall stock. That was a cheat, and his customers knew it. He is a fairly honest man. His word is considered good, but he does not consider that he is lying when he puts out a misleading advertisement.

There are merchants who have spoiled the effectiveness of their advertising by telling whoppers in them—by advertising goods they do not have in stock, by advertising prices which they hold good only on one suit. It is easy to say, "That

line is all out," when a customer calls with the quotation on his tongue.

The merchant thinks he is clever, that he has brought this man to the store by a shrewd dodge, and he also thinks the customer does not see through it. But he does, and the merchant may advertise until all is blue and never get that man into his store again.

Another thing the merchant ought to do when he gets out his fall advertising: He ought to see that every clerk reads the advertisements. Too frequently buyers find clerks who do not know the prices of their own goods. This is not the fault of the clerks but of the merchant.

If a customer walks up to a cloak salesman and asks for a sight of the garments marked down to \$14 from \$22 and the salesman thinks it a josh and begins giving the customer a little slack, the customer is lost and the fault is with the man whose duty it was to notify the clerk or salesman.

But, above all, in preparing the fall advertising copy, tell the truth. Do not advertise goods you haven't got. Don't quote prices which are not genuine. If you have only one \$10 suit, say so, and don't give the impression that you have a large stock at that figure to choose from.

Don't get into the "just as good" habit, and advertise a certain make of goods which you haven't got. The fact that you have something "just as good" does not count.

Here is where Babcock lost a good cash customer—a man who bought clothing for a lumber camp and a big sawmill. Carson had worn the Stayer suits for a long time. They had always given him satisfaction, and he would buy nothing else for business wear.

One fall his suit got pretty shabby while he was plugging around the office in the woods, and when he went to Chicago his friends advised him to become a delegate to the Washington Hobo convention.

"Come right over to the Wheel," one of his Club companions said, "and I'll buy you one of your favorite suits."

"If you'll buy a porterhouse steak an inch thick and have the Club chef cook it," laughed Carson, "I'll consider the proposition."

"Oh, all right," replied the other, "only there's a new line of Stayer suits over at the Wheel, and you may not be in Chicago again for a month or two. You know you can't get these Stayer suits in all sizes in every store."

"There is where you expose your ignorance," laughed Carson. "Why, up at the little blind siding where my camp and mill are we have a store which sells the Stayer suits, and sells 'em right."

Carson's friend was a clothing man himself—a manufacturer—and was sporty besides. He laughed at Carson.

"Do you mean that man Babcock, up at your crossing?" he asked.

"No other," was the reply.

"Well," was the next proposition, "I'll go you a \$60 suit that he does not do anything of the sort."

"You're on," said Carson. "On the way down I took out a copy of our county paper and noticed that Babcock was selling Stayer suits!"

"Does he always do as he advertises?" asked the other.

"Of course he does."

"Well, you show me a Stayer suit bought at Babcock's and I'll pay the bet."

So Carson did not buy a Stayer suit at Chicago, but reserved his patronage for his local dealer, which was as it should be. When he got off at the station it was in the middle of the afternoon, and the one street was quiet. There wouldn't be another train south until the next morning.

Babcock stood in his rather attractive store when Carson entered. He advanced to meet his best customer with a smile on his shrewd face.

"Last order shipped out to the camp?" asked Carson.

"Sure," was the reply.

"Well, as I've got the boys all rigged out for the winter," said Carson, "I'll just surprise myself with a new suit. I've got to drive over to Upton to-night and meet a number of railroad men, and this get-up looks rather bum."

"I should say so," said Babcock. "Step back here, please."

So Carson stepped back and was shown a neat-looking suit which the merchant asked him to try on.

"But I want a Stayer," said Carson.

"This is a Stayer," declared Babcock, "that is, a Stayer suit made under a different name. It is all right. Try on the coat."

"Do you mean to tell me," demanded Carson, "that the Stayer people spend thousands of dollars a year advertising their special suits and then leave the tag off? Not so you could notice it, they don't. And why do you try to ring me in on an old Dorp suit, when I asked for a Stayer?" added Carson, becoming red in the face. "You ought to know by this time that I know what I want. Bring out a Stayer."

Babcock flushed, worked his hands round and round each other, and moved toward the back of the store.

"Frank!" he cried. "Frank! Where is that Stayer suit?"

"That Stayer suit?" shouted Carson.

"Well," replied Babcock, turning about, resolved to face the trouble at once, "if you want to know the truth, I was promised some Stayer goods, like the sample I had here yesterday, but they never came."

"But you advertised them!" growled Carson.

"Well, I had them, didn't I?" asked Babcock, with a self-satisfied grin. "I had one Stayer suit when I inserted that advertisement. Besides, the Dorp goods are just as good as the Stayer. I've had several calls for the Stayer to-day and never failed to sell the Dorp. Come, be a good fellow and try this coat on."

"You've done a beautiful thing!" roared Carson. "I'm in a nice box now! I had to have a new suit to-day, but I did not try it in Chicago because you advertised the kind I want, and I thought I'd give you my trade. Now it is too late to get back to Chicago and buy a Stayer before meeting the railroad men over at Upton."

"I'm sorry," wailed Babcock, who began to see what he had risked.

"Your sorrow won't help me out any," snarled Carson. "When you advertised Stayer suits I believed you. Now I've got to keep an important business engagement looking like a tramp. And, besides, I've lost a bet of \$60 to a man who bet me that you didn't keep Stayer suits. Fine mess you've got me into by your deceptive advertising!"

"I'll give you a Dorp suit," cried Babcock. "You can wear it to-night and throw it away to-morrow when you get a Stayer."

"I won't have the suit," roared Carson. "I'll go just as I am, and pay the \$60 bet I lost by banking on your honesty!"

Carson never gave Babcock another order. Perhaps he is a crank. Babcock offered to do the right thing, but Carson would not do business with a man who did not keep his promises in his advertising as in his personal life.

Merchants do not know how many customers they lose by working the "just as good" game. The goods they offer may indeed be just as good, but the point is that the customer will not be satisfied with them, and will always blame the dealer for "roping him in" on some inferior article.

Anyway, in doing the fall advertising, do it with reference to getting rid of the summer stock in the early days of autumn, and also tell the exact truth in your copy—and see that the clerks read the advertisements.

Alfred B. Tozer.

Remember, that the big mail order houses are pushing a fall campaign among the farmers, and doing it methodically. They know just about what time in each section of the country the farmer will be in funds from harvested and disposed-of crops. This is one of the things they do not overlook, and they are playing for the fish at the time he is most likely to bite. It takes cash to purchase from catalogue houses, and the local merchant should see to it that he does all in his power to keep that cash from leaving the community. Advertise to the farmer when you know he is likely to have money. Keep him informed of your goods and prices. Beguile him into your store, and show him you have the goods. Meet fire with fire. The mail order house is after him hot-footed just now. The merchant should be on the spot with his inducements at the same time. Get there first, if possible, and keep him from getting away.

One day's mistake has, millions of times, spoiled a life—and plenty of others with it.

Last Deal on Van Camp's Milk for the Year

THE cost of raw milk advances steadily from now until next spring. This advance is as sure as taxes. It can't be avoided so you will appreciate the importance of the proposition which follows:

We are going to give grocers one more chance to lay in a winter supply of Van Camp's Milk. This will positively be our last big deal of the Season. Order now, get your Van Camp's Milk delivered and billed in October and on every jobber's bill dated in October and sent to us, we will return the bill with the following cash rebate remittances:

\$ 1.00 cash rebate on each	5 cases
2.25 cash rebate on each	10 cases
6.25 cash rebate on each	25 cases
18.75 cash rebate on each	50 cases
30.00 cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesman or send your order to your jobber by mail. This deal is open to all retailers through any jobber. Get your order in at once.

*Don't lose this opportunity
to make money*



THE VAN CAMP PACKING CO.
INDIANAPOLIS :: INDIANA

SUCCESSFUL SALESMEN.

They Must Be Sober, Honest and Genuine Hustlers.

One of our early fortune builders is supposed to have said that brains were the cheapest commodity he had to buy. If this is true brains are in the truest sense a commercial anomaly, since nothing is harder to sell. It is a surface principle of business that a commodity everywhere recognized as specially desirable, and, in addition, sensationally cheap must certainly be ultra salable. Here we have a product not only desirable everywhere, but in most instances indispensable. It is likewise supposed to be the cheapest of human offerings. Yet this cheap necessity is not easily sold.

What can be the trouble? Can it be that brains, or ability, or genius, or talent, or whatever trade name you wish to give the product, is not in demand. Certainly this is not true. With this count eliminated, one must conclude that brains are being badly marketed; that those having the commodity for sale are going about the selling with false methods. In other words, little brains are being used in selling brains.

Brains Need High Salesmanship.

Why this should be so no one seems to know, unless it is a fact that men give too much attention to selling shoes and hats and sugar, and get the impression that ability will sell itself. Nothing is worse logic. Every merchant knows that sugar has practically a standard value; that it is salable at all times, and in constant demand. Every merchant knows where to go for sugar. Few employers know where to go for brains. Brains have no standard value, demand, or outlet—they require a higher salesmanship.

Thus the salesman—if he but knew—has no more difficult article for selling than his own services. How does he go about disposing of himself? How much thought does he give the transaction? How many of the qualities which sell shoes or sugar for him does he put into the sale of his brains? Where does he make his mistake? What qualities shall he display to make himself more a necessity and less a fancy product, to be disdained at will by the employer?

It is simple enough to determine what makes the successful road salesman—ability to sell goods. If, in addition to this faculty, the salesman is careful, accurate and prompt, he is well nigh the ideal man to send out on the missions of commerce. Thus the basic things a salesman must do are not, from a surface view, too complicated. Sell goods and keep your accounts and records straight. But, say the sales managers, simple as these requirements may seem to be, not many men have them. They require an imposing array of qualifications; they demand a well defined line of capacity; sales managers have long since dissected the salesman and set down the elements which make him.

What Qualities Are Needed?

Naturally, if you appear to the

man who gives out the jobs to possess these elements he will employ you—experience or no experience. He will let you show whether the elements he sees in you are in proper combination. Meanwhile he will pay you while you make the demonstration. But what are these qualities? How is a man to know what the sales manager expects of him? How shall he act in seeking a job? What shall he say?

These questions were answered for me the other day by Chicago sales managers handling large forces of road men in different lines of trade. According to them, the qualifications of the salesman seeking employment are:

A good address.

A neat appearance.

A proper manner.

The ability to judge human nature.

The appearance of being bright and alert.

The evidences of tact and a bit of natural diplomacy.

The evidences of integrity and manliness and a past without stains.

Some knowledge of the line he wishes to sell.

The appearance of being steady and willing to attend to detail.

These Not Required By All.

In addition to these essentials some sales managers impose other requirements, but these can hardly be classed as indispensable. Some employers demand them; others think them unnecessary. They are:

Unblemished character in the moral sense.

Abstemiousness.

An aversion for the cigarette.

In talking to sales managers I found that salesmen coming from certain places and lines of business are preferred and can usually find employment without trouble. For instance, the dry goods trade likes to hire young men from the country towns having had experience in general stores. The fancy grocery trade will generally employ bright clerks having had experience in fancy retail grocery lines. Retail shoe clerks whose knowledge of shoes has not been confined to one store or one class of trade appeal to the sales managers of shoe houses. Houses whose lines are not too complicated frequently employ experienced salesmen with no previous knowledge of their lines, although preferring new men with knowledge of the goods to be sold.

Young salesmen are given the preference. The principal reason for this, according to sales managers, is that older men are set in their habits of doing business and are less easily commoded to the particular methods and whims of the house.

What the Manager Considers.

"What do you consider in hiring a salesman?" I asked William F. Hypes, sales manager of Marshall Field & Co., are other day.

"The salesman," said Mr. Hypes, "must possess a good address first of all. He will have a good address in asking for a place just as he will

in approaching the merchant to sell goods. He must also seem to be able to judge human nature. Just how I know whether a man can do this is perhaps hard to say. But the things he does and says and the way he goes about his conversation are ordinarily pretty good indications of this.

"A good address consists of several elements. The first is the matter of physical appearance. I do not mean to say that a man must be specially dressed. He must, however, be neat, clean looking, bright appearing and must have the evidences of good character in his face. Size is in a man's favor. It is not necessary that a salesman be a big fellow, but in the matter of approaching men size is always a good thing. I do not mean to say that little men are not often successful. They are. I know lots of bright little men who have made the best sort of successes, but as an average proposition the larger man has fewer difficulties, other things being equal.

"There is the other and important quality going to make up a good address. Probably the manner of the man is even more essential than his physical looks. The two go hand in hand, of course, at least when it comes to sizing up a man for employment. The man who comes to me with an easy, pleasant and correct method of approach and the right manner of talking will always get consideration. The old fashioned traveling salesman who thought to be of the hail fellow type, who came in and slapped his customer familiarly on the back, is not desirable. Neither is the cheeky man to be desired.

Correct Manner Counts Much.

"The manner of the good salesman ought to be a sort of deferential boldness, if one may use the term, or a sort of deference underlaid with firmness and confidence. Just how this manner should be exposed to the man being dealt with depends on circumstances, and here it is that the all important matter of being able to read and judge human nature comes in.

"Of course, the salesman must do other things besides approaching a man correctly, so that his ability to judge men is needed all along the line. But if the approach is well made much of the balance will be simplified.

"As an illustration of the need of being able to read men here is a little experience we had recently: A young man who had been a good house salesman was given his first trip on the road. He got the idea somehow that the thing to do was to be a hail sort of fellow. On one occasion he visited one of our oldest and best customers, a man whom he had dealt with here in the house on two or three occasions. What does the new road salesman do but go in, slap the old customer familiarly on the back and call him by his first name. 'Hello, Bill, old top, how are you?' or something like that, was his greeting. Our old and dignified customer was shocked out of reason and

that salesman never again was able to approach him. The merchant came to me personally with his complaint. Now this young man was ordinarily a good salesman. He simply had misread his man.

Should Know Human Nature.

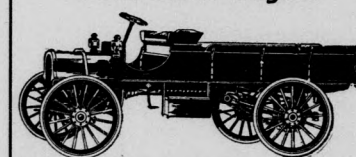
"Knowing human nature is quite as important in making sales. A salesman meets fifteen men in the course of a trip. He also meets fifteen various and different natures. Each must be dealt with in an altogether specific way. To illustrate this again: Some merchants must be taken into the sample room and urged. The salesman must constantly call their attention to this and that article and advise the purchase. If he does not do this he makes no sales. This merchant wants to be led, advised and informed.

"The same day the same salesman will approach another merchant. The first time the salesman says, 'I think you ought to have some of this. We have been selling a lot of it and it is



The McCaskey Register Co.
Manufacturers of
The McCaskey Gravity Account Register System
The one writing method of handling account of goods, money, labor, anything.
ALLIANCE, OHIO

Chase Motor Wagons



Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

Adams & Hart
47-49 No. Division St., Grand Rapids

TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,**
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.

going well everywhere,' the merchant is offended. More than likely he will tell the salesman that he knows his business and will indicate just what he wants, requiring and brooking no advice. This, the method that was necessary in the case of the first, was fatal in the case of the second.

"The salesman must know human nature. That's why I look long and hard for this ability in hiring new men.

"Another thing about the men I hire," said Mr. Hypes, "I never employ cigarette smokers. I am more afraid of them than of men who use liquor. The young man who habitually smokes cigarettes is not dependable. He gets careless, forgetful and dangerous. He gets the house into trouble right along."

"Is this a personal dislike or a personal experience of your own, or is it the general rule among sales managers?" I asked.

Ideas Based on Observation.

"There is nothing personal about it. My ideas are based on experience and observation. The man who smokes cigarettes will cut short his business with a customer to get out and get a whiff at a cigarette. The craving is such that he will do any foolish thing for a smoke. I had an experience within the last year and a half with such a man. He was good looking, bright, active and a good salesman, but I thought when I hired him that I detected the symptoms of the cigarette smoker. He denied that he used cigarettes and I hired him. Soon bad reports began to come in and when I sent out an assistant manager to look over the territory the reason was plain. He was not only a cigarette smoker but a fiend. He had not the strength and stamina for the work and I had to let him go. This is only an example.

"I lay much stress on the moral character of the man who represents us on the road. The people who deal with us are the kind who want to do business with clean men. Sooner or later we know it if a man succumbs morally. If we do not detect it any other way our customers let us know, mainly because they know the character of the house and want to deal with right men."

"Where do you recruit your salesmen?" was asked.

"Well, we like to take our own men out of the house and send them out. They know our lines and methods and they do the best work for us. When we take outside men we like to get them from general stores in country towns where they have a smattering of knowledge along all lines of dry goods. We like to get country boys in the store here, too—boys just out of the country high schools. We have better luck with them than with city reared boys."

Some Lines Need Experience.

R. F. Haegelin, sales manager of Franklin MacVeagh & Co., told me other interesting things about the job of hunting salesmen:

"In our own business," said Mr. Haegelin, "we can not do much with the man who does not know the line. It is too long and too costly a thing

to educate men to the business. Selling fancy groceries is not so simple as one might erringly think. We have, for instance, some 3,000 items to sell, and they can not be learned in a little while by the man who has not a pretty good previous knowledge of groceries.

"In addition the applicant must be bright and intelligent looking, must seem to be alert and ready to grab at opportunities. I can tell readily enough from a man's looks, his mode of address and what he says to me whether he is mentally constituted for salesmanship. We must recruit all our salesmen from the outside. It would be hard to say just where the greatest source of supply lies, but as a general rule we like best to get bright, intelligent clerks with experience in some fancy retail grocery. Our work is different from that to be done by the salesman of the regular country or city jobber. Fancy groceries are our principal line and they require another sort of salesmanship.

"We employ mostly young men; not that an older man, if he is a good one, would be refused, but that the younger man learns more quickly and is more adaptable to our special needs. Men who have grown old in the business get into ruts. They have their set ways of doing things and our requirements are such that set ways do not go far."

Mainly out of curiosity I asked Mr. Haegelin what he thought of the cigarette smoking salesman.

"If a man came in here smoking a cigarette and asked for a place, I probably should consider at the outset that he had little tact or diplomacy, and probably I should not hire him," was the reply. "A cigarette smoker is never a good salesman and it is very generally conceded that the habit of smoking cigarettes makes a man untruthful and unreliable and leads to other moral lapses which undermine his health and impair his usefulness as a salesman."

Marshall Field & Co. employ about 450 road salesmen. In such an army there are constant comings and goings, many changes and much chance for observation. Franklin MacVeagh & Co. have about 100 men on the road. In such a force there is likewise the utmost chance to observe the characteristics of men. The sales manager who does the hiring comes in time to have a set of rules by which he judges the applicant, and this article attempts in so far as possible to set down these rules or maxims.

The new salesman, one employed, gets, if he is a beginner, from \$50 to \$75 a month and expenses. This is merely a tryout wage. After a few trips he has demonstrated his real value. Either he is worth keeping and paying wages to or he is dispensed with. How high the salesmen may go in salary is not to be told. There are practically no limits, and even if there were the really successful salesman would speedily be lifted to the rank of assistant sales manager, sales manager, etc.

Edward H. Smith.

The Division of Territory.

The question whether a salesman had better work a small territory closely or a large one at less frequent intervals, depends, of course, upon the line of business.

Our practice is to give our salesmen sufficient territory, so that they can see their customers three or four times a year.

Experience has shown us that in our line salesmen can make on an average of two towns a day and cover the ground thoroughly.

I know there are some houses in the business which do not follow this plan. They prefer to have a larger force of salesmen, giving each a small territory to work, under which arrangement it usually follows that the men employed are less experienced and less competent business-getters. It is our policy to have fewer salesmen and all of them experts; and to give each a good amount of territory. We believe that one good man is better than two fairly good ones. He can be depended upon to work a territory more thoroughly than would be the case if two men of only fair ability were working it together.

We prefer young or middle-aged men in our selling force, say not over 45 or 50. The arbitrary age limit, however, seems unnecessary and often works to the disadvantage of both the house and the salesman. If, for instance, we had a salesman who entered our employ when he was 35 and he continued to do well, we would not let his age interfere with his keeping his position until he got to that age where he was actually incapacitated.

A salesman who is required to cover two towns a day in order to make his allotted territory has a great need of systematized preparation.

Before starting on a trip he will do well to lay his plans carefully and follow them out in such a manner as to prevent all chances of overlooking a prospective customer. It is a good plan—where a salesman

is required to work this fast—to make out his route list before starting on his trip. This will keep constantly before him the names of his prospective customers and all information concerning them, essential, in order to cover ground and sell him in the shortest possible time.

For instance, if the salesman is required to make two towns a day and on arriving at the first one he has such information before him that will tell him the name of the prospect, how much he has previously bought, how much he should buy on this call, and other information of importance, the salesman profits by knowing beforehand these facts relating to the prospect's business, which would otherwise take considerable time in finding out.

Geo. H. Barbour.

Wanted To Be An American.

A somewhat unpatriotic little son of Italy, 12 years old, came to his teacher in the public school and asked if he could not have his name changed.

"Why do you wish to change your name?" was asked.

"I want to be an American. I live in America now. I no longer want to be a Dago."

"What American name would you like to have?" asked the teacher.

"I have it here," he said, handing the teacher a scrap of dirty paper on which was written:

"Patrick Dinnis McCarty."

Doubt is the prelude of knowledge.

WANTED

Good manufacturing business, to occupy three story brick building 50 x 150 feet with cement basement.

Inquire of

S. J. REDFERN,
Ovid, 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



Good Window Displays and Their Peculiarities.

The show window of a retailer is as essential almost as the right hand to a man's anatomy. There are many retailers who even in this day do not comprehend the importance of outward display and effects. While all of them place articles in the windows for show, many lack the faculty of placing such stock so as to attract the attention of the passerby. Novelty in window dressing has done much for retail storekeepers. While it is not absolutely essential that a window dresser should possess an artistic instinct, a few good ideas, even although patterned after successful competitors, would go a long way to attract trade. For these and other reasons it is well for the retailer to be ever on the lookout for new ideas. Oftentimes it may be found that a valuable display in some other line of business may be profitably appropriated by a dealer which may be put to good use with slight change. Window displays may be divided into two distinct classes. The general purpose of one class may be attracting and pleasing the passerby, and perhaps cause him to talk about the display, thus incidentally advertising the store. The other class is for the purpose of directing attention to some special merchandise, with the object of attracting people interested to come in and make a purchase. The suggestive window displays are by far the best for actual results, for it is by suggestion that the retailer reaches the pocket-book of most customers. To display various articles at one time is a good idea, as the prospective customer is likely to be interested in some one of the articles displayed, whereas, if the window be devoted to one product only a small percentage of on-lookers will be captured. A striking means of attracting general attention to a window display was utilized recently by a retailer located in the metropolis of the East. He secured a four-foot plank, two by six, and sawed the lumber in triangular pieces, so that when the sawed end was pasted against the window on the inside, the other portion of the plank inclined against the plate glass on a downward slope of 45 degrees on the outside in such a manner that it appeared as if the end of the plank had been shoved straight through the window. A realistic touch was then added by gluing several slender strips of broken glass in the shape of an irregular star. Of course, the hole seemed to be in the center. Many persons crossed from

the other side of the street to make a closer inspection. After the window was reached by the walkers it was several minutes before the hoax dawned upon them. These people had made a careful inspection of the window and on that account remembered the articles displayed. Persons who were pleased with the display went into the store and complimented the retailer and made purchases. Another amusing incident where odds and ends from an unfortunate affair were used with great success for a window display by a retailer located on a busy avenue was as follows: Long after the retailer had closed his store two women and two men, all of whom had indulged freely in the intoxicating cup, romped in front of the store and crashed into a window and made a full-sized impression. In the general entanglement two objects of dilapidated millinery, a glove, an old leather pocket-book and a cigar stub were left in the wake of the hilarious four. When the retailer came down the next morning and viewed the remains of his window he did not assume any woe-begone expression, nor did he hastily summon the insurance adjuster so that the pane could be immediately replaced. On the contrary, he left the window as it was and hastily got out some tags. He placed a lot of exhibits in the window, each marked and classified with an apt and humorous saying. The retailer had a great crowd in front of that window for two days, and at one time two officers were keeping the people moving. Later the four imbibers were placed under arrest and the dealer took the clippings from the newspapers and added them to the display. The window dresser who tries to crowd a half-hundred different articles into a single window of limited size is much like the man who attempts to do a life's work in a day. The passerby may notice a crowded display, but it often happens that he does so with a view of criticising the taste of the window dresser. Such displays do not arouse in a man going by a desire to purchase and, therefore, such window displays can not be silent salesmen. A well dressed window is as essential as a live salesman within. The good window dresser may arrange a few articles so that they will stimulate attention and awaken in many people a desire to buy. He knows how to arrange the display matter, and those who stop to gaze upon results of his labor often can not resist the impulse to buy which it creates. There is no excuse for poor window

displays in this day of keen competition. The same enthusiasm as is shown often by a clerk can be evinced in a window display almost as strikingly. If the retailer becomes satisfied he falls into a rut and stays there. Then the future day of his dissatisfaction with everything is on the way. Although it is probable that a retailer may redress his window many times during a period of three months, he often does not put into the display the enthusiasm that he reveals inside the store. Few persons know that a new display is on; they do not observe as keenly as all that. It is better to have one striking display once in a while than a series of colorless efforts. There is something new all the time, and the way to keep thoroughly informed is to read. Always arrange for frequent dusting. The effect of many clever window dressings is greatly marred by dust that collects so quickly. Dust will completely cover stock and decorations in a few days. Many window dressers in arranging their displays do so with a view of permitting a pathway so that the entire display may be reached and dusted, although some of the cleverest in the business overlook this salient advantage. Never let goods that are damaged by exposure predominate in a display, for that practice makes the development of the art more costly. Ten days is an average limit to permit certain stock to be shown in a window. It may then be returned to stock with little or no reduction for the mission it has performed. A dealer who has just taken out such merchandise from his window should not offer the same, perhaps, at the regular prices to his trade. The dealer may consider himself repaid for the slight sacrifice he has made and he can afford to stand the cost of a 10 per cent reduction. An incentive to quick sales is the well-lighted window. While this feature may receive attention in the decorations incidental to the display, it is also well to arrange for special lighting effects, even although a little more expense be included in the general appropriation for the display. In the present

day electric light has a tendency to attract attention, and high candle power is often utilized by large dealers. The cost of lighting in such a manner is expensive, but the effect justifies the extra expenditure. Brightness attracts more than anything else. A series of well-written bulletins placarded in a window is always a center of attraction by the busiest wayfarers. Such bulletins may be varied almost daily. The latest aeroplane and scientific news always attracts the possible customer.

Irish Wit.

An American and an Englishman, walking through a town in Ireland, were discoursing upon the proverbial wit of the Irish. The American expressed some doubt as to whether it was as smart as it was generally believed to be, so they determined to test the next passer-by. Accordingly the following dialogue took place:

"Pat," said the American, "if the devil were to come along now which would he take first, you or me?"

"Sure, sir, it would be me," promptly replied Pat.

"And why is that?"

"Bedad, the crafty old gentleman is shure of you at any toime."

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Michigan

MAPLEINE

The Popular Flavor

A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Puddings, Icings, Ice Cream, Etc., and makes a Table Syrup better than Maple at a cost of 50c a gallon.

See price list.

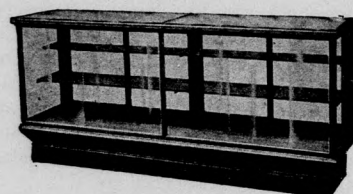
Order a supply from your jobber, or The Louis Hilfer Co., 44 Dock St., Chicago, Ill.

CRESCENT MFG. CO., SEATTLE, WASH.

Paragon Case No. 58

Lowest in Price

Made in large enough quantities to meet competitors prices

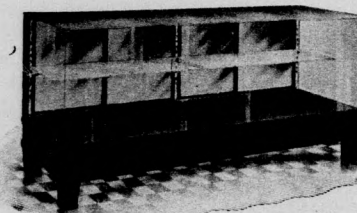


American Beauty Case No. 412

A Case of Quality

See it at Spring's or Steketee's Grand Rapids

Our 84 page catalog is free



GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World

WINDOW DRESSING.

Cool Weather Suggests Many New Needs.

All seasons are spring to the merchant. The "melancholy days" are not melancholy for him. Autumn brown and sere carries many a promise in its train. It is a re-birth of many ideas. The falling leaves and wailing winds promise extra customers, new stocks, entire change of goods, another chance to make money. The summer goods are used up, sidetracked and shopworn, in a new lot is hope. If the last season has not been profitable, a new one promises to replenish the exchequer.

After the heat, fall weather is inspiring. The first tang of cool in the air suggests many new needs. New clothes, new games, new sorts of food, new implements, new furnishings, and, not least, fall housecleaning.

The baseball season is over, but now begins the great football struggle. When the husky stars of the gridiron with their mighty muscles are trying to get the big ball to the goal is the merchant's time to make a hit, to reach the goal of his ambition through that universal advertising medium, the Store Window.

The football idea may be used to advantage without precisely advertising the game, which is not equally popular with everyone. Most people, however, have a certain mild interest in the sport. Some one has always a brother, or son, or cousin, or friend in college, who is "mad" after the game, and some share of his enthusiasm imparts itself to his friends and relatives. Indeed, when some young Hercules has distinguished himself on any field in some hard-fought rush, his home friends view his exploits with respect and are inclined to make a hero of him. Therefore the football idea appeals to many.

The suggestion for a window decoration that shall serve to advertise the merchant's stock of men's clothing exclusively, by means of the football idea, is very simple and takes few items to compose it. There is, first of all, a large football. It may be the real article of leather, or it may be an enlarged specimen—an overgrown football, so to speak, covered with certain combinations of the merchant's goods such as handkerchiefs and ties cleverly twisted about it. Above it is suspended a sign whose motto draws attention from the ball to the merchant's stock, "This ball doesn't always hit the goal, but our men's togs do." This rather large placard is suspended in nearly the center of the window. Above it, with its sleeves stretched out upon a horizontal brass rod, is a very spic and span negligee shirt of pretty pattern and good color. It has a cheerful air of giving information, while, at the same time, exhibiting its own perfections. From one end of the rod depend two or three ties, from the other a pair of socks, smooth, fine and lustrous. At the left is a suit of clothes, the trousers hanging, the coat folded smoothly

over and hung with the collar down. Upon this is placed the latest thing in felt hats, a cane and pair of gloves, all selected with an eye to harmony of effect both in color and texture. On the standard at the right is placed a different style of coat, sleeves hanging straight, as also does the body of the coat. Around the foot of the standard is artistically twined a pair of trousers in loose folds that do not conceal either the construction or the form of the trousers. This method of displaying something so apparently stiff and unyielding as men's trousers is an innovation that has been used extensively in city shop windows recently. It serves to show the excellent quality and pliability of the goods that can stand creasing without damage, and draws the spectator's thoughts to a consideration of wear and tear. From the edge of the sign, like a fringe, hang more ties and socks in agreeable colorings with a pair of men's shoes in the center on the floor. A few other articles may be added if desired, yet the appeal of the window consists in, first, its simplicity; second, in the very careful finish of each article displayed.

The second arrangement suggested is an exploitation of the fall idea in house decoration, renovation, even fall housecleaning. The stepladder placed in the center of the window is empty, save for the suggestive pots of paint. The motto draws attention to the fact that it should be occupied by a woman. And, if a woman, the right woman, were turned loose, given carte blanche among the various cleaning, decorating and renovating devices, she would accomplish wonders. And every woman who looks at it will be convinced she is that woman, and probably she is right. Across the background is simply arranged a few of the newest ideas in wall papers. On each side in the foreground is a cushioned chair, a Morris chair, and a wicker chair, both susceptible of revamping. Over the arm of each hangs, in graceful folds, a length of cretonne or other of the beautiful draperies so adaptable in a clever woman's hands for cushions, curtains, upholstery, hangings, paddings and all the contrivances useful in the house. Below and in front of the stepladder are brushes, cans of paint, putty, glass and putty knife. A woman often uses them with good effect, too. Also there are cans of wall paper cleaner—a life-saver often so far as wall paper is concerned. Then there are various additions such as "crack filler," stains of various kinds, varnish, calcimine, dyes of different tints, and for different things. It may be shown what dye alone will do. Smaller placards may suggest uses for dye, as "Dye your old curtains." Nowadays colored nets are so popular and artistic they may well be considered. "Dye your last year's hat," may also be a slogan near a half-dyed hat and its particular dye. "If you do not like your rug, dye it," is another. Women have dyed rugs and carpets very successfully before this. In

fact, a clever woman with a goodly pot of dye can change the appearance of all her furnishings. For instance, if the stair carpet is worn white on the edges, what is easier than to take her little brush, go over the worn places with a suitable color, when, lo, no longer does its age stare you impudently in the face, it retires into obscurity. The merchant might find it useful to make a placard with a list of different uses to which dye may be put in the home.

The different stains will furnish many ideas also, and samples of their work may be shown to advantage. There are many other things in cans, designed to improve the old furnishings, or even the new ones.

An idea which might be included successfully is a very popular one, a stencilling outfit. It would fit harmoniously into this kind of a window display. The designs before and after may be shown; every woman with a taste for decoration will be interested. The stiff paper, with the pattern cut out, is shown, side by side, with the reproduced design on paper or cloth. For this oil color is used and the brushes and pot of paint may be included in the exhibit. Stencilling is useful for many things. There are many pretty patterns that may be used for curtains, or borders of curtains. A stencilled curtain—say unbleached muslin with a simple pattern in the window—would add to its interest. Cushion tops also are stencilled easily, and with good effect. Young women invariably sit up and take notice when a new idea in decorating cushion tops appears. This is easier and more artistic than embroidery, which is more or less out of date in most quarters. Stencilling is also suggested for rugs and furniture covering.

A window seen recently, smacked of coming frosts, and was exceedingly attractive. It was composed entirely of blankets—blankets so soft,

thick and creamy that no one could resist them who had the price in his pocket. As a centerpiece three blankets were combined, so that one hung in straight folds down the middle, while two others were arranged to ripple to the floor in folds like a cascade. At each side were other blankets, folded, hanging straight over a horizontal rod. In the center in front was a baby's crib, a tiny one, arranged with the pretty soft blankets bordered with pink or blue so suitable for tender infancy. On either side, in front, were alluring piles of folded blankets, such as every housekeeper desires to have on her closet shelves.

The window was very simple but timely and effective. Another display could be made, using exclusively the colored blankets of all prices, keeping entirely to one color scheme, as gray and red, or gray and blue. A careful color scheme will dignify and render desirable the cheapest fabrics.

A. F. Williams.

Lots of Them.

A youngster of 3 years, the "junior," of a prominent Hartford attorney, was musing the other day over Washington's birthday.

"Mamma," he said at last, "there's a heap o' Georges, ain't they? There's George Washington, and me, and Pop and George the chauffeur."

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed-Exaggerated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 100 Sheets of Carbon Paper, 2 Pencil/Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges alone. For description, samples and lowest prices on large quantities, address The OEDER-THOMSEN Co., 1928 Webster Ave., Chicago, Ill. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of price list desired. It takes from 10 days to 2 weeks to execute orders.

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.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's
COMPOUND

GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13½ cts. per gallon with one barrel free with each fifth barrel shipped this season

F. O. B. Kalamazoo, Lawton, Grand Rapids, Saginaw, Jackson, F. O. B.
Detroit, Alpena, Traverse City or Bay City.

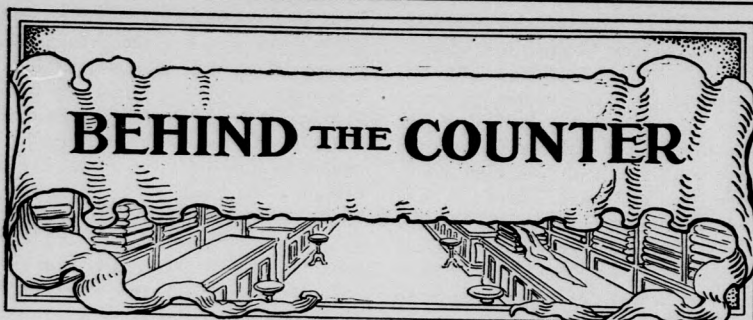
STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.



Difference Between Nice Young Man and Storekeeper.

Once upon a time, in a village not to be named at present, but which might have been almost any old town you ever heard of, there lived a nice young man who considered himself society's chief and shining ornament.

Now it came to pass, as happeneth sometimes even to the very elect of the inhabitants of this round, green earth, that this nice young man found that to balance his cash account was to simply count a deficit. In the language of the vulgar, who loafed around the streets and made statuary of themselves for corner decorations, "he was broke."

So, to accumulate a wherewithal to provide for board bills and other urgent demands, he went and hired himself to a citizen of that country who maintained a general store. In a few days' time he was weighing sugar, and measuring calico, and making himself generally agreeable to those who came that way to buy.

Then said his old friends and admirers: "Aha! Now will yon storekeeper grow rich; for he hath joined unto himself the very pink and pattern of young manhood. Verily, it was a happy stroke and exceeding wise."

And the nice young man seemed to think likewise, and came to regard his services as a great favor to the storekeeper, whom he patronized and treated with superior contempt.

When the customer came in and asked for a pound of 30 cent coffee, the nice young man would throw a scowful on the scales, and if it weighed eighteen ounces he said, "What's the diff?" and let it go at that.

Again, if a maiden asked for one yard of 50 cent ribbon, and, because his conversation with her was so absorbing he cut off a yard and a quarter, he would smile and say, "What's the diff?" and let it go at that.

This was all very well for the customers and pleased them very much. In fact, it was so greatly to their liking they came regularly to the store where the nice young man was employed to do their trading, and would sit around and wait for him, and from other clerks and salesmen they would not buy at all. Furthermore, each one, before coming to the store, would reach down in his memory and fish up his best story and polish it off, and freshen it up into a most interesting anecdote to tell unto the nice young man as he weighed or measured the goods, because it was as sweet music in the ears of the

buyers to hear him say, "What's the diff?" and let it go at that.

The storekeeper laughed right merrily and clapped his hands gleefully when he saw the multitude of customers come thronging his store. For he wot not what it was that brought them.

So he thought the nice young man a wondrous find, and cared not for his contemptuous ways because the coin was rolling into his coffers, and the popular nice young man was seemingly making good.

But, after many days, it came to pass, the storekeeper paid his bills and struck a balance, and then it was the balance struck him, but faintly, for it was very weak.

Then the storekeeper scratched his head, and puzzled his brain, and went into a brown study. No matter how hard he thought nor how high he put his feet upon the piano he could not figure out how it was that although he had sold much more goods, bought at just as low prices as before, his profits were less.

So, finally, he talked about it to the nice young man and said to him: "Come, let us look this matter fairly in the face and understand the wherefore of the why?"

And the nice young man made answer and spoke and said:

"Is not the money coming in?"

"It is," replied the storekeeper.

"And are the customers satisfied?"

"They are."

"And are we not getting all the trade away from our competitors?"

"We surely are."

"Then," said the nice young man, as he lighted a cigarette and smiled his sweetest smile, "What's the diff? Just let it go at that."

Yet did not this satisfy the storekeeper who had his bills to pay, and, also, a few pennies to lay aside against the time of old age. So he came out from the back office where he was wont to sit among his ledgers and his journals, and did look around the store and watched the happy crowd that came to buy and told their merry jests.

And, lo, his eyes were opened, and he saw his profits walking out the door hand-in-hand with every customer who came to purchase of his wares.

Right angry was he and could hardly wait to take the nice young man and muss his hair and color up his eyes and heave him forth into the street. But patiently he paused until the crowd was gone, and then he took the nice young man, and reasoned with him and told him he might make a good philanthropist to

hand out libraries and church organs, but that a store was not a grab-bag nor a Christmas tree, and that he could go and need not trouble to return.

And then the nice young man trembled, and grew ashy pale, like unto a pail of ashes and he said:

"Be not so unkind. If you despoil me of my place and of my Saturday night stipend I can not pay my board, and then I can not eat."

But the storekeeper turned upon the nice young man a glassy stare and waved his hand and said, "What's the diff?" and let it go at that.

And the moral is that the difference is in the point of view, and can be found by subtracting the profit from the man who pays the bills.

Loyalty As An Element of Efficiency.

Written for the Tradesman.

Some men seem to possess the unhappy faculty of rubbing their employe's fur the wrong way. It seems a thing almost inexplicable that a man with executive ability enough to run a large business should be so short on tact as to keep his employes in a chronic state of turmoil; but strange as it may appear, one not infrequently sees it.

I have in mind just at this time a striking illustration of this sort of thing. The man is a manufacturer of sheet metal and wire goods specialties. He has an up-to-date plant equipped with the latest and best machinery, and he has a big trade on some patented articles of his own invention, and his business exhibits a rapid and healthful growth year by year.

I have no occasion in the world to be prejudiced against this man; and, if I know my own mind, I am not disposed to be unfair in my appraisal of him. Of course, there are some traits about him that I admire. For one thing, his determination: he has the proverbial tenacity of the bull dog. When he once gets a good hold he's there to stay. Now, on general principles, I think tenacity is a good thing. It certainly requires a bit of it to make a success in business during these piping times of competition.

For another thing, this sheet metal and wire goods manufacturer deserves a great deal of credit in that he worked his way up from a subordinate position to that of owner and proprietor of a large establishment. He was not ashamed to begin in a small way. For several years he struggled heroically against heavy odds; and it has only been until comparatively recent years that his business may be said to have passed beyond the precarious stage. But now, beyond doubt, he is on the high road to still greater wealth and security.

And, in a way, he is also what you might call a public-spirited man. He is (apparently) eager to identify himself with local movements making for the general good of the people of the community in which he lives. If any one were skeptical enough to question the sincerity of the motives that actuate him in this matter, it would, perhaps, be sufficient argu-

ment to observe that his local trade is the least important feature of his business. He can, therefore, hardly be charged with interesting himself in local civic enterprises just for the sake of getting local business; for, as I have said, this local business does not amount to a great deal. I believe he is interested in these primarily because they make for the general welfare. And for this I honor him.

But, unfortunately, there are some other things that must be said about him in order to make the portrait true to truth. He does not know—somehow seems utterly unable to understand—the importance of establishing right relations with his help. He antagonizes them, bullies them and acts as if he did not trust them. He seems to lack the ability to grant a concession in a big, manly way. When an employe comes to him asking a favor he either ignores the demand or grants it in such a way as to humble the petitioner. Instead of being universally liked by the people

The Diamond Match Company PRICE LIST

BIRD'S-EYE.

Safety Heads. Protected Tips.

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

BLACK DIAMOND.

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

BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot.....\$2.35
Lesser quantities.....\$2.50

SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25
Lesser quantities.....\$4.50

UNCLE SAM.

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

SAFETY MATCHES.

Light only on box.

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

who work for him, he is cordially disliked. On the part of many of the men, at least, there is a secret feeling of gladness when things go wrong at the plant. If he knew one-half the things his men were saying about him, I am sure he would sit up and take stock. I do not think he has half a dozen men in his employ who would hesitate to quit him cold provided they saw a better job in sight.

Now whenever you find a situation like this there is an adequate reason for it. As I happened to discover that this man is so heartily disliked by his men, I was interested to study the man himself and his methods to know why this state of affairs exists.

I have already indicated some of the reasons.

The trouble with this manufacturer is that he looks upon a man about as he does a machine; he seems to forget that the man is a sentient, volitional creature, with strong, ingrained likes and dislikes. Consequently he does not make any effort to win his men. He simply drives them. I happen to know personally the foreman of this plant, and I know that he is both a producer and an excellent fellow. He is conscientious to a degree. Moreover, he is in the prime of his life and he is a willing worker.

But the foreman and the boss are at loggerheads habitually. The owner of the plant has a way of supervising, nagging and fussing about that positively gets on the nerves of his foreman. Little naive stunts in the way of espionage that he pulls off from time to time—unmistakable evidences of a small and suspicious nature—are exquisitely irritating to a man who is essentially frank and honest and above board.

What this manufacturer needs is an elementary course in the science of efficiency. In order to bring his plant up to the highest efficiency-point he needs to realize the fundamental importance of establishing, and maintaining, right relations with his men. It is doubtful if any man can do good work under protest. Work that tells is the work that is done by the man who goes at it willingly, zestfully and enthusiastically. You can not get employees in this frame of mind by bullying them, intimidating them or acting as if you doubted their loyalty and integrity.

The human biped is a marvelously complex proposition; but there are ways of getting on amicably with him—provided your intuitive faculties are in good working condition. Foremen, sales managers and all other folks who come directly in touch with men realize this; and their success, other things being equal, is generally in ratio to their ability to diagnose character and apply to each man the particular incentive that he happens to require. It is as droll as it is unprofitable to treat all employees alike. Some may require a drubbing occasionally—but not all; and it is assuredly the height of folly to act towards a sensitive and loyal employee as if you doubted either his ability or his integrity.

This little man's method of dealing with his help is typical of the old regimen. It is positively anachronistic in this age of progressive industrialism. He is making money, to be sure; but he is wearing his nervous system to tatters in his efforts to do so. And, furthermore, he is making actually less money than he would make were he to adopt modern tactics. In keeping his help in a chronic state of discontent he is depleting his own life and shortening his age. Viewing the matter in a detached and philosophical way, the situation is truly pathetic both for the manufacturer and his employees. The owner of the business is making considerably less than he should, while the men in his employ are failing to find in their work that element of spontaneity without which the most reasonable task is sheer drudgery.

Frank Fenwick.

What Constitutes the Most Successful Salesman.

The most successful salesman is not the one who makes the few large sales, but the one who sells and satisfies the biggest average of the number of customers he waits upon.

To do this he must be clever, tactful and, above all, use good judgment.

In approaching customers he must be courteous, and try to impress the customers that it is a pleasure and not a hardship to wait upon them. After gaining an idea of what they are looking for, he must talk to them about the article in a way that will lead them to believe that he understands his business, and in this way he will gain their confidence—and when that is done the sale is half made.

A good salesman will, after a few minutes' talk with customers, have gained a pretty fair idea of what class of goods they are apt to buy, and then it is up to him to suggest, because he should be in touch with the stock, and know what goods the department desires to be sold.

The majority of customers are willing to take suggestions, as very few of them know exactly what they want when they go to make a purchase, and will invariably leave it to the salesman who has gained their confidence.

Don't be too persistent! Lead your customers to believe that you think that their ideas are worth something (even if they are not), and you will find your sale comes much easier, and the chance of selling them the article you want to sell is much better.

Never misrepresent an article in order to make a sale, or try to force something you know a customer does not want upon them, even if it does bear a P. M. tag. By doing so you are either causing your house a lot of unnecessary trouble and expense in exchanging same for a more satisfactory article, or you are making a dissatisfied customer who will not come back when in need of other things, feeling that you, and consequently the firm, sold them articles which in their estimation were not what they really wanted to buy.

In demonstrating an article to a customer, show and impress all the

good qualities, at the same time call their attention to anything that may not prove absolutely satisfactory in time to come. By doing so, you will avoid a lot of complaints and troubles and at the same time lead your customers to feel that you are dealing squarely with them and give them confidence in you and the store.

After you receive the order for which a customer calls, or if you can not satisfy him or her at that time, try to suggest something else, something that you think might be of interest to the customer. There is always new merchandise in the stock which your customer has not seen, and by showing same you create an impression which, while not making an immediate sale, will give the customer an idea of what you have and eventually will lead to a sale, either to the customer or to some of his friends to whom he may tell where such merchandise can be had.

Never let your customer leave the store feeling that he has not received the attention to which he is entitled whether a buyer or a "looker."

When you have finished with a customer and have occasion to transfer him to another department, do it in as pleasant a manner as when you first started in to wait upon him. This will not only make you stronger with your customer, but will make it much easier sailing for the salesman to whom you turn over the customer.

After you have finished with your customer and he is about to leave the store, whether you have made a sale to him or not, make him believe that you are living up to the motto of the store, "Welcome, whether looking or buying!"

By so doing, you have not only made a satisfied customer for the store but at the same time have made a customer and friend for yourself, who will come back, bring his friends and insist upon your waiting upon them.

Untruthful Clerk Hurts Business.

A prominent merchant once dismissed a salesman whom he overheard saying to a shopper: "We usually sell that for \$1.25, but, seeing it's you, I'll let you have it for \$1."

The article regularly sold at \$1. Nothing could injure a business more than to make customers feel that personal influence governs prices. In the

first place, an intelligent buyer can not help discovering the salesman's duplicity, and, aside from the fact that it is against all good business principles, there is another thing to be considered:

Some people, foolishly enough, allow themselves to be persuaded that they are of special importance and can buy goods at that particular store at lower prices than any one else. They become accustomed to looking for reductions and feel angered if called upon to pay the regular price for anything.

But, worst of all, they spread the impression among their friends that they have a so-called "pull" at So-and-So's, and offer to use their influence to get the reduction in price for their friends also.

Of course there are times when it is necessary for every well regulated business concern to cut prices upon merchandise—for instance, when certain lines refuse to leave the shelves or assortments are depleted. But in this case the cut is general and applies as well to Mrs. Jones as to Mrs. Smith.

Some salesmen who desire to be clever and who have a high opinion of their ability along this line are inclined to work this sort of confidence game on their customers. They will take the favored ones(?) aside and inform them that, as a special favor, they are going to let them have for \$1 an article for which every one else is paying \$1.25, while in reality \$1 is the regular profit bearing price.

This ruse may work for a while, but it is, nevertheless, bad business. It is well enough to impress a customer with the fact that an article is worth more than he is asked to pay for it if this is actually the case, but they must not be led to believe they can buy it for less money than any one else can. Honest business methods pay in the long run.

Harvey Peake.

Foolishness is the commonest ailment in the world.



TRADE WINNERS.

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance

AT ONCE

Your personality is miles away

Every Bell Telephone is a long distance station.





Applying Yardage Mark to Rolled Goods.

Cumberland, Ohio, Sept. 3—There is one thing I would like to speak of that would benefit the retailer of piece goods—that is, if the manufacturers of all goods rolled on boards would put in a narrow tough paper tape with the yardage marked, and roll it in with the goods. It would be a great help in several ways, especially when invoicing stock, as it is almost impossible to re-roll a bolt in good shape. Of course there are computing measures, but the folds have to be counted, and, in a great many goods, it is impossible to count folds correctly, as, for instance, ribbons, linen crash, linings, etc.

It is often a great advantage in selling goods to know just the number of yards left in the bolt, as I have often had a dress pattern sold thinking I had enough of it, but when it was unrolled and measured it would lack a yard or more, and, as the customer would not be suited with anything else, would often lose the sale. Now, if there was a measure in the bolt, from which I would know there was not a full dress pattern left, I would not show it. It also spoils the looks of a stock of goods if they are unrolled.

This should be done with carpets, also.

The expense of this to the manufacturer would be so trivial that it would amount to scarcely anything, and, in fact, I believe retailers would be willing to pay a slight increase for the goods put up that way. I have helped to invoice stocks that were sold, and a correct inventory needed; the measuring of the broken bolts would take ten times the amount of work and time that would be necessary provided a simple measure had been put in the bolt.

Now, if you can get any idea out of this rambling scribble from a man who has been in business for twenty-five years that will interest manufacturers and induce them to put this measure in bolt goods I know it will benefit every retailer in the country.

J. A. Connor.

This communication goes right to the heart of the matter and clearly sets forth the issue from the standpoint of the retailer. He has his troubles, and the manufacturer that can help him out will make a lasting friend who will not be unappreciative of the labor and time saving device asked for in the yardage mark.

When a woman goes to buy a dress pattern and sees something that suits her, she wants it. To be told after her heart is set upon it that there is

not enough, and that she must begin all over again to make her selection, is to cause her disappointment that is so provoking to her as to bring about dissatisfaction with everything else that may be shown. There is always the memory of the desired piece which was impossible and she is more than likely to reflect upon the merchant for not having a sufficient amount. The disappointment keeps her from giving fair consideration to other goods, and she will, in many instances, even refuse to look at a substitute. Even if she does purchase she always remembers that there is something else she would have preferred, and the dress she buys in place of it fails to be satisfying. This makes a customer with a grouch, and that means one that is not friendly. She will always remember she has something against that store even after she has forgotten what it was that displeased her. If the yardage mark could overcome that one difficulty it would be invaluable to the retailer.

Stock taking time is a nightmare to every storekeeper. It means an upset condition of the store for a longer or shorter period, and an annoying interference with business. In fact, so much is it dreaded, it is too often neglected or imperfectly done. If there was no yardage to unroll and re-roll, one-half of the dread would be removed, and merchants would have a much more satisfactory knowledge of the conditions of their stocks.

There are a few things, one make of rubber hose, for instance, upon which the yardage is marked. The hose referred to has moulded into the rubber on each foot of length figures showing the amount left in the piece. This has proven of incalculable benefit. The same idea applied to all rolled goods in some manner would be of as great benefit. It is an improvement that is bound to become universal sooner or later now that the agitation for it is under way, and the manufacturers adopting it earliest will be winners.

It would be interesting and instructive to hear from other storekeepers concerning this matter. Publicity will be given to any hints or suggestions which may be of service in emphasizing the necessity for marked yardage. Experience is the best teacher, and the merchant on the firing line knows better than any one else what are his troubles. Let us hear them. While the manufacturer is in a responsive mood is the proper time to drive the subject home with compelling force.

Status of Staples in the Dry Goods Trade.

Has trade commenced to improve? Yes. There can be no doubt of it, despite the fact that retail merchants generally are not in a hurry to stock up, and advance orders have been slow in getting started. Notwithstanding all this, the last two weeks have shown a very healthy growth in the sale of dress goods. Jobbers are jubilant over the improvement that has already made its presence known, and are confident of the future.

Some prophets of evil, the sort of human croakers who take delight in despair, are much distressed because there have been declines in a few lines. They are making capital out of price reductions, and seemingly forget that there have been as many reductions in selling figures in good times as in bad. Overstocking has caused a large manufacturer of prints to reduce prices for the sake of stimulating demand and moving surplus stock. A wise thing to do. Slight declines have also come in serges. Woolen goods have been looked upon as likely to show some weakening as conditions seemed to warrant such action, and, now that the expected declines have appeared, because of the weaker raw wool market, who is hurt, and why should anybody worry? There will always be dress goods as long as there are women, and there will always be market variations in accordance with supply and demand. Just now there are values in fabrics never heard of before, and a variety of styles that is bewildering. The difficulty that confronts the buyer is what not to buy among so much that appeals to taste and judgment.

The demand for the finer qualities of worsted and woolen dress goods suitable for the cutting-up trade as well as the cheaper varieties used by the jobbers are in good demand. The call for the wide fabrics used by the garment manufacturers shows that these consumers have finally decided

on what their requirements are to be. The decisions were probably arrived at as a result of the information concerning the fall styles that have been adopted by the leading dressmakers on the Continent. After the advices from Paris were received the cutters up of the best materials began to order in goods for which they have had an order and to send in assortments. As a consequence business with the mills began to broaden.

Worsted warp broadcloths moved so well that first hands began to feel quite confident the predictions made months ago that the fall season would finish strong on these materials were in a fair way of being fulfilled. Fabrics made of nicuna or cashmere known as peau de souris were also in good demand, and the interest shown in velours was up to expectations. Double-faced coatings moved freely, and one or two distributors had to decline additional orders, having all the business booked that they can handle during the remainder of the season. The fancy woolen coatings and suitings made by the leading mills are well under order also, but buyers called for additional supplies with persistency in spite of the fact that the mills in question can not undertake further engagements for delivery until October 10 or later.

A very large-natured man has one misfortune: the world can not see him in his true proportions until after he is dead.

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.

We Will Give You

extra values, and can make prompt shipments for immediate delivery on

**Wool Dress Goods,
Wool Flannels,
Shaker Flannels,
Bed Blankets,
Comforter Coverings and**

**Cotton Suitings,
Flannelettes,
Outing Flannels,
Comforters,
Cotton Batting**

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:-:

Grand Rapids, Mich.

We close Saturdays at one o'clock



Clothing



New Features in Fall Sweaters and Hosiery.

Demand for sweater coats is as great as ever, and big lines are being shown by the various wholesale houses. The serviceability and neatness of these garments have made them a feature in men's wear lines. The V neck is being shown and is selling with its customary popularity, while a number of new styles have been brought forward this season. One of the popular new numbers is called the Byron collar coat, having a small lay-down collar, which protects the neck and can be turned up in stormy weather. It buttons up close to the neck. The same collar effect is also being shown with a loop connecting the two lapels. This very natty style comes in grades to retail at \$2 to \$3 or more. The two-in-one idea of the coat is a strong feature. This garment can be worn comfortably like a regular V neck style in mild weather, and, when stormy, an extra necklet is provided which protects the neck thoroughly. This neck piece is attached right in the coat. The garment is made in fine worsted, retailing at \$3.50 to \$4.

Jersey sweaters with high neck have returned to popularity and are being shown in all solid colors, in cotton and worsted goods, retailing all the way from 50 cents to \$3. Dark solid colors are the proper style in both sweater coats and Jerseys, the run being on gray, navy blue, black and brown.

The correct thing in men's ties is still the narrow four-in-hand. They are being shown in all plain colors and two-tone effects, with some cross stripes. Various fabrics include narrow reversible silk, two-tone tubular and pure silk accordion plaited. The last named ties are very popular with good dressers and a fine imitation of imported plaited ties is found in a four-in-hand retailing at 50 cents. Narrow ties in 25 cent goods reveal some surprisingly handsome patterns at this price.

The heavy demand for union suits, commented upon so often, is still very apparent, the call for these garments increasing with every season. All houses report a largely increasing demand in ribbed, fleece and wool ribs. It is a remarkable fact that few orders are taken which do not include some styles of this garment. Staple colorings and popular rib and flat goods are selling.

Fall hosiery shows a growing demand for silk goods, indications pointing the likelihood of their selling all through early fall and winter. Owing to the low price of silk yarn wonderful values are made to sell at 25 and 50 cents. This includes numbers that could not have been purchased at double the price a couple of years ago. Heavy hosiery lines comprise cashmere in all weights, and

heavy wool or wool and cotton mixed in Oxford gray, black, light gray, blues and all solid colors.

Loose collar, light weight flannel-ette shirts are going to be worn extensively, makers reporting a brisk demand. They are made with soft loose collar and double French cuff. Plain colors will prevail, together with light tinted stripe effects. They will retail at \$1.50 to \$2.

Radical Revision in Soft and Silk Hats.

With the ringing of the bell for the retirement of the straw hat the merchant will find himself in a better than average condition so far as cleaned up stocks are concerned, for it has been a long hot summer and there has been less than the usual necessity for sacrifices. Soft hats are coming into their own, and are starting in with a rush which shows that their popularity is a fixture, and that they are among the best staples.

On the threshold of the fall season retailers await with keen and anxious interest the test of their judgment in the purchases of stock for the new season. Undoubtedly this feeling is stronger at the present time than ever before, for there is in prospect the probability of a radical revision of styles in both soft and stiff hats and the degree of popularity of the new headwear fashions with the public will be tested.

Retailers generally have bought the rough, hairy fabrics in liberal volume. A thousand and one various effects in these new materials have been shown in the sample lines and never before has there been such a diversity of textures and there is absolutely no doubt that they will prove popular.

The telescope is not the strong favorite that it has been ever since it superseded the trooper. The new rough materials have been more freely ordered in full crown, drop tip, dented, creased crowns, etc., although telescopes are also represented in rough fabrics, but to a more limited extent.

There is a ready sale for velvet hats and it is certain that they will be even more popular than in former seasons for high class trade. In addition to blacks, browns and pearls, hats with a tinge of green are popular. Creased crowns are the usual styles, telescope being a very minor consideration.

There is a wide range of color effects in the rough fabric soft hats, but pearls predominate.

In the minds of many retailers the uncertainty regarding the status of low crowns and wide brims in stiff hats continues. This is rather peculiar considering the very marked tendency of the new shapes and their growing favor, but it is probably to be expected that conservative retailers will consider such radical style

change very seriously before standing sponsor for the new fashions and will await more decided evidence of popular approval before bestowing their confidence.

The introduction of low-crown wide-brim derbies and their continued vogue in limited degree has had a marked influence in the evolution of stiff hat styles generally during the past couple of seasons. The real low-crown wide-brim dimensions are 4 3/4 and 5 by 2, 2 3/8 and 2 1/4, although exreme styles are shown as low as 4 1/2 and as wide as 2 3/8 and even 2 1/2.

While these styles have sold in limited degree mostly to high-class exclusive trade, their vogue has gained strength steadily. Their influence, however, extends to the more conservative, staple shapes where there has been a very noticeable lowering and widening of brim so that dimensions of 5x2 shapes in similar proportions are gradually succeeding the higher-crown and narrower-brim favorites of recent days.

There will undoubtedly continue to be active demand for the small, flat derbies, but they no longer predominate and will probably steadily decrease in demand as the new proportions gain favor.

Retailers should do everything possible to expedite the general adoption of the new shapes by the general public, for it will assure a more active stiff hat business after the early fall trade has been consummated. And any retailer whose prestige establishes him as an authority on correct stiff hat styles in his community can safely stake his reputation on the low-crown wide-brim styles as the accepted derby fashion for the coming season.

Fine serges are also in good request and the indications point to a steady application on plain twills of men's wear construction for women's wear during the coming month. Popular priced serges, particularly those from 50 to 54 inches wide, were reordered in good quantities by the cutters and the specialty jobbers. Dry goods jobbers called for more serges for prompt shipment also, and many of the fabrics wanted were in such short supply with the mills that the amounts wanted could not be furnished by mill agents.

As soon as a man discovers that he is not a high-browed genius in any particular line, he becomes a lot more valuable to the community—and more comfortable to his family.

Some men who talk loudest about the necessity of the country having an "elastic currency," wouldn't contribute more than a rubber band to get it.

The man who imitates confesses that he is inferior.

Those Michigan Merchants

who are now enjoying the biggest and most satisfactory Young Men's and Little Fellows' trade are doing it on the merits of

Graduate Clothes (Sizes 31-40 - \$12-\$20)

Viking Clothes (Sizes 31-40 - \$7-\$11.50)

Wooly Boy Clothes (Sizes 6-17 - \$3.75-\$10)

and other moderate priced lines made by

BECKER, MAYER & COMPANY, CHICAGO
ESTABLISHED 1880
VIRKING OBERGRADUATE VIKING SYSTEM
EST. MADE CLASSY CLOTHING

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

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



Up-to-Date Slip-on Coats

Stylish, Slightly Serviceable Coats

Vulcanized Seams

Great Values

Reliable Goods

Prices \$3.25 to \$20

Dealers write today for full line of sample cloth and style sheet gratis.

Goodyear Rubber Co.

382-384 East Water St. Milwaukee, Wis.
Walter W. Wallis, Mgr.

"DENTONS"

are a PROFITABLE line for you, BECAUSE:

They appeal to the awakening appreciation of mothers to the importance of securing healthful conditions during sleep—the time when children grow.

They are not a novelty but a permanent thing, unaffected by passing styles or fads. They advertise themselves as soon as a few mothers among your customers begin their use.

There is a good margin of profit in their sale and the sales are bound to grow. They are the only child's sleeping garments extensively advertised by the manufacturers.

Sales have more than doubled in the last two years.

You want your share of this growing trade.

The Dr. Denton is the standard, popular priced sleeping garment of the trade.

Put up in attractive boxes holding two garments each.

Write for price list

PAUL STEKETEE & SONS

Wholesale Dry Goods
Grand Rapids, Mich.



PARCELS POST A SUBSIDY

For the Benefit of the Mail Order Houses.

The hearings on the parcels post question have developed a degree of opposition to the measure scarcely expected by the Congressional Committee on Postoffices and Post Roads. There has been so much bombast and braggadocio on the part of the few demagogues favoring it, and so much "voice of the people," that those who are giving the matter an impartial hearing were hardly prepared for the storm of opposition that has asserted itself.

It has become most apparent that, should parcels post be adopted, it will be in flagrant violation of the American principle of majority rule, for no unbiased follower of events can for one moment honestly think that more than a very small minority of the people of the United States really favor the measure.

Protests have come from associations of merchants in almost every line of trade representing hundreds of thousands of organized business men. Of course they are open to the accusation that they are primarily looking after their own interests rather than acting unselfishly for the greatest good of the greatest majority. But it can not be overlooked that such an army of them as has sprung to the combat can not but represent numerically a wonderful multitude of the people of the United States. Furthermore they and their interests can not be disassociated from the general welfare of the nation. As the merchant prospers so prospers the community. He lives off the community, but he is one of its chief supports. This is true of the large city and town as well as the smallest hamlet. Where there is much prosperity in commercial and mercantile enterprises there is a corresponding increase in land values, and the owner of real estate is indebted to the merchant for the added value of his holdings. No one will find this out so quickly as the owners of farms and rural property if the storekeeper is forced out of business by mail order house competition.

The merchant is the very best representative of that most desirable class of citizens who are the mainstay of every nation—the active workers. They are progressive—the life of every town in which they locate. The enterprise they put into their own business bubbles over, and becomes a part of all civic projects. They are the builders of the town. Without them there would be no town to build. They are interested in their own community, not in distant places where there are other merchants to be active in the growth of the municipality. This localization of force and energy provides for individual betterment, and can not be withdrawn or wiped out except at the expense of the entire public welfare.

Parcels post means a subsidy for those who ship to distant points. It is antagonistic to the spirit of the

Constitution, in that it is the veriest kind of class legislation. It favors the shipper who is desirous of annexing the whole country to his territory, thus giving to him the additional benefit to add to any advantage of production he may have in his own locality.

Talk about protective tariff until you are blue in the face. Parcels post would furnish protection to a favored class undreamed of by those who have grown rich through governmental protection from foreign competition.

Who will suffer?

First, the local merchant. There is a charm in distance. To buy from an establishment away off somewhere, too far removed to allow the wondrous claims of seductively worded catalogues and willfully misleading pictures to be disproved, is alluring to the average consumer, who foolishly accepts as truth statements which are so worded as to throw a garment of attractiveness around an article of no merit. Silly, would-be somebodies imagine they are swelling their dignity when they neglect the honest home storekeeper for the deceitful humbug in the far-off city who rifles their pocketbooks and laughs at their gullibility. Later they find how they have been taken in only to forget it and rise to a new bait on another hook. Even although the time finally arrives when they find how they have been deceived, and turn from the error of their ways, the local merchant has suffered irreparable harm from the loss of trade and may have been forced into bankruptcy.

Second, there is the jobber. Standing between the producer and the retail distributor he is the balance wheel of trade. The small merchant can not afford the risks consequent upon having to order from manufacturers in quantities sufficient to carry him through an entire season, where sudden changes in local conditions may completely upset all his calculations. So the jobber assumes that risk for him, and supplies him goods as he needs them. Without the retail merchant there is no necessity for the jobber, and so he, too, must go.

Third, there is the producer himself. The working out of parcels post would be the concentration of all mercantile business into a very few hands, just as the large city department stores have engulfed the individual single line merchant. These few mail order houses, virtually department stores for the nation, would become their own manufacturers, just as the Steel Trust is complete in itself from the ore to the finished product. Then the present manufacturers would be without markets, and would be compelled to retire, their invested capital a dead loss, or become day workers for the mail order trust, dependent upon its bounty.

The fourth sufferer is the employee of the retailer, the jobber and the manufacturer. His occupation is gone and with it his daily bread. He is not alone, either. In most instances he has others dependent upon him.

We have a lot of choice buckwheat suitable for seed. Write for prices.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

Just as Sure as the Sun Rises

VOIGT'S CRESCENT FLOUR

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade pullers—recommend it to your discriminating customers.



Voigt Milling Co.

Grand Rapids Mich.

Send us your orders for

**Ceresota, Aristos
Fanchon
Barlow's Best Flour**

We believe it's a good
time to buy



Judson Grocer Co.

Wholesale Grocers

Grand Rapids, Mich.

who also fall victims to the greed of the mail order trust, aided and abetted by iniquitous legislation. The cry of distress which would rise from millions of throats all over this land of ours would reach clear to the heavens with an intensity that would surely bring down the wrath of a just God upon the perpetrators of the legislative outrage.

Fifth, there would be the farmer and other real estate owners. If it is true that the farmer, as it is claimed, is the urgent voice calling for this death-dealing wrong, then the only satisfaction to be gotten from it would be witnessing his discomfiture as he saw his landed holdings drop from their present value to a figure below the price set by the Government upon homestead claims. There would be nothing left but ground, and nobody would want it. He would have paid a heavy price for his avarice, and would taste poverty's dregs. But it is yet to be proven that the farmers have all gone crazy, and are the instigators of this insane movement. It is inconceivable that, as a class, they have so completely lost all sense of self-interest. There are, perhaps, some so short-sighted, just as there is a sprinkling of fools in every class of people, but it is hard to believe that the majority of this intelligent body of citizens has lost its reason. They have too much at stake, and have not heretofore been guilty of losing sight of self when looking over a business proposition. It is more likely that the agitators of parcels post are misrepresenting the farmers, and using them as a convenient sentiment around which to construct a wall of maudlin sympathy. The farmer does not need parcels post, and he probably does not want it. Let him be heard from, and, if it is shown that he is in favor of it, then it is time to go into court and have a guardian appointed for him. He is no longer capable of taking care of himself.

Sixth, there is the taxpayer. That means you and me and all our friends and relatives, and every man who is a citizen of the United States. Deficit has become a familiar word in connection with our postal service. It would take a great deal bigger and stronger word to describe the shortage that would occur were this undesirable, unAmerican, foolish, extravagant, criminal outrage to be trust upon an innocent people who are trying as hard as they can to tell the members of the Congressional Committee how much they do not want it, and how hurtful it would be for everybody except the favored few who are after the spoils. Deficit! A war tax would not be a drop in the bucket when it came to providing for the postal deficiency. Deficit! Every taxpayer in the United States would be required to go down in his pockets and fish up something, hard times or good, to help pay for the protection afforded a few mail order houses who would control the trade of the country. Could there be a more outrageous illustration of robbing the poor for the benefit of the rich? With the advent of parcels

post protection for a favored few would reach the acme of partiality.

Comparisons of the working of parcels post in the United States with its operations in foreign countries are useless and misleading on account of the radical difference in conditions. This country is so amazingly large, as compared with England or Germany, there can be no comparison. Here railroads would have to be paid in accordance with the length of the haul and the average would be ten times that of the average haul in either of the other countries mentioned, and in neither of them is parcels post profitable. Even with Government ownership of railroads, as in Germany, the system is a failure from the point of view of economy. Thus a Government prostitute itself and runs into debt in order that a few avaricious catalogue houses may be pampered into prosperity.

Elevating spectacle, is it not? Enough to make one proud of the unwisdom of lawmakers foolish or rascally enough to further the scheme.

With the working out of its inevitable result there would be a centralizing of manufacturing in certain localities, while others now prosperous would suffer. Distance would be annihilated, so there would be no reason to produce near to points of distribution. Just as well manufacture in Maine for shipment to California. It would be all one price as to transportation. So snap your fingers at the expense which the Government has to pay. But do not forget that after all this expense comes back on the people, and those who want parcels post, if there are any such except those directly interested in selling, will have to pay for the privilege of being duped into catalogue buying by paying out of their pockets for the lavish gifts bestowed upon the mail order trust.

The Postal Progress League, an organization of self-styled progressives, is the backbone of the movement in favor of parcels post. It claims to be working unselfishly for the public weal. It is really the tool of the mail order house. It has gone to considerable expense to flood the country with solicitors for signatures to the petition it has presented to the Congressional Committee. Somebody is paying for this. The bills have to be settled. It is hardly likely that philanthropy is supplying the funds. The African in the wood-pile is not hard to find.

Solicitors thus sent out have approached farmers, among others, and by specious arguments have succeeded in getting them worked up to signing the petition. This is the ground for the assertion that the farmer wants parcels post. Smooth tongued talkers have been able to work him up to a belief that he is being deprived of his rights by not having it, but the idea never originated with the farmer. He and his signature are merely the means to an end, and the mail order houses are the instigators of the clamor for

parcels post. Did the farmer appreciate the fact that he is by his signature creating the greediest trust the world has ever known—a trust with the very necessities of life in its control—he would no more think of signing the petition than his own death warrant.

The country is face to face with the most threatening movement it has ever had to meet. Wars, the tariff, the liquor question, slavery, are all trifling as compared to this attempt to place in the hands of a few the property and lives of the entire nation. With a mail order trust there will be nothing beyond. The whole country will be in subjection to the grasping monopolists from whom we will have to beg permission to exist.

It is time for everybody to waken up. The opposition which has already developed has at least accomplished a delay in legislative enactment. There will be more investigation before there is action. During this time the friends of parcels post will be hard at work. Its enemies must not be idle. If congressmen have been appealed to, appeal to them again. Eternal vigilance and unceasing activity are necessary to overthrow the powers of evil. Leg-

islators will be led astray if their constituents allow them to think the feeling is less intense. Give them no rest. Keep writing to your member of Congress demanding his opposition to parcels post. At the same time lose no opportunity to enlighten the consumer, especially the farmer, showing him what it really means to him in the dollars and cents of land depreciation and increased taxation

Against Paper Milk Bottles.

New York State Superintendent of Weights and Measures Reichmann takes issue with the suggestion made by State Health Commissioner Porter that paper bottles be used for milk.

"In the first place," said Superintendent Reichmann, "the drain upon the forests in order to supply the demand for paper bottles would be tremendous. I know of one milk concern in New York City which alone handles 7,000,000 bottles of milk a day. Add to the output of this firm that of others and it readily can be seen what an enormous number of bottles would have to be kept on hand for use. These paper bottles are to be used but once, while the average life of a glass bottle is about seven months."

An Advantage to YOU

The goodwill of your customers towards the products of the National Biscuit Company is indeed an advantage to YOU—an asset. It not only sells N. B. C. goods in the famous In-er-seal packages, N. B. C. goods from the glass-front cans—but also helps to sell your other goods.

People reason that if you sell quality products like the National Biscuit Company's Uneeda Biscuit, Nabisco Sugar Wafers, Zu Zu, Graham Crackers, etc., you will also sell the highest grades of sugar, tea, coffee and of other articles.

Yes, Mr. Dealer, it certainly is to your advantage to have the goodwill of the National Biscuit Company trade. Have YOU?

**NATIONAL
BISCUIT
COMPANY**



Tribute To the New Type of Grandmother.

Written for the Tradesman.

In the minds of most of us the word grandmother is almost unchangeably associated with the old-fashioned "picture" grandma, countenance, white hair, snowy cap and neckerchief and knitting work always in her hands.

So firmly have the creations of artists and writers fixed in our minds this picture of a grandma as she used to be that the mental image remains long after the living realities have largely vanished from our sight. We go on supposing that there still are plenty of old-fashioned grandmas, that every woman who is a grandma at all conforms to the old-fashioned type, until something happens to make us take particular notice, when, lo and behold! we find that the species of old-fashioned grandmother is rapidly becoming extinct. If one were wanted to sit for a photograph or take part in an amateur theatrical, we likely should have to hunt some time before we could find a bona fide specimen.

Although we may not have taken recognition of it, a great transition has been going on, and the old order of grandmothers is being supplanted by another and a vastly different sort. As is apt to be the case in all such changes, a few of the old type still remain, a few of the new type are visible and between these two extremes are the great body of individuals, manifesting some characteristics of the old and some of the new.

I lately have seen three or four of what I call 1912 model grandmothers, and I could not fail to note how different is their influence upon their grandchildren from that of the old style grandmother. The old fashioned grandmother cuddled and coddled us, sometimes to our detriment. We ran to her when justice was likely to fall upon our unruly heads, and she would intercede in our behalf, generally with success, for the mitigation or even the entire abrogation of well-deserved punishment. When we were cross and naughty grandma always contended that we were sick, and so should not be dealt with according to our just deserts. She fed us on forbidden cookies and sweetmeats, indulged us and spoiled us, but she did not make for the strengthening of our moral backbones.

The new type of grandmother is not like this. I could not but observe the quiet strength and authority with which one of the new kind recently corrected an arising insub-

ordination on the part of her young grandson at table: "Here, Edward, mind Grandma." Those four words, spoken firmly yet very gently, sounded the keynote of the whole situation. The young man minded. He knew it was impossible to "work" Grandma.

Another of these up-to-date grandmothers took her three little grandchildren into her home and cared for them for several weeks this summer while her daughter and son-in-law, the children's parents, were traveling in the West.

"I enjoyed having the children here ever so much," she told me, "except just the few days when Katherine (their mother) was here with them. I gave them to understand at the start that they must obey me and conform to my wishes and the usages of my house, and while I alone had charge of them there was no trouble whatever. But when Kate was here I must confess that discipline was all off. I would not interfere with her management of her own children, but I thought I should go distracted during the week she and they were here together before starting for their own home.

"Kate is a most devoted mother," she continued, "and she is laboring under some pitiable delusions that greatly increase her cares and labors, and which, I fear, may prove the ruin of the little ones. They are not bad children, nor hard to govern and get along with, if one takes them right. But Kate is determined their path shall be all flowers and sunshine, and indulges them in every wish they express, and is their obedient maid and body servant. They have almost completely gotten the upper hand of her, and it is as much as ever to live in the same house with them when she is by."

This woman looks upon the conduct of her grandchildren not with the doting fondness that has been supposed to be the only point of view a grandmother could have, but with the sane and impartial eye of wisdom and common sense.

The new type of grandmother is the natural result of certain changes in our ideas regarding women of advanced years. We have come to know that the decrepitude of age, as we used to see it, was something of a habit and the result of a state of mind, and not altogether a necessary condition. It is a well known fact that we now have no old ladies in the old sense of the word. The woman of 60 or 70 years is not feeble and decrepit now as was her

predecessor of a half century ago, laid upon the shelf and past all active usefulness.

When domestic life was the whole life of a woman, when the four walls of her own home bounded her entire mental horizon, then when she had borne and reared her children, her work was practically done. Nothing further of importance devolved upon her. If of an aggressive temperament, she perhaps became a meddler in the affairs of her married children, fomenting no end of trouble and disturbance from sheer lack of something better to occupy her mind. If more pacifically inclined, she soon lapsed into a state of innocuous desuetude, a mere picturesque figure by the fireside, exerting little real influence on those about her.

We commonly think of the widened opportunities for women as of benefit chiefly to such as are young. This is a mistake. Those past middle age and up into the sixties, seventies and even the eighties, share them also.

As it used to be, the elderly woman of slender means was compelled to do marvels in stretching her little income to its fullest capacity, and if, with all her pinching and scrimping, she still could not make both ends meet—then she was likely to be dependent for her very living upon relatives and friends. Now the elderly woman who finds herself short of ready cash simply turns to some avocation in which she has skill, and earns her own money, asking no odds of anybody.

For the elderly woman of more ample means, who does not need to do anything to earn a living, life is full of possibilities. She has a large fund of knowledge and experience, and if wise and tactful she may in many ways aid her children, who are now grown people fighting the battle of life, without their feeling that her efforts are meddlesome or calculated to interfere with their wishes or pleasures. She can be so bright and entertaining that her husband

will find her a more interesting companion than she was when the fresh tints of youth were upon her cheeks. Lines of study and benevolence for which the busy life of her younger days afforded no leisure, now are open to her. A period of richer and fuller activity and wider influence than she ever has known before are hers if she has the courage and energy to achieve what is rightfully her own.

We have tender memories and associations regarding the old fashioned grandmother. As she is supplanted by the new type, we must revise our sentiments. The new kind of grandmother has a nature as rich in love and affection as was that of the old grandmother; but inasmuch as the new kind is broader of mind and possessed of wider sympathies of heart as well as of greater force of character than the old, she is entitled to a deeper regard and veneration.

Quillo.

That Was Easy Enough.

"Patrick, did you steal Widow Maloney's pig, and, if so, what did you do with it?"

"Killed it and ate it, your Honor."

"Well, now, Patrick, when you are brought face to face with Widow Maloney and her pig in the Judgment Day," said the Judge, "what account will you be able to give of yourself when the widow accuses you of stealing?"

"Did you say the pig would be there, your Honor?" said Pat.

"To be sure I did."

"Well, then, I'll say, 'Mrs. Maloney, there's your pig.'"

Adam was the first man to have moving troubles—but he didn't have to foregather with the piano and the cook stove.

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We furnish bait with every box. It catches 'em every time. Use nothing but the ORIGINAL NIBBLE STICKS made by

PUTNAM FACTORY, National Candy Co.
Grand Rapids, Mich.

Results of Shopping For Friends.

Many women with no end of time may think shopping the very cream of amusements and almost look as if they were doing you a favor when they ask you to shop for them. When they load your polite but extremely nervous shoulders with such delectable pastimes as "matching this little bit of pink passementerie," and "getting several yards of that rare gold filet, you know, before it is all gone, and then some of that blue percale—wait, I'll bring you a sample," it's a pity they can't see your troubled soul with that boasted supersense of theirs.

To the thin, nervous woman who counts her hours as well as her days and weeks, shopping for somebody else is mental crucifixion. When shopping for yourself gives you the mild horrors, shopping for a friend, neighbor, sister, mother or brother who all profess individual tastes is bound to shake your equilibrium. After it has been painfully shaken and peacefully restored a few times you get firm round the lips and invent excuses. "Bravo! my own dear self!" you exclaim to yourself when it has drifted into some idle intellect that for you the sum of all earthly bugbears is embodied in the one bugbear called "shopping for others."

For the benefit of those who can not see the value of another's time because their own is not valuable, nor the energy it takes to reconnoiter and get bumped in the bargain aisles, a few incidents in which bargaining by proxy had mischievous sequels might here be considered.

First, take the case of Mrs. Burns, who asked Miss Quick, her boarder, please to step into one of the stores on her way down town to the office or during the luncheon hour and order a gas burner and some new gas plates.

"Why, of course, gladly," Miss Quick, who could only resent deep down in her heart, duly smiled her affirmative.

Shopping a Costly Favor.

At noon the store was jammed. Miss Quick would much rather have enjoyed her luncheon hour and relaxed her arms in an easy chair than scurry up to a sixth floor somewhere between belligerent elbows. Besides, she had received her pay envelope that day and always made it a point to dodge the pretty displays in the department stores when she had more money than usual.

Having completed her purchases for Mrs. Burns and accurately given that lady's address, she suddenly discovered the loss of her pay envelope, which she had put into a little inside pocket under her girdle. She knew of having put it there on leaving the office, and saw at once the futility of hunting in the tide of shoppers that ebbed and flowed all ways.

Distressed and discouraged, she went back to the office blaming Mrs. Burns for the 500th time. She would never do any more shopping for anybody. All afternoon her mind worked itself into a swoon of disgust and resentment about the audacity of your neighbors.

When she appeared at the Burns' boarding house that night her feelings still ran high and she couldn't resist telling of her misfortune with a few well chosen hints that Mrs. Burns was partly to blame.

Tired Mrs. Burns behind the gas range listened thoughtfully a long time, and then flaring up all at once called Miss Quick a careless person for carrying her money in her girdle.

Miss Quick was quick enough in her temper to call her something in return for that—and the end was hysterics.

And all because Mrs. Burns had never stopped to consider all the good reasons why you should always do your own shopping.

Confidence of Friends Destroyed.

In another instance bargaining by proxy destroyed all trust and confidence between two old friends.

One of them had to buy an old fashioned ice wool fascinator for the other at a bargain sale. The articles advertised were \$2 and \$3.

The proxy bargainer purchased the better article and named the latter price when she gave the parcel to her friend, who was much delighted with the size and quality of the purchase.

But an hour later the latter discovered by the sales check which had dropped to the floor that the price of the fascinator was only \$2.

It reflected badly on her friend. She would hardly believe it, but still it was there—black on white. It never once occurred to her that the flurried saleswoman had inclosed the wrong check.

From that time on she bore her friend a silent grudge, and always affected a strange reserve which did not escape the other. The friend, however, was too independent to ask questions.

They drifted carelessly apart, and even made remarks about each other to new friends.

And all the needless misery should have been blamed on her who imposed on her friend with the shopping task.

"Except in the smallest trifles do your shopping yourself and you will save yourself and others much annoyance," ought to be sound advice when you hear of such incidents as these.

The Modern Hero.

There were 500 girls working in the big shirtwaist factory when one with red hair smelled smoke and started to scream.

"Shut your face!" commanded Orzoff Rolinsky, foreman, as he scented the smoke at the same instant.

The girl shut, and after going on with his work for a few minutes Rolinsky tapped the gong and said to the wondering girls who crowded about him:

"The bosses' nephew gets married to-day."

"Hurrah for him!"

"In his happiness he wants others to be happy."

"Hurrah! Hurrah!"

"In the basement are ice cream and cake. Go down and be pigs, but go orderly. If you don't go orderly it means broken necks and two shillings from your pay!"

They passed down one by one, and not so much as a button was ripped off.

As they reached the basement the firemen tossed them into the street on mattresses laid for the purpose.

No panic—no loss of life—no one injured.

Damage by the conflagration, fifteen cents.

Banishing the Hot Water Bottle.

An electric heating pad for hot applications in case of pain is the latest product of an electrical supply house.

The pad is rectangular in form and measures eight inches in length by five and one-half in width. It is constructed with suitable electrical resistance, so that when it is supplied with electric current, by connection with the lighting fixture, the pad becomes heated to a desirable temperature for medical treatment.

It is said to be a great improvement over the hot water bag as it maintains an even temperature as long as the electric current is turned on, while the water bag is usually either too hot or not hot enough, and if the right heat can be secured it lasts only for a few minutes. It also overcomes the annoyance of leaking, a common fault with water bags.

The pad is first covered with red felt and over this is a removable teazeldown covering which can be washed and sterilized.

All electrical connections are perfectly insulated so that there is no danger of getting a shock from the instrument, and it has an automatic controller which prevents its becoming overheated.

Advantageous.

The prospective lodger was looking at some rooms when a particularly loud crash caused him to exclaim:

"Good heavens! Is it ever quiet in this neighborhood?"

"Oh, yes, sir," replied the landlady; "at night the streets are that still yez can hear the lady singer in the next room and the phonograph below stairs just elegant."

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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.



How To Do Without an Iron Pump.

Your customer's grandfather, and perhaps his father, got along without any kind of a pump. They selected the location of a spring or stream to furnish the water required for the household; sometimes the spring was many rods away, and a steep and stony path led from the spring to the house.

The carrying of water was supposed to be distributed among the members of the family, but generally the small boy and the women got the lion's share of that work. If a stream was depended upon, the floods and drouths put it practically out of commission for many days at a time and the rain-water barrel at the corner of the house was often the only source of supply. If a spring or stream was not in evidence on the property, a shallow well, fed from the drainage of a swamp or by the accumulation of surface water, was used instead. That any one survived the scourge of chills and fever, then so prevalent, is marvelous. In such wells a sweep and bucket were a most natural contrivance. 'It cost little to make and was worth about what it cost. If the well was deep, a windlass and rope were used to operate the bucket. The work was laborious; the open well was dangerous, and the time consumed, it all accounted for at going wages, would have bought several good pumps each year. This was recognized by some of the more progressive men, and the log pump made its appearance. Timber was then the cheapest thing in the world—they made everything out of wood, even gas and water pipes—but a wood pump was but little better than the open well. They soon became foul and slimy. Many a good well was made unhealthful by the decaying, worm-breeding wooden pump stock. You might as well take your water from a surface-filled pool in which the cattle stand and hogs wallow as from a well with an old wooden pump in it. Yes, you can get along without an iron pump, and there are still some people who do, but not many of those who know a better way would want to go back to the old unhealthful, time-killing methods. Now a deep drilled or bored well that will tap the living fountains of water that permeate this word of ours can be put down for from one to two dollars per foot and a bountiful supply of pure water obtained. When one has a well like that it is worthy the best pump that money can buy.

Do not recommend some little

four-dollar affair and call it a pump. Sell a good high-grade, double-acting pump with a brass or brass-lined cylinder; one that is easy to work and is made for service, and life will be more worth the living, and every man, woman and child about the place will commend your good judgment.—W. H. Rayner in Implement Age.

Seizing the Opportunities.

Adroitness is an excellent trait for a man to possess in the implement business. Not adroitness in the sense of slippery shrewdness, but in the sense of a readiness to seize opportunities when they present themselves. An instance in point has been afforded this year by those dealers who were able to divine from existing crop conditions the probabilities for an increased demand for fodder conservation machinery. There were dealers who did not divine this in time to take complete advantage of the opportunity, and just in so far as they failed to recognize the antecedent conditions by just so far did they fail to exercise that adroitness which is essential in taking advantage of the opportunities that are presented to them.

The ability to turn even a blasted hope into an advantage is illustrated by the story of the Dejected Youth. The story runs that the Dejected Youth presented himself at the jewelry store with:

"I would like to return this engagement ring I purchased here a few days ago."

Jeweler—Didn't it suit the young lady?

Dejected Youth—Yes, but another young man had already given her one just like it and I would like to exchange this one for a wedding present.

Opportunities are constantly presenting themselves in the implement business, which, if seized, will rebound to the profit and to the advantage of the dealer who has the acumen to see them. If the trade on plows goes off for any reason, see if there is not a chance to substitute a call for disc harrows or something else in the line to make up for it. Don't be a dejected youth without taking advantage of the very fact that caused the dejection. Just now agricultural conditions in every community are going to change. New ideas are coming in. New processes are going to be employed. New machines will be put into use. Ten years from to-day, agriculture will be upon a new basis, and will be conducted in a manner that will make

present methods look primitive and crude. It behooves the implement dealer to get into touch with the new thought; to assimilate the new ideas; to observe the direction the development will take; to prepare himself, not to go along with the procession, but to lead it. The business of selling implements is going to be one of the most important, one of the most dignified, and, incidentally, one of the most profitable vocations of the future. Are you aware of this fact, Mr. Dealer? If so, go trade your ring for a wedding present and get in line to kiss the bride.

It Pays Railroads To Be Cautious.

Although the railroad companies take every possible precaution to avoid wrecks, the newspapers constantly report accidents. Few of us realize what a money loss almost every one of these entails. Figures on the wreck of the Brewster express on the Harlem division of the New York Central and Hudson River Railroad prove that any expense for prevention is economy.

That wreck occurred near Woodlawn Feb. 16, 1907. Without including damages to equipment, loss owing to delayed traffic, and other things, the damage claims and other expenses paid and in process of settlement cost the road \$1,214,000. Of this \$650,000 was paid in claims and the balance was for lawyers' fees, fees to agents who settled claims out of court, physicians, investigators, experts and for trial suits.

The largest amount paid for a single death was \$75,000, the smallest \$5,000. The average was \$13,324. Eighteen of the twenty-two victims were women, eleven of them unmarried, which reduced materially the damages the company had to pay, although several of the single women were breadwinners.

Among the injured the highest damages awarded was \$32,000 to a

young woman whose left leg was amputated. This verdict has been appealed by the company. Settlements for injuries have ranged from \$1,000 upward.

A copper mining company in Peru operates a smelter 14,000 feet above sea level, the highest elevation for such an industry in the world.

Some people have so little confidence in themselves that they really don't think they could plan a house better than the architect.

Nature gives some folks gravity in place of brains.

STEEL STAMPING ALL KINDS

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Mr. Retailer—Just a word to tell you that we absolutely stand behind every roll of OUR TRAVELERS ROOFING.

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The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

CONSTRUCTIVE CAMPAIGN

The Greatest Need at the Present Time.

Are we to witness the resuscitation of the "sunshine clubs?"

The past few days have brought a few stray exhortations of this sort, looking to the reorganization of these societies of cheer—flourishing in 1909, moribund in 1910 and extinct in 1911. Thus a captain of industry is quoted to the effect that "a national 'boosters' club" would restore national prosperity in twenty-four hours." Thus also the Fourth National Bank of New York declares in its monthly circular that "what the country needs now is a distinctly encouraging constructive campaign."

To the great rank and file of pessimists, of course, the times seem all out of joint. The national business machine creaks and groans sadly to their ears. They take a lugubrious joy in fearing and predicting that more cogs will slip, other parts work awry—if the whole contraption does not break down. Yet, one and all, they lend not lubricating oil, but vinegar.

Conditions, admit the isolated sunshine-seekers, are not flawless—never were or will be. The crops are not so good; politics is just as bad. It is confessedly a period of transition, readjustment, flux—legal, political, ethical, moral, material—with all the discomfort that such an era involves. But the natural environment of business averages fair. It is less conditions than states of mind that are jangling.

There is an universal incompatibility of temper, between classes and individuals. These states of mind are planes set at hostile angles. Pessimism is not merely despondent but grouchy. It likes to gaze at chimeras; it sneers and it sulks; it is suspicious and jealous; it is destructively critical; it is selfish, stingy, small-souled. Sunshine, if not a delusion, is to it a counterfeit.

Examples are legion of this want of sympathetic understanding. Consumer, retailer, wholesaler, jobber, manufacturer, react damagingly upon one another. Labor and capital look at each other askance. Business competition is a dog-eat-dog affair. Inter-class friction is as untimely as it is harmful. We forget that all our jobs—save the pawnbroker's—are threatened on the same string of prosperity.

The railway labor unions' idea that they have as much right to federate as has capital reaches its crude fruition just when the members were most in peril of their jobs, and when railway executives were sorest and most touchy. The politicians, many of them doubtless acting in good faith on what they held to be a popular mandate, are wearying the people who chose them. The masters of business, already burdened by perplexities, will not recognize any of these activities as part of a travail to be gone through before a definite corporate status is worked out.

In fact, the politician comes now the nearer to holding forth the hand

of fellowship. Congress will this autumn listen to the complaints and the suggestions of big business as regards corporation law. Among the nearer-statesmen there appears to be growing a faint consciousness that ultimately it would be better politics to upbuild than always to tear down.

If their conversion should prove genuine, they might set a standard for the rest of the community. Gradually and justifiably might be set aside the indigo lenses that now distort our mutual relations—the frown be discarded for the smile, the clenched fist for the handshake. And better that it should be struggling sunshine for a while, rather than the futile, boot-strap-hoisting, artificial effulgence of 1909.

That smile was too forced; it had come off. A new attempt would fare better in a gentler cultivation of geniality.

Some Rules For the Unlucky.

Since there can be no effect without a cause, luck must be the result of something, and it's worth while for the unlucky to study the lucky.

Everybody knows that he or she who has all kinds of success is full of hope, magnetism and inspiration. Mind and soul are keyed up to a higher capacity for good—good which attracts good.

On the other hand, all kinds of failures will drag him or her into a state of mind that attracts more failure—unless they have the faith and purpose and good plain common sense to fix their eyes beyond immediate conditions.

"To him who hath shall be given," embodies a lot of truth to the unlucky, but it is often misconstrued.

It is the person who is painfully conscious of what he has not, and everlastingly worried because he can not get what he feels ought to be his share of this world's goods, who remains in the narrow groove of want and unsatisfied wishes.

You must force yourself out of the pit mentally before you can do it materially. In other words, you must

discipline your mind to think right, will right and work right, and then let the rest take care of itself.

Somebody, who, considering her former distress and present well being, must have acquired the secret of luck, says: "If you can work delightfully and hope delightfully each day, and never once think about making both ends meet, they are sure to meet and a little over."

Here are a few good rules for the "unlucky."

Even if you are not doing the work for which you are best fitted, do it with a light heart for the time being, and something better will surely turn up by and by. You get much farther by forcing optimism than by yielding to pessimism.

If you have faith in your self and your object a few rocks along the wayside won't bother you much. You will realize that failures may be stepping stones, and not put it down to mere bad luck which you can not control.

Don't worry about to-morrow or next week or next month. It is so much time, energy and mind force gone to waste.

Try to hold the thought that for every need there is a supply.

Never plunge into an orgy to forget a failure—later on you are only ashamed of your weakness and it might add to your grouch.

Don't wheedle for somebody's sympathy or assistance. Your own advice to yourself is better than long winded counsel from people who only half understand your mind and condition.

Never expect a miracle of luck unless you can do miracles of hard work and are a miracle of endurance and resolve.

When luck begins to come your way don't brag about it to others. They may not wish you well.

Even although you have learned to rough it in the lean years, do not become parsimonious when the outlook is better. Give and thou shalt receive.

Bad luck will surely overtake you again if you selfishly hug your material success.

Sacrifice a little of your luck to the gods and you'll have more of it—do not be a foolish spendthrift but a benevolent helper if you want luck to hold.

Finally, when luck has come your way in the definite form of many dollars, don't be so rapaciously hungry for more that you go plunging after it with sand in your eyes. Soul blindness is always punished in the end.

A Corkscrew Elevator.

An electrically operated elevator built like a corkscrew is used by a Los Angeles creamery for the unloading of cans of milk from the wagons to the third story of its plant. It consists of a kind of chute which extends from the street by a gentle incline to a point beneath the receiving door and makes a spiral of three turns at that place in order to bring the cans to the proper level without making the incline too steep. This is necessary because, if the full cans were tilted at a sharp angle, they would upset or the contents would overflow.

The cans are carried along this iron chute by means of a series of rollers and this conveyor system is in use through the entire plant, making it unnecessary to use trucks or to lift the cans for any distance.

Electricity not only supplies the motive power but does practically all the work in this up-to-date creamery.

Practically all forms of carbon can be converted into graphite by heating to high temperatures.

Blessed is the man who hasn't time to tell his troubles.

ROBIN HOOD

AMMUNITION (Not Made by a Trust)

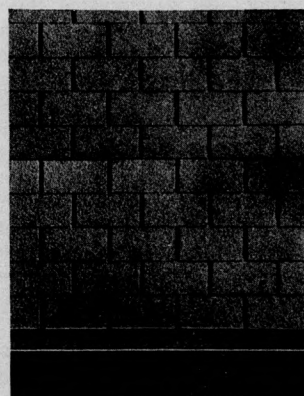
Ask for special co-operative selling plan. Big Profits

Robin Hood Ammunition Co.

Bee St., Swanton, Vt.

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES
AN HONEST PRODUCT AT AN HONEST PRICE

Fire Resisting



Reynolds Slate Shingles After Five Years Wear

PHOTOGRAPHIC SECTION REPRODUCED

Weather Proof



Wood Shingles After Five Years Wear

Our Price is Reasonable

Costs Less Than Stained
Wood Shingles

We Invite Your Inquiries

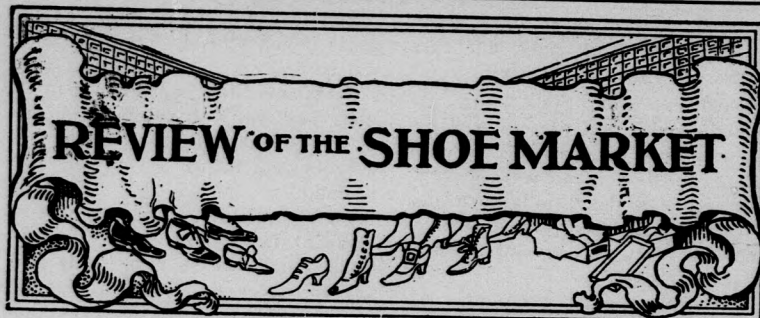
For Particulars Ask for
Sample and Booklet

We Are Ready and Anxious
to Serve You

Manufactured by H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.

WRITE US FOR AGENCY PROPOSITION

ESTABLISHED 1868



The Trend of American Shoe Fashion.

The style question for spring, 1912, in a general way seems to consist of an effort to contest the supremacy of the plain pump, which has been in marked favor for several years and especially so during this summer. The prediction is made that more boots will be worn by women in the next warm seasons. This prediction is supported to some extent, it must be admitted, by the largely increased demand this summer for white boots.

Colonials From Plain Pumps.

Furthermore, the Colonial has been revived as the easiest variation of the pump. The outlook now is that many Colonials for next season will be nothing more than a plain pump with a tongue and buckle attached. For the dealer this will be the easiest style change that has happened in some time, for a change to one style or another will be a matter of a part of the shoe only and not of the whole shoe, as is generally the case. A stock of Colonial tongues and buckles, except in very high priced lines, will not equal in value the whole shoe, provided there is any carrying over to be done.

There will be disadvantages, of course, in connection with handling these store-made Colonials, since it will be impossible to attach a buckle and tongue to a plain pump and get the same effect either in appearance or wear as in a specially made Colonial. Nevertheless, for a store handling medium grade shoes this device can without doubt be used with profit. A plain pump, for example, selling usually at \$2.50, might be so turned into a Colonial and bring \$3, meaning an added profit of about 25 cents to the retailer.

Oxfords May Be More Popular.

From the viewpoint of common sense and physical welfare, more boots and fewer pumps would be a desirable change for the public and the shoe trade likewise. The pump has been improved by manufacturers to a remarkable degree as regards fit and comfort, but for all that it was never intended for constant wear. The Oxford is the ideal low-cut shoe for general wear for women, as it is for men. It has had a bad slump this past season, to which the cut-price sales bear witness; but in any change in pump styles it is liable to get back to where it belongs. In this connection it is predicted that turned Oxfords with plain toes, and other lightweight Oxfords,

particularly in tan, are to be prominent.

As to the Colonial pump, there are many claims that it will be the leader for next season. Every manufacturer appears to be including at least three or four types of it in his samples. Still, it is noticeable that there is a tendency to hedge by including also a liberal number of samples of the plain pump. The fear seems to be that the Colonial will be shown so strong in cheaper grades

they will go strong in tops and slippers especially.

The demand for white leather has taxed the ingenuity of tanners in producing a skin that will meet the demands and at the same time be reasonable in price. A new side leather in white and other light colors, it might be said, is now on the market and has met with considerable success.

Regarding lasts, the bulk of the new samples are made with a medium short forepart and a full round toe. Extremely high and pointed toes have had their day for most of the trade. Heels are tending lower, especially on pumps. In tips the tendency shown by the new spring goods is toward plainness. The plain tip with a small point in the center is largely seen, but the wing type is not so noticeable, and when used is decidedly modified. Buttons seem to lead in boots shown for spring, and also in Oxfords. Manufacturers and retailers, however, seem

sandal styles were worn, very often in black patent leather, with hosiery in white or in flesh color.—Dry Goods Economist.

Fitting Button Shoes.

The great popularity of button shoes brings the retail shoe dealer face to face with the old trouble of setting over the buttons to fit the varied sizes of feet and ankles.

This trouble becomes still more acute with extra high button boots for women, that are enjoying great favor this season. The higher the boot is made the more buttons are required, the more buttons there are to be changed and the more frequent the changes must be made.

It is understood that the higher the boot the greater variation in the size of the leg as the calf of the leg is approached. For this reason the high boots now being sold are apt to require more resetting of the buttons than the lower patterns.

There is probably not one retail shoe dealer in a hundred that gets anything extra for this extra trouble. On the contrary, he is at a loss not only for the time consumed in refitting the shoe, but for the cost of the buttons and fasteners, for which few dealers make any charge.

The advisability of continuing to render this extra and gratuitous service may well be questioned. The manufacturers have long complained that they were not compensated for the extra cost of making button shoes, that the retail dealers and other shoe buyers were not treating them fairly in the purchase price of button goods, and now the retail dealers have a sample of the same kind of medicine to take for themselves.

Where both the manufacturer and the retailer are put to such inconvenience and extra expense by reason of the popular call for button boots and Oxfords, there is no reason why they should not seek recompense by an additional price for the goods.

Such a price could in no sense be considered a discrimination against button goods, but would simply be making the manufacturer and the retailer whole for the extra expense incurred in the manufacture and distribution of boots and shoes fastened with buttons.—Shoe Retailer.

Easily Identified.

A young man, visibly excited, came rushing into the morgue in New York one evening recently, and, grasping an attendant by the arm, enquired:

"Is my uncle here? I know he's drowned himself."

"Why," replied the attendant soothingly, "I can't tell unless you can describe him in some way so as to identify him. What sort of clothing did he wear?"

"Oh, that doesn't make any difference," declared the visitor, "uncle is stone deaf and you'd know him at once by that. I guess he is not here," and before the attendant had caught his breath the erratic caller had disappeared.

THE CITIZEN'S VOW

WE will never bring disgrace to this our city by any act of dishonesty or cowardice, nor ever desert our comrades; we will fight for the ideals and sacred things of the city, both alone and with many; we will revere and obey the city's laws, and do our best to incite a like respect and reverence for those above us who are prone to annul them and set them at naught; we will strive unceasingly to quicken the public's sense of civic duty; that thus, in all these ways, we may transmit this city not only less but greater, better and more beautiful than it was transmitted to us.

and with the fitted tongue makeshift that the higher priced lines will consequently suffer.

For early spring it is a fairly well-established fact that tan boots will be popular. If another white season comes along strongly, which is predicted by a large part of the trade, although against precedent, it is quite probable that white boots will also be in favor. In connection with the short length of women's skirts the white boot of the higher grade certainly makes a good appearance.

Leather the Chief Material.

Leather will make up the bulk of the shoes for next season, judging from the present outlook. However, there will be a considerable use of the better wearing fabrics, and in parts of the shoe where the hardest service is not demanded. Among the fabrics shown largely is corded silk. The suede-finished leathers are prominent in a fairly large number of samples and foreign advices indicate that

hopeful that the laced type will soon regain its popularity.

Will Velvets Come Back?

Although the fall selling season is about begun there is still a possibility of an underrated dark horse appearing, just as occurred this summer in white goods. For example, velvet has generally been considered out of the reckoning. There are signs, however, that it will return to favor this fall and winter in medium-price goods, although it is not expected to figure strongly in spring lines. Velvet is prominent in women's garments for fall and, naturally, this should have an influence on footwear. This much must also be said in its favor, that for durability it is above the average of fabrics.

Footwear Styles in Paris.

According to a letter from Paris, footwear in all black and white was largely worn during the closing period of the stay of fashionable French women at Trouville, the Newport of France. A great many slippers in

20th Successive Season

Mayer

Shoe Advertising

MAYER advertising is now beginning its 20th successive season of consistent and continuous advertising. Day after day, month after month and year after year the quality of Mayer Honorbilt Shoes has been advertised to the public for the benefit of the retail merchants. Thousands of advertising mediums reaching millions of people, printed in many languages and costing hundreds of thousands of dollars, have been used, creating the demand for dealers selling

Mayer Honorbilt
Shoes

Without Mayer Quality this expenditure would be largely wasted, but we put the quality in Mayer Shoes and by advertising it secured the demand. This continuous and persistent advertising is the kind of selling help that gives REAL support to dealers.

This year our advertising will be more conspicuous and far reaching than ever before



If you are anxious to increase your business, the Mayer Honorbilt Quality line will pull the trade and help you make good with your customers. *The Spring Line is now ready.* We would like an opportunity to show you the advantages of handling Mayer Honorbilt Shoes. Write for particulars.

Largest Manufacturers of Full Vamp Shoes in the World

F. Mayer Boot & Shoe Co.
MILWAUKEE, WIS.



MODERN METHODS.

County Seat Shoe Store as Trade Center.

There is a process of general evolution making itself apparent in the distribution of shoes that is of more than common interest at the present time. This is the exclusive shoe store idea winning out over the old type of village general store.

The general store of the past decade brought all merchandisable things under the one roof, and the inevitable accumulation of "dead wood" in the shape of old and faded bolts of cloth, crowded shelves of groceries, barrels and boxes scattered here and there, vegetables and meats, kerosene and candy, and the inevitable case or two of heavy farm shoes wedged under a row of lard pails.

The general store was a necessity of that period in the development of retailing where a small community did business in one store. To-day the same articles are sold, but they have been distributed to a number of stores each carrying one line of closely related stocks.

With the increase in population and the development of the county seat as a trading center the transition stage of general merchandising is evident, so far as shoes are concerned, and we are brought face to face with the enlarged opportunities given to a one line store.

The county seat shoe store has for its policy a quick transit of the shoes through the receiving department and stockrooms on the floor, and to the customers in as quick as possible period of time. Space is valuable and the retail business has come to such a state that each carton is practically charged its share of the rent. With this policy the shelves must not be cumbered with unsalable stuff, lest profits diminish because of out-of-date styles occupying room when up-to-date styles would demand quick sales. The modern policy even goes farther and charges each carton with the cost of advertising, salaries of buyers, sales person, and employees, incidental expenses and the pro rata share of the operating charges.

The loft has given way to a well arranged stockroom where shoes are carried according to lot number. The odds and ends of merchandise which formerly accumulated in these antiquated storerooms has given way to storage of present season goods and the policy of carrying no lines longer than a season or possibly two. The goods are sold at any price when unseasonable.

In a thriving county center the buying of better grade goods is quickly noticed. The crop report is the most interesting topic at all times and is the barometer of business.

The advisability of locating a shoe store at the county seat is better understood by the fact that in the mainly agricultural districts the county is considered the geographical unit.

Trade comes into these central towns from a comparative wide area,

and the distribution of footwear is easier inasmuch as the shoe-buying consumer invariably makes his buying visits to the county seat.

An excellent example of a county seat store is that of R. A. Kunnies, Thomson, Ga., who is in the center of McDuffee county, and on the main thoroughfare to the adjoining counties to Lincoln, Warren and Columbia.

The county seat location in the South makes it possible for an exclusive shoe dealer to have direct communication with fully thirty or forty thousand people, whereas if in a purely local town, such as is found in the manufacturing centers of the North, this contact would only be with the strictly local trade.

The prosperity of a county indicates the buying power of the farmers at the county seat, and it is often true that where one county has had a prosperous crop, the county a short distance away might have been so afflicted with disastrous drought or scourge with some crop pest as to make ready money scarce.

Mr. Kunnies, who recently made a visit to the Eastern market, has decided views to the possibilities before the exclusive dealer in county seat towns. He keeps a mailing list of people who have had actual dealings with the store, and not only has a list of the names of the people in his own county but in the adjoining counties, which because of travel routes became trading tributaries of his store.

The presence of several banks at the county seat acts as a benefit to the exclusive shoe dealer, inasmuch as the farmers are advanced money on their forthcoming harvest and are able to buy at cash prices. Where long term credit exists in the general store, the prices are advanced to cover the investment. The cash store, however, can sell at regular prices and turn its capital more often. Mr. Kunnies finds it of value to make exceptions in the case of "A 1" rated farmers who pay their bills on a monthly basis.

The buying power of this center was increased many times through the use of circulars, for he considered the general flyers of great publicity value in county advertising.

Four times a year he makes a page advertisement bring results through the county newspaper, an organ of seven or eight hundred copies containing but local news, a patent inside, and usually filled with advertisements run weekly without change. Making "bull's eye" campaigns by means of full page advertisements at the opening of every season he considers admirable and efficient, considering circulation and the medium used.

There are scores of great chances all over the South and West for real shoemen to "set in the game" and build up a good business in towns where the old style "county store" can no longer satisfy the more exacting demands of prosperous farmers.—Boot and Shoe Recorder.

The "Bertsch" Shoe For Men



Last 26—All Leathers

Is finding more friends every day.

We are now making this line in Vici, Gun Metal, Patent and Tan Leathers, both in the high shoes and oxfords. You can retail these shoes from \$3.00 up. They would be winners at a much higher price.

Send us your orders. We can supply your needs quickly.

They Wear Like Iron

Herold-Bertsch Shoe Co.
Makers of Shoes :: Grand Rapids, Mich.

RUBBERS



There *is* a difference. This difference is not so much in looks, as they all look very much alike, but it is in the matter of satisfaction to the wearer in fit and service.

Glove Brand Rubbers

satisfy in a degree not equalled by others, and are therefore profitable merchandise for the dealer to handle.

The season is at hand. Send in your order today and lose no sales.

HIRTH-KRAUSE COMPANY
Jobbers of Glove Brand and Rhode Island Rubbers
Grand Rapids, Mich.

Pointers on Selling Shoes.

"The thing I try to impress on my clerks is to get their customers seated and get a shoe off," said the manager of a very successful shoe department in a large city store. "Simply showing a lot of shoes to people who sit and look at them, waiting until they find just what suits them before they try them on is a poor way, in my opinion. My clerks proceed to take off a customer's shoe without waiting to be asked to do so. They assume that of course the customer wants to see what the shoe looks like on the foot, and if the customer says he does not care to try them on, the clerks appear very much surprised, and tell him he will not know so well whether he likes them or not unless he sees them on his feet."

"My clerks do not ask what size is wanted. They look in the old shoe and find that size. Then they note whether it was a good fit or not. If it was, they get the same size. If not, they try the size they think is right. I tell my clerks not to ask too many questions about what style or price is wanted, but to judge the customer's wants from appearances, and come the closest they can to it, with what information the customer volunteers. If they come far wrong, the customer will say so. I do not believe customers like to be cross-questioned about what they want. If they have any strong likes or dislikes they will say so."

"I want all my clerks to know two things: First, that our customers consider style first and price second; second, that they know the right styles when they see them, and they know that we have them."

"I find that many clerks are timid; they are afraid the styles they show will not please. In other words, they lack confidence in themselves, and in the stock, and also in the ability of their customers to pay the price for good shoes. So whenever I put on a new man I tell him that our trade does not care what the price is, if it is within reason. Also that we are known to carry the correct styles, and that our customers know we carry them."

"If I can get the clerk to believe these things he will be a good salesman, if he has common sense in other ways. But if he falters when he names the price, or if he is nervous for fear the styles we show will not please, then he will not be a salesman at all. Nine out of ten customers do not know whether our styles are right or not; neither do they know whether our values are weak or strong. If every one of my clerks is carrying the idea that our shoes are well worth the money and that the people who trade with us are well able to pay the price, and, furthermore, that we are absolute leaders in style—why, it is bound to be true. The effect of every clerk carrying this thought all the time will be to make every customer who en-

ters the department feel the influence of that general thought."

Placing Orders For Spring Shoes.

At this writing the country is once more covered by traveling shoe salesmen. Some will get early orders, others will be told, "Your line is great, but you are too early for us."

In a short time the shoe factories will be running low on fall orders, will be losing some of their best operators if they can not keep them busy at least a fair portion of the time that is called "between seasons." That is just the time for a retailer to have part of his order for early spring needs into the works, for he is assured that his shoes are put through properly when the great pressure of business is lacking. Then when the season opens he has no regrets to offer.

Women will buy low cuts early and most men are glad to shed high shoes if an attractive low shoe is brought to their attention. To supply them the dealer must give an early order if the shoes are to be in stock when they are most wanted.

Some will say, "We can not have our bill come due so early." In that event most manufacturers will gladly extend the time on an early shipment.

The labor situation is one that becomes more acute each season for shoe manufacturers. The full-time seasons twice a year are too short and the aggressive employees, who are always the best operators, become uneasy when there is not enough work to keep them busy and, should an opportunity arise to better their condition in some line of endeavor they leave the shoe industry; which means double trouble for the manufacturer when the season advances.

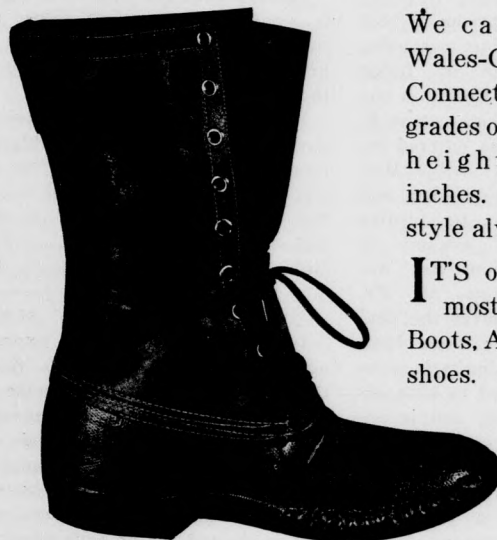
This is only a suggestion which, if carried out, will serve to bring retailers and manufacturers together on a broader and more co-operative basis in which both share alike.—Shoe Retailer.

A New Source of Rubber.

It is claimed that a fine imitation of rubber can be made from the soy bean. The oil of the bean is thickened with nitric acid. After further treatment with alkaloids the product is subjected to a heat of 150 degrees and then vulcanized in the same way that rubber is vulcanized. In times past we have read of a good many substitutes for rubber, but none of them have been a success. At one time there was talk that a substitute for rubber could be made out of the by-products of petroleum, but so far it has not taken the place of the juice of the rubber tree. So it is not worth while to get much worked up over the prospect of getting cheap and good tires for your automobile from the soy bean. In the first place, the product probably is not as good as the genuine rubber, and in the second place, there is no reason to suppose that it can be produced at a less price.

Walls are not essential barriers between the really essential things of life.

Here's Our Duck Lumbermen's Over Made for Men, Youths and Boys



We carry it in both Wales-Goodyear and Connecticut makes; two grades of tops, and every height from 8 to 18 inches. Every size and style always in stock.

IT'S only one of our most complete line of Boots, Arctics and Overshoes. Catalog describing them, all yours for the asking.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Boots and Shoes



Extra Excellent Value

Our spring line is now ready for your inspection and we assure you that it will meet your every need. In it are to be found every class of dress and work shoe for man, woman or child, in the right style and at the right price.

Our line is the most complete assortment of extra excellent values we have ever sent out.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

THE LAW OF THE LAND.

Husband Not Responsible For Clan-destine Debts of Wife.

The Grand Rapids Evening Press of Sept. 30 contains the following reference to the final outcome to a matter which has been in controversy in the courts of this State for the past two years:

"The Michigan Supreme Court handed down an opinion yesterday sustaining the decision of Judge Stuart, of the Superior Court, in the case of H. Leonard & Sons versus E. A. Stowe. The plaintiffs entered into a written contract with Mrs. Stowe, without the knowledge and consent of her husband, to furnish her bric-a-brac to the amount of \$3,285.31. The transaction was not brought to the attention of Mr. Stowe until six years after the deal was closed. Mr. Stowe could have set up the statute of limitations as a defense, but he refused to take advantage of a technicality and insisted on defending the suit brought against him by the plaintiffs on its merits. The case was tried in the Superior Court about a year ago. Mr. Stowe put in no testimony, Judge Stuart instructing the jury to render a verdict for Mr. Stowe after the plaintiffs had closed their case. The plaintiffs then took an appeal to the higher tribunal. The decision, which now becomes the common law of the State, sustains the contention of Mr. Stowe that a merchant can not legally enter into a conspiracy with a married woman to furnish her goods on credit not necessary to her maintenance or comfort without the husband's knowledge and consent, and then recover from the husband."

Full Text of the Decision.

Readers of the Tradesman will agree with its editor that this is not a pleasant topic to discuss in the public prints, but since a final conclusion has been reached in the court of last resort—a conclusion which is of vital interest to every merchant—it is only fair for the Tradesman to present the salient features of the subject to its readers, the same as it would present the facts regarding any case of importance to merchants in which the editor was not involved. The case was heard in the Supreme Court by five of the nine members of that tribunal. Chief Justice Ostrander wrote the opinion, which was concurred in by Justices Bird, Brooke, Blair and Stone. It is as follows:

Plaintiff is a mercantile corporation. The defendants are husband and wife, formerly living together and maintaining a home in the city of Grand Rapids, Michigan. This action was brought to recover the purchase price of certain merchandise furnished by the plaintiff during the period from April 25, 1902, to March 29, 1904, the total sum charged for it being \$3,285.31. The plaintiff declared specially upon two written contracts, with the averment that they were entered into on or about October 10, 1902, by the defendant, Harriet E. Stowe, in her own behalf and

in behalf of the defendant, Ernest A. Stowe, and as his agent. By the terms of these contracts the agreement is between plaintiff and Mrs. E. A. Stowe, and each contains recitals to the effect that "said first party agrees to sell second party on fulfillment of this contract in every particular," etc., etc.

In each contract title to the goods is retained in the first party until they are paid for. "at which time said first party agrees to transfer the title thereto to said second party."

In each the second party agrees to pay the amount due in monthly payments of \$20 each. In the first contract the property described is:

Bill of April 25, '02.....	\$ 937.23
Bill of Oct. 8, '02.....	311.11
Bill of Oct. 10, '02.....	21.04

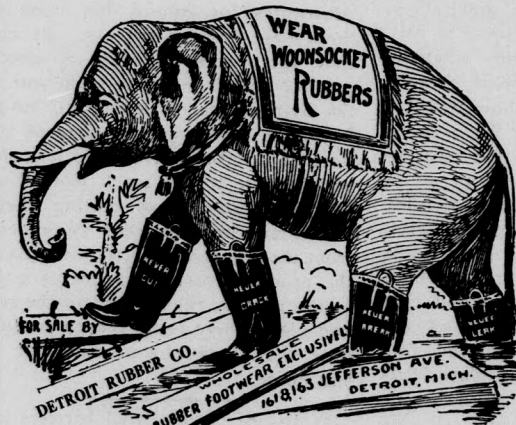
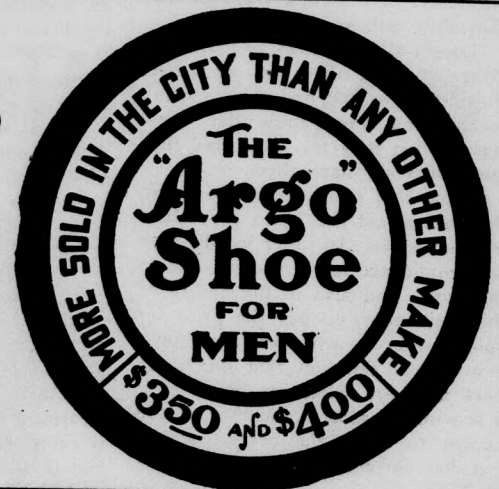
\$1,269.38

In this contract it is expressly agreed between the parties that if the second party fails to make any payment at the time therein specified, the agreement to sell the goods shall be considered void at the option of the first party, who may, without notice or demand, take possession of the goods and the amount which has at such a time been paid to the first party shall be considered as paid for the use of the goods. In the second contract, which bears the same date as the first, but which was made later and dated back, as the testimony shows, the goods sold are described as in the first and there is a further provision that the first party is authorized to endorse upon the contract merchandise thereafter purchased by the second party and by said endorsement such merchandise shall immediately be subject to all the provisions of the contract, title to such after-purchased goods to remain in the party of the first part. There is the further provision that if there is a failure to make payments as specified, the agreement to sell shall be considered void, the amount unpaid, whether due or not, shall, at the option of the first party, become due forthwith, without notice of any kind to the second party, the first party may immediately take possession of the goods, the amount paid shall be considered as paid for the use of the goods, and the first party shall have the right, after taking possession, to recover in any court of competent jurisdiction the balance due to said first party under the terms of the contract, and in such event shall recover against the second party as liquidated damages the unpaid balance and in addition 25 per cent. of said amount for damages for breach of the contract and for wear, damage to and use of the property. It is averred that other goods were added to the said contract until the total amount thereof was \$3,285.31, upon which there was paid \$540, leaving a balance of \$2,745.31. It is averred that Harriet E. Stowe, for and in her own behalf, and in behalf of her husband and as his agent, purchased these goods, and in her own behalf and in behalf of her husband promised to pay plaintiff the sum of \$20 a month

therefor; that payment has not been made. In a second count, it is alleged by way of inducement that the defendant, Ernest A. Stowe, before and at the time of making the promises and undertakings mentioned, was a man possessed of great wealth, prominent in the business world of the city of Grand Rapids, and that both said defendants, because of the wealth and prominence of Ernest A. Stowe, were liable to the demands of society and were compelled to do their share of entertaining and that they maintained an establishment (domicile) in an exclusive residence portion of the city of Grand Rapids, having as neighbors other persons of wealth and prominence, and that it became necessary that the furnishings of the home of defendants should accord with those affected by others in like station in life and necessary that defendants should furnish their home with costly ornaments, bric-a-brac and other furnishings. On account of all this, it is averred, the contracts already referred to were entered into, the goods mentioned therein were purchased and goods were afterwards purchased, as has been stated. The declaration concludes with the common counts in assumpsit. A bill of particulars was required and was furnished. Defendant Harriet E. Stowe, by her counsel, pleaded the general issue, and afterwards withdrew her plea. Defendant Ernest A. Stowe, by his counsel, pleaded the general issue. He also denied under

oath the signing and execution of the written instruments declared upon, or either of them, and denied that he authorized any other person to execute the same in his name or behalf or otherwise. The cause coming on to be tried in the Superior Court of Grand Rapids, with a jury, plaintiff offered testimony tending to prove that an account was opened by plaintiff with Mrs. Stowe some time in 1895; that thereafter and up to 1902 a considerable quantity of goods had been bought by her and charged to her; that in October, 1902, when the first contract was made, the unpaid balance of this account, consisting of the three bills already referred to, amounted to \$1,269.38, all charged upon the books to Mrs. Stowe; that after the making of the contracts goods were purchased and charged in the same way; that the goods were, many of them, delivered at the residence of the defendants and used to furnish the residence, all of the testimony tending to prove that the first of the goods in question here were bought April 25, 1902, and the last March 29, 1904. All the goods in question are covered by the terms of the contracts and a complete schedule of the goods is attached to the contracts. Defendant Ernest A. Stowe is not a party to the contracts. Neither purports to be executed for him or in his behalf or by any person as his agent. The sole parties to the contracts are the plaintiff and Mrs. Stowe. Offers made by counsel for the plaintiff to

THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO



The Easy, Comfortable, Long-wearing Kind

Elephant
Head
Rubber Boots

The fine new
brand made by
the
Woonsocket
Rubber Co.
All styles

Detroit Rubber Co.
Detroit, Mich.

prove that Mrs. Stowe was acting as the agent of her husband in buying these goods and in making the contracts, by testimony of her statements made in the absence of her husband, were excluded. Other rulings complained of are shown by the following:

"Q. How were the goods charged, all the way through? A. Always charged to Mrs. E. A. Stowe. Q. On whose responsibility did you trust her for those goods? Mr. Hatch: I object to that, as a conclusion of law. The Court: The objection is sustained. * * * Witness: She bought at our store, as near as I can ascertain at the present time, prior to the amount of goods that are here in this case, ten or twelve hundred dollars worth. We never made any different arrangements with her from the time she commenced to buy goods up until the time she had bought over twelve hundred dollars worth on the bills in this case. Q. The goods were bought and paid for? A. Yes, sir. Q. From time to time? A. Yes, sir. Q. All charged to her? A. Yes, sir. She commenced buying goods in 1895, to buy goods for furnishing the house on Kellogg street. She came in that year, and the first bill was paid by Mr. Stowe himself, and she bought goods down to 1902. It so happened that the payment just balanced a certain number of bills on the ledger, and our book-keeper drew a red line and balanced the book up, but really there was no break whatever in the purchases from the first to the very end. She notified us that she was getting the goods for the home, so she continued to buy until October, 1902, and she came in one day, there was owing about twelve hundred, and said—Mr. Hatch: I object to what she said. Mr. Ellis: I offer to show that an arrangement was made at her request, and for the benefit of Mr. Stowe and herself, to get time on these goods, without any idea on Mr. Leonard's part of releasing Mr. Stowe at all, from liability for the goods. Mr. Hatch: She is not a competent witness against him, under the statute, and we object to any statement she may have made, the same as though she was on the stand. It would be hearsay, anyway. Mr. Ellis: It is the claim, and Mr. Stowe is trying to defend against paying for these goods on account of what his wife did. Mr. Stowe wants to defend against this contract, and wants the contract. The Court: Her statements, without any acquiescence or presence on his part, would not bind him. Mr. Ellis: It may be true that her statements would not bind him, then her actions would not bind him, and this contract would not bind him. They claim, inasmuch as she made this contract, and was not authorized to make it by him, therefore, it is her contract, if it is what she said about her own contract, it would be competent whether Mr. Stowe was around or not. If it is his contract, we are content. The Court: You claim against her too. Mr. Ellis: We can not help but get a judgment against her; she has withdrawn her plea, and we are entitled to a judgment against her, without any evidence at all. The Court: Then the objection is sustained. * * * Q. At the time you made that contract (calling attention to what is known as Ex. C, first contract) was there any understanding or agreement, or suggestion by anybody that you would release Mr. Stowe from liability for those goods? A. No, sir. Mr. Hatch: I object to that as incompetent, irrelevant and immaterial; the question assumed that Mr. Stowe was there. The Court: Objection sustained. * * * Q. Up to the time that this contract was made, and after this contract was made, to whom did you look for the payment of these goods? Mr. Hatch: We object to that as incompetent, irrelevant and immaterial. The contract is with Mrs. Stowe, and the goods are charged to her. The Court: The objection is sustained. * * * Q. Was it represented to you at the time by Mrs. Stowe, when you made this contract that Mr. Stowe wanted additional time to pay for these goods, and that he would pay for them, and asked for this contract back, simply to extend the time of payment? Mr. Hatch: Objected to as incompetent, irrelevant and immaterial. The Court: Sustained."

Defendant offered no testimony, and the Court directed a verdict against Mrs. Stowe and in favor of her husband, upon which verdict judgment was duly entered, and from the judgment in favor of defendant Ernest A. Stowe the plaintiff has appealed.

Ostrander, C. J. (after stating the facts):

At considerable length counsel for H. Leonard & Sons has argued and has supported by reference to decided cases, principles of law not controverted and not involved. The fact that the goods were charged up

on plaintiff's books to Mrs. Stowe would not necessarily estop plaintiff to claim that the goods were sold upon the credit of the husband. Larson v. Jensen, 53 Mich., 427, 430; Taylor-Woolfenden Co. v. Atkinson, 127 Mich., 633. The general principle which makes the wife permitted to purchase goods, necessities and other than necessities the agent of her husband to pledge his credit therefor is not disputed. The essential and controlling fact in the case at bar is that the goods were not sold, or agreed to be sold, upon the credit of the husband, but upon the credit of the wife, who had the undoubted right to so contract. Metcalf v. Shaw, 3 Campbell, 22. It seems to be unnecessary to state that, in the face of the written contracts, plaintiff is not permitted to say that the goods were in fact agreed to be sold upon the credit of Mr. Stowe. The contracts are express. Nothing is left to implication. Assuming that Mrs. Stowe, as wife, had authority, express or implied, to bind her husband by purchases of goods, she did not undertake to bind him. And if any fact necessary to the argument should be otherwise considered lacking, we have the fact that the suit is begun against the wife and that plaintiff has a judgment against her for the value of the goods.

The judgment is affirmed.

Wholesalers report a most healthful and satisfactory increase in enquiries from retail merchants during the last month. The cheering part of this is that the enquiries and orders come from all sections, showing that the revival is general, and not simply due to local conditions here and there. Business men who were rabid pessimists are commencing to show the first flickering evidences of a smile upon their countenances for many a long day. They are finding that the country is a great ways removed from the bow-wows to which they, in their despair, expected it to go, and the prophets of calamity are daily followed by a lessening number of disciples. There is still some life left in America, and fortunes are yet to be made. Depressions come and go, just as the day follows the night. There seems to be every reason to believe that the shadows are really being put to flight and the sun of prosperity is about to shine once more. Let us accept the fact and add our quota of cheerfulness to the general rejoicing. If things are getting better, say so—you were doubtless quick enough to complain when they went the other way. It is only fair to admit prosperity as readily as you whined about hard times. Let the man who went about airing his troubles see what he can do to disperse the gloom he helped to bring. The era of the long face is passing.

"Luck" never springs up spontaneously; it is really a plant of slow growth.

Prosperity covers a multitude of sins.

Railroad Matters of Interest.

Written for the Tradesman.

All railroads have been bitten by the economy beetle and the savings devices put into operation are already giving startling evidence as to what "trifles" mean to the big carriers. "Save a nickel a day for the company" is the slogan of the Rock Island. "To pay for a 2 cent stamp a railroad must haul one ton of freight a distance of three and a half miles," says the Pere Marquette road to its employes, and a long list of other "trifles," such as "one track spike is equal to hauling one ton of freight two miles," is given in the company's exhortation to its men. The Pennsylvania Railroad is urging its enginemmen to economize in the use of oil, firemen in the use of coal, clerks in the use of stationery and trackmen in gathering up old bolts and spikes.

Much is being done by the railroads in the way of securing new industries for towns along the line and industrial agents are keeping in close touch with boards of trade with reference to factory sites and buildings and prospective industries. The report of the Illinois Central for the fiscal year shows earnings of 10.2 per cent. on capital stock, or the most prosperous twelve months in its history, and in this connection 192 new industries were located along its lines during the year.

The plan of charging excess fares, now confined to the limited trains, is likely to be extended to all trains made up of Pullman, observation and buffet cars within a few months. On account of increased speed and heavier cars the cost of transporting passengers on these cars is greater than on ordinary day coaches.

The Rock Island will cut its operating expenses 10 per cent. during the next three months. Usually track work is stopped about Nov. 1, but this year the date is Oct. 1, and in all the shops the working hours will be cut from nine to eight hours.

After an investigation covering three months the Pennsylvania Railroad reaches the conclusion that high heels and hobble skirts are responsible for a large proportion of the in-

juries sustained by women while getting on and off trains and mounting and descending stairways in stations. At least seventy-three such cases were recorded during the three months and the report of the company concludes with the pessimistic observation that "women of all times have followed styles that are dangerous to life and limb." The Pittsburgh Dispatch suggests that the Pennsylvania issue a style book showing just what apparel women travelers should wear to be safe and sane.

The Chicago, Burlington & Quincy has issued a number of pamphlets to farmers covering the different phases of agriculture and horticulture, which are being distributed in six states.

Almond Griffen.

With the coming of better times there will be a rush to buy on the part of people who have had to be economical to the point of self-denial for a long time. As they see their circumstances improving, many of them will grow impatient and attempt to buy on credit in order to secure merchandise they have long been without. They will do this believing they are going to be able to pay for all they get. But there will be miscalculations, and purchasing beyond means. Therefore the time is at hand for merchants to be particularly careful in the matter of credits. There will be mad-haste to sell, as the storekeeper has had a business famine so long he will be anxious to get all the trade possible from the first flood of the tide of returning prosperity. This will make him more ready to take chances than when he saw hard times written in the faces of all customers. But there is danger lurking in the wake of the buyer who is too ready to run bills. Caution is even more necessary in good times than bad, so far as credits are concerned, for the consumer is more ready to assume debt when the road ahead seems to have a golden pavement. "In the time of prosperity, consider."

If water were as costly as wine, everybody would prefer it—ten times over.

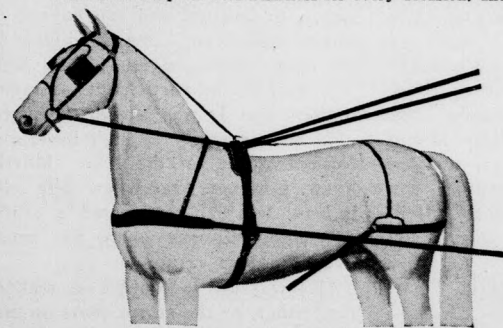
Let the "Sun Beam" Line of Harnesses and Collars Increase Your Fall Profits

Most any horse owner can be tempted to buy if you show a better appearing class of goods with an established reputation for wearing qualities.

Sun Beam harnesses have become famous because of their superiority, and the careful buyer finds many evidences of our skill and accuracy when comparing this line with others of similar price.

The line is complete with a harness for every occasion, and offers the dealer a splendid opportunity to make satisfied customers without sacrificing his legitimate profit.

If you have Sun Beam harnesses, **SELL THEM**; if you haven't, get the big catalog at once.



BROWN & SEHLER CO.
Grand Rapids, Mich.

PIONEER WEDDING TOUR.

Honeymoon Trip Through Woods to Muskegon.

Written for the Tradesman.

"I heard a man the other day telling about the hardships experienced by the pioneers of Western Michigan," said the man from Oregon, addressing Tom Tanner, whom he was visiting, the two having been friends before Jake Herndon went to the Pacific coast. "I laughed in my sleeve and found myself wondering what he would think of us chaps who went three thousand miles across a vast waste to found homes in the sunset land. Why, Michigan is really an Eastern state. It's no trick at all to come out here from Maine or York State!"

"Not at the present time, I grant you," agreed old Tom. "I've no doubt you experienced a very arduous time when you went West, Jake."

The face of the old schoolmaster wore a grave, almost austere expression under its tan. There was, too, a twinkle in the old eyes that foreboded something to come.

"I should say we did, Mr. Tanner," and Jake slapped his friend's knee. "Why, the railroad didn't go within a hundred miles of our ranch, the one we had selected for a future home. We had to drive through with a span of mules. My wife was actually seasick riding in an old coach over the mountain roads. We were three days getting through at that! Think of it, Tom—three whole days lagging through a wild country with women folks aboard!"

"Quite terrible," grunted the schoolmaster. "How long were you on the cars?"

"The matter of nearly a week."

"Great hardships you endured, you and your women, Jake," sympathized old Tom, coughing into his hand.

"You bet we did, Tom. And yet you'll hear folks telling about when they came to Michigan from the East, a matter of only a thousand miles! Why, it makes me laugh to hear 'emm. Out in Oregon we call Michigan an Eastern state. Why, it's altogether ridiculous—"

"Conditions, my friend," grunted Tom.

"How's that, Thomas?"

"It's the conditions that make the good or hard experiences, Jake. We call New England a land flowing with milk and honey, the very heart of our civilization, where homes of comfort abound, but how was it in the days of the Pilgrim fathers? Conditions were different, then, Jake."

"Why, yes, of course, in that early day—"

"The rocky coast of old Plymouth colony was the Far West to those sons and daughters of merry England in the long ago. Now Michigan, in her territorial days, was indeed and truly the West. I can tell you a little incident that will illustrate how far west it was if you care to listen."

"I shall be glad to hear it, Tom," assented the other.

"It happened before I was born so

you will understand that it was some time ago. A relative of mine she was, who married a man who had been West to the Eldorado of New England lumbermen, preempted tracts of pine land and was now returned to wed the girl of his choice and carry her away to his new home at the mouth of the Muskegon.

"The girl Dan Morrill chose happened to be a Maine farmer's daughter, of considerable native intelligence, also an acquired education sufficient to teach school, which she did at the ripe age of 14. She was just 20 when she married Morrill and bade her parents, sisters—she had no brothers—and friends farewell and set out on her honeymoon trip to the lumbermen's Eldorado, the Territory of Michigan.

"I'm not going to make a long story of this, for I know you haven't the time to listen. The only woman companion to the newlyweds was the wife of Dan's brother, who had been East on a visit and was now on her return to her husband in the wilds of Western Michigan. The trip was not as now, a matter of a few hours; instead it occupied something like three weeks' time, not in comfortable railway coaches but overland, through a wild, unimproved country most of the distance.

"If I mistake not, there was a short railway trip through York State, thence through Canada by stage, through woods, over muddy roads, moving at what we would now regard as a snail's pace. From Detroit the trio rode across Michigan to Grand Haven behind an ox team. Slow locomotion to what even your Oregon mules developed I think you will admit."

"What, all the way with oxen—from Detroit to Grand Haven?"

"Exactly that, Jake, and when they got to the Haven about the middle of November, on as beautiful an Indian summer day as one need ask for, there was no mode of conveyance to Muskegon, their objective point, before the lapse of several days, boating then being by schooner or sloop, with such craft being few and far between. Morrill was anxious to reach his destination before the good weather broke, which he knew could be only a matter of a few days at the farthest.

"He soon learned that the only mode of conveyance was by dugout, which a Frenchman placed at the service of the young couple. The owner of the canoe agreed to accompany them as pilot, so it was decided to set out at once. The trunks of the women were transferred to the canoe, or dugout, and the voyage of fifteen miles on Lake Michigan in an open canoe began. That little trip was, to the participants, a memorable one. It was late in the afternoon, with scarcely enough breeze to form a ripple on the lake. Morrill knew, however, that when the delightful weather terminated a storm of magnitude was likely to break over the lake region.

"He was not far out in his reckoning, either, as the storm came on suddenly before the occupants of the

dugout had made half the distance to Muskegon. A terrific thunder storm swept down the lake. Darkness came on, rendering the situation still more alarming. The women were badly frightened, yet Dan Morrill believed he could make Muskegon harbor despite storm and darkness; and, as he often told me when referring to that time, he should have pressed on, poling the boat well out from shore, but for the French pilot, who became suddenly rattled and made desperate efforts to crowd the bow of the canoe on shore."

"Should think that the safest thing to do," said Herndon.

"Not in this case. However, the women becoming so frightened and the pilot joining in their alarm, in spite of all his efforts the dugout was beached amid howling wind, falling rain and furious thunder and lightning. The waves rolled completely over the dugout, deluging its occupants. Dan managed to get the women up on the beach beyond danger, after which he, with the aid of the pilot, removed the trunks to a safe spot on the beach.

"Then Morrill set out to find shelter. He ran upon an Indian camp, where, in the crude wigwams, our friends found shelter. This was the New England girl's first introduction to an Indian camp. The ill-smelling place, yelping dogs and grinning squaws almost unnerved her. Dan went again in search of quarters, finding a more inviting shelter with white fishermen, where the little party passed the remainder of the night.

"Early the next day, guided by an Indian boy, Morrill made his way to Muskegon, where he procured an ox team, which he drove to the rescue of the forlorn voyagers. The trip through the woods to Muskegon, then a rude hamlet of perhaps a dozen dwellings, was an uneventful one, the little party arriving safely at the journey's end. That was a very decided pioneer honeymoon trip, one that Mrs. Morrill never forgot."

"Well, yes, I should say so," ejaculated the schoolmaster's listener.

"Dan's young wife hadn't a friend nor relative within a thousand miles when she arrived that gloomy November morning in the shabby little settlement in Western Michigan. Now you may talk about your present pioneering in Oregon or elsewhere, it is of no consequence compared with the hardships that were encountered by the first settlers of this one time lumbermen's Eldorado. Michigan was the Far West then all right, with an unbroken wilderness of twelve hundred miles lying between it and the milk and honey land of old New England."

"By George Tom, I believe you!" and Jake Herndon reached out and grasped the old schoolmaster by the hand. "I'll keep still after this on the subject of pioneering."

Old Timer.

There are some who can not see a wedding-day without a thought of the multitude of days coming that are not wedding days.

Getting Value From a Trade Paper.

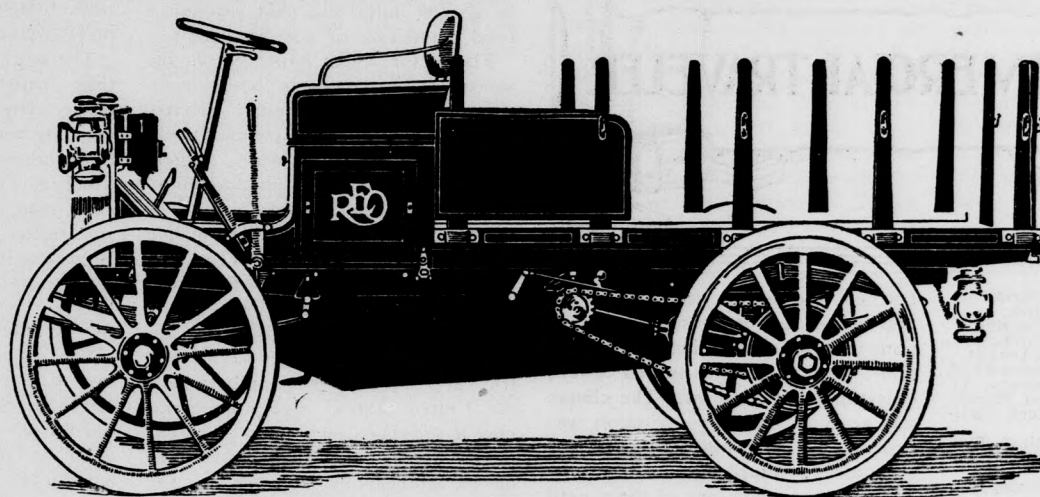
At the recent meeting of the Carolina Hardware Association, one of the queries in the question box was, "What is the best way to make use of a trade paper so as to get the most out of it?" That is an easy one, and yet there are hundreds of men who are paying for one or more trade papers who get mighty little out of them, some who are so foolish as to never open them for more than a cursory glance. In the first place a dealer who takes a trade paper should read it from cover to cover and do it in a systematic manner—advertisements and all. Keep a pad conveniently by, and when you are specially interested or note announcements regarding literature issued by jobbers or manufacturers from which you think you might learn something or at least get a pointer, make a note of it. In reading the paper, mark any articles which you think might prove beneficial for your clerks to read and when you have finished pass it along with the understanding that the publication is to be returned to your office and placed on file when all are through with it, as it is an excellent plan to keep them for future reference. The next thing is to follow up the list you have made. Postal cards will do. Send for all the new catalogues, etc., that have attracted your attention, and be certain in writing to mention the publication in which you saw them noted; that will help the paper, result in its betterment and a corresponding increased value to you. You will have a hard hunt if you find a trade paper published in the United States from which you can not learn something or get some valuable pointers if you follow this simple course, which often means the difference between success and failure for a merchant. The dealer who reads his trade paper, who follows up its suggestions, who takes every opportunity offered in its columns to thoroughly post himself, is seldom one of the number who complains that catalogue houses are running him out of business and never one of those who writes to the publishers, "Stop my paper; times are too hard for me to take it any longer." Get all you can out of your trade paper, help it all you can, and you will soon realize that you are acquiring a fund of knowledge and information, compared to which the subscription price ten times over is mere bagatelle.

No Use Dodging.

Among the men who served among Roosevelt's Rough Riders in Cuba was a little Dutch Jew, who, according to the men in his own troop, was "the very incarnation of cool, impudent bravado in a fight." He was a consistent fatalist.

One day he observed a comrade dodging a spent bullet that had whistled uncomfortably close to him.

"Vat's de use to todge dem pullets?" sang out the little Jew. "Dey'll hit you shust as vell vere you are as vere you ain't!"



Wheel base,
90 inches

Horsepower,
10 to 12

Capacity
1,500 pounds

Length behind
seat, 6 feet

For Only \$750

The Reo Light Delivery Truck, Designed by R. E. Olds. Does the Work of Three Horse-Drawn Trucks, at Less Than Half the Cost

By R. E. Olds

I have written a book—a practical book—for men who deliver goods. I want every such man to have it.

It gives figures and facts based on tests I've made with a thousand Reo trucks. It shows that horse deliveries, under average conditions, cost $2\frac{1}{2}$ times what they cost with this truck.

It proves that this truck will save its cost in one year with any man who keeps it busy. When idle all cost is stopped. If you think that horse deliveries are going to continue I ask you to read this book.

The Perfect Truck

Lots of costly mistakes have been made in trucks built on a pleasure-car chassis, equipped with pleasure-car engines, sold at pleasure-car prices. They were not economical, not satisfactory. And a good many men have come to think that the horse-drawn truck will continue.

That is folly. Motor car designers have simply been too busy to solve the light motor truck question. In the next three years horse delivery is bound to be nearly wiped out.

I have designed what I regard as a perfect motor truck. I have tested a thousand of them,

in fifty sections, in forty lines of business. And any man who learns what I know about it will never deliver by horse.

My 7-Year Motor

Almost the whole truck problem lies in the motor. A truck runs on solid rubber tires and the usual engine can't stand the jar. Most trucks are driven by unskilled helpers. The engine must be simple, must be trouble-proof.

I have built gasoline engines for 25 years—built them for every purpose. For a dozen years I have built motor car engines. The past seven years have been largely spent in perfecting the engine in this truck.

It is radically different from my pleasure-car engines. It is built for moderate speed, for utter simplicity, for immense durability. Just give it gasoline and oil, and let it go. One never needs to think of it.

Let your delivery man drive it and care for it. No mechanic is necessary. It's less trouble by far than a horse.

1,000 Tests

Before committing myself in this way to this truck I have tested one thousand of them. The tests have now covered a year.

I have tried them on cobblestones and asphalt: in mud, clay, sand and snow. I have tried them in rural deliveries and in hilly towns. I have proved their economy in forty lines of business.

I had a milling concern, at one time, make an 18-day test against horse trucks. The horse truck in that time made 133 deliveries. The motor truck made 418. The horse covered 110 miles—the motor truck covered 560 miles.

I have carefully figured comparative costs on the basis of many tests. The

average cost of running the Reo Motor Truck constantly is \$84.90 per month. That includes a driver at \$50 per month. It includes depreciation, painting and repairs, tire usage, gasoline and oil, and 6% interest on the investment.

The cost of running two horse-drawn trucks, figured in the same way, is \$135.58 per month. That's 60% more than the cost of one truck. Yet two horses can cover only 50 miles daily. The truck can cover 70, used in the same way.

Then the truck costs nothing when it isn't busy. It is never fazed by the heat, never stopped by the snow. The average difference in cost is about three to one in favor of this motor truck. And it trebles one's range of delivery.

Price, Only \$750

We are selling this truck for \$750—a seemingly impossible price. No other truck of like capacity has ever been offered anywhere near so low.

The reason is this: We are going to sell trucks on a business-like basis. We are going to sell trucks at a dray-wagon profit.

This is not an experiment—not any side issue. We have built and equipped a big, separate factory solely for these trucks. Its present capacity is 5,000 trucks per year. Our object is to quickly bring this output up to 20,000 trucks per year. The demand for these trucks, when men find them out, is bound to break all the motor car records. It is good business, we think, from the very start, to quote a minimum price—the lowest it ever can be.

Write for My Book

Write us to send you my book on Trucks. Look into this subject, and into this truck. Wherever you are we have salesmen near you to demonstrate this truck. We have men to teach your men to run it. And these men, year in and out, will render you Reo service.

Just write us now, before you forget it, to send you our book on Trucks.



Same Truck with Delivery Body—same price. Top and side curtains added for \$50 extra. A folding top over driver's seat only cost \$25

R. M. Owen & Company

General Sales Agents for

Reo Motor Truck Company, Lansing, Mich.



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 Executive Committee—James F. Ham-mell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Increased Cost of Securing Orders in Canada.

In two essentials the Canadian field differs from ours, when looked at from the viewpoint of the traveling salesman. Those two are transportation facilities and the temperament of the buyer. In the States thousands of travelers "make" three towns within eight, nine or ten working hours. Many do three cities in as many days, and it is no uncommon occurrence for them to call on all houses in three or four different lines of commercialism in all three cities. There are not many minutes lost. The drummer knows his buyer—knows what he wants and how he wants it. The storerooms are likely open for his inspection.

In Canada the traveler and buyer hold much the same relationship to each other. It is, however, a physical impossibility to cover three Canadian cities in three days. There are several exceptions to this, but, generally speaking, a drummer feels elated if he finishes a city of 70,000 in one day.

Beginning Late in the Day.

A true incident may clear up somewhat the reason why there should be such a difference in speed of travel between Canadian houses and those of the United States. This happened in a small town of about 10,000 population in the Province of Nova Scotia. The commercial traveler involved represented the Canadian branch of a large American cereal manufacturer. On a certain morning we find him in this small town entering the office of a wholesaler. He asked to see the buyer.

"Don't get down to the office until 10 o'clock, sir," he was advised.

Upon trying several other prospective customers he concluded it was useless to start work until the morning was half spent. When he finally

reached the buyer upon whom he first called, a most hospitable reception was accorded him. Conversation for thirty minutes turned toward everything but business. The climax was reached when an invitation was extended to go fishing at 3 that afternoon. Inasmuch as no transportation was available out of town until morning and he only had three other calls to make, the salesman did what most of us would—accepted. He hooked some excellent fish. But, his monopolization of the buyer would not have been appreciated by other salesmen who figured also on that morning train out of town.

Of course, such conditions as these are most acute in smaller towns. Particularly so in the maritime provinces. Cities and towns all over the Dominion are upon much the same basis in a lesser degree. The simple truth is, the Canadian respects his health, sleep and recreation where we, many times, do not.

It is apparent that few calls can be made in a day in Canada. A salesman must, of necessity, be guided by the buyer's habits. Usually he is the traveler's first, last and only hope. So he must be catered to. As a consequence, Mr. Salesman can neither work long hours nor rush during the few hours he does labor, in an endeavor to cover territory more rapidly. You will all agree that one of the weightiest factors in salesman efficiency, from the profit-and-loss-sheet view, is the amount of territory thoroughly covered in a given time.

Poor Transportation.

Entirely aside from temperamental difficulties which are briefly referred to above, the salesman in Canada is retarded by poor transportation; and many times almost total lack of any. From some towns there is one train a day. Frequently, it is a morning train and dollar-hours are lost. Many times the next town is 100 miles away and that means four or five hours' idleness. A day train is profitable from the standpoint of a railroad corporation, but it costs the house money every mile. And some of those miles in Canada are four cents each. From some towns trains are run only every other day.

The fact that Canada's population of 8,000,000 is spread over 3,500 miles one way and several hundred the other is a pertinent fact if you pay the expense book total. There are in the Dominion only seven or eight large centers of population, with a total population of 1,237,000. That means 6,760,000 live in small towns between the two oceans. Between

two such towns there is usually only one railroad. The traveler may easily go 500 miles and pass through a total population of not 500 people.

The factor which most retards the salesman's progress is based upon this scattered population. Electric interurban cars are comparatively unknown. Reasons why suggest themselves to you, no doubt, immediately. Without people car lines don't pay. Again, when these people are spread over extensive areas it is equally as bad a proposition for the traction company. So, with a few exceptions, you will not find in Canada the system of inter-town electric cars which so thoroughly threads the United States. Every few minutes a salesman may jump on a car in St. Paul and shortly after step off in Minneapolis. Herein lies the greatest advantage the American has over his Canadian brother in getting around to see his trade. When you do find an electric car line in a city in Canada it is usually a good one. Montreal is one of the fortunates.

Little Business in Winter.

In winter a number of provinces "close up." Heavy snows and cold weather effectually stop traffic. The consequent light travel influences the several railroads to take off most of their summer schedules. The rate of winter travel is indeed slow. Few salesmen make the Far Eastern and Far Northwestern provinces in winter. Towns there get winter supplies in the fall or take a chance on mail orders. Winter freights, while very slow in reaching destinations because of weather and distance, are reasonably sure.

An American salesman does not take kindly to the enforced "let up" in Canadian travel. "Racing" fits his temperament better than jogging along. This is particularly true where he has seen years of service in this country. The habit formed in years of rushing is deeper than skin. Consequently, it is good policy to start younger travelers into Canada. When thoroughly acclimated, perhaps, they will conclude that the slower, more evenly balanced Canadian conditions offer a surer road to health if not to heavier purses.

From the viewpoint of the manufacturer or "house," traveling men in Canada are expensive. Hotel rates are about the same as in the States. But, as we have seen, transportation facilities and short working hours result in increased cost in order-getting by the salesman route.

J. Allan Ross.

The Hour That Is Lost.

It is one of the hardest things in the world to catch the hour that is lost. You may chase it all day, but it keeps ahead of you and takes a demoniac pleasure in tantalizing you. It is always just far enough ahead to be out of reach, but yet in sight. Every effort to speed the duties that belong to other hours in order to find borrowed time for the task which should have had attention in its own place, earlier in the day, results in complete failure or slighted work.

It is the regularity of having a time for everything, and doing it at that time, that makes each day round out in satisfying completeness.

The work that is done at the right time, without undue haste, giving proper attention to every detail, is not only better done, but is not nearly so laborious and tiresome as that which is performed under stress of hurry and anxiety. It is the fussy and fretter who wears himself out in accomplishing what the methodical person does without fatigue.

Wanted, "Package Goods."

The stranger had had nothing to eat all day, and was very hungry. He had come into the jerk-water town from a long overland drive in order to take the train for his home in Chicago. While waiting for the train, he went into a nearby restaurant to appease his hunger. When he was seated the flies began to swarm about the table. He looked about and saw the walls were covered with grease and dirt. The tablecloth was spotted, the dishes half-washed, and the napkin soiled and damp. A girl approached him with a chew of gum in her mouth and between chews asked.

"What yer have, ser?"

He looked at her with a lost appetite.

"You might bring me a cocoanut and a hatchet," he replied.

Kindness and justice should go hand in hand; but they are constantly parting company.

When you get on the right road do not stay still upon it so long as to keep others back.

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

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.

News and Gossip of the Traveling Boys.

Fred Hannifin, who makes his home in Greenville and travels for the National Biscuit Co., has been finding fault with business and other conditions since Greenville went dry. Shucks, Fred, and Baldwin Lake only a mile away? Lots of wet there.

Godfrey, Livingston, Thacker, Wesse and Taylor all jumped off at the G. R. & I. crossing in Traverse and beat it for the Fair Grounds, only a short distance away, and attended the Fair until dark. Keerful fellers, what you say, the boss knows you were all there.

In last week's issue of the Tradesman the editor stated that the gifted architect of this department is a devout follower of the Prophet Moses. Sure thing. We're a follower of anything that has a "profit."

Just because we had a New Year happen in on us, doesn't signify that anyone should forget us on December 25.

A. L. Joyce and O. J. O'Reilly had an enjoyable ride on the merry-go-round at the Traverse City Fair. They sang (we say sang, because it sounds better than the real word) "When we were a couple of kids" for the entertainment of the large crowds.

Gard Wallace, who recently resigned his position with the M. M. Stanton Co. and accepted one with the Cohn Bros. Co., of Milwaukee, is now on the job, covering his old territory. Gard reports a nice business and his many friends among the buyers in Western Michigan are doing their share toward giving him a good send off.

Ferd "Windy" Van Blois has been covering the territory of Bill Fitzgibbons' while the latter's arm, which was broken a short time ago, recovers its strength. "Windy" thought last week was to be his last week on the road and was so delighted that he went down and took a Turkish bath to boil out the travelingitis from his system.

Sing a song of sixpence,
Business going to smash.
Hustle, bustle, advertise,
Then you'll raise the cash.

The Pere Marquette (Saginaw branch) still furnishes a combination smoker and baggage car for the boys. It is both unsanitary and too small and the boys would appreciate it if the company would put on a life size smoking car.

Edward Wells, representing Foster, Stevens & Co., was seen smoking a cigar at the Traverse City Fair. Ed. is always in for all the fun there is.

Frank M. Gardner, of Traverse City, has at last consented to run for public office and asks the earnest support of all U. C. T.'s in the State. In framing up his platform, which is an entirely new one, it necessarily took up considerable of Frank's time and he will be about a month behind (on the start) with his line of shoes for spring. We hope, and will offer a small prayer, that his trade will all wait for him.

W. S. Richardson, President of the

Central Lake Bank, is still wearing his straw hat. Would like to mention, "Deak," that Ackley had a sale on odd hats the other day. Ask Walt Swasey how he likes his.

Here's one on C. P. Judson, who runs a hardware store at Big Rapids: Judson, who is one of the finest fellows that ever turned a traveling man down, went down to meet the Prosperity Special that was conducted by the Grand Rapids jobbers and manufacturers. He met W. S. Godfrey, of Traverse City, and C. A. Green, representative for the Oster Manufacturing Co., standing on the corner and took them in his auto, showed them the city, furnished them with cigars and a souvenir book of Big Rapids and then brought them back to the depot. Judson won't know until he reads this that Godfrey and Green had nothing to do with the Prosperity Special. They enjoyed Judson's hospitality very much, however.

W. E. Rosengarten, representing A. Krolik & Co., Detroit, says all people and all hotels look good to him. "Rosy," as he is familiarly called, is one of the grand old men of the road. Old in service but not in years, starting for A. Krolik & Co. when a boy, no one ever heard any calamity talk from him. "Rosy" has been with A. Krolik & Co. for thirty-five years and looks good for thirty-five more.

Referring to the article with special reference to Fred Richter in another part of this page, we would like to know who laid the eggs.

Every traveling man's wife whose husband's initials are E. B. and some that are nearly E. B. is hot-footing after us to find out if their husbands have really been driven into the baggage coach on account of their good looks, the fair sex simply swamping them with smiles, etc. No, ladies, it was the writer and we didn't dare put in the right initials. Our wife has some wallop, also.

Of course, J. H. Payne, of Lowell, the live dry goods merchant, is better looking than we are, but he isn't a traveling man.

Genial Charlie Wilson, of White Cloud, was one of our country visitors this week. After Charlie was in town for a few hours the street cars didn't scare him a bit.

Don't forget that Grand Rapids Council, U. C. T., meets Saturday night and starts promptly at 7:30. Bring your ladies. A good time is promised. Refreshments will be served.
J. M. Goldstein.

An Owosso correspondent writes: William S. King has resigned his position as traveling salesman for the Owosso Casket Co. and has a similar place with the Cleveland Burial Casket Co. Capt. Fred E. VanDyne will succeed him, his territory including Michigan and Ohio.

A St. Clair correspondence writes: John Seips has resigned his position with the Strauss & Sons grocery firm and will take a position with the St. Clair Milling Co., as traveling salesman. His territory will cover the greater part of the State.

News and Gossip About Saginaw Salesmen.

Saginaw, Oct. 3—The members of Saginaw Council, No. 43, U. C. T., have invited the members of Bay City Council to be with them at their meeting Saturday, Oct. 21, at which time five candidates will be on hand to take the work. Sometime ago the members of the Saginaw Council went to Bay City and conferred the degree on several candidates.

Arno Guider, local manager of the Herschel Manufacturing Co., has returned home after spending two weeks at the Detroit State Fair in the interest of his company.

C. A. Judd received his check from the U. C. T. for the injury received by being hit by a street car some time ago. Charlie says the settlement was more than he expected and praises the U. C. T. for its promptness.

The Saginaw Shriners give a minstrel show in October and one of the big drawing cards is a solo or song and dance (the writer can not tell which at present) by M. S. Brown, who travels for the Hazeltine & Perkins Drug Co. Please advise Hazeltine & Perkins not to rush "Mark" the next thirty days, as he is busy at his new stunt, which will, no doubt, bring him a great many offers to go abroad next season with Fields' Minstrels or some other great company.

No doubt the hotels in Michigan have had a dull week, as most of the boys who travel out of Saginaw have been at home the past week entertaining customers who were in to attend the Industrial Exposition and Land Show, which, by the way, was a grand success, and the boys report a great many of the dealers were in and trade was good.

B. N. Mercer, Edgar Hubbell, Arno Guider, Jack McLaughlin, Geo. Dorr, C. S. Fuller and several other salesmen were visitors at the State Fair at Detroit in the interest of their houses, most of which had exhibits there.
C. S. F.

Specialty Salesman vs. General Salesman.

Kalamazoo, Oct. 3—I have offers from two concerns which wish me to represent them as salesman. One makes a single specialty, the other would expect me to handle their general line. All other things being equal, which is the better money-maker for the salesman—the popular specialty, or an old-established and easy-selling "general" line? U. C. T.
A specialty which has been well introduced and for which there is a demand will often net a salesman very large commissions. Usually the article he is selling brings in a large profit to his house, which can therefore afford to pay him liberally.

On the other hand, the specialty salesman is not always sure of so permanent and steady a trade as the general salesman. This is particularly true when the specialty is something which can only be sold in one season of the year. The man who handles a general line always has something seasonable with which to approach the trade.

Either of the opportunities open to you has its peculiar advantages. In making a choice it would be wise to be governed to some extent by your previous experience as a salesman. The goods with which you are most thoroughly acquainted will probably make more money for you than goods with which you are entirely unfamiliar.

Boys Behind the Counter.

Petoskey—Clarence Averill has resigned his position as manager of the shoe department of the S. Rosenthal & Son's store and has gone to his home at Mesick for a visit before going to Grand Rapids, where he expects to take up chiropodist work. His position in the Rosenthal store will be taken by Stanley Granger, of Lansing. Mr. Averill has been with the firm two years, having been in a similar capacity in Levinson's department store the year prior to that.

Corunna—Brant Rouse has taken a position in Kay & Mills' grocery store.

Charlotte—Miss Nellie Fisher, who for the past two years held a position as clerk at Doyle's dry goods store, has resigned to accept a similar position with Dancer, Brogan & Co., at Lansing.

Petoskey—Thomas Carroll has resigned his position as manager of Carroll's shoe store, which he has occupied since the store was established about a year and a half ago. Mr. Carroll was head salesman at the Eagle shoe store for a number of years before assuming control of the new firm. Mr. Wartenbee, owner of the store, has not yet engaged a successor to Mr. Carroll.

Respectfully Referred To Fred C. Richter.

Grand Rapids, Oct. 3—A Rhode Island red hen, owned by Mrs. C. E. Felton, besides laying once or twice daily, is noted for the size of her eggs.

Recently she laid an egg measuring 8 3/4 x 7 inches, which weighed five ounces. A few days after she outdid herself by laying one 9 x 7 inches, inside of which was another perfectly formed egg 7 1/2 x 5 1/2 inches, weighing four ounces.

Secure some of that kind of hens, Fred, and you will find it much more economical than buying "hard boiled eggs in Muskegon."

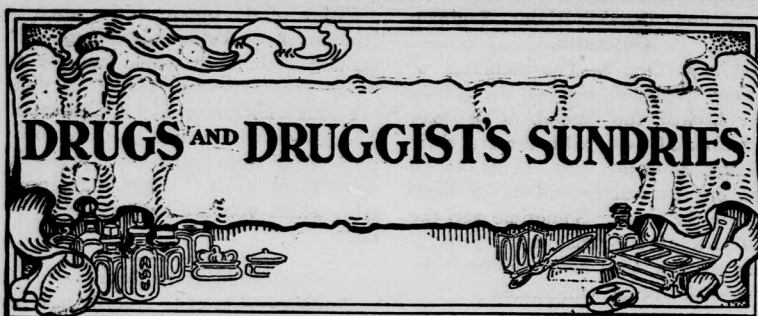
One Who Can Not Forget.

Too Bad For Jim.

Detroit, Oct. 3—Will you please have inserted in the commercial travelers' department over my name the following: Pooh, pooh! for Jim Goldstein!
W. E. Adams.

Local members of the T. P. A. are happy over the prospective visit on Friday or Saturday of this week of T. S. Logan (St. Louis), National Secretary of the T. P. A., and V. J. Schoenecker (Milwaukee), National Director of the T. P. A. These gentlemen will be guests of the local members at the Livingston Hotel, where they will be tendered a complimentary dinner Saturday evening.

The dining table has killed more men than the battle field.



Annual Address of President Bugbee at Flint.

As we gather in this, our third annual convention, it would be pleasant and, perhaps, profitable to go in retrospect over the thirty months since our first meeting, but time will not permit. We have gathered in goodly numbers to hear of the work done the past year and to calmly and earnestly consider ways and means for further carrying forward the purposes for which we were organized. It is not my purpose to review the work in detail, as the reports of the officers and committees will do that.

In June I sent the members a letter telling something of the work of our Legislative Committee. This afternoon we are to have a complete report of its faithful efforts and hard work. If (as you may see it) not as much was accomplished in new legislation as we hoped, the fact that much adverse legislation was killed through their efforts is worth all the time and labor given. Let me emphasize that word "given." I know it will meet with your hearty approval. In Ohio, with druggists in each branch of the Legislature, they too failed on their most important bill; but often in defeat lies ultimate success and should inspire us to greater determination and effort.

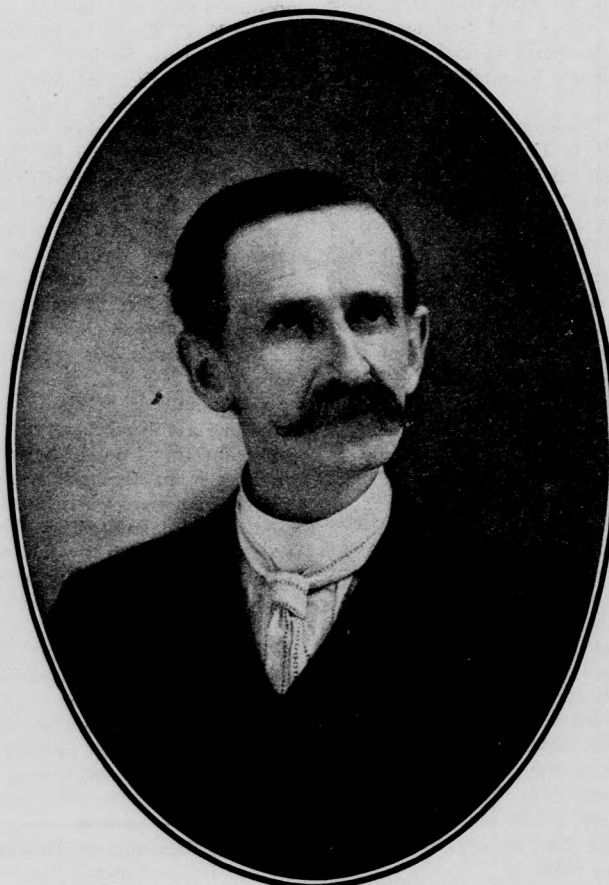
The decision in the Miles contract case is familiar to you. The promptness with which they met it by a new contract and their efforts in behalf of the retailer should receive some recognition from us. That during the closing sessions of the Legislature the Hinkley bill became a law may be humiliating and justly arouse our indignation, yet it may serve a good purpose in arousing druggists to the necessity of taking an individual interest in legislation and of becoming active members of this Association. This law was not born of a desire to safeguard the people, but to line the pockets of some manufacturer at our expense. Shall we not comply with the law and thus show that even with a bad law we are law abiding and can go before the next Legislature with a better outlook for its repeal, and for the success of anything we may ask of them. However, it is not necessary for you to buy of the promoters of this hold-up scheme.

Undoubtedly, the Shurley stamp tax bill will come up again at the next session of Congress. It scarce-

ly seems necessary to urge the importance of personal work with the congressman from your district if we would defeat this bill.

On the question of vendors and vending we, at least, have a "community of interests." Because there

relieved from the position as he expected to spend the winter in the South. While sorry to do so I complied with his request and appointed Henry Riechel as chairman. A little later Mr. MacDonald tendered his resignation as Secretary, having accepted a position with a wholesale drug house in Chicago. The faithful and able manner in which he had performed the duties, the further fact that to his untiring efforts is largely due the success of this Association made me very reluctant to accept it. Who should I name as his successor just at the important time? His interest in the Association and his activity as a member of the Legislative Committee led me to believe that Mr. Cochrane was the man for the place,



President C. A. Bugbee

will be no meeting of the Legislature next winter, unless called in extra session, is no reason why we should not immediately form our lines for another campaign. It is but a few months before the primaries to nominate candidates for the next Legislature; already the "bee is buzzing" in many a politicians' bonnet that he is the man to represent you. Is he? It is for you to know. Why not cease being so modest and let the bee not only buzz in your bonnet but get out to sting the voters with the fact that you are the man for the hour.

The druggists of Indiana succeeded in getting a good law that no drugs or medicines could be vended within two miles of a drug store. If we can not get full justice let us get all we can.

Soon after our last meeting the chairman of the Legislative Committee, Mr. Van Allen, asked to be

and we are to be congratulated that he accepted the appointment.

In July I received a letter from Arthur L. Holmes, of Detroit, enclosing a "Call to Arms" and asking me to appoint five delegates to a convention to be held in Chicago October 18 to organize a federation of associations in the retail trade. Believing it was a good move I appointed Messrs. Riechel, Abell, Briggs, Stevens and Dullam as delegates. The thought came to me if a National Federation, then why not a State Federation? I recommend that the Executive Committee, or my successor, appoint a delegate and an alternate from this Association to the next meeting of the Michigan Retail Hardware Association, the Michigan Retail Grocers' Association, the Michigan Business Men's Association and other retail associations that there may be a "reciprocity" of action in legislative matters.

I believe we should be affiliated with the N. A. R. D., and it is only required that we shall so decide and send to the Secretary of the Association 25 cents per capita for every dues paid by our members. By so doing we will have the legal help of the N. A. R. D. and many other benefits. I urge also that every member of this Association be a subscriber to Notes. If you are, it will be an easy and inexpensive way for your officers and committees to reach you and to keep you posted. The matter of fire insurance is an important one and we know that we have been paying premiums far out of proportion to the risk. The American Druggists' Fire Insurance Co. writes a Michigan Standard policy at 25 per cent. less than the old line companies. The Druggists' Indemnity Company of St. Louis, is also one I can recommend as giving safe insurance at a fair rate. At the meeting in Grand Rapids two years ago it was the unanimous sentiment that the entertainment part of our meetings should be limited to a banquet and the expense be met individually; that during the time of the sessions nothing be done to detract from the attendance at the several sessions. The wisdom of this has been fully demonstrated. I believe, too, that we have selected the best time for our annual gatherings when a greater number of us can best get away from our business.

It is a matter of congratulation that in two years our membership has been multiplied by ten, but that is not enough and how shall we increase it?

Our brothers of the commercial travelers have done fine work, for which we are very grateful, nor would I forget many of our members who have worked hard along that line.

It seems to me that the Ohio Association has hit upon a method that we can well adopt—they have put organizers in the field to organize local county and district associations who shall also be members of the State Association. In place of a Membership Committee, I recommend that this work be placed with the Executive Committee; that soon after the close of this meeting the Committee meet together with the Secretary and President and fully consider ways and means. Shall we say we can not have an organization equal to the State Medical Society or the State Grange in influence? We can if we will. And we will. That is my faith in you, as I step down from the position with which you have honored me since the beginning. The record is before you and I am satisfied to leave it to your judgment.

I thank you far more than words can express for the hearty support you have given me. I need not bespeak for my successors greater interest and support. I know you will give it. Looking into the future I see you again in annual convention with membership doubled, with increased attendance and interest and every man a "live wire."

WHOLESALE DRUG PRICE CURRENT

Aceticum 6@ 8	Copaiba 1 75@1 85	Scillaee
Benzolium, Ger. 70@ 75	Cubebae 4 00@4 10	Scillaee Co.
Boracie 2 12	Erigeron 2 35@2 50	Tolutan
Carbolicum 20@ 26	Evceuthitos 1 00@1 10	Prunus virg.
Citricum 45@ 50	Gaultheria 4 80@5 00	Zingiber
Hydrochlor 3@ 5	Geranium oz 75	Tinctures
Nitricum 8@ 10	Gossypii Sem gal 70@ 75	Aloes
Oxalicum 14@ 15	Hedeoma 2 50@2 75	Aloes & Myrrh.
Phosphorium, dil. @ 15	Junipera 40@1 20	Anconitum Nap's
Salicylicum 40@ 42	Lavendula 90@4 00	Anconitum Nap's
Sulphuricum 14@ 15	Limon 1 80@1 90	Arnica
Tannicum 75@ 85	Mentha Piper 2 75@3 00	Asafoetida
Tartaricum 38@ 40	Mentha Verid 4 75@5 00	Atrope Belladonna
Ammonia	Morrhuae, gal. 2 00@2 75	Aurant Cortex
Aqua, 13 deg. 4@ 6	Myricia 3 60@4 10	Barosma
Aqua, 20 deg. 6@ 8	Olive 1 00@3 00	Benzoin
Carbonas 13@ 15	Picis Liquida 10@ 12	Benzoin Co.
Chloridum 12@ 14	Picis Liquida gal. @ 40	Cantharides
Aniline	Ricina 94@1 00	Capsicum
Black 2 00@2 25	Rosae oz. 11 50@12 00	Cardamon
Brown 80@1 00	Rosmarini @ 1 00	Cardamon Co.
Red 45@ 50	Sabina 90@1 00	Cassia Acutifol
Yellow 2 50@3 00	Santal @ 4 50	Cassia Acutifol Co
Baccaee	Sassafras 90@1 00	Caster
Cubebae 70@ 75	Sinapis, ess. oz. @ 65	Catechu
Junipers 6@ 8	Succini 40@ 45	Cinchona
Xanthoxylum 1 00@1 25	Thyme 40@ 50	Cinchona Co.
Balsamum	Thyme, opt. @ 1 60	Columbia
Copaiba 60@ 65	Theobromas 15@ 20	Cubebae
Peru 2 25@2 40	Tigil 1 05@1 15	Digitalis
Terabin, Canad. 70@ 80	Potassium	Ergot
Tolutan 50@ 60	Bi-Carb 15@ 18	Ferri Chloridum
Cortex	Bichromate 13@ 15	Gentian
Abies, Canadian. 18	Bromide 30@ 35	Gentian Co.
Cassiae 10	Carb 12@ 15	Guilaca
Cinchona Flava 18	Cyanate 30@ 40	Guilaca ammon
Buonymus atro. 16	Iodide 30@ 32	Hyoscymus
Prunus Cerifera. 10	Potassa, Exart pr 2 35@2 50	Iodine
Myrica Virgini 15	Potassa Nitras opt 7@ 10	Iodine, colorless
Quillaja, gr'd. 16	Potassa Nitras 6@ 8	Kino
Sassafras, po 30 25	Prussiate 23@ 26	Lobelia
Ulmus 20	Sulphate po 15@ 18	Myrrh
Extractum	Radix	Nux Vomica
Glycyrrhiza, Gla. 24@ 30	Aconitum 20@ 25	Opil, camphorated
Glycyrrhiza, po 28@ 30	Althae 30@ 35	Opil, deodorized
Haematox 11@ 12	Anchusa 10@ 12	Quassia
Haematox, 1s 13@ 14	Arum po 25	Rhatany
Haematox, 1/4s 14@ 15	Calamus 20@ 40	Rhei
Haematox, 1/4s 16@ 17	Gentiana po 15. 12@ 14	Sanguinaria
Ferru	Glycyrrhiza pv 15 12@ 14	Serpentina
Carbonate Precip. 15	Hellebore, Alba 16@ 15	Stromonium
Citrate and Quina 2 00	Hydrastis, Canad. @ 5 00	Tolutan
Citrate Soluble 55	Hydrastis, Can, po @ 5 00	Valerian
Ferrocyanidum S 40	Inula, po 20@ 25	Veratrum Veride
Solut, Chloride 15	Ipecae, po 25@ 2 35	Zingiber
Sulphate, com'l 2	Ips plox 35@ 40	Miscellaneous
Sulphate, com'l, by 70	lalap, po 70@ 75	Aether, Spts Nit 3f
bbl, per cwt. 7	Maranta, 1/4s @ 35	Aether, Spts Nit 4f
Sulphate, pure 7	Podophyllum po 15@ 18	Alumen, grd po 7
Flora	Rhei 75@1 00	Annatto
Arnica 20@ 25	Rhei, cut 00@1 25	Antimoni, po
Anthemils 50@ 60	Rhei, pv 75@1 00	Antimoni et po T
Matricaria 30@ 35	Sanguinari, po 18 20@ 25	Antifebrin
Folia	Scillaee, po 45 20@ 25	Antipyrin
Barosma 1 75@2 00	Senega 85@ 90	Argent Nitras oz
Cassia Acutifol, 25@ 30	Smlax, M. @ 30	Arsenicum

Lupulin	@ 1 75	Rubia Tinctorum	12@ 14	Vanilla	9 00@10 00
Lycopodium	60@ 70	Saccharum La's	25@ 30	Zinc Sulph	7@ 19
Macis	65@ 70	Salacin	4 50@ 4 75	Oils	
Magnesia, Sulph.	3@ 5	Sanguis Drac's ..	40@ 50	Lard, extra	90@1 gal.
Magnesia, Sulph. bbl	@ 15	Sapo, G	@ 15	Lard, No. 1	85@ 90
Mannia S. F.	90@1 00	Sapo, M	10@ 12	Linseed, pure r w 92 ..	1 09@1 15
Menthol	6 00@6 25	Sapo, W	15@ 18	Linseed, boiled 93	1 10@1 11
Morphia, SP&W		Selditz Mixture	27@ 30	Near Foot, str 75	1 09@1 10
Morphia, SNYQ		Sinapis	@ 18	Turpentine, bbl.	7@ 75
Morphia, Mal.		Sinapis, opt.	@ 30	Turpentine, less	@ 75
Moschus Canton	@ 40	Snuff, Maccaboy,		Whale, winter	70@ 76
Myristica, No. 1	25@ 40	De Voes	@ 54	Paints	
Nux Vomica po 15	@ 10	Snuff, S'h DeVoe's	@ 54	Green, Paris	21@ 62
Ox Sepia	30@ 35	Soda, Boras	5 1/2@ 5	Green, Peninsular 13	@ 16
Pepsin Saac, H &		Soda, Boras, po ..	5 1/2@ 5	Lead, red	7 1/2@ 8
P D Co	@ 1 00	Soda et Pot's Tart	27@ 30	Lead, white	7 1/2@ 8
Picis Liq N N 1/4		Soda, Carb	1 1/2@ 2	Ochre, yel Ber 1 1/2	@ 2
gal. doz	@ 2 00	Soda, Bi-Carb	3@ 5	Ochre, yel Mars 1 1/2	@ 4
Picis Liq qts	@ 1 00	Soda, Ash	3 1/2@ 4	Putty, comm'l 2 1/2	@ 3
Picis Liq pints	@ 60	Soda, Sulphas	@ 2	Putty, str't p 2 1/2	@ 3
Pi Hydrarg po 30		Spts. Cologne	@ 3 00	Red Venetian 1 1/2	@ 3
Piper Alba, po 35	@ 13	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Piper Nigra, po 22	@ 10	Spts. French	@ 2 50	Vermilion, Eng.	75@ 80
Pix Burgun	10@ 12	Spts. Vinl Rect bbl	@ 5	Vermillion Prime	
Plumbi Acet	12@ 15	Spts. Vi'l Rect 1/2	@ 1	American	13@ 15
Pulvis Ip'cut Opil 1	30@1 50	Spts. Vi'l R't 10 gl	@ 1	Whiting Gliders	@ 95
Pyrethrum, bxs. H		Spts. Vi'l R't 5 gl	@ 1	Whit'g Paris Am'r	@ 125
& P D Co. doz	@ 75	Strychnia Crysl' 1	10@1 30	Whit'g Paris Eng.	@ 1 40
Pyrethrum, pv	20@ 25	Sulphur, Roll	2 1/2@ 5	Whiting, white S'n	@
Quassiae	8@ 10	Sulphur Subl.	2 1/2@ 6	Varnishes	
Quina, N. Y.	17@ 27	Tamarinds	8@ 10	Extra Turp	1 60@1 70
Quina, S. Ger	17@ 27	Terebinth Venice	40@ 50	No. 1 Turp Coach 1	10@1 20
Quina, S P & W	17@ 27	Thebromlae	45@ 48		



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

Our Holiday Samples are now on display in our new building. The most complete line ever shown by us. Please make us an early date and get the first selection and best service.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

They Will EAT More and BUY More Groceries



If you sell them

LOWNEY'S
COCOA

Instead of Coffee and Tea

You may make more at first on tea and coffee, but you want your customers to have good appetites. The answer is Lowney's Cocoa. It is appetising, wholesome and strengthening. Your Lowney's Cocoa customers will be your best customers.

IT'S UP TO YOU





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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Flour
Dried Fruits
Arbuckle Coffee

DECLINED

Index to Markets

By Columns

		ARCTIC AMMONIA		Doz
	Col	12 oz. ovals	2 doz. box	75
A				
Ammonia	1			
Axle Grease	1			
B				
Baked Beans	1			
Bath Brick	1			
Bluing	1			
Brooms	1			
Brushes	1			
Butter Color	1			
C				
Candles	1			
Canned Goods	1-2			
Carbon Oils	2			
Catsup	2			
Cereals	2			
Cheese	2			
Chewing Gum	3			
Chicory	3			
Chocolate	3			
Cider, Sweet	3			
Clothes Lines	3			
Cocoonut	3			
Coffee	3			
Confections	4			
Crackers	4			
Cream Tartar	6			
D				
Dried Fruits	6			
F				
Farinaceous Goods	6			
Fishing Tackle	6			
Flavoring Extracts	6			
Flour	7			
Fresh Fish	7			
Fruit Jars	7			
G				
Gelatine	7			
Grain Bags	7			
Grains	7			
H				
Herbs	8			
Hides and Pelts	8			
Horse Radish	8			
J				
Jelly	8			
Jelly Glasses	8			
M				
Maple	8			
Mince Meats	8			
Molasses	8			
Mustard	8			
N				
Nuts	4			
O				
Olives	8			
P				
Pipes	8			
Pickles	8			
Playing Cards	8			
Potash	8			
Provisions	8			
R				
Rice	9			
S				
Salad Dressing	9			
Saleratus	9			
Salt Soda	9			
Salt	9			
Salt Fish	9			
Seeds	9			
Shoe Blacking	10			
Snuff	10			
Soap	14			
Soda	10			
Soda	10			
Spices	10			
Starch	10			
Syrups	10			
T				
Table Sauces	10			
Tea	10			
Tobacco	10			
Twine	11			
V				
Vinegar	11			
W				
Wicking	11			
Woodenware	11			
Wrapping Paper	12			
Y				
Yeast Cake	12			

AXLE GREASE		
Frazer's		
1lb. wood boxes, 4 doz.	3	00
1lb. tin boxes, 3 doz.	2	35
3½lb. tin boxes, 2 doz.	4	25
10lb. pails, per doz.	6	00
15lb. pails, per doz.	7	20
25lb. pails, per doz.	12	00
BAKED BEANS		
Beutel's Michigan Brand		
Baked Pork and Beans		
No. 1, cans, per doz.	45	
No. 2, cans, per doz.	75	
No. 3, cans, per doz.	85	
1lb. can, per doz.	30	
2lb. can, per doz.	1	40
3lb. can, per doz.	1	80
BATH BRICK		
English	95	
BLUING		
Sawyer's Pepper Box		
Per Gross		
No. 3, 3 doz. wood bxs	4	00
No. 5, 3 doz. wood bxs	7	00
Sawyer Crystal Bag		
Blue	4	00
BROOMS		
No. 1 Carpet 4 sew	4	75
No. 2 Carpet 4 sew	4	50
No. 3 Carpet 3 sew	4	25
No. 4 Carpet 3 sew	4	00
Parlor Gem	5	00
Common Whisk	1	25
Fancy Whisk	1	50
Warehouse	5	25
BRUSHES		
Scrub		
Solid Back, 8 in.	75	
Solid Back, 11 in.	95	
Pointed Ends	85	
Stove		
No. 3	90	
No. 2	1	25
No. 1	1	75
Shoe		
No. 8	1	00
No. 7	1	30
No. 4	1	70
No. 3	1	90
BUTTER COLOR		
Dandelion, 25c size	2	00
CANDELS		
Paraffine, 6s	8	
Paraffine, 12s	8½	
Wicking	20	
CANNED GOODS		
Apples		
3lb. Standards	@1	00
Gallon	3	20@3 50
Blackberries		
2 lb.	1	50@1 90
Standards gallons	@5	00
Beans		
Baked	85@1	30
Red Kidney	85@95	
String	70@1	15
Wax	75@1	25
Blueberries		
Standard	1	30
Gallon	6	50
Clams		
Little Neck, 1lb. 1 00	@1	25
Little Neck, 2lb.	@1	50
Clam Bouillon		
Burnham's ½ pt.	2	25
Burnham's pts.	3	75
Burnham's qts.	7	50
Cherries		
Corn		
Fair	90@1	00
Good	1	00@1 10
Fancy	@1	45
French Peas		
Monbadon (Natural)		
per doz.	2	45
Gooseberries		
No. 10	6	00
Hominy		
Standard	85	
Lobster		
Mustard, 1lb.	2	40
Mustard, 2lb.	2	80
Soused, 1½lb.	1	80
Soused, 2lb.	2	75
Tomato, 1lb.	1	50
Tomato, 2lb.	2	80
Mushrooms		
Hotels	@	16
Buttons, ¼s	@	14
Buttons, 1s	@	23

ARCTIC AMMONIA

12 oz. ovals 2 doz. box 75

AXLE GREASE

1 lb. wood boxes, 4 doz. 3 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 doz. 4 25

10 lb. pails, per doz. 6 00

15 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

Beutel's Michigan Brand

Baked Pork and Beans

No. 1, cans, per doz. 45

No. 2, cans, per doz. 75

No. 3, cans, per doz. 85

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

English 95

BLUING

Sawyer's Pepper Box

No. 3, 3 doz. wood bxs 4 00

No. 5, 3 doz. wood bxs 7 00

Sawyer Crystal Bag

Blue 4 00

BROOMS

No. 1 Carpet 4 sew 4 75

No. 2 Carpet 4 sew 4 50

No. 3 Carpet 3 sew 4 25

No. 4 Carpet 3 sew 4 00

Parlor Gem 5 00

Common Whisk 1 25

Fancy Whisk 1 50

Warehouse 5 25

BRUSHES

Scrub

Solid Back, 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

STOVE

No. 3 90

No. 2 1 25

No. 1 1 75

SHOE

No. 8 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

Dandelion, 25c size 2 00

CANDLES

Paraffine, 6s 8

Paraffine, 12s 8 1/2

Wicking 20

CANNED GOODS

Apples

3 lb. Standards 1 00

Gallon 3 20 3 50

Blackberries

2 lb. 1 50 1 90

Standards gallons 5 00

Beans

Baked 85 1 30

Red Kidney 85 95

String 70 1 15

Wax 75 1 25

Blueberries

Standard 1 30

Gallon 6 50

Clams

Little Neck, 1 lb. 1 00 1 25

Little Neck, 2 lb. 1 50

Clam Bouillon

Burnham's 1/2 pt. 2 25

Burnham's pts. 3 75

Burnham's qts. 7 50

Cherries

Corn

OYSTERS

Cove, 1 lb. 85 90

Cove, 2 lb. 1 65 1 75

Plums 1 00 2 50

Pears in Syrup

No. 3 cans, per doz. 1 25

Marrowfat 95 1 25

Early June 95 1 25

Early June sifted 1 15 1 80

Pie 90 1 25

No. 10 size can pie 3 00

Grated Pineapple 85 2 50

Sliced 95 2 40

Fair 85

Good 85

Fancy 1 00

Gallon 2 50

Raspberries

Standard @

Salmon

Warrens, 1 lb. Tall 2 30

Warrens, 1 lb. Flat 2 40

Red Alaska 1 75 1 85

Pink Alaska 1 30 1 40

Sardines

Domestic, 1/4s 3 25

Domestic, 1/2 Mus. 3 50

Domestic, 3/4 Mus. 7 04

French, 1/4s 7 04

French, 1/2s 13 23

Dunbar, 1st. doz. 1 35

Dunbar, 1 1/2s. doz. 2 35

Succotash

Fair 85

Good 1 00

Fancy 1 25 1 40

Standard Strawberries

Fancy 1 00

Tomatoes

Good 1 15 1 20

Fair 1 10 1 15

Fancy 1 40

No. 10 3 25

CARBON OILS

Perfection @ 9

D. S. Gasoline @ 13

Gas Machine @ 20

Deodor'd Nap'a @ 12

Cylinder 29 @ 34 1/2

Engine 16 @ 22

Black, winter 8 1/2 @ 10

CATSUP

Columbia, 25 pts. 4 15

Snyder's pints 2 35

Snyder's 1/2 pints 1 35

CEREALS

Bear Food Pettijohns 1 95

Cream of Wheat 36 2 lb. 4 50

Egg-O-See, 36 pkgs. 2 80

Post Toasties T No. 2

24 pkgs. 2 85

Post Toasties T No. 3

36 pkgs. 2 80

Apetiao Biscuit, 24 pk 3 00

18 pkgs. 1 95

Grape Nuts, 2 doz. 2 70

Malta Vita, 36 1 lb. 2 85

Maple-Flake, 24 1 lb. 2 70

Pillsbury's Vitos, 3 dz. 4 25

Ralston Health Food

36 2 lb. 4 50

Saxon Wheat Food, 24

pkgs. 3 00

Shred Wheat Biscuit,

36 pkgs. 3 60

Kellogg's Toasted Corn

Flakes, 36 pkgs in cs 2 80

Vigor, 36 pkgs. 2 75

CHEWING GUM

Adams Pepsin	55
American Flag Spruce	55
Beaman's Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	55
Black Jack	55
Largest Gum (white)	55
O. K. Pepsin	65
Red Robin	55
Sen Sen	55
Sen Sen Breath Perf.	1 00
Spearmin	55
Spearmin, jars 5 bxs 2	75
Yucatan	55
Zeno	55

CHICORY

Bulk	5
Red	7
Eagle	5
Franck's	7
Schener's	6
Red Standards	1 60
White	1 60

CHOCOLATE

Walter Baker & Co.'s	22
German's Sweet	31
Premium	31
Caracas	31
Walter M. Lowmyer Co.	30
Premium, 1/4s	30
Premium, 1/2s	30

CIDER, SWEET

Regular barrel 50 gal	10 00
Trade barrel, 23 gals	5 50
1/2 Trade barrel, 14 gal	3 50
Boiled, per gal.	60
Hard, per gal.	25

CLOTHES LINES

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 60
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	1 60
No. 60 Sash Cord	1 90
No. 60 Jute	80
No. 72 Jute	1 00
No. 60 Sisal	85
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Huyler	45
Lowmyer, 1/4s	36
Lowmyer, 1/2s	36
Lowmyer, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	72
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's	per lb.
1/4s, 5 lb. case	29
1/4s, 5 lb. case	28
1/4s, 15 lb. case	27
1/4s, 15 lb. case	26
1s, 15 lb. case	25
1/4s & 1/2s, 15 lb. case	28 1/2
Scalloped Gems	10
1/4s & 1/2s, pails	14 1/2
Bulk, pails	13 1/2
Bulk, barrels	12

COFFEES, ROASTED

Common	17
Fair	17 1/2
Choice	18
Fancy	19
Peaberry	20
Common	18
Fair	19
Choice	19
Fancy	20
Peaberry	20
Fair	20
Choice	21
Fancy	22
Guatemala	21
Fair	21
Fancy	23
Private Growth	23 @ 30
Mandling	31 @ 35
Aukola	30 @ 32
Mocha	
Short Bean	25 @ 27
Long Bean	24 @ 25
H. L. O. G.	26 @ 28
Bogota	
Fair	21
Fancy	23

6

Soda Crackers N. B. C. 1 00
Soda Crackers Select 1 00
S. S. Butter Crackers 1 50
Unedda Biscuit 50
Unedda Jinger Wayfer 1 00
Unedda Lunch Biscuit 50
Vanilla Wafers 1 00
Water Thin Biscuit 1 00
Zu Zu Ginger Snaps 50
Zwieback 1 00
In Special Tin Packages.
Per doz.
Festino 2 50
Nabisco, 25c 2 50
Nabisco, 10c 1 00
Champagne Wafer 2 50
Per tin in bulk
Sorbetto 1 00
Nrbisco 1 75
Festino 1 50
Bent's Water Crackers 1 40

CREAM TARTAR
Barrels or drums 33
Boxes 34
Square cans 36
Fancy caddies 41

DRIED FRUITS
Apples
Sundried 12@13
Evaporated 12@13
Apricots
California 14@16
Citron
Corsican @15
Currents
Imp'd 1 lb. pkg. @10
Imported bulk @9%
Peaches
Muirs—Choice, 25 lb. bx 9%
Muirs—Fancy, 25 lb. b. 11
Muirs—Fancy, 50 lb. b. 10%
Pear
Lemon American 13
Orange American 13

Raisins
Connosiar Cluster 3 25
Dessert Cluster 4 00
Loose Muscatels 3 Cr 4 00
Loose Muscatels 4 Cr 7 00
L. M. Seeded 1 lb. 7 @ 9%
California Prunes
L. M. Seeded 1 lb. 9@9%
Sultanas, Bleached 12%
100-125 25lb. boxes @11%
90-100 25lb. boxes @12%
80-90 25lb. boxes @12%
70-80 25lb. boxes @13%
60-70 25lb. boxes @13%
50-60 25lb. boxes @14%
40-50 25lb. boxes @14%
1/4c less in 50lb. cases

FARINACEOUS GOODS
Beans
Dried Lima 3
Med. Hand Picked 2 45
Brown Holland 3 20
Farina
25 1 lb. packages 1 50
Bulk, per 100 lbs. 4 00
Original Holland Rusk
Packed 12 rolls to container
5 containers (36) rolls 2 85
5 containers (60) rolls 4 75
Hominy
Pearl, 100 lb. sack 1 75
Maccaroni and Vermicelli
Domestic, 10 lb. box 6%
Imported, 25 lb. box 2 50

Pearl Barley
Chester 4 50
Empire 5 00
Peas
Green, Wisconsin, bu. 2 90
Green, Scotch, bu. 2 90
Split, lb. 04
Sage
East India 5
German, sacks 5
German, broken pkg. 5

Flake, 100 lb. sacks 6
Pearl, 130 lb. sacks 5
Pearl, 36 pkgs. 2 25
Minute, 36 pkgs. 2 75
FISHING TACKLE
1/4 to 1 in. 6
1/4 to 2 in. 7
1/4 to 2 in. 9
1/4 to 2 in. 11
3 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 13
No. 8, 15 feet 14
No. 9, 15 feet 15

Linen Lines
Small 20
Medium 26
Large 34
Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS
Foote & Jenks
Coleman Vanilla
No. 2 size 14 00
No. 4 size 24 00
No. 3 size 36 00
No. 8 size 48 00
Coleman Terp. Lemon
No. 2 size 9 60
No. 4 size 18 00
No. 3 size 21 00
No. 8 size 36 00

Jaxon Mexican Vanilla
1 oz. oval 15 00
2 oz. oval 28 20
3 oz. oval 35 30
3 oz. flat 55 30
3 oz. flat 100 00

7

Jaxon Terp. Lemon
1 oz. oval 10 20
2 oz. oval 16 80
3 oz. flat 33 00
3 oz. flat 63 00
Jennings (D. C. Brand)
Terpeness Extract Lemon
No. 2 Panel, per doz. 75
No. 4 Panel, per doz. 1 50
No. 6 Panel, per doz. 2 00
No. 3 Taper, per doz. 1 50
2 oz. Full Measure doz. 1 25
4 oz. Full Measure doz. 2 40
Jennings (D. C. Brand)
Extract Vanilla
No. 2 Panel, per doz. 1 25
No. 4 Panel, per doz. 2 00
No. 6 Panel, per doz. 3 50
No. 3 Taper, per doz. 2 00
1 oz. Full Measure doz. 90
2 oz. Full Measure doz. 2 00
4 oz. Full Measure doz. 4 00
No. 2 Panel assorted 1 00
Crescent Mfg. Co.
Mapeline
2 oz. per doz. 3 00
Michigan Maple Syrup Co.
Kalkaska Brand
Maple, 2 oz., per doz. 2 25

FRUIT JARS.
Mason, pts. per gro. 5 25
Mason, qts. per gro. 5 60
Mason, 1/2 gal. per gro. 7 75
Mason, can tops, gr. 1 65
GELATINE
Cox's, 1 doz. large 1 75
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 Phos. 1 25
Plymouth Rock, Plain 90

GRAIN BAGS
Amoskeag, 100 in bale 19
Amoskeag, less than bl 19%
GRAIN AND FLOUR
Wheat
Red 84
White 86
Winter Wheat Flour
Local Brands
Patents 5 25
Second Patents 5 00
Straight 4 50
Second Straight 4 20
Clear 3 90
Flour in barrels, 25c per
barrel additional.

Lemon & Wheeler Co.
Big Wonder 1/8 cloth 4 50
Big Wonder 1/4 cloth 4 50
Worden Grocer Co.'s Brand
Quaker, paper 4 10
Quaker, cloth 4 20
Wykes & Co.
Eclipse 4 40
Lemon & Wheeler Co.
White Star, 1/8 cloth 5 40
White Star, 1/4 cloth 5 30
White Star, 1/2 cloth 5 20
Worden Grocer Co.
American Eagle, 1/4 cl 5 40
Grand Rapids Grain &
Milling Co. Brands
Purity, Patent 5 00
Seal of Minnesota 5 60
Sunburst 5 60
Wizard Flour 4 60
Wizard Graham 4 60
Wizard Gran. Meal 3 80
Wizard Buckwheat 6 00
Rye 4 80

Spring Wheat Flour
Roy Baker's Brand
Golden Horn, family 5 40
Golden Horn, bakers 5 30
Wisconsin Rye 4 65
Judson Grocer Co.'s Brand
Ceresota, 1/8 6 30
Ceresota, 1/4 6 30
Ceresota, 1/2 6 70
Lemon & Wheeler's Brand
Wingold, 1/8 6 30
Wingold, 1/4 6 20
Wingold, 1/2 6 00
Worden Grocer Co.'s Brand
Lourel, 1/8 cloth 5 95
Lourel, 1/4 cloth 5 85
Lourel, 1/2 & 1/4 paper 5 75
Lourel, 1/8 cloth 5 75
Voigt Milling Co.'s Brand
Voigt's Crescent 4 70
Voigt's Flourist 4 70
Voigt's Hygienic
Graham 4 20
Voigt's Royal 5 10

Wykes & Co.
Sleepy Eye, 1/8 cloth 6 00
Sleepy Eye, 1/4 cloth 5 90
Sleepy Eye, 1/2 cloth 5 80
Sleepy Eye, 1/4 paper 5 80
Sleepy Eye, 1/2 paper 5 80
Watson-Higgins Milling Co.
Perfection Flour 5 00
Tip Top Flour 4 70
Golden Sheaf Flour 4 20
Marshall's Best Flour 5 50
Perfection Buckwheat 3 00
Tip Top Buckwheat 2 80
Badger Dairy Feed 24 00
Alfalfa Horse Feed 26 00
Kafir Corn 1 80
Hoyle Scratch Feed 1 60

Meal
Bolted 3 40
Golden Granulated 3 60
St. Car Feed screened 28 00
No. 1 Corn and Oats 28 00
Corn, cracked 27 50
Corn Meal, coarse 27 50
Winter Wheat Bran 25 00
Middlings 28 00

Dairy Feeds
Wykes & Co.
O P Linseed Meal 33 00

O P Laxo-Cake-Meal 35 00
Cottonseed Meal 29 00
Gluten Feed 27 00
Brewers Grains 26 00
Hammond Dairy Feed 23 50

Michigan carlots 44
Less than carlots 46
Corn
Carlots 70
Less than carlots 73
Hay
Carlots 17 00
Less than carlots 19 00

HERBS
Sage 15
Thyme 15
Laurel Leaves 15
Senna Leaves 25

HIDES AND PELTS
Hides
Green, No. 1 10
Green, No. 2 9
Cured, No. 1 11%
Cured, No. 2 10%
Calfskin, green, No. 1 13
Calfskin, green, No. 2 11%
Calfskin, cured No. 1 14
Calfskin, cured No. 2 12%
Pelts
Old Wool 30
Lamb 25
Shearings 15
No. 1 5
No. 2 4
Wool
Unwashed, med. 13
Unwashed, fine 18
MORSE RADISH
Per doz. 90

JELLY
5lb. pails, per doz. 2 25
15lb. pails, per pail 55
30lb. pails, per pail 95
JELLY GLASSES
1/2 pt. in bbls, per doz 15
1 pt. in bbls, per doz. 16
8 oz. capped in bbls,
per doz. 20
MAPLEINE
2 oz. bottles, per doz. 3 00
MINCE MEAT
Per case 2 85

MOLASSES
New Orleans
Fancy Open Kettle 42
Choice 35
Good 32
Fair 20
Half barrels 2c extra
MUSTARD
1/4 lb. 6 lb. box 18
OLIVES
Bulk, 1 gal. kegs 10@1 20
Bulk, 2 gal. kegs 95@1 10
Bulk, 5 gal. kegs 90@1 05
Stuffed, 5 oz. 90
Stuffed, 8 oz. 90
Stuffed, 14 oz. 2 25
Pitted (not stuffed)
14 oz. 2 25
Manzanilla, 8 oz. 90
Lunch, 10 oz. 90
Lunch, 16 oz. 2 25
Queen, Mammoth 19
oz. 3 75
Queen, Mammoth, 28
oz. 5 25
Olive Chow, 2 doz. ca.
per doz. 2 25

PICKLES
Beutel's Bottled Pickles
8 oz., per doz. 90
16 oz., per doz. 95
24 oz., per doz. 1 45
32 oz., per doz. 2 35
Medium
Barrels, 1,200 count 7 75
Half bbls., 600 count 4 50
5 gallon kegs 2 25
Small
Barrels 9 04
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
PIPES
Clay, No. 216, per box 1 75
Clay, T. D., full count 60
Cob 90

PLAYING CARDS
No. 90 Steamboat 85
No. 15, Rival, assorted 1 75
No. 20, Rover, enam'd 2 00
No. 572, Special 1 75
No. 98 Golf, satin fin. 2 00
No. 808 Bicycle 2 00
No. 632 Tomcat whist 2 25
Babbitt's 4 00

PROVISIONS
Barreled Pork
Clear Back 17 50@18 00
Short Cut 16 50
Short Cut Clear 16 00
Bean 15 00
Brisket, Clear 23 60
Pig 23 00
Clear Family 26 00
Dry Salt Meats
S P Bellies 14
Lard
Pure in tierces 10@10%
Compound lard 8%
80 lb. tubs 4 50
60 lb. tubs 4 50
50 lb. tins 4 50
20 lb. pails 4 50
10 lb. pails 4 50

5 lb. pails advance 1
8 lb. pails advance 1
Smoked Meats
Hams, 12 lb. av. 16%
Hams, 14 lb. av. 16%
Hams, 16 lb. av. 16%
Hams, 18 lb. av. 16%
Skinned Hams 16%
Ham, dried beef sets 17
California Hams 9%
Picnic Boiled Hams 15
Boiled Hams 24@24%
Boiled Hams 23
Minced Ham 10
Bacon 14%
14%
15

Sausages
Bologna 8
Liver 7%
Frankfort 9%
Pork 11
Veal 11
Tongue 11
Headcheese 9
Beef
Boneless 15 00
Rump, new 16 00
1/2 bbls. 95
3/4 bbls., 40 lbs. 1 90
1/2 bbls. 4 00
1 bbl. 8 00
Tripe
Kits, 15 lbs. 90
1/2 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00
Casings
Hogs, per lb. 35
Beef, rounds, set 17
Beef, middles, set 65
Sheep, per bundle 80
Uncolored Butterine
Solid dairy 11 @14
Country Rolls 11@18
Canned Meats
Corned beef, 2 lb. 3 50
Corned beef, 1 lb. 1 85
Roast beef, 2 lb. 3 50
Roast beef, 1 lb. 1 85
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 6 @ 6%
Japan Style 4%
Broken 2%
3%
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
Wyandotte, 100 lbs 3 00
SAL SODA
Granulated, bbls. 30
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. 1 20
SALT
Common Grades
100 3 lb. sacks 2 40
60 5 lb. sacks 2 25
28 10 lb. sacks 2 10
56 lb. sacks 2 2
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 95
Medium, fine 1 00
SALT FISH
Cod
Large whole 7%
Small, whole 7
Strips or bricks 7%
Pollock 10%
Halibut
Strips 15
Chunks 16
Holland Herring
Y. M. wh. hoops, bbls. 11 50
Y. M. wh. hoops, 4 bbl. 6 00
Y. M. wh. hoops, kegs 72
Y. M. wh. hoop Milchers
kegs 85
Queen, bbls. 10 25
Queen, 1/2 bbls. 5 65
Queen, kegs 62
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
Whitefish
100 lbs. 9 75
50 lbs. 5 25
25 lbs. 1 12
8 lbs. 92
100 lbs. 4 65
40 lbs. 2 10
10 lbs. 75
8 lbs. 65
SEEDS
Anise 10
Canary, Smyrna 4%
Caraway 10
Cardamom, Malabar 1 00
Celery 20

8

9

10

11

Hemp, Russian 4%
Mixed Bird 4%
Mustard, white 10
Poppy 9
Rape 6
SHOE BLACKING
Handy Box, large 3 dz 2 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35
French Rapple in jars 43
SODA
Boxes 5%
Kegs, English 4%
SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, large Garden 11
Cloves, Zanzibar 20
Cassia, Canton 14
Cassia, 5c pkg. doz. 25
Ginger, African 9%
Ginger, Cochia 14%
Mace, Penang 70
Mixed, No. 1 16%
Mixed, No. 2 10
Mixed, 5c pkgs. doz. 45
Nutmegs, 75-80 30
Nutmegs, 105-110 20
Pepper, Black 14
Pepper, White 25
Pepper, Cayenne 22
Paprika, Hungarian 45
Pure Ground in Bulk
Allspice, Jamaica 12
Cloves, Zanzibar 24
Cassia, Canton 12
Ginger, African 12
Mace, Penang 13
Nutmegs, 75-80 35
Pepper, Black 18
Pepper, White 30
Pepper, Cayenne 22
Paprika, Hungarian 45
STARCH
Corn
Kingsford, 40 lbs. 7%
Muzzy, 20 lb. pkgs. 5%
Muzzy, 40 lb. pkgs. 5
Gloss
Kingsford
Silver Gloss, 40 lbs. 7%
Silver Gloss, 16 3lbs. 6%
Silver Gloss, 12 6lbs. 8%
Muzzy
48 lb. packages 5
16 5lb. packages 4%
12 6lb. packages 6
50lb. boxes 2%
SYRUPS
Corn
Barrels 25
Half barrels 28
20lb. cans, 1/2 dz. in cs. 1 75
10lb. cans, 1/2 dz. in cs. 1 70
5lb. cans, 2 dz. in cs. 1 80
2 1/2lb. cans, 2 dz. in cs. 1 85
Pure Cane
Fair 16
Good 20
Choice 25
Michigan Maple Syrup Co.
Brand
Kalkaska, per doz. 3 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25
TEA
Japan
Sundried, medium 24@26
Sundried, choice 30@33
Sundried, fancy 36@40
Regular, medium 24@26
Regular, choice 30@33
Basket-fired medium 30
Basket-fired choice 35@37
Basket-fired, fancy 40 3
Nibs 28@32
Siftings 10@12
Fannings 14@15
Gunpowder
Moyune, medium 28
Moyune, choice 32
Moyune, fancy 40@45
Pingsuey, medium 25@28
Pingsuey, choice 30 30
Pingsuey, fancy 40@45
Young Hyson
Choice 30
Fancy 40@50
Oolong
Formosa, fancy 45@64
Formosa, medium 25
Formosa, choice 32
English Breakfast
Medium 25
Choice 30@35
Fancy 40@60
India
Ceylon, choice 30@35
Fancy 45@55
TOBACCO
Fine Cut
Blot 1 45
Hiawatha, 16 oz. 60
Hiawatha, 1 oz 56
No Limit, 8 oz. 1 72
No Limit, 16 oz. 3 40
Ojibwa, 16 oz. 40
Ojibwa, 5c pkg. 1 85
Ojibwa, 5c 47
Petoskey Chief, 7 oz. 1 90
Petoskey Chief, 14 oz. 3 80
Sterling Dark, 5c 3 76
Sweet Cuba, 5c 5 70
Sweet Cuba, 10c 11 10
Sweet Cuba, 16 oz. tins 5 00
Sweet Cuba, 16 oz. foil 4 50
Sweet Cuba, 16 oz. bxs 4 80
Sweet Cuba, 1/2 lb. 2 25
Sweet Burley, 5c 5 76

Plug
Am. Navy 15 oz. 28
Drummond, Nat Leaf, 2 & 5 lb. 60
Drummond Nat Leaf, per doz. 95
Battle Ax 37
Bracer 37
Big Four 31
Boot Jack 86
Bullion, 16 oz. 46
Climax Golden Twins 48
Days Work 27
Derby 28
5 Bros. 63
Gilt Edge 59
Gold Rope, 7 to lb. 58
Gold Rope, 14 to lb. 58
G. O. P. 26
Granger Twist 46
G. T. W. 37
Horse Shoe 43
Honey Dip Twist 45
Jolly Tar 40
J. T., 8 oz. 35
Keystone Twist 44
Kismet 48
Nobly Spun Roll 58
Parrot 28
Peachey 40
Picnic Twist 40
Piper Heidsieck 69
Red Lion 30
Red Lion 38
Sherry Cobbler, 10 oz. 26
Spear Head, 12 oz. 44
Spear Head, 14 1/2 oz. 47
Spear Head, 7 oz. 44
Square Deal 28
Star 43
Standard Navy 34
Ten Penny 31
Town Talk 14 oz. 30
Yankee Girl 32

Smoking
Sweet Core 34
Flat Car 32
Warpath 26
Bandoo, 16 oz. 25
1 X L, 5lb. 21
1 X L, 16 oz. pail 38
Honey Dew 40
Gold Block 40
Flagman 41
Chips 31
Kiln Dried 21
Duke's Mixture 44
Duke's Cameo 43
Myrtle Navy 44
Yum Yum, 5c per gro 5 50
Yum Yum 10c per gro 11 50
Yum, Yum, 1lb. pails 39
Cream 26
Corn Cake, 2 1/2 oz. 26
Corn Cake, 1lb. 21
Plover Boy, 1 1/2 oz. 29
Plover Boy, 3 1/2 oz. 39
Peerless, 3 1/2 oz. 39
Peerless, 1 1/2 oz. 39
Air Brake 36
Cant Hook 30
Country Club 32-34
Forex XXXX 30
Good Indian 36
Self Binder, 16oz. box 30-32
Silver Foam 24
Sweet Marie 32
Royal Smoke 42

TWINE
Cotton, 3 ply 24
Cotton, 4 ply 24
Jute, 2 ply 14
Hemp, 6 ply 13
Flax, medium 24
Wool, 1 lb. bales 8
VINEGAR
Highland apple cider 22
Oakland apple cider 17
Robertson's Compound 13%
Robinson's Cider 16
State Seal sugar 13
40 grain pure white 10
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, 100 1 00
Bushels, wide band 1 15
Market 40
Splint, large 3 50
Splint, medium 3 50
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
1/4 lb., 250 in crate 30
1/2 lb., 250 in crate 30
1 lb., 250 in crate 30
2 lb., 250 in crate 35
3 lb., 250 in crate 40
5 lb., 250 in crate 50
Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
Clothes Pins
Round Head
4 inch, 5 gross 45
4 1/2 inch, 5 gross 50
Cartons, 20 2 1/2 doz. bxs. 55
Egg Crates and Fillers
Mummy Dumpty, 13 ds. 30

SHOE BLACKING
Handy Box, large 3 dz 2 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35
French Rapple in jars 43
SODA
Boxes 5%
Kegs, English 4%
SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, large Garden 11
Cloves, Zanzibar 20
Cassia, Canton 14
Cassia, 5c pkg. doz. 25
Ginger, African 9%
Ginger, Cochia 14%
Mace, Penang 70
Mixed, No. 1 16%
Mixed, No. 2 10
Mixed, 5c pkgs. doz. 45
Nutmegs, 75-80 30
Nutmegs, 105-110 20
Pepper, Black 14
Pepper, White 25
Pepper, Cayenne 22
Paprika, Hungarian 45
Pure Ground in Bulk
Allspice, Jamaica 12
Cloves, Zanzibar 24
Cassia, Canton 12
Ginger, African 12
Mace, Penang 13
Nutmegs, 75-80 35
Pepper, Black 18
Pepper, White 30
Pepper, Cayenne 22
Paprika, Hungarian 45
STARCH
Corn
Kingsford, 40 lbs. 7%
Muzzy, 20 lb. pkgs. 5%
Muzzy, 40 lb. pkgs. 5
Gloss
Kingsford
Silver Gloss, 40 lbs. 7%
Silver Gloss, 16 3lbs. 6%
Silver Gloss, 12 6lbs. 8%
Muzzy
48 lb. packages 5
16 5lb. packages 4%
12 6lb. packages 6
50lb. boxes 2%
SYRUPS
Corn
Barrels 25
Half barrels 28
20lb. cans, 1/2 dz. in cs. 1 75
10lb. cans, 1/2 dz. in cs. 1 70
5lb. cans, 2 dz. in cs. 1 80
2 1/2lb. cans, 2 dz. in cs. 1 85
Pure Cane
Fair 16
Good 20
Choice 25
Michigan Maple Syrup Co.
Brand
Kalkaska, per doz. 3 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25
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Japan
Sundried, medium 24@26
Sundried, choice 30@33
Sundried, fancy 36@40
Regular, medium 24@26
Regular, choice 30@33
Basket-fired medium 30
Basket-fired choice 35@37
Basket-fired, fancy 40 3
Nibs 28@32
Siftings 10@12
Fannings 14@15
Gunpowder
Moyune, medium 28
Moyune, choice 32
Moyune, fancy 40@45
Pingsuey, medium 25@28
Pingsuey, choice 30 30
Pingsuey, fancy 40@45
Young Hyson
Choice 30
Fancy 40@50
Oolong
Formosa, fancy 45@64
Formosa, medium 25
Formosa, choice 32
English Breakfast
Medium 25
Choice 30@35
Fancy 40@60
India
Ceylon, choice 30@35
Fancy 45@55
TOBACCO
Fine Cut
Blot 1 45
Hiawatha, 16 oz. 60
Hiawatha, 1 oz 56
No Limit, 8 oz. 1 72
No Limit, 16 oz. 3 40
Ojibwa, 16 oz. 40
Ojibwa, 5c pkg. 1 85
Ojibwa, 5c 47
Petoskey Chief, 7 oz. 1 90
Petoskey Chief, 14 oz. 3 80
Sterling Dark, 5c 3 76
Sweet Cuba, 5c 5 70
Sweet Cuba, 10c 11 10
Sweet Cuba, 16 oz. tins 5 00
Sweet Cuba, 16 oz. foil 4 50
Sweet Cuba, 16 oz. bxs 4 80
Sweet Cuba, 1/2 lb. 2 25
Sweet Burley, 5c 5 76

SHOE BLACKING
Handy Box, large 3 dz 2 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35
French Rapple in jars 43
SODA
Boxes 5%
Kegs, English 4%
SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, large Garden 11
Cloves, Zanzibar 20
Cassia, Canton 14
Cassia, 5c pkg. doz. 25
Ginger, African 9%
Ginger, Cochia 14%
Mace

Special Price Current

12	No. 1 complete	40
	No. 2 complete	28
	Case No. 2 fillers, 15 sets	1 35
	Case, medium, 12 sets	1 15

Faucets		
Cork, lined, 8 in.	70	
Cork, lined, 9 in.	80	
Cork lined, 10 in.	90	

Mop Sticks		
Trojan spring	90	
Eclipse patent spring	85	
No. 1 common	80	
No. 2 pat. brush holder	85	
Ideal No. 7	85	
12lb. cotton mop heads	1 45	

Pails		
2-hoop Standard	2 00	
3-hoop Standard	2 35	
2-wire Cable	2 10	
Cedar all red brass	1 25	
2-wire Cable	2 30	

Paper Eureka	2 25	
Fibre	2 70	

Toothpicks		
Birch, 100 packages	2 00	
Ideal	85	

Traps		
Mouse, wood, 2 holes	22	
Mouse, wood, 4 holes	45	
Mouse, wood, 6 holes	70	
Mouse, tin, 5 holes	65	
Rat, wood	80	
Rat, spring	75	

Tubs		
20-in. Standard, No. 1	7 50	
18-in. Standard, No. 2	6 50	
16-in. Standard, No. 3	5 50	
20-in. Cable, No. 1	8 00	
18-in. Cable, No. 2	7 00	
16-in. Cable, No. 3	6 00	
No. 1 Fibre	10 25	
No. 2 Fibre	9 25	
No. 3, Fibre	8 25	

Washboards		
Bronze Globe	2 50	
Dewey	1 75	
Double Acme	3 75	
Single Acme	3 15	
Double Peerless	3 75	
Single Peerless	3 25	
Northern Queen	3 25	
Double Duplex	3 00	
Good Luck	2 75	
Universal	3 00	

Window Cleaners		
12 in.	1 65	
14 in.	1 85	
16 in.	2 30	

Wood Bowls		
13 in. Butter	1 60	
15 in. Butter	2 25	
17 in. Butter	4 15	
19 in. Butter	6 10	
Assorted, 13-15-17	3 00	
Assorted, 15-17-19	4 25	

WRAPPING PAPER		
Common Straw	2	
Fibre Manila, white	3	
Fibre, Manila, colored	4	
No. 1 Manila	4	
Cream Manila	3	
Butchers' Manila	2 3/4	
Wax Butter, short cut 13	2 1/2	
Wax Butter, full count 20	2	
Wax Butter, rolls	19	

YEAST CAKE		
Magic, 3 doz.	1 15	
Sunlight, 3 doz.	1 00	
Sunlight, 1 1/2 doz.	50	
Yeast Foam, 3 doz.	1 15	
Yeast Cream, 3 doz.	1 00	
Yeast Foam, 1 1/2 doz.	58	

AXLE GREASE		
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Mica, tin boxes	75	9 00
Paragon	55	6 00

BAKING POWDER		
Royal		
10c size	90	
1/4 lb. cans	1 35	
6oz. cans	1 90	
1/2 lb. cans	2 50	
3/4 lb. cans	3 75	
1 lb. cans	4 80	
3 lb. cans	13 00	
5 lb. cans	21 50	

SAFES		
Full line of fire and burglar proof safes kept in		

13	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	35
Ben Hur	35
Perfection	35
Perfection Extras	35
Londres	35
Londres Grand	35
Standard	35
Puritans	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35

COCOANUT		
Baker's Brazil Shredded		

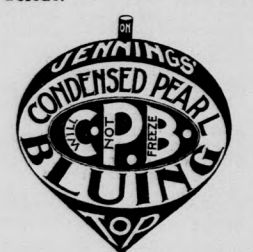


10 5c pkgs., per case	2 60
35 10c pkgs., per case	2 60
16 10c and 38 5c pkgs., per case	2 60

COFFEE		
Roasted		
Dwinell-Wright Co.'s B'ds		



White House, 1lb.	2 25
White House, 2lb.	4 15
Excelsior, Blend, 1lb.	6 10
Excelsior, Blend, 2lb.	12 20
Tip Top, Blend, 1lb.	6 10
Royal Blend	6 10
Royal High Grade	6 10
Superior Blend	6 10
Boston Combination	6 10
Distributed by Judson Grocer Co., Grand Rapids;		
Lee & Cady, Detroit;		
Symons Bros. & Co., Saginaw;		
Brown, Davis & Warner, Jackson;		
Gods-mark, Durand & Co., Battle Creek;		
Fielbach Co., Toledo.		



Small size, doz.	40
Large size, doz.	75



Full line of fire and burglar proof safes kept in

14
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 55
50 cakes, small size	1 95

Gowans & Sons Brand.



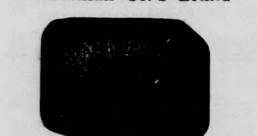
Single boxes	3 00
Five box lots	2 95
Ten box lots	2 90
Twenty-five box lots	2 85

J. S. Kirk & Co.		
American Family	4 00	
Dusky Diamond 50 8 oz	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	

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	2 25	
Big Master, 72 blocks	2 85	
German Mottled	3 50	
German Mottled, 5 oxs	3 45	
German Mottled, 10 bx	3 40	
German Mottled, 25 bx	3 35	
Marseilles, 100 cakes	6 00	
Marseilles, 100 cks 5c	4 00	
Marseilles, 100 ck toll	4 00	
Marseilles, 1/2 bx toilet	2 10	

Proctor & Gamble Co.		
Lenox	3 00	
Ivory, 6 oz.	4 00	
Ivory, 10 oz.	6 75	
Star	3 85	

Tradesman Co.'s Brand		
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Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	2 25

A. B. Whisley		
Good Cheer	4 00	
Old Country	3 40	

Soap Powders		
Snow Boy, 24s family size	3 75	
Snow Boy, 60 5c	2 40	
Snow Boy, 30 10c	2 40	
Gold Dust, 24 large	4 50	
Gold Dust, 100-5c	4 00	
Kirkolline, 24 4lb.	3 80	
Pearline	3 75	
Soapine	4 10	
Babbitt's 1776	3 75	
Roseline	3 50	
Armour's	3 70	
Wisdom	3 80	

Soap Compounds		
Johnson's Fine	5 10	
Johnson's XXX	4 25	
Nine O'clock	3 80	
Rub-No-More	3 85	

Scouring		
Enoch Morgan's Sons		
Sapolio, gross lots	9 50	
Sapolio, half gro. lots	4 85	
Sapolio, single boxes	2 40	
Sapolio, hand	2 40	
Scourine Manufacturing Co		
Scourine, 50 cakes	1 80	
Scourine, 100 cakes	3 50	

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

ELEVATORS

Hand and Power
For All Purposes

Also Dumbwaiters
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits**.

This Year We're Doing
Even More Advertising

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?

And it pays you a good profit.

THE SHREDDED WHEAT CO.
NIAGARA FALLS, N. Y.



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.

Saw Mill—Bay City on Tillamook Bay, Oregon. Deep water shipping point. Railroad just completed. Terminus Hill's electric road 77 miles from Portland. Experienced man with \$5,000 to \$10,000 can handle proposition and make money. Local demand increasing. For particulars write Bay City Land Co., 701 Spalding Bldg., Portland, Oregon. 704

Blacksmith and wagon shop for sale or rent, rich agricultural region. Population mostly German. Only one other wagon shop in town of seven thousand. A. P. Boock, New Ulm, Minn. 703

For Sale—Good dry goods and shoe business, in best location in town of 950. The best store in town. All new goods and fixtures. Winter goods all in, ready for business. Private reason for selling. Robert Adamson, Colon, Mich. 702

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 x 3 1/4 to 3 1/4 x 4 1/4, 3c; 4 1/2 to 3 1/4 x 5 1/4, 4c. J. M. Manning, 1062 Third Ave., New York City. 701

I own three farms. Will trade one for merchandise or other property. Write J. P. Phillips, Manchester, Tenn. 698

For Sale—One-half interest in best grocery in Michigan, located in town 5,000 population. Address No. 699, care Tradesman. 699

For Sale—Confectioners kettles, fruit drop rollers, cutters, etc. A. Snyder, 82 Jefferson St., Muskegon, Mich. 705

Man with some means and good financial standing, has opportunity to join organization of a new financial institution; ground floor proposition promising large profits must be closed at once. Address Trust, care Michigan Tradesman. 697

For Sale—At once at a bargain, small hardware and grocery stock in new farming country, doing good business. Sick-ness in family reason for selling. Write for particulars No. 694, care Tradesman. 694

For Sale Cheap—Solid plate glass silent salesmen showcases electric lighted, sectional shelving, etc. All invoice December, 1910, Grand Rapids Show Case Co., at \$1,600. Will sell for \$1,000, six months time. Lock Box 573, Shelby, Michigan. 686

Shoe Store—On account of the surviving partner not being able to carry on the business, the only exclusive shoe store in a city of 7,500, is for sale. A snap for one wanting an established business; rent low. Address 312 State St., Litchfield, Ill. 688

Have good new improved real estate in city of Detroit and brings good rent. Will exchange for shoe stock in some good town in Michigan. Address J. W. Upham, 10 Smith Ave., Detroit, Mich. 687

Cheap for cash and good notes, or will take part in improved real estate free and clear at dollar for dollar, new stock dry goods and fixtures, good business, all bought since fall and winter 1910. In heart of fruit belt. Lock Box 573, Shelby, Mich. 685

For Sale—Only studio in good town; reasonable. Write quick. H., Box 54, Clay City, Indiana. 684

Diamonds at great bargains, \$45 per carat and up; mounted rings and other diamond jewelry bought from private people, sold at half the regular price. Sent on memo. bill to rated dealers. Sold for cash only. Dan I. Murray, Broker, 3 Maiden Lane, New York. 683

ENGINEERING FOR TOWN AND COUNTRY IMPROVEMENT

Reliable surveys and estimates made. Water Power, Water Works, Electric Lighting, Paving, Concrete Work, Drainage, Improvement of Swamp Lands, Geological Investigation of Mineral Deposits. Ross and McCoy Engineering Co., Mendon, Mich.

For Sale—My bazaar stock, invoices about \$1,200. Reason for selling, sickness and other business. Address O. A. Wood, Alma, Mich. 680

For Sale—Grocery and bakery, doing good business, equipped with first-class fixtures in town 5,000 population. Plenty manufacturing. Largest potato market in Michigan. Best of reasons for selling. Address No. 692, care Tradesman. 692

To Exchange—For shoes and men's furnishings, equity in 160 acres solid heavy timber, near railroad in Wisconsin. Growing in value every year. Address No. 674, care Tradesman. 674

For Sale—One Empire coffee mill, 1 Dayton Computing scale, 1 McCaskey account register, 1 Bowser 5 barrel oil tank, 2 six foot counter cases, 1 umbrella case, 1 Patents cheese cutter, 1 National cash register, 1 4-foot floor case, 1 cracker case, 1 3,000 post card rack. W. A. Gardner, Elmira, Michigan. 691

For Sale—Largest and best equipped drug and book store in best resort city in Northern Michigan (Lower Peninsula). Good all year round trade. Prosperous city; good farming community; rushing resort business in summer. Sales \$16,000 per year. Stock and fixtures invoice about \$8,000, all clean and up-to-date for best city trade. Fine prescription business. No cut rates on anything. Large per cent of profit and all expenses low. Business established 19 years and steadily increasing. Three story building, best corner in city. Will sell or rent store, for long term, if desired. Owner wishes to retire from business and go West. Do not write unless you mean business. Address Northern Michigan, care Michigan Tradesman. 690

For Sale—Best paying general store in the State. Did business last year of \$65,000. Located in good farming community, brick store building, good clean stock. Double your money in three years. Will accept \$6,000 to \$8,000 down, balance at six per cent interest. Don't miss this chance if you want to go into business or change location. Bishop Bros., Millington, Michigan. 689

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 649

For Sale—Clean staple stock of merchandise, will invoice between \$3,000 and \$4,000. Centrally located, in good brick building, 30x60, with plate front. Good furnace and lighting plant. Will sell building or rent reasonable. Also, three only, 10 ft. floor cases and one National Cash register for sale. Address Mrs. M. C. Haring, Grant, Mich. 675

For Sale—Buy at your own price, one National Cash register, 6 drawer floor oak cabinet to highest bidder. Mail your offer. Cost \$550. Good as new. Burns & Kibler, Persia, Ia. 673

For Sale—Tea and coffee business; full line of premiums; established routes, electric mill, horse and wagon, fixtures, etc. A good proposition for the right party. Must leave city on account of sickness. Address V. Hobart, 710 21st Ave., S., Minneapolis. 670

J. L. McKenna, Omaha's noted merchandise auctioneer, is now selling fifteen thousand dollar general stock for L. E. Holmes, Afton, Iowa. Write for my book of reference. Home address Lock Box 478, Omaha, Neb. 679

For Sale—Small grocery stock and fixtures located in thriving town of 1,200 population. Good established business. Reason for selling, wish to retire from business. Address Box 25, Bellevue, Michigan. 663

If you want to buy a store for cash or for part cash and part real estate, we can show you some bargains. Interstate Land Agency, Decatur, Ill. 665

Will sell our stock of dry goods, carpets and rugs with small stock groceries. The main dry goods stock and located in brick store, best corner in town. Reason for selling, poor health. Write or phone C. G. Morris & Son, Athens, Mich. 664

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 659

For Sale—Clean stock dry goods, notions, furnishings, shoes. Doing cash business. Cash proposition. Snap for someone if taken at once. Going West. Address Lock Box 28, North Adams, Mich. 658

FOR SALE—UP-TO-DATE GENERAL MERCHANDISE STOCK, LESS THAN TWO YEARS OLD. GOOD LOCATION, GOOD BUSINESS. DOING OVER \$40,000 BUSINESS ANNUALLY. INVOICES ABOUT \$12,000. SATISFACTORY REASON FOR SELLING. ADDRESS NO. 654, CARE TRADESMAN. 654

For Sale—Clean stock of general merchandise, including buildings in country town in the Thumb of Michigan. Inventories \$3,000. Reason for selling, failing health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

For Sale—A first-class stock of groceries in best county seat town in Kansas. Will invoice 7 to 8 thousand. Sales last year over 80 thousand. Will reduce stock to suit purchaser. Business established over 40 years. Reason for selling, other business. Address A. B. C., care Michigan Tradesman. 638

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

For Sale—Grocery stock and fixtures, doing good business. Good location. Good reason for selling. Address No. 566, care Tradesman. 566

Grocery stock for sale, located in city of 12,000, store building can be rented or will sell the property. Address No. 555, care Tradesman. 555

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 545

Do you want to purchase any line of big, class business in the West? If so, Write us. Members Portland Realty Board. Address Portland Investment & Realty Co., Yeon Bldg., Portland, Oregon. 639

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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. 664

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

If you want to trade your store or city property for farm land, write us, stating what you have; it's fair value and where you want your land. We can get you a trade. Interstate Land Agency, Decatur, Ill. 550

HELP WANTED.

Wanted—Assistant manager large general store, must be first-class salesman and well posted in dry goods and shoes. Give reference. Box 129, St. Charles, Mich. 696

Wanted—Experienced salesmen, calling on the dry goods and department trade to carry Komforter Kotton as a sideline on a 10% commission. Address P. G. Mayhew Company, Holland, Mich. 662

Partner Wanted—Refined lady with some cash; a splendid opportunity. C. H. Manigold, Carlsbad, Mich. 671

Wanted—Clerk for shoe store, must be a good worker and reliable. Send references. Salary \$12. P. C. Sherwood & Son, Ypsilanti, Mich. 652

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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 a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 377 Marden Bldg., Washington, D. C. 443

SITUATIONS WANTED.

Competent shoe man, 13 years' experience, 10 years successful manager and buyer, desired similar position. Am 35 years old, now employed but desire change. Address No. 700, care Michigan Tradesman. 700

Want ads. continued on next page.

Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 2.—The market is excited and the whole tendency is to a yet higher level. Spot coffees are firm. Rio No. 7 is quoted at 14@14½c. Cables received to-day from primary points indicate a precarious outlook for the growing crops and with the product much curtailed there is no telling where the market will go to. Some prophesy an output of only 7,000,000 to 8,000,000 bags of Santos. In store and afloat there are 2,202,622 bags of Brazilian coffees, against 2,971,540 bags at the same time last year. Mild grades are firmer, but the demand is not exciting. Good Cucuta, 15¾c.

Sugar shows less activity, and what else can be expected? The ultimate consumer is doing with as little as possible, and it is likely that the pack of jams and preserves will in many cases be very materially reduced. Granulated is worth 6.75c, against 5.05c twelve months ago, and this means the difference between profit and loss in more than one instance.

In the tea trade Japans attract the most attention, although there is some enquiry for Formosas. Some 10,000 packages of Japans are reported to have changed hands last week. Upon the whole the market is in good shape, and if people could be induced to drink tea instead of coffee there would be a higher market every day. But when they stop on coffee—as a good many have done—they do not take kindly to tea.

More enquiry for rice exists, and the market is well sustained. Orders are not very large in any one business, but there is something doing all the time. Prime to choice domestic, 45½@5c.

With the advancing season there is a better enquiry for spices and stocks are pretty well cleaned up. Prices are firm. Black pepper, 11¾@11½c; cloves, 19@20c; Saigon cassia, 45@46c.

Molasses shows absolutely no change and quietude prevails all along the line. Good to prime centrifugal, 25@32c. Syrups are quiet.

In canned goods we have some advance in standard 3s tomatoes and buyers do not seem inclined to haggle over quotations. Packers will not talk less than 85c, and 87½c is frequently mentioned, and even 90c is said to be "in sight." The goods at this price must be very fine of course. There is a good supply of corn and, in fact, too much for the existing demand. Buyers searching for fine peas do not find any, and the market is simply bare. Packers are wondering where they are to find seed for 1912. Other lines are in about the usual demand.

Butter is firm, especially for top grades, and quotations show some advance. Creamery specials, 29c; extras, 28c; firsts, 24½@26½c; factory, 19½@20½c.

Cheese is firm and advancing. Whole milk, 14¾c.

Eggs are firm. Best Western, 26@28c; firsts, 23@25½c. There is a very ample supply of medium grades.

Activities in Indiana Cities.

Written for the Tradesman.

South Bend has made a beginning toward railroad track elevation by appropriating \$26,201 as the nucleus of a fund for the separation of grades.

There is an increasing use of school houses as social centers at Terre Haute and the meetings of parents and patrons will be made a regular feature of the school work during the coming year.

A stock company is being formed at Albion to rebuild the flour mills of the Paragon Company, which were recently destroyed by fire.

The Sentinel of Ft. Wayne says: "It is the hope of men interested in promoting the physical betterments for Ft. Wayne that the city is about to enter upon a new era of progress—the development of something beside the barest material necessities of municipal existence. Ft. Wayne is large enough and old enough and wealthy enough to begin to take thought upon such a growth. Cleanliness, beauty and pleasure may be mixed with, not sorted from, such things as building sidewalks, paving streets and extending the boundaries. Cleansed and beautiful rivers, improved sewers and the care of municipal waste should be taken up and carried along with what are regarded as the essentials of municipal provision. In other words, Ft. Wayne ought now to begin to expand and to pursue her growth with some notion of symmetry."

The peddlers or would-be middlemen are having a sorry time of it on the new public market in South Bend. Under the new rules they are not permitted to remain on the market or in the market district with empty wagons and so can not pick up much stuff from the growers.

Mishawaka has recently opened a city market with the city sealer temporarily in charge. The new enterprise is starting off in good shape.

The Commercial Club of Terre Haute is resuming its season's activities and expects soon to land a new manufacturing concern requiring more than 100,000 square feet of floor space. Almond Griffen.

Urban Population Increasing.

A report recently issued by the Census Bureau at Washington contains some interesting features which bring out forcibly the fact that the generous trend of population for the past twenty years has been towards the cities; in other words, that the rural population has not increased as rapidly as the urban population, as shown by a comparison of the censuses of 1890, 1900 and 1910. This does not mean that the urban or city population of the United States, taken as a whole, is greater than the rural or country population; on the contrary, there are more people living in the rural areas than in the urban areas, but the latter are gaining upon the former, and if this gain continues at the same rate the

city population will overtake and pass the country population in the course of a couple of decades more.

The figures speak for themselves. In 1890 the country population was 63.9 per cent. of the entire population of continental United States, while the city population was 36.1 per cent.; the census of 1910 showed that the country population had lost 10.2 per cent. and had become at that time only 53.7 per cent., while the city population had increased 10.2 to 46.3 per cent. This gain of the urban over the rural population varies greatly in the individual states and the different sections of the country.

An interesting fact is that the large cities have increased in size much faster than the smaller cities; places of from five hundred thousand to one million population have more than doubled their percentage of the total population in twenty years, while towns of 2,500 to 5,000 inhabitants have gained only two-tenths of 1 per cent. in their proportion of the whole in that time. The largest percentage in the city population over the country since 1900 in any of the nine geographical divisions of continental United States is shown in the Pacific States.

Proposed Federation of Merchants.

Detroit, Oct. 3.—If a man tried to seize the food from the very mouths of your wives and children, would you fight?

If you saw a man trying to break in your house, wouldn't you fight for your belongings?

Our letter of July 17 told how well laid plans are under way to take away from you the trade you have built up and which is rightfully yours; of the effort now well under way to eliminate you and all other retail merchants from commercial existence.

Did it awaken you to a realization of your opportunity, your responsibility, your duty?

Are you going to give the active co-operation which alone wins battles?

The retail merchants are preparing to fight for their business life. Will you join the ranks?

The meeting, Oct. 18 and 19, at the La Salle Hotel, Chicago, is assured. The response to our first call has been hearty; but the greater the number the shorter will be the battle and the more certain the victory. We want you.

On enclosed card send us the names of your delegates to this meeting, their addresses and when they will arrive. Send us your suggestions.

"No taxation without representation."

The danger is real; action on the part of the retailers of the country is imperative; the retailer's fight, by the retailers and for the retailers, will win.

The meeting will be called to order sharp 10 a. m., and thereafter to suit the wishes of the convention.

We are waiting to hear from you. Arthur L. Holmes, Sec'y.

Abolishing the Postage Stamp.

In our day the mail traffic of large business concerns has swollen to gigantic proportions, and even the simple labor of affixing stamps requires a special clerical staff. "No wonder, therefore," says the Umschau, "if the problem has been considered how the stamp could be abolished altogether without prejudice to the interests of the postoffice. Proposals of this character have not been wanting, as, for instance, in Bavaria, since February 1, 1910, large consignments are simply stamped with a postmark at the postoffice, the operation being carried out by machinery. In this way the postoffice has saved the expense for paper and the printing costs for ten million stamps, while the business world has economized time and money, for affixing stamps to one thousand letters requires about an hour and a half of time.

"This method of treatment, while fairly satisfactory, is still primitive. We can easily imagine a much better system worked out somewhat along the lines of a gas or water meter, the letter being simply placed in a machine and stamped with a postmark which serves at the same time as receipt for the postage and as record of the date, etc. The machine would be inspected periodically by the postoffice in just the same way as the consumer's gas or water meter is inspected, and his bill would be paid as usual."

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

Buffalo, Oct. 4.—Creamery, 24@29c; dairy, 20@25c; poor, all kinds, 15@18c.

Eggs — Fancy, candled, 26@28c; choice, 23@25c; cold storage candled, 20@21c.

Live Poultry — Fowls, 13@14c; ducks, 13@15c; turkeys, 12@14c; springs, 13@14c.

Beans — Medium, \$2.75; medium, \$2.40; pea, \$2.40; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, 60@65c per bu.

Rea & Witzig.

Washington is planning a sane and safe Fourth of July celebration for next year, and a historical pageant, probably at night, with tableaux at specified points, will be the feature. The celebration is to be the most elaborate ever known there. Day and night fireworks, an aviation attraction, games, races and patriotic exercises are also planned. The Committee is starting early, because a great deal of work will be necessary to make this elaborate celebration a success. A pageant of the character proposed will be instructive as well as entertaining and ought to interest the young people as much as noisy features.

BUSINESS CHANCES.

I have the exclusive sale of a first-class grocery business, located here in Grand Rapids in one of the best paying parts of the city. Rent only \$40 a month. Doing a business of over \$70,000 a year. Stock and fixtures will inventory \$15,000. Will sell at par. This business will bear closest investigation. Has never been offered for sale. Reason for selling, wish to retire. Harry Thomasma, Agent, 433-438 Houseman Bldg., Grand Rapids, Mich.

Read What ROYAL Users Have to Say

Concerning the Roaster:

The A. J. Deer Company.
Hornell, N. Y.

Escanaba, Mich., 8-29-11.

Gentlemen:—I have put in and used one of your ROYAL Coffee Roasters and must say that I am more than pleased with it.

My coffee business has **INCREASED MORE THAN 300 PER CENT.**

Yours truly,

No. 5 Royal Roaster

(Signed) JOHN CROSS.

Concerning the Mill:

The A. J. Deer Company, Hornell, N. Y.

Fremont, Ohio, 9-15-11.

Gentlemen:—Inclosed you will find our check in full also freight receipt on No. 8 ROYAL mill.

We might say that we have only used your mill about sixty days, but we are thus far so well pleased with the mill that we would not want to part with the same at *double the cost*, if it were not possible to get another, and knowing that there are a great many other makes on the market and some selling for less money.

Very truly,

(Signed) BARKER & ADAMS.

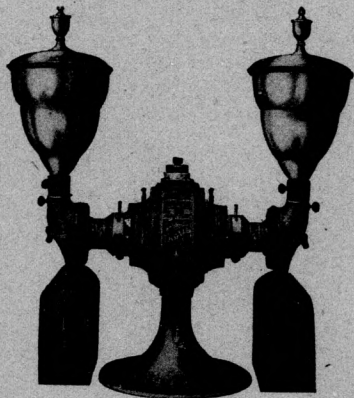
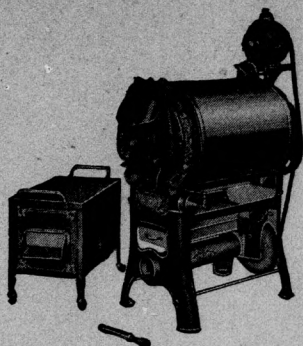
Per C. J. Barker.

Write for our complete catalog today

THE A. J. DEER CO.

The only mill that CUTS the coffee

272 West St. Hornell, N. Y.





For twenty years it's stood the test
It's ALWAYS been—is now—the BEST

Distributed at Wholesale by
JUDSON GROCER CO.
Grand Rapids, Mich.

Getting in the "Cheap Class"

B. H. ALBEE

In the "Grocers' Review"

"Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don't themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap."

WORDS OF
The Wise Merchants

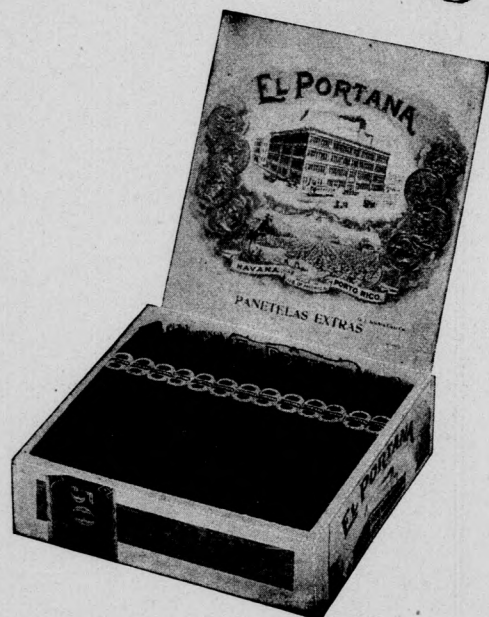
Mr. Grocer, the *only* flaked food sold in America which does *not* go to the price-cutter at a *lower* price than to the average buyer, is

"Won its FAVOR
through its FLAVOR"

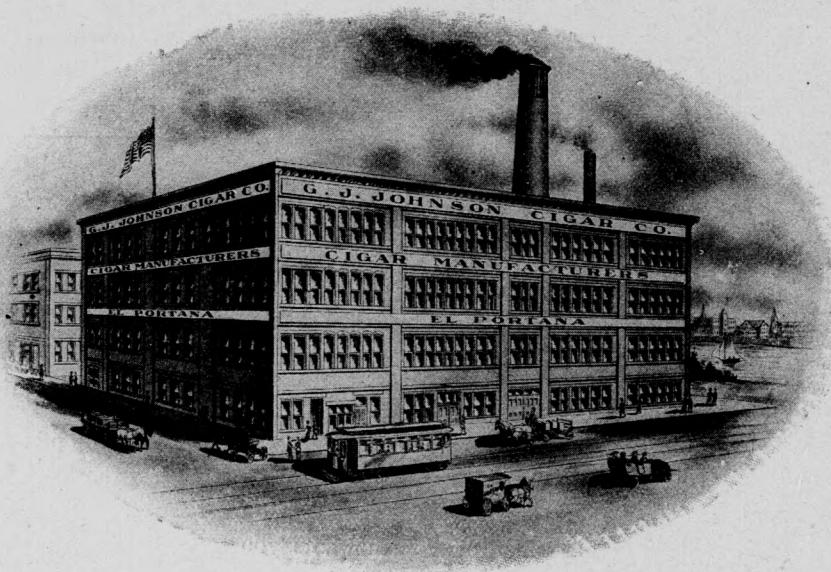
Kellogg's



EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

