

What is Worth-y Merchandise?

Not merely the high-priced article—High price doesn't always mean high quality.

Not merely the low-priced goods—A low price often points to skimped material.

Not merely showy items—A lustrous glaze may conceal a defect.

Not merely goods of wide publicity—Expensive advertising adds to selling cost.

Quality merchandise are those goods having the greatest number of value units per unit of price.

A 5c article is often more clearly quality merchandise than a \$5.00 article, and a 10c article is often worth more in proportion to price than a \$10.00 one.



Price does not decide quality.

The fire test for quality goods lies in the "come-back"—goods that repel trade are unworthy, be they \$1.00 a dozen or \$1.00 a piece. Worth-y can only be said of goods that satisfy trade and pull a re-order.

Mr. Merchant, you must deal in goods that make re-orders, in goods that build new business, in goods that are found in greatest variety in Our Drummer.

If you haven't a copy of our book handy, write for F. F. 938.



BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha, San Francisco, Seattle

Experience has taught thousands that there

is no economy in cheap, inferior YEAST.

Use FLEISCHMANN'S—it is the

best—hence the cheapest

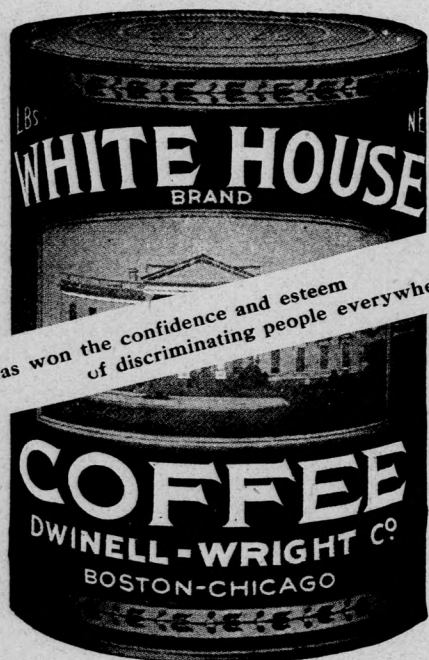
Klingman's Sample Furniture Co.

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.

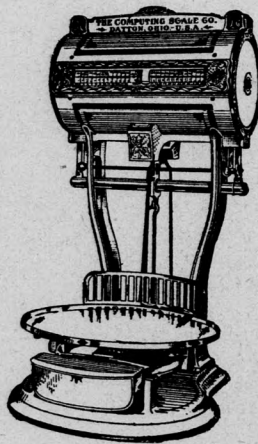
Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.



Dwinell-Wright Co.

Principal Coffee Roasters
BOSTON—CHICAGO

The Average Loss



By overweight on old style scales is admitted by dealers to be between $\frac{1}{4}$ and $\frac{1}{2}$ ounce at each draft. Let us take $\frac{1}{2}$ ounce as a fair average. In 200 weighings per day, this would mean a daily loss of $66\frac{2}{3}$ ounces, or a trifle over 4 pounds. 15c per pound is a low average value of your weighable merchandise. Four pounds at 15c a pound is a daily loss of 60c. This is what you will lose every day you do a day's business over those old scales; and this is but one item of shrinkage—this is **THE WEIGHT LEAK**. Our Moneyweight System will **POSITIVELY** and **PERMANENTLY** stop it, and save you exactly 60c a day on the above basis of business, or \$195.60 in 326 working days, because it makes no mistakes

in automatically indicating values, and weighs so perfectly that the slightest weight is recorded.

In addition to the above possibilities of loss, the fact that it costs from 15% to 17% to transact business must be considered and added to your losses. There never was a time when the merchant needed help and system more than now.

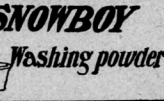
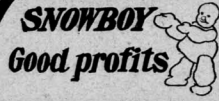
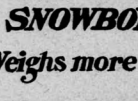
Dayton Moneyweight Scales Will Save the Day

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.

Direct Sales
Offices in All
Prominent Cities

Please mention Michigan Tradesman when writing



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

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Quick Profits

Buffalo, N. Y.

MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 25, 1911

Number 1466

SPECIAL FEATURES.

Page	
2.	The Sinclair Family.
3.	New York Market.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Midnight in a Cemetery.
7.	Lacked Horse Sense.
8.	Editorial.
10.	Man of Mystery.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	The Health of the City.
18.	The Average Merchant.
20.	The Good Merchant.
22.	Dry Goods.
24.	Behind the Counter.
26.	Ten Talks.
28.	Woman's World.
30.	Hardware.
31.	Outdoor Publicity.
32.	Shoes.
33.	Circular Eminences.
34.	Fraudulent Concealment.
36.	Saginaw Valley.
37.	Present Day Cry.
38.	Detroit Department.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

A WINTER CAMPAIGN.

William B. MacFarlane, the most expensive stranger which Grand Rapids ever had the privilege of welcoming to her midst—he was warmly welcomed by Mayor Ellis and the cohorts of unionism and disorder generally—announces that he will return from Atlanta in the course of a few days and resume his propaganda to rejuvenate and re-establish the union among the furniture workers of this city.

It is very generally conceded by all right-thinking men that we do not need any more union virus injected into our furniture workers. They had the fever and they had it bad. The convalescent period lasted eighteen weeks, during which time they received \$154,000 in strike benefits while they could have earned \$2,000,000 at productive industry. Seeing that the strike was doomed to failure, their beloved leader left them in the lurch for a tour of Europe and he now announces that he will come back and do the trick over again if the working men will play the part of dupes and voluntarily put their necks in the yoke of unionism.

The Tradesman believes that Mr. MacFarlane could employ his time to better purpose than endeavoring to re-establish his union in the estimation of Grand Rapids furniture workers. They have had a taste of unionism and they know what it means. They know that it means empty pocketbooks, hungry stomachs and no money to buy medicine for the sick, while the leaders of the strike live in luxury at high-priced hotels and disport themselves on trips to Europe. If any considerable number of working men listen to the siren voice of the union there will be only one thing for the manufacturers to do and that will be to post a sign, as the Street Railway Company did, that no union man will be employed. The Street Railway Company did this when a crisis confronted it some

years ago and it has since had no trouble with its men. It now has a contented and happy force who would no more listen to union organizers than they would think of taking a rattlesnake to bed with them. They know what unionism means and because they do know what it means, they are content to leave the viper alone.

THE WIFE OF MADERO.

In these days of turbulence in Mexico it is a pleasure to learn that there is a woman with one hand upon the helm, a woman who is as gentle as she is brave; as thoughtful for the humblest inhabitant as she is eager for the general good of the country; a woman who is familiar with national needs and with personal necessities.

It is related that very shortly after the occupation of Juarez by the insurgents, Senora Madero was in El Paso, Texas, just across the line, buying on her own personal credit hospital supplies and other needed articles for the wounded soldiers. Soldiers learned to look for her coming with the eagerness given to the Red Cross movement. In fact, hers was a similar mission of mercy.

When affairs of state come up she is always ready to whisper into her husband's ear the word which in more than one instance has proved the salvation of some worthy project. Her insight into diplomatic subjects is keen and she is a helper in every sense of the word.

Educated in private schools and a convent in Southern California, she is familiar with our American schools and fully realizes that through a general public school system only can the highest development of her people be attained. She has also studied the physical needs of her country, especially that of irrigation. "There are millions of acres in Mexico," she affirms, "which can be made as productive as any in the world by irrigation, and it will be the policy of the new administration to do all this under control of the government."

Fortunate is Mexico—ill-fated in so many ways—in having this gentle hand, this steady head and this true heart so near to the head of the government. A woman's thought may not always prove wisest, but a woman's touch is usually most soothing. It may be that her wisdom will have more to do with the stilling of the guns than any signal victory gained by her husband.

What is later termed to be an "inspiration" often turns out to be the result of "perspiration."

Status of the Bean Market.

Buying interest has been comparatively light the past week, although elevators in many sections have advanced the price to farmers and in some cases are offering more for beans than they can sell them for in the open market, with the hope that some of the larger operators might be caught short on their October contracts, but it has developed that some of them have more beans than they need and wholesale grocers are refusing to buy at the high price to-day.

Beans are marketed to the middle and lower classes and it is a hard matter to merchandise much stock at the present level of price. Ordinarily, when the price of beans is high, they look for something cheaper as a substitute. Many states, like Texas, Oklahoma and Kansas, which are good consumers of beans take a high freight rate, which adds materially to the cost of beans delivered in these markets. The retail grocer in Oklahoma would be obliged to ask 15c per quart from the consumer on a basis of to-day's cost, which curtails the consumption.

It has developed that the damage in Michigan is nothing like some of the stories we heard a week or two ago, and many beans are not only yielding better than expected, but have come through the wet weather in fair condition. Most farmers are receiving as much in dollars and cents for their crop as they would had the crop been harvested in perfect weather conditions, and the price 50c per bushel lower, although some of their beans are a little damaged.

New York state shippers are offering beans to-day in New England at 10c per bushel under the Michigan price, and it was whispered around the Produce Exchange Saturday that more than 100,000 bushels of foreign beans were on the way to New York. This is in face of the statement 30 days ago that they would have no beans to ship. E. L. Wellman.

Weekly Review of the Potato Market.

Continuous rains throughout the potato states have interfered with digging, consequently the supply of potatoes is hardly equal to the demand. This has caused a stronger feeling and prices have advanced from 4@5c per bushel during the week.

The principal demand at the present time is from the small markets for winter storage. This demands stock which is fully ripe and not green or skinny. The general supposition seems to be that this is a weather market and just as soon as the weather clears up, which will permit digging freely, the receipts will, no doubt, increase and the market consequently have a lower tendency.

New York has a good average crop of potatoes of the best quality it has had for a number of years. Maine, also, has a good crop of good average quality, therefore there is hardly any probability of very much Michigan stock being demanded in the Eastern markets. Minnesota has a good crop of good quality, their stock going principally Southwest and West. Wisconsin, also, has a good crop, but the quality is not equal to that of Minnesota. Their stock is being shipped into Illinois, Indiana and South of the Ohio River.

The general quality of Michigan stock is fair, the principal trouble being too many large, hollow potatoes, a good many of which at this time of the year are badly water soaked, consequently poor keepers. The natural outlet for the stock from this State is in Ohio, Pennsylvania, Virginia, and West Virginia, although some of it will come in competition with Wisconsin stock in Indiana and the territory South of the Ohio River.

Buyers in Michigan should use extreme care and avoid large, hollow stock as it is sure to cause more or less trouble. A. G. Kohnhorst.

The death of John R. Walsh, the Chicago banker, who was recently paroled from the Federal Penitentiary at Leavenworth, has a heroic as well as a pathetic side. While it is true that he technically violated the banking laws by loaning too large a percentage of his deposits to companies in which he was interested, it is also true that no one suffered by his mistakes but himself. Every depositor and every stockholder received his money back in full. Mr. Walsh devoted his private fortune to the accomplishment of this purpose. He fought off a prison sentence as long as possible in order that he might assist in the work of reimbursing those who had trusted to his integrity. It has been known for some months that he could not possibly survive his sentence, yet a few grouchy newspapers had the ill grace to criticize the Pardon Board which issued a pardon to the aged financier ten days ago. As a matter of fact, both the President and Attorney General were conversant with the prisoners' physical condition and their action in withholding a pardon or parole to a dying man will be a stain on their lives and their official positions as long as time lasts.

H. H. Freeland has been appointed trustee for the creditors of John O. Harrison, the Michigan avenue grocer, who recently went into bankruptcy.

A funny show given by amateurs usually isn't.

THE SINCLAIR FAMILY.

It Was Much in Evidence Forty Years Ago.

Written for the Tradesman.

The Sinclair family were prominent in the social and business life of Grand Rapids quite a number of years before and following the Civil War. Thompson Sinclair was a justice of the peace and an insurance agent. His home was located on South Division street, corner of Williams. He was the first Justice of the Police Court. When the court was established by authority of the Legislature of 1871, Mr. Sinclair, who had been elected a justice of the peace, was designated by the Common Council to preside as Judge of the Police Court. The Legislature of 1873 amended the law, thereby making provision for the election of judges of the court by the people. James E. McBride was the first judge of the court elected under the law creating the court after it had been amended. Justice Sinclair's Police Court was located on the upper floor of the building now occupied by the Grand Rapids Savings Bank, while his Justice Court was located in the Haldane building, adjoining the Hotel Pantlind, on Canal street. Justice Sinclair was tall and spare and when he moved back and forth between his two courts, in the summertime to protect himself from the heat he carried a sunshade. Samuel D. Clay and John A. Fairfield, two witty practitioners before the courts of Justice Sinclair, called the combination the "umbrella court." In all seriousness, occasionally, at the opening of court, Sam. Clay would say: "Will your honor kindly inform me which one of your two courts is in session?" Fairfield loved to make remarks derogatory to the dignity of the court and when called upon to explain by the somewhat angry Justice, would state that his remarks had not been addressed to the court, but to a friend or fellow practitioner, and then he would express surprise because the court had presumed that his words were intended for the ear of the court.

A son, A. Porter Sinclair, managed the insurance department of his father's business. About the year 1876 Porter Sinclair married a daughter of Jeremiah Ryan and moved to Oakland, California. A daughter married G. Stuart Johnson, formerly of the engineering department of the Grand Rapids & Indiana Railroad and the predecessor of B. S. Hanchett as manager of the Grand Rapids Street Railway Company.

Samuel Sinclair erected the building now standing on the northeast corner of Canal street and Crescent avenue and occupied the corner store many years with a stock of groceries. A niece was the wife of G. H. Hill, a grocer whose place of business is now occupied by the Old National Bank. She was a daughter of William S. Sinclair, of Ann Arbor.

Colonel Robert P. Sinclair was an attorney at law and a capitalist. His home was located on the northwest

corner of Fulton and Lafayette streets. Colonel Sinclair served his country in the Civil War, achieving distinction. After the close of the war he was appointed Collector of Internal Revenue by President Andrew Johnson and served a few months. Johnson was elected Vice-President as a war Democrat, and assumed the office of President after the assassination of President Lincoln. Naturally Johnson desired to fill the public offices with friends and attempted to do so, but the Senate refused to confirm his appointments. Charles H. Taylor, an old newspaper writer and politician, appointed postmaster of Grand Rapids by President Johnson, also "fell by the wayside." The Senate was strongly Republican, politically, and resented the policy of the President in treating with the states that had been in rebellion. The appointments to office by the President were not only rejected but an act was passed to continue in office the appointees of President Lincoln. Arthur S. White.

Slaughter Sales Before the Holidays.

The Grand Rapids clothiers are in the midst of an interesting price cutting war. They are having their slaughter sales before the holidays instead of after and if the purchasing public is wise it surely will do its Christmas shopping early, especially in the clothing and haberdashery lines. The contest among the merchants as to who shall offer the biggest bargains is due in part to circumstances, partly to trade rivalry. The Collats a few weeks ago consolidated their Monroe and Canal street stores in Canal street and this gave opportunity for a consolidation sale, but it can hardly be said this precipitated the war. Houseman & Jones will early in the new year move from the Widdicomb block to their new store across the street. The Ericksons will soon move from 97 to 67 Canal street. The Baxter Clothing Co. has recently had a reorganization. The trouble began when Houseman & Jones announced a grand removal and clearance sale. The Giant looked upon this as a challenge and immediately responded with a great slaughter sale. The Ericksons followed with a removal sale and then the Baxter Co. got into the game with a clearance. Up to the close of last week the Star, the Greulich, the Dick Brink and other clothing stores had not been drawn into the controversy, but it remains to be seen how long they can keep out of it. The holiday season is only a matter of ten weeks away and it will be interesting to note what effect these premature mark downs will have on the holiday trade.

There are many expenses so lavish they are unnecessarily eating up profits. With the average retail merchant advertising is not likely one of them.

It is surprising that the sugar trust always discovers how enormous is the cost of raw sugar in the season of greatest consumptive demand.

Activities in Indiana Cities.

Written for the Tradesman.

The Indiana Conservation Congress will be held in Indianapolis Oct. 28 and it is expected that every county in the State will be represented.

Decatur is enjoying brisk building activities, the new structures including a city hall, business blocks and factories.

An attempt is being made at Ft. Wayne to interest the children as well as adults in civic beautification. A bond issue is also proposed to buy lands for future parks.

The Indiana Shippers and Manufacturers' Association has dropped its action taken before the Interstate Commerce Commission to have the freight rate on coal from the Indiana coal fields to the gas belt lowered from 65 to 60 cents, the old rate. The railroads have voluntarily made the reduction.

The seventh annual meeting of the Northern Indiana Florists' Association was held at Ft. Wayne Oct. 18. There was a fine exhibit of flowers, including a new Sunburst rose perfected during the past year by E. G. Hill, of Richmond.

After a shut down of four months the button factory at Rockport will resume operations, employing 140 hands.

The Indiana Federated Commercial Clubs finished their work at Ft. Wayne last week, electing Samuel M. Foster, of Ft. Wayne, as President and choosing Indiana Harbor as the convention city next year. The resolutions adopted declare in favor of an improved form of government for cities, and provide for the creation of a charter committee of two members from each commercial club to draft a tentative charter or charters to be submitted back to the clubs for approval, and the plan adopted by the majority of the clubs shall constitute the Federation's system. The movement for a State penal farm, where short term prisoners must work instead of lying idle in jails, was endorsed, also good roads, fire prevention day and creation of the office of State fire marshal.

Indiana's longest electric freight train is operated between Indianapolis and Terre Haute. It is known as the multiple unit train and is composed of two motor cars and from one to three trailers.

Ft. Wayne reports a scarcity of labor, particularly of female factory help, and the opening of the new overall factory will make the situation even more stringent.

The contract has been awarded for construction of a new state fish hatchery at the Tri-Lake resort, Columbia City.

The Improved Order of Red Men will build a hotel in Indianapolis costing \$300,000. Almond Griffen.

Glimpses at Northwestern Michigan.

Some town in the northern part of the Western Michigan Development Bureau territory stands a chance of getting a good sized canning factory. W. E. Hamilton, of Harrison, Ind., who owns the factory now located at Port Austin, is looking over the ter-

ritory with a view to moving his plant to a location where fruit can be added to the line of vegetables his factory is now putting up.

By the terms of a lease given the Traverse City Council by the G. R. & I. Railroad, the city is given the right to construct a bath house and maintain a park on the property east of the depot, without cost.

The West is beginning to sit up and take notice. John M. Sweeney, a fruit man from Medford, Oregon, has been looking over Western Michigan and sizing up its prospects as a fruit growing section.

The Antrim county Board of Supervisors propose to put their county on the map in brighter colors than ever before. They have made appropriations of \$1,500 for development purposes — \$500 for the Western Michigan Development Bureau, \$500 for the Antrim County Fair Association and the other \$500 for the purpose of advertising the special advantages of Antrim county.

Saloonkeepers of the State will support a bill in the next Legislature to prohibit liquor dealers from accepting credit for drinks. They are not alone. Others are working for a bill to prohibit them from accepting credit or anything else for drinks.

The Proper Place.

In a contemporaneous publication appears the statement, "It's up to the boss to set the pace." So it is, if the boss knows his own business, is alive and is a good business man. However, it will not do for clerks to allow themselves to be ruled by environment if the boss is incapable, and does not run his store as it should be run. In such cases let the salesman or clerk rise superior to circumstances and set his own pace. He owes it to the man who pay him to give the best service of which he is capable, whether good work is expected of him or not. But his own interests are in the balance. If he works for a boss who is slipshod, and allows his affairs to run along carelessly and without due regard for the requirements of prosperous business, his employes will get into the same negligent ways, if they do not cut out a path for themselves which shall be more direct in its leading to better things. The man who is subservient to circumstances will never measure up to the best that is in him. He must rise superior to his surroundings or become afflicted with dry rot. Follow the pace the boss sets if he is a good and energetic boss, but not if it is the pace of the shiftless.

Food For Repentance.

A well-known Federal official was strolling down Philadelphia avenue one afternoon when he encountered a very small boy crying bitterly.

"What's the matter with that child?" demanded the official, somewhat peremptorily of the woman who had him in charge. "Is he ill?"

"He ain't exactly ill," responded the unmoved woman, "but between you and me, sir, no stomach ain't goin' to stand nine doughnuts!"

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 23—A slump in coffee options has its effect in the spot market, and for the first time in many weeks we seem to have a reaction against the upward trend. A decline of about $\frac{1}{4}$ c seems to have been made in Rio No. 7 and at the close $15\frac{3}{4}$ c seems to be the foundation for invoice lots, with a supply in store and afloat of 2,186,796 bags, against 2,794,211 bags at the same time last year.

The demand for teas continues active and sellers are still very firm in their views. Orders through the week came freely by mail and wire, as well as by merchants here in person, and at the moment the outlook is certainly much in favor of the seller. Formosas are especially strong and steady advance seems to be the order of the day, with $19\frac{1}{2}$ c given as the inside. Other varieties are about as last week.

Planters of rice have insisted upon higher quotations from the millers for rough and have received some advance. The weather has been unseasonable and a preponderance of rain has had a depressing influence. Good to prime domestic, $4\frac{1}{4}$ @ $4\frac{5}{8}$ c.

With the advancing season the spice trade shows improvement and the conditions in the Far East also strengthen the market. Pepper, especially, is well sustained and the market here is pretty well cleaned up.

For Singapore black, $11\frac{1}{4}$ @ $11\frac{1}{2}$ c is quoted.

Molasses is firm, with a tendency to a higher level for grocery grades of New Orleans, although, as yet, prices remain as last reported 25 @ 32 c for good to prime centrifugal. Syrups are in light supply and without change.

Canned goods are in a good, strong, healthy position and sellers will abate a jot. If buyers expect to pick up a job lot here and there they may possibly be able to do so, but such bargains are becoming fewer and fewer. Three standard tomatoes are worth $\$1$ @ 1.05 and there are those who still say we will get $\$1.25$. Peas are very high and very scarce for better grades, and to offset this we have a liberal supply of corn and at low prices, although there is a feeling that an advance is inevitable. Other goods show little, if any, change.

Butter is firm, but rates have not been advanced over last week. Creamery specials, 31 c; extras, 30 c; firsts, $27\frac{1}{2}$ c; held stock, $29\frac{1}{2}$ @ 30 c; factory, $20\frac{1}{2}$ @ $21\frac{1}{2}$ c.

Cheese is about unchanged. Whole milk, $14\frac{1}{2}$ c.

Eggs are firm at 29 @ 30 c for stock that will "pass" with a good deal that must be worked off for 3 @ 4 @ 5 c less.

The mother-in-law job must be awfully trying to a woman with seven married daughters.

It's easy for a woman to understand why a man does not understand her.

Easy Marks For Grocery Swindle.

There are in the United States probably four hundred thousand persons who make their living by taking other people's money wrongfully—not by burglary or larceny—but by swindling, varying from the "pin" game at the county fair to the "fake" prize fight in which some would-be sporting man is fleeced of thousands of dollars. Some of them lie in wait in the big cities for their victims, while others roam the country, leaving behind them a trail of the fleeced in the smaller cities, the villages and even among scattered farm houses.

Many of them have served prison sentences, but there are thousands of them who have escaped arrest entirely through the ingenuity with which they plan, either making it impossible for the victim to identify them or else making him equally guilty with themselves in the eyes of the law. But whatever their method, the beginning of it—the bait with which the trap is set—invariably is something for nothing.

It was in this way that an ingenious swindler a year or two since made hundreds of dollars from Wisconsin farmers. He drove through the country offering to sell groceries at phenomenally low prices. All he asked was one dollar down.

"I represent a new concern that has just gone into business in a new way," he explained. "I just want you to give me a trial order, say, five dollars' worth. I'll have the goods shipped to you and I'll be around in a

week after the goods have arrived. You pay me a dollar now and the balance after you get the goods."

His prices were so inviting that nearly every farmer he talked to became a customer. Most of them waited rather suspiciously until the groceries they had ordered arrived. To their amazement they received about eight dollars' worth of groceries instead of five dollars' worth, and the goods were invariably of better quality than had been represented. When the salesman came around a week later he was fairly flooded with orders, most of them ranging for fifty to sixty dollars.

"I'm sorry," he courteously explained, "but on these big orders I'll have to ask for half the money down. You see, ours is a new concern, and while we have plenty of capital we are working overtime buying supplies in ten carload lots and giving you the benefit of it. We made a deal in sugar before the last order was sent out by which we could put in ten pounds instead of six and still make a profit."

Most of his customers were so anxious to get the goods that they gave him cash for the whole of their second order—he carefully explained that cash orders were filled first—and the second time they waited in vain for their groceries. Those who took the trouble to investigate at the address of the new grocery firm found it a vacant lot.—West Coast Trade.

Makes Money Going and Coming

Your profits come two ways on Dandelion Brand Butter Color, viz:

Way No. 1.—Sales to your buttermaking customers;

Way No. 2.—Sales of these customers' butter.

In addition to this, you get credit for handling the best article of its kind in the world. Dandelion Brand Butter Color is positively without equal. It gives a rich, golden June shade. It never turns rancid or sour.

It doesn't affect the taste, odor or keeping qualities of butter. It is endorsed by every authority. And its action is always safe, its color always uniform.

You owe it to yourself and to your trade to send an order for Dandelion Brand Butter Color. Send it now—while you think of it.

Dandelion Brand

THE BRAND WITH



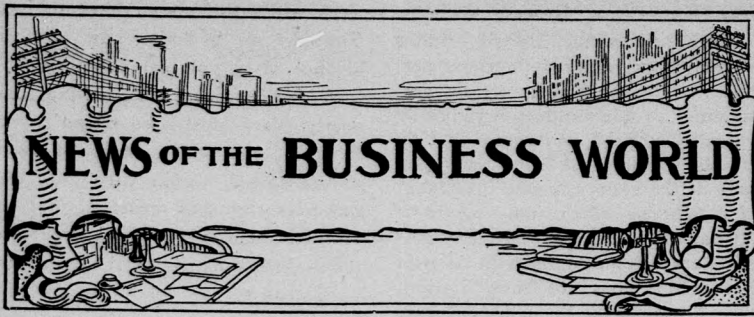
Butter Color

THE GOLDEN SHADE

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

Wells & Richardson Co., Burlington, Vermont

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Williamston—G. W. Woodworth has opened a music store here.

Dimondale—Samuel Haley has engaged in the grocery business here.

Boyer City—S. Joseph has purchased the Bolen & Co. bazaar stock.

Owosso—Fred N. Hauck has opened a cafe in connection with his hotel.

St. Ignace—Harry Wilson has opened a grocery store on State street.

Arcadia—John Hermanson, of Manistee, has opened a bakery in the Simon building.

Ravenna—Willis Norton has opened a meat market in connection with his grocery store.

Glenn—J. Waller, recently of Ganges, has purchased the Harry McDonnell meat market.

Homer—The Homer Telephone Co. has changed its name to the Calhoun County Telephone Co.

East Jordan—Warren Myers has purchased the Chas. Bacon confectionery stock and news stand.

Mendon—Francis Estes has purchased the C. E. Harvey drug stock and took immediate possession.

Manton—A. B. Bartlett has added a line of farm implements and vehicles to his stock of hardware.

Central Lake—The capital stock of the Central Lake Lumber Co. has been decreased from \$20,000 to \$5,000.

Pentwater—H. F. Sands has sold the Crescent Drug Co. stock to J. L. Congdon, who will continue the business.

Leesville—A new bank has been opened under the style of the First State Bank, with an authorized capital stock of \$20,000.

Detroit—Wadyslaw Crezenski, who conducted a grocery and shoe store at 491 Canfield avenue, has retired from business.

Benton Harbor—The Miles Shoe Co. has turned his stock over to H. N. Rap and A. P. Cady as trustees for the creditors.

Bentley—G. H. Morden, who recently purchased the Amstutz & Gittens general stock of merchandise, has taken possession.

Woodland—G. C. Garlick has sold his general stock to H. E. McCombs, who will continue the business at the same location.

Chester—Jacob Summers has sold his general stock to M. W. Ampacher, who will continue the business at the same location.

Hubbell—Thomas Opie has resigned his position with MacDonald Bros. to engage in the hardware business on his own account.

Pioneer—J. E. King has sold his stock of general merchandise to Henry Ingersoll, who will continue the business at the same location.

Freeport—F. W. Kenyon has sold his stock of stationery to F. E. Brunner, who will add it to his line of dry goods, groceries and books.

Durand—George Gower is now proprietor of the Durand Lumber Co., having purchased the same from A. A. and R. A. Corwin, of Pontiac.

Grand Ledge—Thomas West has sold his stock of meats and groceries to James P. Haner, who will continue the business under his own name.

Jacson—The firm of L. B. Cowley & Co., shoe dealers, has dissolved partnership. The business will be continued by L. B. Cowley under his own name.

Traverse City—M. Giuffre has purchased the Fred Giusti fruit stock and will continue the business at the same location under the style of M. Giuffre & Co.

Boyer City—J. L. Handy, the pioneer druggist of this section, has sold his stock to E. F. Northrup. Mr. Handy was one of the oldest business men in this section.

East Jordan—Milan Greenman has withdrawn from the firm of Bender & Greenman, meat dealers on Main street. The business will be continued by Frank Bender.

Bear Lake—E. O. Thompson has sold the meat market, which he conducted in connection with his grocery store, to Herman Tetzlaff, who will take possession Nov. 1.

Grand Ledge—The firm of Spencer & Hall, shoe dealers, has been dissolved. The business will be continued by Mr. Hall, who has taken over the interest of his partner.

Kalamazoo—The Kalamazoo Sample Furniture Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in cash.

Allegan—Robert L. Vahue has purchased the interest of his partner, Basil Barker, in the cigar and news stock of Vahue & Barker and will continue the business under his own name.

Ludington—H. P. Miller and M. T. Martin, who have been doing a produce commission business at 923 South Washington avenue, have dissolved partnership, Mr. Martin succeeding.

Charlotte—W. P. Curry and Harry G. High, who recently purchased the Fred J. Wood bakery, will conduct it under the style of Curry & High. They have opened a restaurant in connection.

Oscoda—A new company has been organized under the style of the Oscoda Hardware Co., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in cash.

Omer—B. S. Holland and J. K. Mead have formed a copartnership and will consolidate their stocks of furniture, hardware, drugs and wall paper and will also add a line of groceries.

Prairieville—Clare O. Thorpe has purchased the interest of his partner, H. G. Brown, in the general stock of Brown & Thorpe, and will continue the business at the same location under his own name.

Pinconning—Mason B. Lathrop has purchased the two-thirds interest in the dry goods, clothing and shoe stock of Lathrop, Stuart & Co., held by Jesse D. Simmons and T. C. Stuart and will continue the business under his own name.

Portland—R. G. Maloney, who conducted the City Bakery here for eighteen months, selling the business last spring to Sandborn & Bailey, has gone to Detroit to engage in the manufacture of hydraulic valves and packings under the style of the Michigan Leather Packing Co.

Vassar—The Vassar Farmers' Elevator Co. has taken over the elevator and plant of the Vassar Hay & Produce Co. Chas. Harpham, who has been connected with the Hay and Produce Co. for the past three years, has been elected manager by the directors. The plant will be run on a co-operative plan.

Lapeer—James Brackenbury and George Kerr have opened a meat market in the building Mr. Brackenbury formerly occupied. Mr. Brackenbury retired from business about a year ago, on account of illness, and Mr. Kerr has for some time been employed in the market of A. K. Abbott.

Adrian—Ben T. Peaver, who recently sold his grocery stock and meat market on the Hill and purchased the Economy stock, has taken a partner, E. S. Fisher, of Clayton, having purchased a half interest in the store. Mr. Fisher has had twelve years' experience in this business, having conducted a store in Iron River previous to coming to Clayton six years ago.

Manufacturing Matters.

Port Huron—The capital stock of the Howard Furniture Co. has been increased from \$70,000 to \$100,000.

Traverse City—M. Rabinovitch, recently of Toronto, Ont., has engaged in the cigar manufacturing business here.

West Bay City—The German-American Sugar Co. has increased its capitalization from \$1,000,000 to \$1,500,000.

Sturgis—F. C. Stillson has sold his interest in the stock of the Berridge Shear Co. The business will be continued under the same style.

Lansing—The American Seeding Machine Co., of Springfield, Ohio, has removed its headquarters for Michigan from Alma to this place.

Detroit—The Edmunds & Jones Manufacturing Co., manufacturer of autos and coach lamps, has increased its capital stock from \$50,000 to \$500,000.

Cadillac—The Cadillac Ice Cream Co. and the Legg Ice Cream Co. are to consolidate. The Cadillac Ice Cream Co. will take over its competitor.

Buchanan—The Buchanan Electric Steel Co. has absorbed the Peerless Crucible Steel Co., of Detroit, which turns out castings under the old process.

Saginaw—The Saginaw Candy Machinery Co. has been incorporated with an authorized capitalization of \$3,000, all of which has been subscribed and paid in cash.

Grant—Frank Koch, formerly buttermaker at the Grant Creamery, has purchased the Rudell Creamery Co. properties and will manufacture both butter and condensed milk.

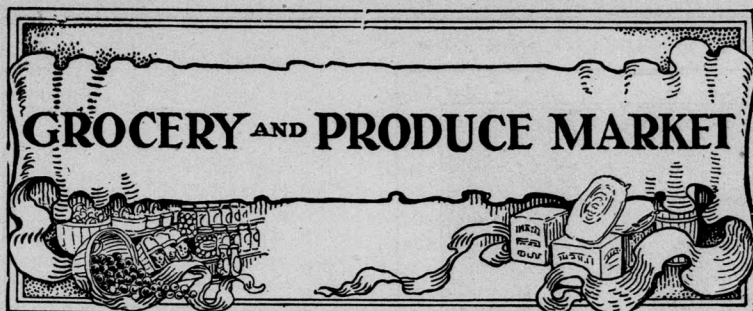
Shultz—The Shultz Co-operative, Copartnership Creamery Association, Ltd., has been incorporated with an authorized capital stock of \$4,000, of which \$2,010 has been paid in cash.

Lansing—The Auto Electric Gas Lighter Co. has been incorporated with an authorized capital stock of \$3,000, of which \$1,560 has been subscribed, \$300 paid in cash and \$700 in property.

Clare—The Wolverine Turpentine Co. has begun the erection of a large turpentine plant here. The company is capitalized at \$100,000 and plan to build one of the largest buildings of a similar nature in the State. It will manufacture turpentine, tar, metal paints, embalming fluid, wood filler, wood stain, surgical dressing, face lotion, tree spray, sheep dip and various disinfectants, all products of Norway pine stumps.

Escanaba—The management of the Escanaba Manufacturing Co. is having plans prepared for a large addition to the company's factory building on Stephenson avenue. The addition will be 160x200 feet, and it will be built of solid brick. The addition will be joined to the present building on the north side. This will necessitate tearing down the present office building. A fine suite of office rooms will be provided in the new addition. The addition will be used for warehouse purposes. When it is completed the big factory building will present a much more imposing appearance.

Escanaba—A chair manufacturing plant will be established here. The buildings owned by Kurz Brothers, at 316 and 318 Ludington street, have been leased and will be made ready for occupancy at once. The plant is now in full operation in another city, doing a thriving business. It was induced to consider Escanaba after a persistent and systematic campaign by the Business Men's Association, that the establishment might be closer to the raw material used. The plant will employ from the start from twenty to thirty skilled artisans and will be ready for operation within the next thirty days.



The Produce Market.

Apples—Wagner, Wealthy, Maiden Blush and Twenty Ounce Pippin fetch \$3 per bbl.; Pound Sweets, \$3 per bbl.; Snows and Jonathans, \$3.25 per bbl.; Baldwins, \$3 per bbl.; Spys, \$4 per bbl.; Russets and Greenings, \$2.75 per bbl.

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

Beets—60c per bu.

Butter—There is an active consumptive demand for all grades of butter and the receipts are clearing up daily. The make of butter is shorter than usual for the season and the average quality is very good. Local dealers hold factory creamery at 30½c for tubs and 31½@32c for prints. They pay 25c for No. 1 dairy and 18½c for packing stock.

Cabbage—\$2 per crate or 60c per bu.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch.

Citron—75c per doz.

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

Cranberries—Early Blacks from Cape Cod command \$2.70 per bu. or \$7.75 per bbl.

Eggs—Receipts of strictly fresh are not up to normal proportions, which is thought to be due to the exceedingly rainy weather of the past month. The holders of refrigerator supplies have been putting them on the market freely and prices range very close to prices of fresh laid. The quality of eggs at this time is very good, although there are some lots which have been held too long either by the farmer or the country merchant. Local dealers pay 24c, loss off, del., for strictly fresh.

Grape Fruit—Receipts are still too green to quote.

Grapes—California Tokay, \$1.50 per box of 20 lbs. net; California Malaga, \$1.75 per crate of 20 lbs. net; Imported Malaga, \$3.50@5.25 per bbl., according to weight.

Green Corn—15c per doz.

Green Onions—15c per doz.

Honey—20c per lb. for white clover and 18c for dark.

Lemons—California, \$6.50 for 300s and \$6.25 for 360s; Verdellis, \$6.

Lettuce—Hot house, 10c per lb.; head, \$1 per bu.

Nuts—Ohio chestnuts, 16c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, 75c per bu.

Onions—95c per bu. for home grown; \$2.50 per bu. for white pickling stock; \$1.75 per crate for Spanish.

Oranges—Late Valencias, \$5.25 for

96s, 250s and 288s and \$5.50 for 150s, 176s and 200s.

Pears—Keefers, 75c per bu.

Peppers—15c per doz. for red; 60c per bu. for green.

Potatoes—The market is stronger and higher, owing to the wet weather, which has interfered with digging. Outside buyers are paying 45@50c. Local dealers obtain 60@65c in a small way.

Poultry—Local dealers pay 8½c for broilers, springs and fowls; 5c for old roosters; 9c for ducks; 8c for geese; 13c for turkeys.

Quinces—\$2.50 per bu.

Radishes—15c per doz.

Squash—1½c per lb. for Hubbard.

Sweet Potatoes—\$2.75 per bbl. for Virginias and \$3.75 for Jerseys.

Turnips—50c per bu.

Veal—6@10½c, according to quality.

A new company has been organized under the style of the Belcarino Nut Butter Co., Ltd., for the purpose of manufacturing and selling peanut butter, biscuits and all health foods from nuts and grains, etc., with an authorized capital stock of \$50,000, all of which has been paid in in cash. The stockholders and the amounts held by each are as follows: Belden Reagan, 1,962½ shares; James T. Carpenter, 1,962½ shares; A. A. Flory, 1,000 shares; Donald S. Conover, 50 shares, and Edwin H. Rogers, 25 shares.

Mrs. E. M. Lynch, who conducts a post card and souvenir novelty business at 31 West Bridge street, under the style of the What Not Co., has filed a chattel mortgage for \$85, covering part of the fixtures, in favor of the Chattle Loan Co.

Henry Kreulen, who conducts a bakery at 257 Jefferson avenue, has filed a chattel mortgage for \$60, covering all fixtures, tools and baking stock, in favor of the Chattle Loan Co.

It is estimated that the United States uses between 20,000,000 and 25,000,000 pounds of British grown tea or about 24 per cent. of the total quantity consumed.

George W. Roup, who conducts a dry goods and grocery store at the corner of Sixth and Scribner streets, has discontinued his branch store at Englishville.

H. F. McComb has bought the grocery and confectionery stock of S. M. Frost and will continue the business at the same location.

The Grocery Market.

Sugar—The turn in the market has come and the expected break occurred yesterday, when the refiners reduced their prices five points—from 6.75 to 6.70. Owing to the weakness of the market and the general feeling that prices will shortly seek a lower level, local jobbers are selling sugar to the retail trade considerably less than they could replace it for on the basis of the present market. There is to be a convention of representatives of the sugar countries in Europe on October 29, to decide whether Russia shall be allowed to unload some of her surplus raw sugar. Under an agreement entered into by the chief European sugar countries, this has been kept off the market up to this time. If the Russian sugar is to be marketed, the world's markets will, without doubt, decline, and the sugar situation will be relieved.

Coffee—All grades of Rio and Santos are ¼c higher, owing to continuation of the firm crop reports from Brazil. Mild coffees are steady to strong, but show no further change for the week. Java and Mocha unchanged. The demand for coffee, considering the state of the market, is good.

Canned Fruits—The supply of fresh fruits is still too large and prices too cheap for many calls for canned goods. Chicago jobbers state that they believe that as soon as the demand increases on canned fruits that prices will advance as the supply in many lines is much smaller than usual. A local wholesaler states that he never has seen a year in which so many varieties of canned fruits were sold out by the packers so early in the season. This being the case, there is little doubt that prices will be higher when the spring demand begins.

Canned Vegetables—Tomatoes are strong and steady. The jobbers are not buying tomatoes very freely as they do not seem to agree with the packers that prices will hold where they are. The supply of corn is much larger than any other item in the vegetable line and prices are low so that many of the city retailers are selling corn at 10c per can. The demand is light as yet, but it is expected that it will increase as soon as the supply of green vegetables is small. Peas are high and quiet.

Dried Fruits—Prices of raisins have been declined until at the present time it would seem that they should appeal to the retail trade. Evaporated apples have been on the slide ever since prices were announced and at the present time they have reached a point where the trade has begun to take them in small quantities. Reports from the coast state that about the only feature in dried fruits is the activity shown in prunes and prices are firm. The largest business, however, in prunes has been done, but of course there are a few small quantities left. New Turkish figs are in the market and prices are about 3c above opening prices of a year ago. New dates are expected to arrive in a couple of weeks.

Rice—Reports coming from the South are to the effect that millers

refuse to make any concessions to buyers, planters are also holding rough rice and compelling millers to pay full prices. Spot prices are the same as a week ago and the demand is fair as many use rice at this time of year.

Cheese—The quality of the average cheese arriving is very fancy, and there is very little under grade cheese about. This has caused a good demand for the higher grades, and the market is healthy, with lighter stocks than usual. Continued active trading is looked for.

Syrups and Molasses—Glucose and compound syrup are unchanged. The demand for the latter is fair. Sugar syrup is dull and firm, by reason of reduced supplies. Molasses is unchanged and dull. The first new crop will reach Northern markets within a few days.

Provisions—Stocks are about normal for the season and the outlook is steady, with possibly a slight decline as the season advances. Both pure and compound lard are steady and unchanged, with a seasonable demand. Barrel pork is in fair demand at unchanged prices. Dried beef is firm and stocks are well cleaned up. Canned meats steady and unchanged.

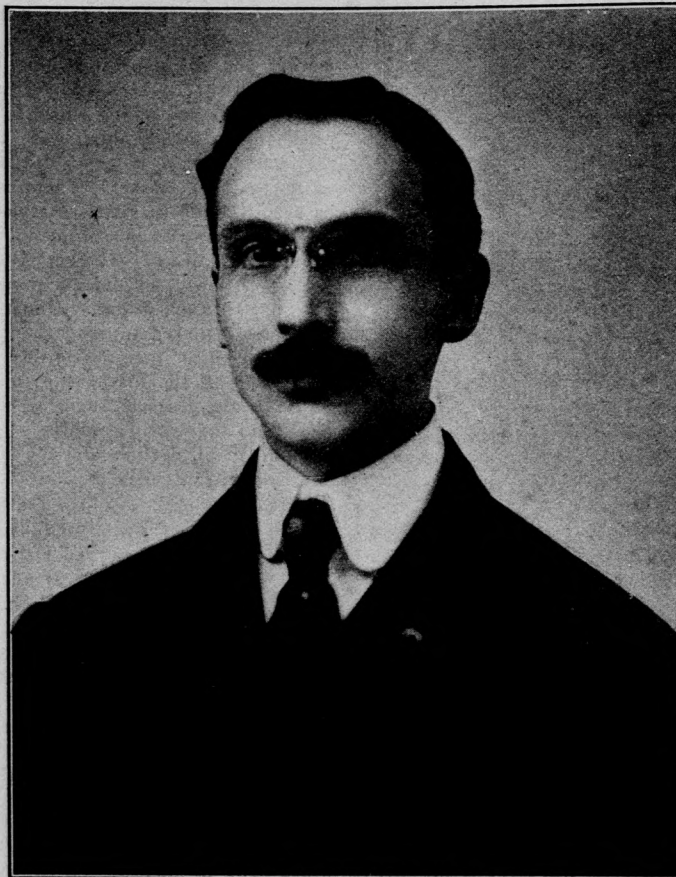
Fish—Cod, hake and haddock are tending slightly higher; demand fair. Domestic sardines can still be bought at the same price, though news from primary markets is strong. Imported sardines dull and unchanged. Salmon shows no change and a quiet demand. Red Alaska, particularly the first shipments, has sold at a very high price. Mackerel is very firm, largely by reason of scarcity, but partly because the stock of Norways is concentrated in a very few firm hands. Norways are not much offered, but it is fair to quote the market 50c a barrel better than a week ago. Irish mackerel are also probably a dollar a barrel better. The demand is fair.

Sold Dry Goods—Will Handle Clothing.

Harbor Springs, Oct. 24—On the 18th of the month I sold my dry goods stock and women's ready-to-wear goods, millinery and carpets to J. P. Southard. I have rented him my store building. He will take possession Nov. 1. I own my own corner store and three other buildings, which are rented, all in connection in one block. The rentals will more than keep me. My intentions are to very shortly open a modern clothing and men's furnishings goods store along city lines. I have made good here, but prefer to devote my time to one special line rather than look after many lines, as before. I started here with nothing fourteen years ago and my disposal of the present business has been a great surprise to all my friends. J. F. Stein.

Carl Maurer will open a drug store in the Elks' Temple at Cadillac. The Hazeltine & Perkins Drug Co. has the order for the stock.

Buchanan—The Colfer Tool Co. has developed and placed on the market a new pattern of twist drill.



A. B. Merritt

MIDNIGHT IN A CEMETERY AT NEW ORLEANS

It was midnight on Canal street, it was midnight overhead;
It was midnight in room twenty where Gallmeyer was in bed;
It was dark as any midnight that the world has ever known,
As I could not help but notice, in the graveyard all alone.

Ah, the thoughts that fill the thinker as he strolls amidst the dead,
With the damp ground 'neath his footsteps and the dark sky overhead;
It would make a strong man tremble, it would make a dead man pale,
It would make a politician wish that he had stayed in jail.

With the "goose flesh" creeping o'er me and my hair combed pompadour,
I was sneaking through the graveyard when I heard a dead man snore;
And he wakened from his slumber as I passed his stateroom twice,
And he said, "Beg pardon, stranger, will you kindly fetch some ice?"

And I waited not to answer, waited not except to say,
That, "I don't know where I'm going but I'm surely on my way;"
But the darkness was terrific and I could not find my path,
And while hunting for the gateway I could hear the dead men laugh.

Such a fiendish laugh it sounded that I ground my teeth in rage,
And paced up and down and sideways like a tiger in his cage;
And I thought of Sehler sleeping safe in bed at the hotel,
While I was here tormented by the fiends come back from hell.

But the angels are about us even in the darkest night,
And they drive away our devils and they put our foes to flight;
So at midnight in the graveyard with the foul fiends shrieking 'round,
There came comfort to "Yours truly" and a joy and peace profound.

For the spirit of a lady, young and beautiful and sweet,
Came from out the dinky darkness and approached me on her feet;
And her voice was like the music of a note that's paid when due,
As she said "Good evening, stranger, who in Tunket, pray, are you?"

"Why this midnight visitation to the city of the dead,
When you ought to be with Sehler and Gallmeyer safe in bed?"
And I had to think to answer and I answered ere I thought,
That I came in search of debtors who would pay for things they bought.

And her face was full of beauty and her nightrobe full of frills,
As she answered, "So you're looking for a man who pays his bills?"
And I paused before I answered, paralyzed with sheer delight,
As I gazed upon her beauty in the darkness of the night.

Fearing lest I might offend her by some foolish nonsense said,
(With both Sehler and Gallmeyer safely tucked away in bed)
But I finally found an answer, found the one I thought was right,
For a man to hand a lady in the middle of the night.

And I answered, "Yes, sweet maiden, I'm a credit man, you see,
Living in dear old Grand Rapids, married, with a family;
And I have to make my living picking out the honest men,
But in spite of all my caution I get stung good, now and then."

Then her face was all illumined with the lustre of a saint,
As she listened to my story, heard me utter my complaint;
And her soft hand touched my forehead, smoothed my hot and aching
brow,
And I whispered to myself, "I wonder what will happen now."

And my thoughts strayed back to Sehler and Gallmeyer safe in bed,
While the blackest kind of midnight was around and overhead;
And her voice came like the music of the harps from far off shores,
All was quiet in the graveyard, e'en the dead had ceased their snores.

And my heart was filled with gladness, perfect peace filled all my soul.
I was with my guardian angel and she had complete control;
And a vision full of beauty, of a world of perfect bliss,
For a credit man to live in, she portrayed in words like this:—

"Oh, you foolish earthly mortal, know ye not that this is true,
If you're honest with your brother, he'll deal honestly with you;
Know ye not that what man thinketh, that will surely come to pass,
And that good from good's reflected as your face is in a glass?"

"What you look for in a brother you are surely going to find;
If you're square with him in business he will pay you back in kind;
If you think he's mean and brutal you will treat him as you feel,
And the way to make a burglar is to think the man will steal.

"All the evil in the world has been put there by man himself;
Fill a man with good, and evil will be laid upon the shelf;
As a garden filled with flowers leaves no room for weeds to grow,
So a mind that's full of goodness will no thought of evil know.

"Go, my friend, back to your city, tell your fellow credit men,
That if e'er they need more counsel I will visit you again;"
And she vanished in the darkness of the midnight overhead,
As I wakened from my slumber on the floor beside the bed.

A. B. Merritt.

LACKED HORSE SENSE.

Why Hillman Did Not Succeed as a Grocer.

Written for the Tradesman.

Horse sense is a good expression because it will be understood. No one knows why horse sense is rated higher in the intellectual market than any other kind of sense, but it is. No one knows whether horse sense is saner than cow sense or dog sense, but it has a reputation for being, and that settles it.

Anyway, horse sense has come to mean the plain, the manifest, the evident, the obvious, the sane. It is the opposite of flighty, erratic, and the man who is given credit for having horse sense is supposed to keep his feet pretty close to the ground, and to size up all situations with reference to the final outcome, without reference to the inclinations or the passions of the moment.

The ability to do this—to size up all situations with reference to the final results—is what makes a good business man. The inability to do it marks the failures strewn along the commercial highway. There was printed in the Tradesman, some months ago, an article showing how merchants occasionally sell a customer worth a profit of a couple of hundred dollars a year for ten cents.

In that article was told the story of a grocer who sold a customer worth two hundred a year in profit for the difference between the cost of a \$60 a thousand cigar and a \$40 a thousand cigar. This is the story of a grocer who sold a customer whose trade was worth \$300 a year for ten cents.

That is too cheap to sell your customers, and shows a total lack of horse sense. The man wouldn't have done it if he had stopped to think. He was so used to sticking for the last cent that he forgot that he was talking to a man who never haggled over the prices of articles he wanted, and a man who wouldn't be haggled with.

But that was the chief fault with Hillman. He went back of his counters every day in the frame of mind carried by the man who goes forth to trade horses. He wanted to bargain, and argue, and haggle with every customer unless the customers threw down their money and accepted his prices and took his word for the quality of his goods. There are a good many men of this grade in business—temporarily. There are a good many men in business who say when a customer leaves:

"There! By giving my personal attention to that fellow I got good prices for all the goods I sold him. If one of my clerks had handled him I would have made a quarter less."

Of course the quarter is a good thing to have, but some day that customer will be waited on by a clerk who won't have his knife cut for a pound of flesh, but who will give the going prices, and then the customer will see that it has cost him extra cash to be waited on by the owner. Then you lose the customer. Price: A quarter of a dollar. There are so many places where a

customer can spend his money that he won't stand for anything that looks like graft.

But this was to be a story about Hillman and the deal he made with Gregg, the farmer. Hillman is a pretty good sort of a fellow. He is good company, and a fine man to go fishing with, but when it comes to handling money he freezes up like a bear in the interior of an iceberg. Gregg is also a good fellow. He is not so genial as Hillman, but he would rather lose a dollar on a deal than haggle and argue.

Gregg has a large farm out in the richest end of the county. He ships his grains and fruit by the carload and does not trouble himself with the local market. He has a number of small farms grouped about his big one, and the men who live on them work for him. Also, he buys their groceries and clothing and such like for them and settles with them once a year.

All this makes a pretty heavy buyer of Gregg. He goes into the store he patronizes, tells what he wants, when he wants it, lays down the cash and leaves the rest to the dealer—which is a satisfactory way of doing business, especially to the retailer.

One day Hillman went forward to serve Gregg, thinking he might sell a larger bill of goods than could one of his clerks. Gregg was in good humor and was ordering liberally when a clerk came up and asked what he should allow Mr. Gregg for a peck of tomatoes he had brought in in a basket.

"I didn't know you brought anything into the local market."

"I don't," said Gregg. "These tomatoes belong to a girl whose father works for me and lives on one of my farms. She thinks they are pretty fine, and asked me to sell them for her and bring out some candy."

"I see," laughed Hillman. "We'll take them, of course, although we are overloaded with tomatoes. I'll do it as a favor to you."

Gregg did not want any man to do anything for him as a favor. Besides, he did not like Hillman's condescending tone and manner.

"Never mind," he said, "I'll sell them across the way where I buy the candy."

Hillman picked up the basket—which the girl had garnished with green leaves—and set it back of the counter.

"They look pretty good to me," he said.

"So they do to me," laughed Gregg. "The kid has no right to sell things off that farm, and she knows it, but I like the nerve of her making me the agent of her unlawful conduct. I'll get the top price for her and double that when I buy the candy."

"If you do that," grinned Hillman, "she'll be handing you something to sell for her every time she sees you coming to town."

"I don't care if she does," Gregg replied. "Kids in the country don't have any too much spending money."

"I suppose not," Hillman answered, and Gregg went right on order-

ing goods, while the grocer smiled inwardly as he thought of the wad of banknotes which would soon be in his possession.

When Gregg had so completed his purchases he turned around and looked at the little basket of tomatoes.

"I almost forgot the kid's candy," he said.

"I'll put up some," said Hillman. "No," Gregg said, "she wants a special kind they have across the street. I'll go there and get it. What is the sum of that order?"

Hillman took a pencil from behind his ear and figured on a piece of wrapping paper. It was a long column to add.

"Forty-one sixty," he finally said.

Gregg counted out the money, five tens, and Hillman gave him his change.

"Oh," said the farmer, in a moment, after he had stowed his change away in his pocket, "you owe me twenty cents for the tomatoes. Hand it over!"

"Twenty what?" demanded Hillman. "I'm buying the best tomatoes that come to town for thirty-five a bushel! Twenty nothing!"

"But this girl said I was to sell them for twenty cents," persisted Gregg.

"I'll give you at the rate of forty cents a bushel," Hillman said, "and that is above market prices. I'll be buying them for twenty-five cents a bushel within the week."

"Twenty cents," said Gregg, angry at the haggling.

He had bought thousands of dollars' worth of goods of Hillman and had never haggled. He knew very well that Hillman could afford to pay at the rate of eighty cents a bushel, for the tomatoes were fine and would sell in the basket at a fancy price.

"I can't be buying tomatoes at eighty cents when I can get them for twenty-five."

Hillman, too, was becoming provoked. He thought Gregg was trying to blackmail him in a small way.

"All right," said Gregg. "Pass them over here."

Hillman, like the great dunce he is, handed over the basket and Gregg took it across the street to the candy store and sold it to the owner for a quarter and bought two dollars' worth of sweets.

Hillman stood in his doorway when Gregg left the candy shop.

"There," he said to a clerk, "is a man who thinks I have to sit up on my hind legs whenever he snaps his fingers, just because he buys goods here. He tried to sell me tomatoes at eighty cents a bushel to-day."

"He did?" said the clerk, who always passed by a large majority whatever the boss proposes. "He must think you're new at the business. Eighty cents for a bushel of tomatoes!"

"He's one of the men who think they own a store because they trade in it," Hillman went on.

"We meet 'em every day," said the clerk.

"You bet we do," Hillman observed, watching Gregg back his wagon up to the curb. "Now, if one of you clerks had waited on him, you would have bought those tomatoes at the rate of eighty cents a bushel. But I happened to be there myself, and let him know that he could not bamboozle me."

"You bet you did!" said the clerk. When Gregg got his provisions all on the wagon and mounted to the seat Hillman ran out with a handful of cigars.

"Here!" he said. "Have something to smoke when you are driving home. Let me know how you like them when you come in next time."

Hillman came near having a fit when Gregg motioned the cigars away.

"There never will be a next time," the farmer said.

"Now, what did he mean by that?" asked Hillman of the clerk.

"Guess he's mad," said the clerk. "He never would quit me for a little thing like that," cried Hillman. "Why, I offered to give him half a dollars' worth of cigars!"

But Gregg never came back. Hillman thinks to this day that Gregg became angry over a small thing, especially as he offered to give him the cigars. He does not know, and probably never will know, that Gregg quit him because he haggled and quibbled over the only deal they had ever had where the money was going the other way. The grocer was not fighting for the extra ten cents, he was fighting for his right to fix prices—for the right to bargain and quibble and haggle over a dime that cost him hundreds of dollars. Horse sense would have told him to take the basket at just what the farmer said they were worth—just as the farmer took his goods—and never let him know that they could be bought cheaper.

The grocer who uses horse sense will win, but he who follows the spirit of the horse trader will always be asking for renewals.

Alfred B. Tozer.

How They Kill Rats in Java.

A consular report gives the following method of destroying rats adopted by M. de Kruffy, of the Agricultural Bureau of the Dutch Indies at Bultenzorg, Java. All visible rat holes were first stopped with earth to ascertain which holes were inhabited, for the inhabited holes were found reopened on the following day. Half a teaspoonful of carbon bisulphide was poured in each of these holes, and after a delay of a few seconds to allow the liquid to evaporate the mixture of vapor and air was ignited. The result was a small explosion, which filled the hole with poisonous gases and killed all the rats almost instantly. A pound of bisulphide is sufficient for more than 200 rat holes; 131 dead rats were found in forty-three holes which were opened after the operation. It is further stated that satisfactory results in exterminating porcupines have been obtained by this method.

It is better to grow with your work than to rot in idleness.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price.

One dollar per year, payable strictly in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable in advance.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

October 25, 1911

LACKING IN LEADERSHIP.

The retail merchants on the main business streets of Grand Rapids delight to be referred to as a lot of live wires. When some banquet orator, in a burst of eloquence, tells them they are hustlers every man among them will let his bosom swell and to himself will admit he is it. This is all right at a banquet or other social function, but sometimes it is just as well to tell the truth. And if the exact truth be told and if it be told in plain, simple understandable words, it will be said the retailers of Grand Rapids are a lot of small town, cheap skates with yard stick visions and with eyes only for the present dollar.

The truth in this case is not told in an unkindly spirit, but rather in the spirit of that indulgent father who, as he applied the shingle, said: "This hurts me, son, more than it does you."

When John McNabb received the contract to build the Corl, Knott & Co. skyscraper nobody would have referred to him as a live wire or as a hustler had he gone about the job single handed and alone to do all the work from laying the foundations to putting on the interior decorations. John McNabb knows all branches of the building trade and, undoubtedly, could do all the work and do it well, but his method of demonstrating his hustling abilities was to organize an efficient working force, and then, with every man on the job co-operating with every other man—all working together and pulling together—they had the roof on in a hundred days, and in another hundred will turn the building over to the owners, completed in every detail.

The merchants of this city have the contract to make Grand Rapids a bigger and better city. It is a contract in which they themselves have a large and vital interest. It is a bigger job than the erection of a six story brick block, calling for more skill, more intelligence, a greater degree of efficiency, a stronger and better unity of action. Every retailer in town wants to see the contract executed and yet how do they go about it? Have they organization, co-operation, the work-together spirit, the determination to accomplish results? No; there is nothing of this among the retailers of Grand Rapids. The city builders here are as John McNabb would be if he

attempted to put up the Corl, Knott & Co. building by himself. Yet the retailers of Grand Rapids would have us believe they are live wires and hustlers, that they are up-to-date, big town fellows, worthy of the city they live in and entitled to be proud of themselves. As a matter of fact, their calibre is of the cross roads. There is no harmony among them, no unity, no mutual assistance, no co-operation. No desire to help one another. It is every man for himself, and with this spirit goes petty jealousy, envy, spite, hatred and a lot of other unlovely emotions. What one retailer may do for the building up of the city the others immediately try to tear down or at least to deface. What one does or tries to do to make Grand Rapids bigger and better the others do their best to belittle and discourage. How long would it take to build a chicken coop, to say nothing of a six story block, if those engaged on the job acted in this way? Yet the retailers employed on the job of city building are not only each for himself but each against everybody else. This is illustrated by their attitude toward the Land and Apple Show soon to be given here. This show, everybody admits, will be a great thing for Grand Rapids and Western Michigan and it will bring many visitors to town; and yet the retailers of Grand Rapids can not agree among themselves upon plans of co-operation with the management to insure its success and to increase the attendance. Another illustration is the attitude of the retailers toward the West Michigan State Fair. The Fair is the great trade starter of the fall season, bringing thousands of visitors to town, yet in the last ten years what have the retailers of Grand Rapids done to promote its success? Have they even attended the Fair and given it their support at the box office? Individuals may have helped, but collectively have the retailers done anything to encourage the establishment of new industries? Have they shown public spirit or taken part in any movement other than such that promised the immediate return of the dollars contributed? In fact, have they done a single thing to entitle them to be called live wires or hustlers,

Why do not the retailers organize an association? The answer to this, no doubt, will be that they can not agree among themselves — that old dislikes and old jealousies will stand in the way of concerted action. Why not frankly admit the existence of these antagonisms and seek to accomplish the same results in some other way? Instead of trying to make the oils and waters mix, why not employ a harmonizing agency to bring the elements together gradually? Instead of selecting a retailer for president of the association, why not pick some outsider, a man like John B. Martin, Heber A. Knott, Lee M. Hutchins or any one of half a dozen others who might be named—a man whom everybody knows, whom everybody respects and who has no retail trade ax of his own to grind. Give

this president a paid secretary of his own selection to look after the details, a substantial financial support and a fairly free hand and isn't it reasonable to believe that results would soon be visible? It might be hard for some of the retailers to subordinate themselves to the association's executive, but it would be easier for them to knuckle down to an outsider in whom they had confidence than in one of their own number of whom they might be jealous. Through this third party they could co-operate for the common welfare, and gradually, as they became better acquainted and learned how and realized the fruits of the friendly spirit, could they not find leadership in their own ranks? Through organization the retailers can accomplish much for their own and the city's good. They can promote the city's growth industrially, commercially and in population. They can correct the many trade evils that exist and which sap many good dollars from the till. With organization and co-operation city building will make progress; without it Grand Rapids will lag and all will suffer. The retailers are busy men, with little time to cultivate the social side. They have little opportunity to really know one another. It is not surprising they are troubled with jealousies and enmities. They need a harmonizer. They are all willing to help, but it is leadership they lack and, in their present frame of mind, third party leadership seems to be the only kind that will be recognized. With efficient leadership every retailer would be an enthusiastic booster for the Apple Show; without it they will make no use of this golden opportunity. With leadership they would go after conventions and industries and help every worthy public enterprise; the records of recent years show what they do without it. With leadership they would be a force for the city's upbuilding; with every man for himself nothing is accomplished. Will not some kindly disposed, diplomatic, resourceful outsider take them by the hand and lead them to better things?

BUSINESS AND POLITICS.

There is always more or less discussion going on about the relations between business and politics, and the relations between business men and politicians. That politics has an influence and an effect upon business and business conditions is as certain as the sun. The nomination and the election of Government officers of low and high degree is a part of politics, and upon the honesty and the wisdom of those thus chosen to legislative and executive positions, business in a considerable measure depends. Unwise legislation and graft-ridden administrations may very seriously affect the condition of those who take some pride in saying that they have nothing to do with politics. As a rule, the man who says that and then finds fault with the kind of government he gets is thereby showing his inconsistency. It is as much a man's duty to go to the polls and vote for the best nominee

as any other act which goes to make up what passes under the name of good citizenship. If every man insisted that his party should make good nominations and did so with his voice beforehand and his vote at the primaries, there would be little occasion for complaint on this score. It is often the case that those who do the least to prevent it complain the most about what happens.

That sort of business which depends on politics and politicians for its support, or the kind which engages in politics so as to get some special favor of those elected to office, does not deserve commendation or encouragement. That participation in public affairs which shall bring public business under the same sort of economical control that characterizes successful private business ought to be promoted and increased. The government of towns, cities and counties especially is a business matter. In a presidential contest national policies may divide the parties so that those for example who desire protection are with the Republicans, and those who favor free trade are with the Democrats, and thus they vote for a policy as well as for a nominee. In towns, cities and counties, neither the tariff nor the currency questions are entitled to any influence or consideration. The one important question which comes close home to every voter is, Which of the candidates is best qualified and best calculated to give an intelligent and successful administration. Local officers are the local agents employed by the people to transact the public business, which in the last analysis is their business. The mayor of a city or the supervisor of a ward has a great deal more to do with the taxes which a property owner must pay than the president of the nation or the governor of the state. According to established custom nominations for these offices are made at party conventions by delegates chosen at party primaries, but when the question is submitted to the voters, it is easily of more individual than party importance. Each side, of course, is anxious for the glory of a victory, but it is dearly bought if at the expense of the taxpayer. It follows, then, to call any election an off year is a mistake, for all elections come close home to the citizens of each town, city and county, and the necessity of looking over the ground thoroughly and doing what is right and what is best is most imperative.

The hen is coming to the front as never before. At Storrs, Conn., arrangements have been completed for an international egg laying contest to begin November 1, and last one year. There will be 500 hens in the race, four hens to a team and each team housed by itself in a separate yard, with a fifth bird as substitute in case of sickness. Entries from Canada, Mexico, Cuba, South America, Europe and Japan have been made. After the great series to decide the baseball championship the eyes of the whole world will be concentrated on the hens.

RECOGNITION OF GUESTS.

During the recent convention of a state fraternal organization it was interesting to note the methods through which certain dealers made known their presence. As was expected, the local lodges had well done their part in making ready for the welcome by decorating the walks and telephone poles with evergreen intertwined with crepe paper in the colors of the lodge. Flags and bunting were added, in many instances, and the business streets seemed dressed as for a fete day.

Many of the merchants did not stop at this, but made their own windows strikingly attractive through the special features suggested by the presence of the throng. Crepe paper in the lodge colors was the foundation of some of the best window dressings. It appeared in the twisted strands of the walls. In one instance, an enterprising merchant had remembered the lodge colors when selecting the socks and neckties in his bargain list for the week. Whether these were obtained by special order in anticipation of the event or simply culled out from the miscellaneous offering, only the proprietor can tell; but they certainly made a good hit.

True, buyers may not be numerous among the throng, but those who represent local lodges will return, and will remember you with their patronage in memory of the beautiful recognition. Enterprise in any single direction betokens that in others, and the recognition of visitors even through the talisman of his colors in crepe paper is appreciated by your townsmen in the years to come.

True graciousness, thoughtfulness for others, courtesy and an acknowledgment of the greater brotherhood are apparent even in the simple badge of recognition. If the symbols are interwoven with the colors, the impression deepens; but the dealer who adheres to the old routine without a single sign of welcome may be justly classed as lacking in progress as well as in the finer elements which are essential in real character.

AT THE GATE OF SILENCE.

There is much of pathos about this entrance to the realms of silence, only appreciated in full by those who have been at least temporarily within the arch. The blind man received sympathy from all but the most rude. There are always those ready to lead him, to supply eyes for him in many ways; but many of these people will shout at the deaf man the first time he asks a question, mumble if asked for a repetition, and growl if this does not suffice.

"Don't try to hear," they may honestly think, recalling how quickly he caught the bit of conversation between themselves and not intended for other ears. How he can sometimes hear the things which were not intended for his ear is a matter of as much wonderment to himself. Yet he is not to blame for hearing what he should not, and failing to catch that in which he is most interested.

This is no trifling addition to his infirmity.

Here is a chance to create a grateful patron. When talking to him remember that the motion of your lips may convey as much as the uttered words. If several are conversing at once he may lose the key note, and thus become confused and literally out at sea. It is this which makes the deaf appear stupid in a crowd. Take special pains to speak slowly and distinctly. Clearness of enunciation is a boon to the deaf. Force is a greater element of success in tones than pitch. But, above all, strive to avoid display. The majority of unfortunates dislike to have their infirmities noticed. Unless they refer to the defect, it is always wise to tactfully avoid mention of it. You may so accustom yourself to distinct utterance that strangers will not know that you are not talking in your natural tone. You may so tactfully transact the business, repeating if necessary, that the patron will almost forget his infirmity. The road near the portals of silence is lonely at best. The bits of special interest serve in a measure to dispel the increasing gloom and isolation.

THE MERITS OF CHEESE.

With no visible improvement in the high cost of living, it is as necessary for the dealer to look into comparative values as into the latest fashions. The fashions are largely dictated in society circles; but having proved his ability and sincerity, the man behind the counter may be largely master of the situation.

Our fathers selected with more discretion than they knew when, in olden time, the lunch to eat on the road from town was made up of bread and cheese. This was, no doubt, governed largely by reasons of economy rather than of comparative food values, but the shrewd farmer knew that the combination was a good one to banish hunger.

With present prices cheese is no longer popularly regarded as cheap, and yet, according to scientific statements, it still is one of the most economical of real foods. In a recent bulletin issued by the U. S. Department of Agriculture, cheese is classed as a most easily digested and nutritive food. No meat, according to this authority, carries such a large proportion of proteid except dried beef, and even this has a larger percentage of water. A pound of fresh beef has little more than half the food value in either protein or fat that is found in the pound of cheese. Compare this fact with the cost of the two. Note that the one is ready for the table; the other requires good fuel and perhaps lard or butter in its preparation. Surely the balance is clearly on the side of cheese. Finally, the author of the bulletin lays stress on the fact that there is absolute lack of disturbance in the health of all those using cheese; and that those who rely upon it are especially noted for their athletic achievements; while in the history of nations the simple cheese diet stands for sturdy health and effective labor.

OUR OPPORTUNITY.

"Once to every man and nation," as the poet tells us, it is ours to decide, and in the decision rests our future, even although we do not always appreciate the critical nature of the period. There are chances within the reach of all; the trouble is to see them and to get them by the handle. One skillful buyer made sixty dollars a week for a protracted period just in buying, fattening and selling the old sheep which the farmers did not want. The original owners might have done this as well or even better, with plenty of feed at hand; but they failed to see the opportunity.

So many people are looking for the golden opportunity in some great thing, while the little ones which might mean so much are ignored. One man complains that dairying does not pay, while his neighbor equips himself with a first-class separator and all necessary appliances for making good butter. He then hunts out his regular customers at fancy prices, assures them a uniformly good product—a thing which he could not do under the old-fashioned methods—and finds that he can make money at dairying.

Grated horseradish root was the beginning of a business which developed into a large establishment, but it was always of first-class quality. Thus came opportunity to a poor boy who gradually built up a business known around the world. Carnegie commenced as bobbin boy, but he watched vigilantly for something better.

Opportunity, without the pushing power behind it, is of very little use in the world. We must not only see the chance, but we must seize it. In developing the idea we are very apt to develop the muscle, the nerve and the force of character. It is these which bring results, which render our opportunity worth while and which mark the boundary between success and failure. The crisis comes, but it is with us to meet it in a way that is helpful.

FREE SCHOOL BOOK MENACE.

When free text books were introduced into the public schools the feeling was general that a long stride had been made in advance. Children would be supplied with needed tools, even although unable to make the purchases themselves. But with the good there has crept in an evil which it is high time was recognized.

Free books, which belong to the public and as far as the children are concerned cost nothing, are being abused in a shameful manner. When the purchase of an arithmetic meant extra saving and personal sacrifice in the family, that book was carefully handed down from one member to another. There were no leaves torn out just because it was more convenient for comparing with the answers in the back of the book.

The pupil of the present generation is growing forgetful of the fact that they represent a cash outlay; unmindful that some one must pay taxes

to replace them. If it was easy to tear out a leaf with the lesson to-day, it will be easier to tear out the next one to-morrow. The pupil who gets this book next year will be hampered because some of those loose pages are lost; and by another year a new book will be necessary.

The habit of destructiveness is far more harmful than the mere pecuniary loss. The care of books should be a part of the education as the care of money is a part of commercial training. While this matter is looked after in some of the best regulated schools, there are many, especially in the rural districts, where there is no incentive toward personal pride in the care of books; where dog-ears, interlinear translations and loose leaves are looked upon as conveniences rather than marks of disgrace. Wisely has Carnegie required that his free libraries be maintained by the public. While no one wants an abolishing of the free text book law, some wholesome lessons regarding the care of public property are in many places emphatically needed.

MAKING NO MISTAKES.

We have all heard of the man who never did anything for fear he would make a mistake. We have seen very few who did do anything of importance who did not make some mistakes. It is in the testing and the trying that we come upon new and better things. The accountant must learn before he can boast of positive accuracy at all times. The man who keeps in the same old groove may pride himself upon his freedom from errors. But what does he amount to? About as much as the clam which sticks tight to its shell.

"Coal Oil Johnny" was not so much worse than many of the other producers of pioneer oil days. He ventured and lost, while they lost often, but some of them finally made good. The lessons of his life came after the money was gone; but there are oil magnates, millionaires to-day, who will tell us without apology that they made some as gross mistakes at first as Johnny Steele. If they had not ventured there would have been no gain. The gain in the development of the industry amounted to very much more than that of the individual. It is the making of mistakes which is the total undoing of some; the ultimate making of others.

Mistakes have been made in warfare, when the commander mistook friend for foe; but when the error was detected there was an added vigor in attack which made for victory. Mistakes have been made in traveling, but the steps were retraced with the determination which takes one quickly to the goal. Mistakes have been made in every calling and by every individual who rightfully claims his independence in thought and action. They will be made so long as the world lasts. But through them we shall arrive at a higher achievement and a loftier purpose. They are bell buoys reminding us of hidden rocks; light houses, beckoning to the better ways.

MAN OF MYSTERY.

He Lived a Hermit and Died in a Shack.

Written for the Tradesman.

"A man died in a shack over yonder," pointing with his whip, "who might have been a millionaire had he chosen the right course in life. He was witty, tactful, talented, gifted with great freedom of speech, a disputant worthy to be pitted against the veriest intellectual giant of the age—and yet he died in squalor, scarcely remembered of men."

The old schoolmaster hung his head, nipped off the dead weed tops with his whip and seemed to be deeply meditating. The drummer at his side was interested. He had engaged the old man to take him across country to one of his new customers who was located somewhat outside the usual line of travel.

"Well," said the drummer, when he saw no signs of further elucidation from his Jehu, "what about this man? A college graduate, no doubt?"

"Yes," assented the schoolmaster, "he was that and more."

"A preacher's son, destined for the church, but becoming wayward was discarded by his respectable relatives—"

"Not at all, not at all," drawled the other.

"Well?"

"You want to hear a story, Sargeant," laughing, "when I have none to tell. I knew the man well, from his youth up, and a very queer chap he was. Why he should choose to die in a hovel instead of a palace has always puzzled me."

"So you can not explain the mystery?"

"Truly, I can not."

Sargeant fell silent once more. He had his own troubles and perplexities and was not easily dragged into other channels. The silence was broken by the schoolmaster, who said:

"That man came from Kentucky. He was a fine specimen of manhood when I first looked upon him, a lawyer of parts who had expatriated himself from his native state for some reason known only to himself. He was brilliant in conversation, shone at the local parties, wore a smile that attracted members of both sexes, and became much sought after by individuals who had social functions to look after.

"At times he would drop his light spirits, flit into the woods and return after a time solemnly morose with a long face, beclouded eyes and no smile for his best friends. He was a human mystery from the beginning.

"Yet he followed the law in that new country?"

"For one short year, after which he bought a piece of land and went to live alone in the woods, dropping out of law entirely and out of the social swim at the same time. He became almost a hermit."

"Unmarried?"

"We thought so, but one day he went away, returning a month later

with the prettiest young woman I ever saw, whom he introduced as his wife. The two went to live in a log house in the woods. Dilworthy came to town infrequently; his wife never. From the hour of his marriage—he said he had married Florette during his absence—the man became a morose, taciturn, unwholesome spirit. I was a youth then. Dilworthy taught our school one term. I tried to get better acquainted with him, but made a sad failure of the attempt. He seldom smiled, often, however, wearing a cynical grin that was not quite pleasant to see. He ruled the school with strict impartiality, not wincing or hesitating when it became his duty to inflict punishment on one of the lady pupils.

"I learned to respect his intellect, although I disliked the man. He no doubt had a past that would have been interesting to know. He was often called in to settle neighborhood disputes. It became the fashion to put these little differences up to Dilworthy as one would submit a case to a judge. His decisions were, in the main, righteous. As for his young wife—she was a score of years his junior—she never mingled in society. Did not care to, the gossips whispered. Was immured at home in the big log house Dilworthy had constructed in a black-ash swamp, the approach to which was by a narrow corduroy foot path which cut the swamp through the center and made the footing comparatively safe.

"Many were the stories told of strange sights and sounds emanating from the swamp home of the Dilworthys. Weird lights, strange noises at midnight. Once a woman's scream broke the silence of the woods at night.

"I believe old Dil licks his wife," ventured Sam Duncan, the village shoemaker. "I've heard her scream more'n once. The old cuss ought to be investigated."

This at last became the conviction of the neighbors, consequently a delegation of wise ones called one evening. Mrs. Dilworthy, smiling and pretty as peaches, received them, gave a pleasant recital, accompanied by her husband on his violin, after which the Committee retired in good order, nonplussed, still as mystified as ever.

"Things went on after this fashion for a term of years. Several petty suits at law were conducted by Dilworthy, for plaintiff or defendant, as the case might be, and he acquitted himself with great honor every time. His gift of oratory was considerable. I have heard many of our public men speak, from Cass to Blaine, but not one of them could beat our own Dilworthy, who was content to hide his light in a pioneer settlement of Western Michigan."

"Singular man," remarked the drummer. "He must have been some great lawyer who had to run his State because of some crime—"

"I have thought of that," returned Tanner. "I know he was smart. His intellect was second to none of the great men of the time. He shrank

from the public rostrum, however, contenting himself with forensic displays in the presence of rustics only. I never could quite understand him."

"Was he given to dissipation?"

"Not a particle of that. He was as temperate as a Methodist deacon, save for the one vice of snuff taking. He always carried a gold snuff box, to which he resorted on frequent occasions. I think he took snuff a little oftener after Florette left him."

"His wife—"

"Yes, she left him one dark day in November and never came back. Her departure became the subject of talk, most people believing he had driven her away because of his persecutions. I saw nothing of this, however. I know he seemed to think a lot of his wife. After that the strange man kept more to himself than ever. Some people shunned him, others feared him, until at length some very dark stories got abroad relating to the doings of this strange man. Among the yarns that were told one leaked out to the effect that he had murdered his wife. I knew this to be false from the fact that the little woman called at our house on the morning of her departure, said she was going back East on a visit to relatives. She took the stage for the nearest railway station and never returned. That was forty years ago and nobody in our neighborhood ever saw sweet Mrs. Dilworthy again.

"And he—the villain husband?"

"Quitted the woods the next day after Florette and was gone six months. He did not go with or to her, we learned afterward, but plunged more deeply into the wilderness. When he did return he looked like a veritable Rip Van Winkle, his beard long and disheveled, his face furrowed, his eyes full of dull debasement. His intellect seemed visibly impaired. At any rate, he got off none of his brilliant speeches after that. Truth to tell, I think his heart and soul were bound up in Florette, and that her desertion broke his spirit. He was certainly never the same man afterward."

Old Tom relapsed into silence. The drummer whistled, then lighted his second cigar within the half hour.

"Strange old chap," he soliloquized. Then to his companion: "When did this Dilworthy die?"

"About ten years ago."

"You are sure his name was Dilworthy?"

"I am sure of nothing. That is the name the man gave—the one he lived under all the time he was with us."

"Describe him."

"Tall and lean, slightly stoop-shouldered, with a piercing black eye, rather wide mouth and wart on his lower lip—"

"Well, that's him or I'm a goat," broke in Sargeant, smiting the Jehu on the arm with his fist. "Gerald McDowd disappeared from Antioch, Pennsylvania, forty-one years ago; thought he'd killed Gene Gilman in a drunken brawl. He was a keen-witted young lawyer, given to sprees and a wild life generally. Folks thought he was killed and eaten by bears as he disappeared in the woods and was never seen afterward. McDowd had one broken ear—chewed by a tough in a fight. If your man had such a ear—"

"Which ear, Sargeant?" asked Tanner softly.

"The left ear, and his right little finger was gone at the first joint. Have heard father tell of the incident lots of times."

The schoolmaster heaved a sigh, saying: "That settles one mystery. My man and yours were the same, and Dilworthy was really a murderer."

"Oh, no, for Gilman did not die. Too bad McDowd ran away for nothing."

"Yes," sighed Tom. "One mystery is settled, but the one about poor little Florette never will be, I fear," after which the two drove on in silence. Old Timer.

Electrified Pupils the Brightest.

Electrified and ozonized houses are likely to be an improvement of the near future. On the recommendation of Prof. Svante Arrhenius, twenty-five children in a Stockholm school are placed in a class room that is kept charged with electricity and twenty-five other children of the same health, height, weight, etc., are placed in another room of identical size and conditions. Although complete results have not yet been reached it has been already affirmed that physical and mental development have been greater among the electrified pupils than among the others.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Detroit wholesalers who have completed a tour of the Thumb district say that the train service there is the poorest in the State. Port Huron claims to have made this "discovery" a long time ago and asserts that the company has in no way kept pace with the rapid development of the Thumb.

Charlotte's new directory shows that the city has a population of 5,337.

The Eastern Michigan State Fair Association has been incorporated and Saginaw is planning for a big agricultural show annually. There will be thirty-six directors, or one representative from each of the Eastern and Northern Michigan counties and the seventeen counties of the Northeastern Michigan Development Bureau. A canvass to raise \$30,000 will be started at once.

Detroit has been advised by one of America's most famous architects that the river front should be parked and flanked by a boulevard extending quite across the city. "This done," he says, "would make Detroit as beautiful as Paris."

Chicago men who are promoting the Battle Creek & Coldwater electric line are also promising that Battle Creek shall be the hub of a large system of interurban railways.

Bay City expects to secure a new industry, the Breed Motorcycle Co., now located in Detroit.

Business men of Flint are forming a company to open an amusement park of five and a half acres at Thread Lake.

School playgrounds at Battle Creek have not had proper regulation in the past and this misuse of grounds and apparatus has led to a petition to have them abandoned. The School Board will see that there is proper supervision of the playgrounds hereafter.

Grand Haven is looking for a safe water supply and recent tests made of samples pumped from gravel deposits on the lake shore are encouraging.

At a recent banquet of the Business Men's Association of Roscommon many speeches were made boosting Northeastern Michigan.

The Manistee Board of Trade endorses the plan suggested by the Mayor of Muskegon, calling for a conference to discuss ways and means of improving the transportation facilities of Muskegon, Oceana, Mason and Manistee counties. Manistee favors a shore line railroad to Pentwater, also the extension of Maple street south to reach the farmers of Grant and Victory townships.

The pool rooms of Saginaw will remain open on Sundays, only two of the aldermen voting in favor of the Sunday closing clause of the ordinance. The argument used was that "many excursions come in Sundays during the summer and there is no other place for people to go."

Grand Haven has been asking for a new Pere Marquette station for some time and has at last secured the

next best thing, a refurnishing of the old building.

With the completion of the new interurban road through to Dowagiac many applications are being made for vacant store buildings there and business prospects are bright

C. H. Hill, a railroad and marine man at Sault Ste. Marie, predicts a great future for that city. Instead of being practically tied up to one railroad, as at present, he foresees an early settlement of the water power trouble, the building of an electric road to the Straits by the Lake Superior corporation, giving connection with four steam roads, and the completion of the Algoma Central, which will give the Soo three transcontinental lines, in connection with the development of the Canadian Northwest and the opening to summer tourists of that great game and fishing country.

The Traverse City Board of Trade has received a tentative proposition for the building of a street railway system in that city, having interurban connections later with Old Mission, Charlevoix and other points.

The editor of the Manistee News, spokesman for a long suffering public, says: "All this part of Michigan suffers a daily loss from the villainous passenger service of the Pere Marquette Railroad. We would suggest that the matter be laid before the State Railroad Commission, but not in any casual way. It should be by formal action of the boards of trade in all the cities of this section. Time should be taken to brief the people's case fully and then the Railroad Commission should be called upon to compel the Pere Marquette road, or any other offending line, to make a schedule which can be adhered to, and to adhere to it rigidly, only barring accidents and genuine causes for delay."

The A. T. Hallock Co., a wood working concern, will occupy the novelty works at Manistee and the contract signed with the city will provide for employment of 150 men for a period of seven out of ten years.

The Graham & Morton Company will expend \$50,000 in building new docks and warehouses at Benton Harbor. Almond Griffen.

In the Next State.

A disheveled citizen rushed into a Boston police station Saturday afternoon, and shouted for vengeance.

"The automobile that hit me five minutes ago was No. 41,144," he sputtered.

"I can prove that he was exceeding the speed limit and I want—I want—"

"You want a warrant for his arrest?"

"Warrant nothing! What good would a warrant do me at the rate he was going? I want extradition papers."

Delicate Compliment.

"I got a great deal of water in my ears," he said, as he came puffing out of the surf.

"I thought the ocean looked rather low," replied his friend.

News From the Buckeye State.
Written for the Tradesman.

Despite strong protests on the part of public service corporations it is announced that the valuations fixed so far by the State Tax Commission will stand.

George P. Mohr, cigar manufacturer of Gallipolis, will remove his factory to Columbus, employing fifty hands at the start.

The Ohio Retail Shoe Dealers' Mutual Fire Insurance Co., which is in process of organization, is expected to enlist in its membership practically every dealer in the State. The company must secure applications for \$500,000 insurance in order to secure a charter from the State.

Zanesville is growing enthusiastic over good roads and the Chamber of Commerce will co-operate with township associations in the work. Much money has been spent on the roads of Muskingum county, but not much has been accomplished on account of improper methods.

The Ohio Good Roads Federation has inaugurated a campaign of publicity to secure a constitutional plank permitting the State to issue bonds for State aid in road construction. The Federation takes the stand that an investment of \$50,000,000 in good roads throughout the State will bring larger and quicker returns than any other investment that can be made for the public welfare.

The Columbus Chamber of Commerce is trying to interest local capital in local concerns, as well as trying to get new industries. Any local

industry requiring more capital is asked to report to the Chamber of Commerce and also submit to an examination of its affairs by an expert accountant to see that its claims for additional funds are well founded.

The Ohio Pottery Co., whose plant at Zanesville was burned recently at a loss of \$50,000, has awarded the contract for erection of a new and modern plant.

The editor of the State Journal of Columbus says: "Columbus is a great visited city. The trains bring thousands here every Sunday during the summer season, and yet we have not a public comfort station. Think of it! And then think of the many other ways we have spent money for foolish things, seeming to prefer them to a great necessity. It is an outrage on humanity to do another year without a comfort station. We need that before we need anything else."

Ohio leads in pottery, the value of its production last year reaching \$14,794,712, or over 42 per cent. of the whole. New Jersey is second and West Virginia third.

The question of eliminating grade crossings is a live issue at Dayton now and the proposition of a bond issue will doubtless be submitted to a popular vote at an early date.

Almond Griffen.

Impolite.


"Say, old man, did I ever tell you about the awful fright I got on my wedding day?"

"S-s-s-h, no man should speak that way about his wife."

Send us your orders for

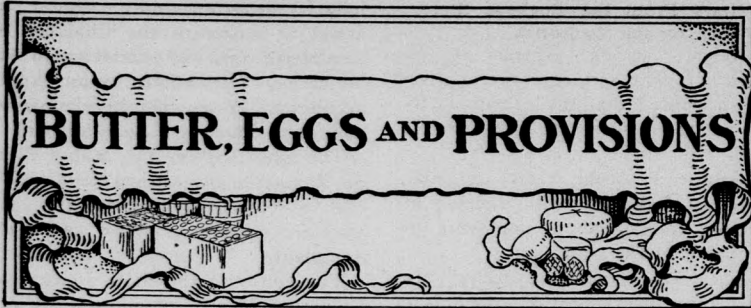
Ceresota, Aristos Fanchon Barlow's Best Flour

We believe it's a good
time to buy



Judson Grocer Co.

Wholesale Grocers Grand Rapids, Mich.



The Importance of the Coming Apple Show.

The Land and Apple Show, which will be given in this city November 7 to 11, will be the first affair of the kind that has been attempted in Michigan and promises to be something of great interest and importance. The show will be given under the joint auspices of the Western Michigan Development Bureau and the Evening Press, one furnishing the fruit and the other looking after the publicity and the business end. The Show will be given in the Coliseum and it will be on such a scale that not only will the Coliseum be filled with exhibits of Michigan grown fruits, but the large annex will be occupied as well. There are twenty Western Michigan counties in the Western Michigan Development Bureau, and these counties will all contribute of their best fruits to the Show, and especially of apples. The Western States have long claimed supremacy in apple culture, but this Show will demonstrate that Michigan can raise as big and as red apples as the West can produce and, in addition, the Michigan apple will have flavor which the Western fruit lacks. The Show will certainly call attention to the resources and possibilities of Michigan for fruit, and it will be surprising, indeed, if it does not attract home seekers and investors to this State. Equally as important in its results will be the influence it will have in holding our own people instead of permitting them to be lured away by the glittering promises which the Western States have been making. The much vaunted superiority of Western fruit is, as a matter of fact, nothing more than effective and long-continued advertising. The coming Apple Show will be Michigan lifting up her voice in her own behalf.

The Show will be educational in the highest degree for the fruit growers of the State, as well as interesting as a display. In connection with the fruit will be shown all kinds of fruit growing appliances and machinery, spraying apparatus, pruning implements, ladders, wagons, etc., and those who exhibit will make demonstrations. One thing that has helped Western success has been methods of grading and packing, and during the Show there will be a daily demonstration of the latest and best packing methods. These demonstrations will be made by C. K. White, of the Michigan Agricultural College; C. E. Smith, of the Development Bureau staff, and W. H. Steel, of North-

port. Daily institute lectures and addresses will be given and among the speakers will be Prof. H. J. Eustace, of the Agricultural College; Paul Rose, of Frankfort; Bruce O'Dell, of Cadillac; Robert D. Graham, of Grand Rapids; Charles E. Bassett, of Fennville; Philip T. Colgrove, of Hastings; T. A. Farrand, of Eaton Rapids, and John I. Gibson, of the Western Michigan Development Bureau. These speakers will discuss various phases of fruit growing and the problems which fruit growers must meet. In addition, each county in the Development Bureau will have a speaker to present the claims of his own locality as the best in the State for the farmer, fruit grower and home seeker.

The attendance at the Show will be large. The railroads will give fare and a half rates and, as the Show has been widely advertised all over Michigan and in all the fruit markets, many visitors are expected from out of town. The coming of buyers from other markets will be of special value to the fruit growing industry in Michigan, as the Show will tend to widen the market for Michigan fruit and stimulate the demand.

The Walking Delegate.

'Tis sometimes the heft of his fist,
But mainly the way of his jaw,
That makes him the lord of them all,—
His nod or his whisper their law.

Each tilted—his hat and his smoke—
Incarnate authority shows;
A Caesar might envy his sway,—
Whatever he sayeth just goes.

His hands long ago lost their horn,
They are smooth now, and flabby and
white;
Like the pen and the sword, he perceives
More in voice than in muscle is might.

In the smoke-clouded union room he
One phase of his glory displays;
Mere toilers just gape and applaud
When the capital tyrant he flays.

Again on the job doth he shine,
As takes he his sovereign stand,—
In mid-air halt the tool or the brick
At the nonchalant wave of his hand;

Or when o'er the "carpet" so feared
By the rank and the file of the men,
His conscious stride swings and he
beards
The president there in his den.

Before him other potentates pale,
Their sway suffers shrinkage and loss
From parliaments, dumas and such,—
But he's still the Absolute Boss.

If the strike be a fluke, 'tis not he
But the toilers must swallow the pill;
If it wins, still securer his throne,
When the public must settle the bill!

Unimportant.

"Charley, dear," said young Mrs. Torkins, "the cook we took without a recommendation has left us."

"I suppose," was the weary reply, "that is because we are among the things she didn't consider of sufficient value to take with her."

There is only one kind of a bill that women like; it is the one spelled with a big B.

A. G. Kohnhorst & Co.

GRAND RAPIDS, MICH.

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper. Write for information.



Churned Fresh
Every Day

Blue Valley Butter

Mr. Merchant—Are you fully satisfied with your present source of getting butter? Does it satisfy your trade? Does it get repeat orders? Is your butter trade a profit maker?

If you are having "Butter Troubles," permit us to offer a suggestion—Introduce Blue Valley.

Blue Valley Butter is born in America's richest pastoral district and bred, every package of it, in one of the six best organized, most modern and most sanitary creameries in the world. If your trade calls for a butter that stands alone in flavor, purity and uniformity—Introduce Blue Valley.

Let us tell you how. It will stimulate your trade—bring you the "Lion's Share" of the butter business in your territory. Orders filled promptly.

BLUE VALLEY CREAMERY COMPANY

Grand Rapids, Mich.

POTATO BAGS

New and Second Hand

Stock carried in Grand Rapids

Can ship same day order is received

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

WANTED—Shellbark Hickorynuts and Walnuts

Top Market Prices Paid

Both Phones 1870

M. O. BAKER & CO.

TOLEDO, OHIO

Figure with us on your winter stock of fruits and vegetables. Now is the time to buy.

The Vinkemulder Company

Grand Rapids, Mich.



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

How Automobilists Can Work With Highway Commissioners.

Scientific management is co-operation, education and mutual understanding on the part of all those interested in any project or undertaking—that a certain way of doing the particular thing is the best, quickest and cheapest and, therefore, profitable to all concerned.

We should proceed from a scientific management standpoint to put a plan into effect in every county in our state for the building of good roads. The situation is as if you were going to start in on piece-work in a large well established plant, in business for years, in which all the old employes had been working day work. What would you find? About the same condition as now exists in your township.

You would find the employes like the highway commissioner, accustomed to doing things in the old way and well satisfied at that. With their other cares and troubles they usually feel that they are giving value received for the money they get. This is not true and it applies not only to every manufacturing establishment and every highway commissioner, but right down to our own home and to ourselves personally. We can all get more value out of a dollar by doing things in the new way—that is, by scientific management.

The first thing the manufacturer would start to do when he undertakes to inaugurate the new plan would be to get the confidence of his men by meeting them personally and talking matters over in a heart to heart sort of way. This is the method of scientific management, and it is the way that automobile owners should work in connection with their local highway commissioners.

Motorist Good Roads Enthusiast.

On account of being so thoroughly occupied, few highway commissioners devote any great amount of time to reading good roads literature, but the average man who runs an automobile is quite familiar with the subject. He is keenly interested and the subject foremost in his mind every time he gets into his car is, "Where will I find a good road?"

Ninety-five per cent. of automobiles used in Michigan are in villages and cities—about 5 per cent. are used by farmers and these in a few specially wealthy localities. It will be a long time before the farmers' percentage will increase materially.

Let the individual automobile owner, as well as agents, dealers and manufacturers in Michigan, make up their minds to one thing, and that is that if they get quick results they must work along common sense lines of scientific management. They must make it their business to meet the three highway commissioners in their township and other road officials personally, and when a good piece of road has been built each one of them should be complimented. Every man owning an automobile should invite the commissioners to ride in his car, take them over the bad roads and discuss matters in a practical, com-

mon sense, heart to heart sort of way.

Experience the Best Teacher.

Take him out after a heavy rain and where the road has gravel or stone foundation; show him the water standing in the ruts. Run the car through the ruts at the rate of fifteen or twenty miles an hour and show him how the wheels of the auto force or churn the stone and gravel out of them on to the roadside, making them deeper every time a car goes through them. Ask him to get out the big road scraper and scrape down the side of the road so the water will run off on the side and suggest he fill up the ruts with a load of gravel or stone. After new roads are built the repairing of them will be one of the most important matters to look after. The highway commissioners will be inclined to neglect them and they must be educated. There must be a load of stone dumped every mile or half so that when holes are started they can be filled up promptly.

Automobile owners are paying a large license fee. Every township in Michigan should organize, even if there are only three cars in it, into a good fellowship good roads association. I believe an organization of this kind, calling frequently on the highway commissioners, discussing the question of stone and gravel and the work that is being done, is an educational, co-operative sort of way, thus showing that everybody is interested in good roads.

Get printed matter and books on the subject and hand them to the commissioners, and keep them thoroughly posted on the matter yourself, but by all means use the same methods that a man would in business to put into effect some new plan. Keep in close touch with your commissioners. You will find that the money that is now collected for good roads in Michigan, if spent from a scientific management standpoint and your local highway commissioners educated through your co-operation and have the co-operation and assistance of everybody in the community to the extent that everybody is keeping in close touch with them and their expenditures, will give the State the best thoroughfares in the United States in a short time.

E. N. Hurley.

Stamps Made of Glue.

In place of rubber stamps a German manufacturer makes stamps of glue. On the set-up type a few sheets of tinfoil are laid, and with the aid of a felt a single deep impression is made by means of a press. The tinfoil matrix is then taken from the mold and lightly oiled. About the matrix oiled lead sills are arranged, and joiners' gule, to which a little printers' roller mass has been added, is then poured in. After cooling, this can readily be detached. For the first few days after casting the stamp remains somewhat soft, but subsequently hardens, without losing the elasticity required for a stamp. The stamps made by this quick and cheap process must, of course, be mounted on wooden handles.

Eastern Farmers Combine.

The plan of farmers in New York and Pennsylvania who are banding together in an organization to sell direct to the consumer is meeting with endorsement or ridicule according to the point of view of those considering it. Commission merchants regard it as a Utopian dream, and say that the farmers have absolutely no idea of the vast machinery of business necessary to distribute the bulk of farm products to retailers and consumers. They give it as their opinion that the farmers are unpractical and lacking in business experience and that the movement is foredoomed to failure. Besides this they claim that the ones most responsible for high prices are the retailers, who do not regulate the selling basis to the cost, but check the volume of trade by high prices when fruit and vegetables are selling on the docks on a slaughter-price basis. The result of this policy is smaller sales and the spoiling of quantities of good food on the docks. Furthermore, the commission merchants say that anyone familiar with the business knows that after all expenses are paid it is impossible to take a smaller percentage for handling, and make a living. On the other hand, the farmers not only in New York and Pennsylvania, but in Maryland, Ohio and other states have been for some time considering this move at their granges and various associations and now seem resolved to give the idea a trial.

The organization which is planning to do business in New York is called the United States Stores', Grangers', Dealers' and Consumers' Association, and it is reported that space has been secured in the Bush Terminal in South Brooklyn as the main depot for supplies. No definite time has yet been fixed upon for the scheme to be put into execution.

The farmer who lost his half-bushel measure was in more than a peck of trouble.

The pursuers of the fox are every one pursued by invisible pursuers.

POP CORN

We are in the market for old or new crop shelled or on the ear. If any to offer please write us.

Alfred J. Brown Seed Co. Grand Rapids

Wanted—Butter, Eggs, Veal, Poultry Nuts and Honey

F. E. Stroup, Grand Rapids, Mich.

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

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

WYKES & CO. Grand Rapids, Mich.

Michigan Sales Agents

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.



Trees Trees Trees

FRUIT AND ORNAMENTALS

A Complete Line

GRAND RAPIDS NURSERY CO.

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



Quotations on Local Stocks and Bonds.

	Bid	Asked
Alabastine Company		190
Am. Box Board Co., Com.	90	
Am. Box Board Co., Pfd.	23	
Am. Gas & Elec. Co., Com.	58	60
Am. Gas & Elec. Co., Pfd.	42	44
Am. Light & Trac. Co., Com.	293½	295
Am. Light & Trac. Co., Pfd.	105	106
Cities Service Co., Com.	73	73½
Cities Service Co., Pfd.	78	78½
Citizens Telephone Company	92½	93½
Commercial Savings Bank	175	175
Com'th Fr. Ry. & Lt. Co., Com.	56	57½
Com'th Fr. Ry. & Lt. Co., Pfd.	88	89½
Dennis Bros. Salt & Lbr. Co.	95	100
Denver Gas & Elec. Co. bonds	92½	94½
Flint Gas Co., 5% bonds	96½	97½
Fourth National Bank	185	190
Furniture City Brewing Co.	90	92½
Globe Knitting Works, Com.	125	130
Globe Knitting Works, Pfd.	100	101
Grand Rapids Brewing Co.	210	225
Grand Rapids Gas Lt. Co., b'ds	100	101
Grand Rapids Ry. Co., bonds	100	101
Grand Rapids Nat'l City Bank	160	163
Holland-St. Louis Sugar, Com.	13½	14
Kent State Bank	250	251
Grand Rapids Savings Bank	170	
Lincoln Gas & Elec. Co.	27	28
Macey Company	96	97
Michigan Pacific Lumber	10½	12
Mich. State Tele. Co., Pfd.	98½	100
Michigan Sugar Co., Com.	108	108½
National Grocer Co., Pfd.	80	82
Old National Bank	196	198
Pacific Gas & Elec. Co., Com.	68	69
Pacific Gas & Elec. Co., Pfd.	88	90
Peoples Savings Bank	215	
Saginaw City Gas, bonds		98½
United Light & Ry. Co., Com.	52	55½
United Lt. & Ry. Co., 1st Pfd.	78	80
United Lt. & Ry. Co., 2nd Pfd.	67	70

October 23, 1911.
Local bank stocks continue in demand, 175 being paid during the last week for Commercial Savings and a small amount of Grand Rapids National City changed hands at 163.

The statement of earnings for September on the Commonwealth Power Railway and Light Co. has just been received and shows some very handsome increases. Statement for twelve months ending September 30, shows an earning of 5½% on the common stock. The completion of the Ausable Dam by Jan. 1, will give the company considerable additional earning capacity and the common stock at the low prices now prevailing should prove profitable.

Cities Service Co. stocks have been much firmer within the last few days with prospects of further advances.

Sugar stocks have been quiet due to uncertain weather conditions. Recent tests show that the beets are running well in sugar content. A premium has been offered by some outsiders for 30 day options on Michigan Sugar common the feeling being that generally higher prices may be looked for during that period.

Era of Young Men in the Banking Business.

The election of Heber A. Knott to the directorate of the Grand Rapids Savings Bank is a recognition of the young men in business, the active, aggressive, progressive young men who a few years ago were looked upon as boys and who in a few years more will be the pillars in the city's commercial edifice. The directorates, for the most part, are made up of silvergreys, men of experience, ripened judgment and cool hard heads, who have won success and in whom stockholders and depositors have learned to have confidence, but one by one the young men who have won their spurs are being called into the service to be trained for the responsibilities which will in time devolve upon them. On the Grand Rapids Savings Board are John B. Martin, Frank Jewell and Frank S. Coleman. The Old National has Clay H. Hollister, Carroll F. Sweet, James F.

Barnett and Benj. S. Hanchett. Mr. Hanchett is also director in the Kent State and A. W. Hompe and Edward Lowe have places on the Board with him. The Fourth has John W. Blodgett, Wm. H. Gay, James L. Hamilton and Robert D. Graham, and on the Grand Rapids National City are Claude Hamilton, S. S. Corl, Robert W. Irwin, S. A. Morman, W. S. Winegar, Chas. A. Phelps and Dudley E. Waters. The Peoples has A. D. Rathbone, E. D. Conger and Victor M. Tuthill. The Commercial has H. J. Vinkemulder, Fred M'R. Deane, Wurzburg. This does not by any means exhaust the list of bank directors who are still on the sunny side of life, but it is long enough to show that the young men are taking their places with the elders and being trained for leadership.

Age is not always a matter of years. Can anybody imagine Charles W. Garfield as an old man? If William Judson should round out a century, would he not be a young man still? And then there are Wm. G. Herpolsheimer, J. Boyd Pantlind, Dr. Chas. S. Hazeltine, T. Stewart White, Sidney F. Stevens, Robert E. Shanahan, Chas. F. Young—are they any older, except in years, than they were a quarter of a century ago, or will they ver be old? Wm. H. Anderson is still entitled to rank among the young men, and will there ever be a time when he will not be? James R. Wylie is a grandfather, but would anybody suspect it? And then there are S. M. Lemon, L. H. Withey, Amos S. Musselman, Thomas W. Strahan, John A. Covode, Thomas F. Carroll, E. H. Foote, M. S. Keeler, Gaius W. Perkins, John Mowat and Charles Trankla—will any of these ever grow old? It isn't years that make age. It isn't how long a man has lived, but how he has lived and how he feels that makes all the difference, and the bank directorates have their full share of the men who have found the fount of perennial and perpetual youth.

Speaking of age—have you ever noticed how the young men predominate in all the banks, at the windows and in the cages? Tellers, bookkeepers, clerks and in most of the banks even the cashiers are young men—some of them not far beyond boyhood. The reason for this is not difficult to find. The opportunities for advancement are not what they might be, beyond a certain point. The young man with ambition can not see an alluring prospect in sticking where he is. He may win minor promotions, but the longer he remains the clearer he sees that he is

but a cog in the machine, and unless he has remained too long he tries for something in which he will be the whole machine instead of a small part of it. The banks are first-class training schools for young men; they teach accuracy, sound business methods, habits and principles, neatness and courtesy, and it is easier to step from a first-class bank to a position of responsibility in some other business than from almost any other station. The banks are good training schools and good stepping stones, but

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO

Old National Bank

Grand Rapids, Michigan

SOLICITS The accounts of merchants.

OPENS Savings accounts with anyone, anywhere, paying 3% semi-annually on all sums remaining 3 months. Banking by mail is an easy matter, let us tell you how easy.

ISSUES Savings Certificates of Deposit bearing interest at 3½% if left one year. 3% if left six months.

EXTENDS Courteous treatment to all.

Capital and Surplus

\$1,300,000

Resources

\$8,000,000

LET US SERVE YOU

they can hardly be regarded as good stopping places except, perhaps, for those who are satisfied with a modest station in life.

Two of the city's well-known bankers are entitled to much credit for the way they have overcome the handicap that was placed upon them, and these are Clay H. Hollister, Vice-President of the Old National, and Dudley E. Waters, chairman of the Grand Rapids National City's directorate. The handicap placed upon them was the fact of having been born in Grand Rapids and always lived here. Business men who had known them from boyhood looked upon them still as boys and found it hard to take them seriously. It is the same with the lawyer or the doctor who comes back to his native town to practice or the preacher who occupies the pulpit under which he sat as a boy. Everybody may love the fledgling and wish him success, but it seems human nature to go somewhere else when services in his line are desired, whether it be law, gospel or banking. Mr. Hollister and Mr. Waters have lived down the handicap of youth and of being too well known, and they have done so by ability and achievements. Men who once refused to take them seriously, because remembering them as boys, now take pride in that remembrance and trust them to the limit. Henry Idema, President of the Kent State, was born in Grand Rapids, but he won recognition as a credit man in the service of the Bradstreet Co. before he entered banking and it was easier for him to find his place. It was a long time before Wm. H. Anderson was taken seriously in banking circles, but to-day the right hand of fellowship will be given him wherever financial men gather. Mr. Anderson's handicap was youth, coming fresh from the farm, without training in banking, experience in business or acquaintance in financial circles. He came to town to engage in real estate and money loaning and his success won him a place on the directorate of the Fourth National; he became Cashier and then was made President and such rapid promotion violated all traditions of the local banks. But it was a good thing for the bank and in due time those who scoffed at the country lad learned to respect him and to-day none hold a higher rank. Robert D. Graham, of the Commercial, entered banking through the law office and although he had lived here from boyhood the fact that he had his diploma helped. The old Fifth National was on the ragged edge when he took hold of it, hard hit by the Engleman, the Steele and other failures. It was pretty well agreed in financial circles that anybody who had the nerve to tackle the proposition was entitled to recognition and the young lawyer was kindly received, but not until he had demonstrated abilities and sound financial judgment was he accorded a seat in the circle of the elect. Thomas Hefferan is the first and only President the Peoples has ever had and in having had only one president the Peoples is unique. Mr. Hefferan won

recognition in banking circles not by an early career of banking, but by his successes in business and his reputation for integrity, sound principles and safety, and his name was better than the dollars he put in in starting the bank and since. President James E. Wylie, of the Grand Rapids National City, had had previous banking experience at Petoskey; came here to practice law; was chosen Cashier of the National City and later was advanced to the Presidency. He was accepted from the beginning, but he had to demonstrate his ability to hold his place, just as others have had to do to overcome their handicaps.

The preliminary steps have been taken to organize a chapter of the Institute of Banking in this city. The Institute is made up of bank clerks and is affiliated with the American Bankers' Association. The first meeting was held last Friday night, when Arthur T. Slaght, who attended the recent convention in Rochester, and George E. Allen, Educational Director of the Institute, told of the purposes and benefits of the organization. Robert Y. Speir, of the Old National, was appointed chairman of a Committee on Membership, made up of one from each bank, and another meeting will be held this week, when other committees will be named. The Institute is largely educational, but it also has its social side, as through it the bank clerks are brought into friendlier relations.

The stock of the Commercial Savings Bank made a new high mark last week with a sale at 170, as compared with 165, the previous high mark. Very little of the stock is in the market, even at the latest quotation.

Are You Insured?

How many young men carry life insurance? It is a good thing for protection when old age comes, and it is a positive necessity for the married man, old or young. The younger the insured is when he takes out his policy the sooner will he be through with his payments, and the smaller will the premiums be each year. There comes to almost every man a time when he feels he must have insurance. Often it is hard to carry it, if he is late in life assuming it, on account of the yearly payments. If young men would appreciate the value of being insured in youth, before the expenses of living have mounted up to heights where additional responsibilities are difficult to bear, they would be much better off and happier. Almost any young man, with no one dependent upon him for support, can easily handle a life insurance policy, and it will teach him the lesson of saving.

Softer.

"If I buy you a seat in the Stock Exchange, will you agree to go to work?"

"I ain't crazy for work, dad. Make it a seat in the Senate."

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.

We recommend the purchase of the Preferred Stock of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

401 Mich. Trust Bldg., Grand Rapids, Mich.

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	131,504 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 L. Z. CAUKIN, Cashier
JOHN W. BLODGETT, Vice Pres. 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.

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

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.

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 3 1/2 to 6%. Correspondence invited.

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

THE HEALTH OF THE CITY.

It Is a Cash Asset To a Community.

Cities large and small may fairly be divided into three classes. First, residential; second, industrial; third, compound. Evidently the lines of municipal development for these different specializing cities must from necessity follow plans adapted to the peculiar needs favoring the interests of each city if prosperity is to be advanced. The residential city must prosper as it becomes more and more the City Beautiful. The industrial city must strive for desirable sites for the location of manufacturing plants and provide for economical raw material and ample shipping facilities and also care for a population of mechanics and artisans. The compound city, combining, as it does, manufacturing and jobbing, requires all that the industrial city does and in addition must be the center of a large available population of consumers for the jobbing trade and the city must also contain ample facilities for the comfort and entertainment of visiting buyers. We come now to ask thoughtful attention to one special line of municipal development, which applies with equal force to each of the three classes of cities and which must be carried out in all on the same general plan. It needs no argument to establish the fact that the health of a city is the one essential which, if not established and made sure, will wreck all attempts for city betterment on whatever lines attempted. Imagine for a moment capital seeking a location for a factory. Two cities under consideration are exactly equal in affording what is sought, the conditions existing in the two cities differing only in this respect. One has efficient health laws and offices to enforce them and thus the wise sanitary regulations observed result in a clean and healthy city. The other city has that kind of a civic health organization unfortunately too common, which is under the control of the city council, the ring or political boss of whichever party happens to be in power for the time being. The inevitable result is the lack of the enforcement of modern and accepted sanitary regulations by conscientious officers. Therefore, all the attending uncleanness and unhealthfulness are sad realities. Under these circumstances there can be no question as to which city would win the site-seeking factory with its pay-roll adding to the prosperity of the whole community. The work of looking after the health of a city is therefore a money-earning institution for that community. Capital is notoriously timid and is as afraid of unhealthy conditions and surroundings as is the individual. In proof of this we have only to recall the fact that the first municipal health laws made in this country were instituted in Philadelphia in 1793 and were called for by capital because the yellow fever, which infested that city at this time, was paralyzing business affairs. The first board of health was not organized as a Good Sa-

maritan act. No mere moral ethics entered into the work or were considered. It was instituted in the hope of checking financial losses and for no other end. It was a business necessity and as such we may well continue to regard all efforts in combating disease and enforcing hygienic living, and the sooner and more plainly we are made to understand that the more healthful conditions obtained in any city, the more people and money will come to that city and municipal development will be on a firm foundation. Read these ringing words on this point by William H. Allen as given in his book entitled, "Civics and Health." "Because the problems of health have to do principally with environment—home, street and school house—it is worth while trying to relate hygienic instruction to industry and government and to preach health and national efficiency rather than of individual well-being." The writer vividly recalls to mind the fact that this individual well-being, referred to by Mr. Allen, was the prevailing idea as to the duties of health boards not so very many years ago. There are certain well tried and efficient methods of providing for the health of a city that if taken heed of will prevent the loss of valuable time in organizing a health board. The first lesson to be learned from them is that the way to begin such work is to begin at the beginning. This beginning, to be more explicit, is child hygiene, for this is the very cornerstone and sure foundation on which it is possible to erect a temple devoted to civic health. Health officers are the high priests in this temple and their service and mission must be devoted to preventing disease and death and the correcting of physical defects among the children under their watchful care. They must also unceasingly work, teaching and instructing all the dwellers in their city how to live in harmony with Nature's laws and thus be free from sickness and its attendant evils. In this connection let us not forget the remark of Prof. Huxley, calling attention to "the utter ignorance of the simplest laws of their own animal life which prevails among even the most highly educated." Child hygiene, now recognized as the starting point, of all disease preventing and health establishing efforts, we must decide what is the first step to be taken. Happily, this is made plain, for experience shows that daily, systematic medical inspection of all schools, by competent and qualified inspectors, must be provided for. This system was first instituted in Boston in 1894; Chicago, in 1895; New York followed in 1897, and Philadelphia in 1898. Concerning the practical value of this work, as now carried out, we are much favored in being permitted to quote the opinion of Mrs. Ella Flagg Young, for the city of Chicago. No name is better known to those having charge of the schools of our land and no one is recognized as higher authority in the management of public schools. Mrs. Ella Flagg Young

said to the writer: "It is just as important to provide for the medical inspection of our schools for the detecting of disease and the giving of advice, for the correcting of physical defects among the children, as it is to provide teachers for their education." She also made the following instructive observation: "It was a great surprise to me to notice when present in different schools at the sounding of the gong for sick call, that apparently as many of the pupils arose to go to medical inspection in those schools, located in the best districts of the city as there did in those schools less favorably located." This fact it is well to bear in mind for the following reasons: The argument has been raised that in those average size cities in which there are no teeming tenement houses, all public schools pupils may fairly be considered as coming from healthy homes and surroundings and that therefore, medical inspection of such schools is unnecessary and uncalled for. The observations of the Superintendent of Public Schools of Chicago just quoted shows this view to be erroneous. A daily medical inspection of all schools is therefore the key to successful disease prevention in any community. This point being settled, it may be of interest to note some details as to how an efficient health department may be organized in a city. Let us imagine a city having a health department combining all the best features which have been tried and proved in various cities in our land. We shall not christen our city Utopia, for that would imply an ideal perfection which only dreams of the future and the coming of the millennium could fulfill. Therefore, we will call it Potentia because it is possible for hundreds of our cities to do what is being done in Potentia, which is a present day type of city. First of all Potentia is under the commission form of government. The board of health consists of the mayor as president, ex-officio; the commissioner of water works and sewerage and the commissioner of streets and public property. This board is empowered to secure the services of a suitable health commissioner who becomes ex-officio a member of the board and also its secretary. A city ordinance provides that the health commissioner must not, at the time of his appointment, be a resident of Potentia. The board of health is therefore empowered and expected to secure the best equipped man for the duties of health officer that can be had for the salary paid wherever he may be found outside of Potentia. In harmony with this idea several of our universities have instituted courses of instruction in hygiene and sanitation with the degree of Doctor of Public Health to those graduating. This is most encouraging and shows that the importance of having especially trained and educated health officers is now fully recognized. Pennsylvania, Columbia, Harvard and Michigan universities now provide this course and confer the degree of Doctor of Public Health and other universities will

no doubt soon add this course to their curriculum. This making a non-resident the health officer of a city is of vital importance because it entirely removes the office from political influence and does away with all the inevitable jealousy and strife and working at cross purposes sure to follow if any one of the local physicians who are candidates for the office is appointed. A striking proof of the wisdom of this course is found in the fact that last June the Mayor of Chicago, after due consideration of the claims of several local physicians, appointed as City Health Commissioner, Dr. Young, a member of the United States Marine Staff, the Government giving that gentleman the necessary leave of absence, enabling him to accept the appointment. As thus organized in Potentia, the board of health now hires the necessary number of medical inspectors for its schools. These are selected from lists furnished by the Civil Service Commission, who hold examinations for this purpose. The inspectors are appointed according to their exact order on this list. Their term of office is indefinite, as they hold the position unless dismissed for cause. In addition to the medical inspector, each school in Potentia has assigned to it a graduate nurse who renders needful services to the pupils and gives advice to the parents concerning those cases not requiring the services of a physician. These nurses are selected by examination as noted for medical inspectors. Just here the writer wishes to express his obligation to Dr. S. Josephine Baker, the efficient Director of Child Hygiene for the City of New York, for information given him on this subject. Dr. Baker writes as follows: "New York City established the first system of school nurses in existence

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

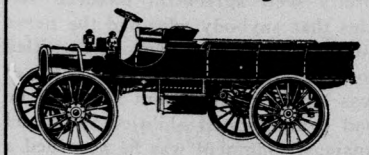
WANTED

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

Inquire of

S. J. REDFERN,
Ovid, Mich.

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

in this, or so far as I know in any other, country, under direct municipal control. In the fall of 1902 a few nurses were appointed; since that time the staff has been gradually increased until it now numbers 142." Concerning the value of the services of graduate nurses in schools, attention is called to the fact that the city of Des Moines, Iowa, makes the medical inspection of schools one of the nurse's duties, and they report daily to the health commissioner. The Secretary of the Board of Health at Des Moines informs the writer that this plan is successful in every way, the only difficulty being the securing of an adequate number of graduate nurses. Potentia will, of course, be provided with a bacteriologist and the necessary number of inspectors of water and milk supply and food in general, also sanitary inspectors of dwellings, tenement and lodging houses, including all rooms and buildings in which labor is employed. This is a mere outline of the chief officers necessary to do efficient health work. It is unnecessary to go into details as to the scope of their duties, but Potentia sets an example in one or two desirable features, concerning the authority vested in the health commissioner. It is necessary that the powers of a chief health officer be largely arbitrary. It is impossible to enact laws that will cover every emergency in health matters. Civil law, in case of war or wide-spread property destroying riot, is set aside and martial law invoked under which the general in command is empowered to enforce arbitrary method for the general good and safety of the public. Bear in mind that when an epidemic of devastating disease attacks a city, it is indeed an invading host and the chief health officer must then have the arbitrary powers of a general commanding an army if the assault is to be successfully checked. Potentia has therefore wisely not hampered the actions of the health commissioner with a lot of orders and laws as to what he must or must not do in the line of his duties. His orders are to keep the city healthy and it is up to him to do this by employing the most modern and accepted methods. He holds his office just as long as he can achieve what he is hired to do and no longer. Our great railroad corporations require and employ the best talent available as heads of their various departments, but these chiefs of special branches are not told how to do their work but are simply informed what work is to be done. Potentia merely follows this plan. The majority of our smaller cities and towns have ordinances enforcing segregation of cases of contagious disease and in many cases this amounts to virtual imprisonment of all the occupants of the dwelling in which such a case exists. In general, the smaller the city the more strenuously is this carried out. That cases of unnecessary hardship and suffering result from thus stopping the wage earning of a member of a family under this form of arbitrary quarantine is not to be doubted. To prevent

such a state of affairs it is best to leave the manner of segregation, or the removal to a suitable hospital of a cast of contagious disease, entirely to the judgment of a health commissioner. It is very instructive while on this topic to read the following law of the German Empire concerning segregation of contagious disease: "Segregation must ensue to such a degree that the patient does not come into contact with anybody except the persons appointed to attend him, or the physician or minister in such a manner that the spreading of a disease, as far as possible, be prevented. Relatives and those on legal business are allowed access to the patient, if important and pressing business demands it, under condition that they observe the necessary precautions against the spreading of the disease. If against the order of the police the arrangements considered indispensable by the medical officer for the isolation of the patient have not been carried out in the lodging of the patient, the patient may be ordered to be removed to a suitable hospital or other refuge; that is, in case the Government physician deems this essential and the attending physician thinks it admissible without injury to the patient." Truly, if high authority is wanted for a humane and sensible method of segregation in cases of contagious disease, the above is a model document. In connection with this question of isolation of patients with contagious disease comes that of placarding the dwellings in which such cases occur. In most cities this is made obligatory by ordinance and the uniform custom is to post a red card with black letters, "Scarlet Fever Here," a yellow card naming diphtheria or smallpox and a white card stating the disease in other cases. We object to this plan of having the name of the disease blazoned on the houses of these patients, and for the following reasons: First, if there chance to be several cards posted, naming a contagious disease within a few blocks of each other, resi-

dents in that district are quite likely to be unduly worried and to imagine and invent all sorts of alarming conditions not warranted by the facts, and thus a nervous and unfortunate state of panic may be brought about which is most undesirable. Second, consider that the children who have had the disease named on the house placard are quite sure to be told by the parents, "You have had that sickness and need not be afraid of it." The result is, these children are likely to break the spirit, if not the letter, of the quarantine regulation by unnecessarily loitering and playing about the premises placarded, thus inculcating a want of respect for the health ordinances. To meet these objections, in place of the disease naming placard, the following legend printed in black on a yellow card should be used: "Under Quarantine. Keep Out. No Admittance Without Permission of the Health Officer." Under this form of placard an air of mystery surrounds the case which is in itself a potent factor of protection and is attended with a commendable respect for the order of the health officer and an observance of the same by children as well as adults. A third and most forceful reason for using this form of placard and leaving the question of placarding or not entirely with the judgment of the health officer is that it gives him the power to placard cases of illness under suspicion of being contagious without waiting for deciding systems. Again, every physician must realize that there are diseases not specified as contagious which may be communicable under certain conditions, and in many cases houses containing cases of this class of disease may wisely be placarded. In Potentia, then, all these desirable methods referred to are enforced; the health of its citizen is carefully looked after and the public is being constantly and continually educated in the prevention of disease by the health officer who issues pamphlets and bulletins and inaugurates courses of lectures, calling attention to what precautions

against disease, according to the season, are to be observed. Finally, after all is said, the problem of keeping a community in health resolves itself into diffusing and fixing, in the minds of the people, such practical, hygienic knowledge that will make each individual his own health officer. When this is accomplished, and not until then, can the health commissioner of any city claim to have done his whole duty. In Potentia, its citizens being healthy, all is well, and trade and industry prosper, for capital is most secure and earns the largest dividend in the city that considers health a cash asset.

Albert H. Hoy.

An Ounce of Prevention.

A party was being given at the mansion of a Kentucky Colonel a short time ago, and after the guests had arrived the brother of the host came in, rather exhilarated. Realizing his unfitness for the society of ladies and gentlemen, he picked up a lamp from the table and started upstairs. The staircase was of highly polished wood, and the guests watched his ascent with some anxiety. He reached the next to the top step in safety, and then he slipped and fell and landed in a heap, together with the extinguished lamp, at the foot of the stairs. He picked himself up slowly and painfully, braced himself against the newel post, waived aside all who offered assistance and, beckoning to his host, said:

"Brother, you should tell the man who waxes those stairs to be more careful, otherwise somebody will fall down them some day."

Too Bad.

A little girl who lived opposite a large orphan asylum in our city had a small guest visiting her, who asked in wonder:

"What's that big building over there, Ruthie?"

"Why, that," said Ruthie, "is where the orphans live—lots and lots of 'em, little boys and little girls—an' Mr. and Mrs. Orphan are both dead!"

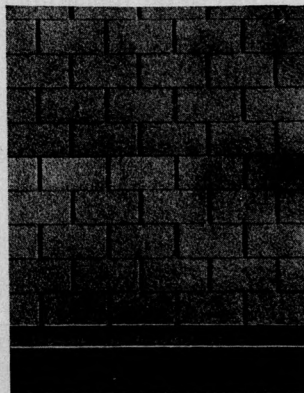
REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES

AN HONEST PRODUCT AT AN HONEST PRICE

Fire Resisting

PHOTOGRAPHIC SECTION REPRODUCED

Weather Proof



Reynolds Slate 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



Wood Shingles After Five Years Wear

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

WRITE US FOR AGENCY PROPOSITION

ESTABLISHED 1868

THE AVERAGE MERCHANT

Does Not Know His Business as He Should.

Written for the Tradesman.

Recently a number of retail merchants of a certain city came together primarily to listen to a couple of well-prepared papers, and incidentally to consume certain viands that were served in courses.

After the dinner, which was in its way quite a triumph, the first paper was read. The subject of it was, The Method and Spirit of Modern Merchandising. And the man who read it was himself a conspicuous example of latter-day business success. The second paper, which was read by the advertising manager of a large manufacturing concern, dealt with certain phases of advertising the store.

Both papers were discussed rather freely by the men present, and a good many questions of a practical character were fired at the authors of them; also a good many practical comments were either directly made by men not on the programme, or called forth from the speakers by incisive and stimulating questions.

It is not the writer's purpose to attempt to give anything like a full report of this meeting—not even a resume of the papers read upon this occasion; but rather to seize upon and accentuate two or three ideas that were advanced during the course of the evening.

Early in his development of the subject, the man who read us the paper on the Method and Spirit of Modern Merchandising said:

"The average merchant doesn't know his business anything like as thoroughly as he should. And that is the reason so many of us remain just 'average merchants' all our lives. The exceptional fellow goes to the bottom of his proposition—learns all there is to be known about it—and comes to be an above-the-average merchant. The rest of us envy him. But the thing we ought to do is to emulate him—do just what he did: namely, study the peculiarities, master the problems and solve the difficulties of our own business."

Out of the tremendous number of business wrecks that occur annually, it is safe to say that by far the greater per cent. of them come to grief through sheer ignorance—ignorance either of the general principles that underlie all merchandising operations, or ignorance of the peculiar and special problems of a particular business.

There are men to whom "store-keeping" looks dead easy. But they are the men who look upon it from the standpoint of rank outsiders. The more confident they are of simplicity and dead-easiness the more evident it is they haven't been up against some of the latter-day problems that confront dealers.

Many inexperienced men who take up merchandising as an easy means of obtaining a living have an idea that price-cutting is the coup de maître of selling. The specious argument is that, if a certain fixed

price sells a certain amount of goods, then a slightly lower price will make an increasingly larger appeal; so they start in to slashing prices on specials, staples—everything. They do not know what it costs them to do business and they could not tell you at the end of a week or a month whether they had made or lost money. It is due to the presence of so many men of this type that we have so many business failures. They butt in where wiser heads hesitate to enter.

The history of modern merchandising proves overwhelmingly that the men who make good are the men who know the rules of the game. And there is no way of knowing these rules too intimately. The danger is all on the other side; we are all too prone to assume that we know the whole proposition from the ground up, when in reality there are a good many points about it upon which we are ill informed. Too many things are gone into superficially; or—just because the merchant looks upon them as superficial—not gone into at all.

Not so long ago there was a convention of furniture dealers convened in the principal city of their state. An outside speaker of prominence in the advertising fraternity was to give them an address on going after the retail furniture trade. As he got up he exploded a bomb by asking the dealers assembled if any of them had either gone to a school on furniture designing, or if they had read any good, standard work on design. Those dealers looked at him as if they were a painfully abused set. They did not appear to know very much about design as related to the matter of furniture manufacture. And yet, when you come to consider the matter, the furniture dealer ought to know something about design, for the style-feature in furniture is certainly an important one. Such knowledge would certainly help him to put up a better type of salesmanship, and it is reasonable to believe that his advertising would also be improved, and his salesmen would be better informed, better equipped men.

The simple truth is that knowledge about the nature of the goods we sell—what they are made of and why they are made as they are and not otherwise—is important as well as knowing about buying, cost accounting, inventorying, etc.

Attaching to the words of the man who knows there is always a kind of authority that is compelling in its nature. When this positive information happens to relate to one's business, whether it concerns itself with the less important or the more vital details of it, its practical value immediately appears in the effect it has both upon one's employes and upon his customers.

In his talk on advertising the advertising man discussed, among other things, some practical selling campaigns with follow-ups. He told about how a certain dealer in a town of forty thousand inhabitants decided that he would try to stir up a little

extra activity in a given line of high grade merchandise—something that would be more likely to appeal to people of means and taste.

So he decided to get out 2,000—addressing the first 1,000 to women, the second 1,000 to men; names in both cases to be selected from the city directory. In his letter to the women he sounded a highly human note. It ran something like this:

"Out of the thousands of names in the city directory we have selected your name as one of the thousand who we believe will be interested in—" And at the end of the letter appeared this enquiry: "Were we right when we checked your name?"

And this illustration was intended to emphasize the value of those little human touches in our advertising, which serve to accentuate the interest in our announcements.

The total cost of that campaign, so the advertising man told us, was only a little over \$80, while the returns from it were nearly \$1,500.

After all there are many (apparently simple, yet highly vital) expediencies, which, if mastered, help to put us out of the average-merchant-class into the ranks of the out-of-the-ordinary.

Frank Fenwick.

A Line on Her Husband.

"How do you know when your husband forgets to mail the letters you give him?"

"I always put a card addressed to myself among 'em. If I don't get it the next day I know. And it only costs a cent."

Johnny on the Flyers.

My dear teacher has asked me to write a composition on the flying machines, so I will say:

Flying is called the sport of kings, because kings never indulge in it.

An aviator is one who flies like a bird and comes down like a stone.

A balloon is lighter than the air and an aeroplane heavier, but you hit the ground just as hard from one as the other.

Air ships will never be a success until they are sold on the installment plan.

An aviator has been known to make as much money in one hour as Henry Ward Beecher used to make in five years, but when he dies he won't go to the same place Henry did.

It is said to be very cold after getting up two miles high, and no one can blame an aviator from coming down occasionally.

In the last year seventy-five aviators have been killed and over 100 badly injured, but that don't count. They would probably have been run over by autos if they hadn't taken to flying.

In wartime a flying machine can hover over the camp of the enemy and see what he is doing. If he is playing poker he should and will be attacked at once.

The Wright brothers were the first to fly, and the first to let the other fellers take the tumbles.

This is all I know about flying.

Read What ROYAL Users Have to Say

Concerning the Roaster:

The A. J. Deer Company,
Hornell, N. Y.

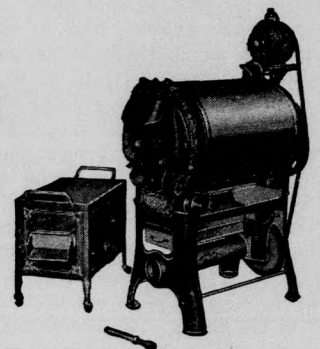
San Francisco, 7-26-1911.

Gentlemen—Enclosed please find check to apply on roaster. In regard to the machine, we wish to say that we are perfectly satisfied and proud of having it in our large show window. It does all a machine could do, so we can conscientiously recommend it to anyone wanting an A No. 1 machine. It's very easy to operate and turns out a perfect, nice even roast coffee and peanuts both alike. We'll gladly sign our name and confirm any statement you may wish to send out in behalf of your machine.

Yours truly,

(Signed) MISSION TEA COMPANY.

Theo. S. Pederson.



No. 5 Royal Roaster

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.

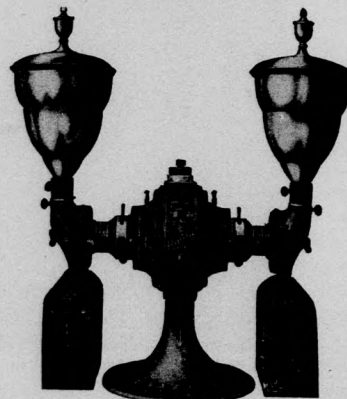
We might say that we have only used your mill about sixty days, but we are thus far so well pleased with the mill that we would not want to part with the same at **DOUBLE THE COST**, if it were not possible to get another, and knowing that there are a great many other makes on the market and some selling for less money.

Very truly,

(Signed) BARKER & ADAMS.

Per C. J. Barker.

Write for our complete catalog today



The only mill that CUTS the coffee

THE A. J. DEER CO.
INC.

272 West St. Hornell, N. Y.

Keeping Shop at Summer Resort.

Summer hotels are now going up like mushrooms wherever there is a lake with picturesque scenery, and cottages dot the lake sides where but a few years ago you could see nothing but a tangled expanse of brush and bramble. Here the business girl with enterprise and initiative will find a profitable field. In some cases she could start with almost no capital, although of course the bigger her assets the better her prospects and the sounder her confidence.

As a rule the lakesiders get their supplies from the nearest city or village, but as these are not always conveniently near, and the telephone is not always the best medium for shopping, there will always be a silent demand for a store of some kind.

Campers are liberal spenders, for they have come to seek variety and to enjoy it. Things that would barely attract them in the city they can see through new eyes against a background of green field and rippling water. The business girl with a good scheme for catering seldom need beg for patronage at a summer resort. If she is versatile and adaptive enough several specialties can be worked hand in hand.

The first essential is a pretty and convenient location for her shop or store, if such it is to be. A bark cottage with a rustic porch and a shady approach would invite curiosity, and suit your purpose far better than a prosy unromantic shed of pine boards and shingles. A low broad veranda with a good view of the lake would be one of its leading charms.

Cottage Not Hard To Find.

There are always several cottages that answer this description more or less, and if the resort is large and populous enough to warrant the expenditure, it would be well to rent or build one of this kind. It would enable you to work several profitable lines under the same roof. Where the camps and cottages are widely scattered and the resort is still in its infancy, a tent with a striped awning to make it conspicuous or curtains of strung acorns to make it attractive, would answer the same purpose for a while.

Now as to the several lines of her undertaking:

A combination tea room and lunch room and soda fountain would surely bring ample returns if properly managed, and a woman is more certain of success in this field than a man. Where you depend on picnickers and transient campers for your income, location will be the most important thing to consider. Get as near a picnic grove or the main road to the summer resort as you can, or where the largest influx of campers are bound to pass. If you have not enough capital to start on a prosperous scale, begin with sandwiches, lemonade and ice cream in a tent.

A home made candy shop is another safe venture for a small tent, but if you can dare to start business in a wide windowed bungalow you

can easily work that in with your other enterprises.

A hand laundry for fine lingerie and dainty neckwear would thrive in connection with a small catering shop. This is especially true when the regular laundry is miles away in the city, and no rush work can be done for anybody. Summer resorters are more and more inclined to common sense dressing as they get wiser and older, but on certain occasions they will still appear in their filmy best, and the lingerie waist is never entirely out of commission, neither are dainty jabots and lacy underwear.

Money in Postal Photographs.

The postal photo gallery as a summer resort business is being thoroughly exploited, and one hears of few failures. Of course the art requires considerable previous practice, but with a good strong lens and a few good books on the subject that give you an understanding of technical difficulties and how to overcome them, you can get a start and the rest depends on your energy and willingness to give your customer their money's worth.

Souvenir tents are seldom in vogue at the larger summer resorts. Souvenir post cards and pennants always sell, while absurd souvenir trinkets in glass and china, which are more expensive, are not so profitable. A souvenir designed and made by your own hands may make a hit with the campers, if sensible and original enough to attract attention. Try birch bark post cards, mottoes, photo frames, snapshot books and postal albums. If possible they should all be made from the birch bark grown in the neighborhood so as to give it an extra significance. Naturally good outing souvenirs can be made of

birch bark because it embodies a suggestion of the great green outside and the good old summertime.

You can design sample post cards and mottoes on birch bark and then send in your material to some post card factory which will make you any number of duplicates by the press and lithograph method.

The truly original post card sells at sight. When birch bark is no longer a novelty to the summer resorters, try the celluloid, felt and aluminum card.

Fostering a Nation's Business.

William Hudson Harper, who has been investigating foreign trade conditions for the Chicago Association of Commerce, has given out what he calls the German Business Decalogue.

It is well known in business circles that German prestige is maintained in many sections of the earth in competition with the products of other peoples, and many times it has been a mystery why trade that had been secured by the Germans should be so hard to get away from them. Business men who have tried, too, to establish a trade on their goods in Germany proper have experienced a resistance to their entry into German trade that has tried their patience and has excited their wonder.

Mr. Harper, recently in Germany, came into possession of a pamphlet that is extensively circulated there, the contents of which will in a measure explain the difficulties of those who have come into competition with the Germans. It is an interesting commentary upon the loyalty of Germans to the Fatherland, and indicates how much attention is given to the fostering and maintenance of that loyalty, and how it is turned to

the commercial advantage of the country. The decalogue follows:

1. Never lose sight of the interests of your compatriots or of the Fatherland.

2. Do not forget that when you buy a foreign product, no matter if it is only a cent's worth, you diminish the Fatherland's wealth by just so much.

3. Your money should profit only German merchants and workmen.

4. Do not profane German soil, a German house or a German workshop by using foreign machines and tools.

5. Never allow to be served at your table foreign fruits and meat, thus wronging German growers, and, moreover, compromising your health, because foreign meats are not inspected by German sanitary police.

6. Write on German paper with a German pen and dry the ink with German blotters.

7. You should be clothed only with German goods and should wear only German hats.

8. German flour, German fruits and German beer alone make German strength.

9. If you do not like the German malted coffee, drink coffee from the German colonies. If you prefer chocolate or cocoa for the children, have a care that the chocolate and cocoa are of exclusive German production.

10. Do not let foreign boasters divert you from these sage precepts. Be convinced, whatever you may hear, that the best products, which are alone worthy of a German citizen, are German products.

Not New But True.

Laugh at your own misfortune—laugh first and others may laugh with you; laugh not and all others must groan.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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

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

THE GOOD MERCHANT.

Some Prime Essentials Which He Must Possess.

It takes all kinds and sizes of storekeepers to make up the mercantile world, but the average merchant, the one whose situation and condition correspond most closely to that of the men in business right on our street, is the smaller fellow with two or three clerks.

Now, I've been one of these smaller fellows myself long enough to know something about what they go up against in the way of business difficulties and I know that their problems and their perplexities are fully equal to those of the man in charge of the Big Store.

The success of the merchant in handling the questions that are eternally coming up is in a large measure in direct proportion to the degree in which he possesses the right qualities for success making.

There is little of the element of luck in mercantile success. The chap who is persistently howling in discontent and proclaiming his own tough luck and contrasting it with the good luck of the man next door is failing because he has not success-making ability, not because he is unlucky.

Luck goes with the man who goes after it.

What kind of a man makes a good storekeeper? That is a question that every clerk should ask himself before committing himself to a mercantile life. Every man who is thinking of going into trade should ask himself the same thing and, what is more to the point, every man who is already keeping a store should point that question at his own head and fire it off.

The man who is not yet a storekeeper should know what qualities he needs to develop. The man who is already a storekeeper can develop these qualities although he may have started out without many of them.

The success maker should have health. Health will go farther toward helping a man to win out than any other one attribute. It is the backbone of all effort and the main-spring of persistence. Whatever you get, get health and cling to it, even at the loss of some business or some profit.

Where is the advantage of a success gained at the expense of loss of health? Just a few days ago in a small village I saw a long funeral train going toward the cemetery. It was composed of all the prominent people in the place and it was following the coffin of the greatest business success the village had known.

I asked a few questions of a bystander. It developed that here was the end of a man who had started in some thirty years ago with nothing and had built up the best retail trade in that section and by untiring effort and unremitting toil day and night had amassed a little fortune and just as he had begun to think he might enjoy life, right at middle age, he had paid the penalty of fifteen hours a day and his widow was left

to take care of the money and a child or two.

That man had thought he was doing well. He had piled up money and increased his business year after year and he had never once thought that he might at the same time be running his physical account so low that any extra strain would produce an overdraft that he could not meet.

How about you, Mr. Merchant? Do you know what your physical condition is? Are you getting a good supply of fresh air every day and a relief from the steady strain by outdoor exercise? There are things that money will not buy. Health is one of the chief of them. Build your business on a health foundation.

A man never gets so old that he does not need a regular play-time and he never has so much business that he can not afford to take it.

There is a quality that has been called stick-to-it-iveness. It is persistence and determination and then some. There is some clear grit mixed in with it, and a man needs this quality in order to succeed in anything, but especially to succeed in a store.

Stick-to-it-iveness keeps a fellow hammering away at the public when it seems as if they did not care whether he advertised or not. There are times in almost all businesses when discouragements are uppermost.

At these times it is hard to pay bills when they come due. The stock gets too large. Customers are too few and the expenses seem to eat up all of the profits and some beside.

It is under such conditions that a man needs the quality of stick-to-it-iveness to keep him on the job, to keep him working instead of sitting down to bemoan his fate.

A man when he is young should have no trouble in cultivating this quality. It can be developed just as one can cultivate a pleasant speaking voice or a cheerful manner. The older a man gets the harder it is for him to develop any new trait of character. So you can see the necessity for your beginning right away to improve along any line desired.

But while I am saying something about the ability to stick to a thing I want to put in a word about using commonsense in this persistence. The moment your persistence gets the better of your common sense and urges you to stick to a losing game, then it becomes pigheadedness and is a damage to your chances.

It is a wise man who knows when to stick and when to quit.

Think any proposition over very carefully before you take it up and think it over just as carefully before you quit it. But once the right course is apparent, lose no time in proceeding.

The man of action, he who can start ahead at once when he has found the way, is the winner. It is the hound that can follow the fox's trail at full speed without continually hesitating and starting off in this or that wrong direction, that comes up with the game.

The hesitating, pottering, puttering business man never gets enough money ahead so that he can take a week off and his business never gets momentum enough to carry it through a dull time or a financial crisis.

Initiative is nowadays a more valuable quality than it ever was before. This quality not only enables a man to go ahead but it enables him to go ahead along unbeaten paths. No initiative is required to stay right in the rut and do the same old routine work day after day. Initiative helps a man to do original advertising, to get up original business making plans and to introduce new lines of goods ahead of competitors.

Initiative can be cultivated by reading about what other high class men have done along that line, by reading good business literature that makes a man think.

And there is not any better source of initiative than the good trade journals, not only the reading but also the advertising pages. Study the pages of these publications carefully. Note what other men have done to get business. See how their plans can be made to fit your case. You can get a dozen good, workable plans in this way in the time it would take to think out one entirely original and probably highly defective one.

Are you systematic? Are you orderly? A little bit of a business may be hitched along on the haphazard plan and perhaps support its owner. But no business run in that way can possibly gain any momentum or achieve any importance. It will never grow to any size.

There must be method through all departments of the store. Orders must be copied and the copies filed for reference. Invoices must be arranged in convenient form for reference. Goods must be placed in given positions and surplus stock must have a place. Employees must conform to certain rules and the employer himself must live up to the rules that he makes for his clerks.

There is, however, such a thing as being over-systematic. Some businesses are so tied up in their own red

tape that in the case of the slightest emergency they are perfectly helpless. And no store can follow to the letter the system of some other store. If you adopt a system, leave out unnecessary details and see that it is first of all adapted to your own needs.

Some merchants give up so much time to petty details of system that they have no time left for the bigger things of management.

The head of any business should be at the top of the pyramid of his business and nothing ought to come up to him but that which really needs his personal attention. Most storekeepers run their business on the inverse basis. They are at the point of the pyramid, but they are at the under point and carry the whole weight upon their shoulders.

If the merchant himself insists upon doing work which could just as well be done by a nine dollar a week clerk, he is wasting time and money. There should be enough of the manager's kind of work to keep the manager busy, and if there is not it is his own fault. He ought to find it.

It is pretty hard for an unsystematic man to become systematic, but he can do it by learning to put things back in their places when through with them and to run on a schedule. The only secret of becoming systematic is to try and try hard, and keep trying. Frank Farrington.

G. J. Johnson Cigar Co.
 S. C. W. El Portana
 Evening Press Exemplar
 These Be Our Leaders

Wilmarth Show Case Co.
 Show Cases
 And Store Fixtures
 Take Division St. Car Grand Rapids, Mich.

Henry Smith
FLORIST
 139-141 Monroe St.
 Both Phones
 GRAND RAPIDS, MICH.



"Paragon"
 No. 58-18 Styles



"American Beauty"
 No. 412-36 Styles

Send for Full Information on the Modern Methods of Merchandising

Men's Suits

Furnishings

Show Cases

And.....

Name.....

Millinery

Dry Goods

Drugs

Cut out and mail to
Grand Rapids Show Case Co.
 Grand Rapids
 Places you under no obligations to buy

Address.....

The Largest Manufacturers of Store Fixtures in the World

Close the Mind To All Distractions.

One is never going to see much that is worth while in this life until he learns how and when to shut his eyes.

Those who see most are those who look the other way.

Ignorance has received a good many hard knocks, but after all a vast deal of the happiness of this world comes from ignorance.

It is a true saying that what you don't know won't hurt you.

Of course this matter of ignorance is easily overdone, and no one wants to be a hog just because a hog is happier than a philosopher.

But I submit that it is evidence of a kindly heart in old Nature that she keeps out of the knowledge of her myriads of children so many things that would upset them.

The section hand who finishes his day's work and, after supper, goes out and smokes his pipe on a pile of ties is wholly undisturbed by the affair that inflames the Senate, by the war in Morocco, or by the dissensions in theological circles. Of course, he ought to know about these matters, as we do, and take sides, and think; but if he did I doubt that he would do his work so well, enjoy his meals so well and sleep so well. Ignorance is naughty—but it has its compensations.

And how much the power to will to be ignorant of certain things has to do with our efficiency! No man can be a student who can not concentrate on his book and close the door of his mind to all distractions. The cook is of no account unless she can be wholly shut up in cooking; if she is interested in what is going on in the parlor and anxious to see the procession going by with a band in the street, and to know what her neighbors in the flat across the way are up to, she is very liable to burn the roast.

Value of Willful Ignorance.

A person's power to do a thing well is just in proportion to his power to bar out all other things. This is the day of specialists. We recognize that a doctor who does nothing but treat eyes is more to be trusted than the one who ranges the whole field of medicine. By exclusion we gain force.

Kipling illustrates this in his story of the taking of Lungtungpen; Private Mulvaney says: "Tis the bhoys—the raw bhoys that don't know fwat a bullet manes, an' wudn't care av they did—that dhu the work. Wud fifty seasoned sodgers have taken Lungtungpen in the dhark that way? They'd know the risk av fever an' chill, let alone the shootin'. But the 3-year-olds know little and care less; an' where theres' no fear there's no danger."

And how many a brave deed in battle has been carried off by some rattle headed scamp that simply did not know and did not care!

This power of turning our backs stands us in good stead in much of the most important business of life. No one, for instance, can get along with children if he sees everything. Many a mother's eyes are altogether

too good and her ears to sharp. A little assumed indifference will often go a long way.

If husband and wife are going to remain in love with each other they will need a good deal of willful blindness. In fact, the more they allow their faculties for seeing one another's faults to atrophy, the more their power of perceiving mistakes and unpleasant traits is deliberately paralyzed, the happier they will be.

Too Much With the World.

Nobody can perfectly live up to his own ideals of some one else. So in our dealings with each other we have to do a deal of eye shutting.

And what a well of resource one has when he can find, in some corner of himself, a place where he can retreat from the annoyances of the world and see only what it pleases him to see!

The monk in his cell is not altogether to be pitied. Perhaps he is overdoing it; but we might well learn from him the art of making our own autocosm, whither we might take refuge on dark days.

The power the poet has over us is this faculty of abstraction. We are overwhelmed by the cares and perplexities of business and the strain of modern life. We are drowned in pots and kettles, bales and boxes, the crush of affairs and the din of tongues. The poet can wink it all away. He can see only a peach blossom in the sunshine, hear only a thrush whistling in the hedge, detect only the tender heart swelling in a bashful breast, perceive one great white ideal in the confusion of war and penetrate the flux of things and find their golden thought. His genius is his power of elimination.

Paintings Outvalue Photography.

So the novelist does not show us all of life, but some one phase and face of life, and thus pleases us. And the artist-painter is not a photographer who reproduces things as they are, in their baffling multiplicity, but he discloses for us the secret of things as they should be. He knows how to discard the unessential. There is more truth in the canvases of Monet and his impressionist fellows than in all the cameras.

And in our humble business of living and being happy and doing our work well the secret is the same. We need the artist's and not the photographer's eye. We must select, discard, concentrate and refuse.

What more beautiful thing in the world than this peculiar blindness in the eye of love! Thank God! they who love us are like the boys at Lungtungpen, "they don't know and they don't care."

No matter what you do your old mother things you are wonderful. She can never see in you all those shortcomings the world has dinned in your ears, and which are probably true. Blessedest of all eyes are those of mothers, with their blind spots.

Frank Crane.

When a hero marries an angel it is two very ordinary people who set up housekeeping at the end of the honeymoon.

Energy Is an Asset.

Energy is the thing that wins. It is a force which, well directed, carries everything before it. Did you ever see one of Geo. Cohan's plays? Honestly, now, was there much to it beside the ceaseless action—the "go," that kept you strung up, on the edge of your seat, and clapping involuntarily all the time? It isn't there by accident. You ought to see Cohan instilling that energy into his companies at a rehearsal. It isn't there because he picks energetic people, but because he puts it into them himself. He pounds, hammers, jumps, pushes, yells—almost kicks—it into every individual and finally develops it in their concerted work.

One of the most successful sales managers in New York has all of his men come in and report at noon every day. Why? "Because I want to fill 'em up again," he says. And he does—his men always leave him tingling with enthusiasm and confidence. He had one man who was timid on the approach. If his prospects of landing an order looked dubious his courage oozed until when he finally got on the ground his salesmanship was at a low ebb.

This salesman had to call on one dealer who was particularly chilly by habit. The sales manager gave some advice for this instance as follows: "Walk into his office in a big hurry. Push up against his desk, and, if possible, accidentally knock something off of it. Start something." The salesman tried it. There was a can conveniently near the edge of the dealer's desk (he was selling canned goods). He swung his hand so as to push it off and it fell to the floor with a bang. When he recovered it his eyes were sparkling with good humor and he found the dealer all attention, startled for the moment out of his usual pose. It was an opening and gave a chance to get to business immediately with the necessary energy and confidence that closed the order.

There are a lot of successful salesmen, nice, quiet fellows whose hair is always smooth and who are always careful of their trousers when they sit down. They get orders—lots of them—but mostly because they are a pleasing medium for placing the business the buyer was going to place anyhow. They gather in the sure-thing orders. But it is different with the new business. It takes the man with energy and enthusiasm to look you in the eye and make you like to hear the thing you did not want to hear and believe the thing you do not want to believe.

John Lee Mahin.

Filled With Progressive Ideas.

Evansville, Ind., Oct. 17—I was very much impressed with the article entitled, "The New Thought in Business," which was published in the October 11 issue of the Tradesman.

This article is filled with progressive ideas and should be carried to the front.

We are working for a higher civilization and not for money.

The thoughts of higher civilization

do not care for money. Notice how freely money flows toward anything that is progressive.

Of course, it takes money to keep up with progression, but where does the money come from? Progressive thoughts produce the different things we need and we sell them for money, so we find here that we must be progressive if we expect money. The "New Thought" is the old thought of common sense, mixed with physical energy.

Let us work for a higher civilization, which means improvement in all things.

Let us do this work in a fearless manner. Let us tell the truth and let those who do not like to hear it close their ears.

Edward Miller, Jr.

The Brute.

Johnson—Wasn't your wife awfully lonesome at that summer resort while you were spending your time fishing for trout?

Woodson—No; she found a place where there was a splendid echo, and she enjoyed nothing better than to go there and carry on a conversation with it by the hour.

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., 4 Dock St., Chicago, Ill.

CRESCENT MFG. CO., SEATTLE, WASH.

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.



Liquidation in Stocks Still Going on Gradually.

Unquestionably there is a largely increased demand for dress goods, as compared with the earlier part of the year, and a better demand than has been visible, at least, since last fall. Advance orders came in but slowly during the late summer months, retailers evidently pursuing a policy of putting off until to-morrow what was not needed for to-day. Then rains came, with cooler weather, and it was seen that there would, after all, be a market for dress goods and the retailer started to buy. With his buying came increased activity for the jobber and a broadening of the situation.

While there is not a real boom, nor is activity so pronounced as to be any more than normal, there is a disposition on the part of retail merchants to purchase when anything appeals to them, and tempting bargains are made to do service as sale accessories for this reason. A result of this seems to be a downward tendency in prices in primary markets where manufacturers and importers are trying to force business.

Liquidation in dry goods stocks has been going on for nearly eighteen months. It has been possible to continue it in an orderly way because of the curtailment of production by the mills, the restriction in the growth of cotton and flax, and the disposition of all distributing merchants to limit their mill orders to actual requirements, as manifested by the hand-to-mouth ordering of retailers.

During the spring and summer months the pressure to reduce prices was steady, but mills were handicapped by the sustained cost of raw materials and the inability to reduce labor costs. Cotton was scarce and high. Flax ruled high. Raw silk did not go down in value, but was affected in its merchandising position by the acute tariff agitation. The actual amount of money paid out for labor was reduced greatly through enforced idleness in the mill centers, but at the same time the cost of living has been maintained and manufacturers have not been able at any time to attempt the adoption of lower wage scales per capita.

The mills, as a whole, have lost a great deal of money. Dealers in merchandise, at wholesale or retail, have been able to hold prices fairly well, but have done a contracting volume of distribution without being forced to accept the great losses that have fallen on producers. Their costs of

doing business have been contracted slowly.

In the woolen and worsted goods division efforts to stimulate sales by low prices have been affected by the fear of further price reduction following tariff changes. Soon after Congress adjourned the mills that had been running only about one-half of the machinery tried at once to stimulate spring orders by reductions, and they succeeded in some degree. On staple serges, for men's wear, for example, prices that were from 5 to 17½ cents a yard. The large users of these cloths recognized the exceptional values tendered and began placing orders. In a little while the mills that made the lowest prices secured all the business they would handle at the figures quoted. It was then possible to exact slight advances on small orders.

Similar action was taken in dress goods, and it is safe to assert that good quality dress fabrics are selling to-day in the primary markets at lower prices in relation to cost of production than has been the case in a great many years. Ultimately this will reach down to the consumer.

One hampering influence in dry goods nowadays is the tenacity with which many retailers hold prices high. They contend that they can not reduce the costs of doing business readily, and on a limited business they say they are forced to secure a full profit. But this same argument can be as effectively used by the manufacturer and the jobber, and despite the merit that lies in it conditions have forced the latter to cut values in order to get business. Sooner or later the retailer will have to follow this policy, and unless general business broadens and more employment is furnished the masses of industrial workers, the only relief the retailer will find will be in reducing the net profit as the producer and distributor have been forced to do.

Another restraining influence in the matter of lowering retail prices is found in the fixed price system that is used in retailing many standard articles. The jobber and the manufacturer may and do shrink the measure of profit on the goods that are sold at 25 cents and 50 cents each, but the retailer who cuts prices is exceptional, and this is more particularly true of the small retailer who handles the staples on which prices seem unalterable. Many of these goods are sold under restrictions. In the primary dry goods markets restrictions have been very generally removed. Thus far the retailers have not felt the force of the

law that seems to have impressed producers and distributors.

As stated, merchants are not sanguine that trade will broaden this fall to anything better than normal, if by chance it should reach that plane. But they are thoroughly well satisfied that until they do name prices low and keep the fact that they are very low below the ultimate user of goods, they can not hope for anything further than a halting and unsatisfactory distribution. The thought that general liquidation in the trade is about at an end is very general and it is justified by the small stocks existing in distributing channels. In some instances during the past two weeks the demand for merchandise has become sharp and scarcity has been clearly shown. Slowly, but surely, the mills are re-suming operations, and the speed to be gained in this movement will be determined by the measure of profit which develops as the demand broadens.

All this does not mean that there should be an era of price cutting for the purpose of drawing trade from your neighbor, but simply, now that there is a disposition on the part of people to buy, give them the most possible for their money. Times are improving, but economy is still necessary—therefore each dollar the consumer spends must go as far as possible. To get it the retailer's profit must be brought to the lowest point possible consistent with safe business. Dry goods jobbers are offering the greatest values in the history of the trade. The retailer can spread before his customers unusual attractions. Let him be content to do so at a fair profit, giving the consumer the benefit of the extraordinary values he is getting. This will stimulate buying and increase trade.

Heavy, reversible coatings are still in great demand and in suitings for the season at hand one sees coats, whipcords, serges and chevots in every variety of twill, both plain and bordered, bordered and plain boucles,

striped tweeds and homespuns, velours and repps.

Broadcloths are greatly improving in demand and it is now generally thought that broadcloth suits will be very popular later in the season. There is a movement among some of the prominent cutters-up to use a higher grade of broadcloth in suits to be sold at a popular price. This is a step in the right direction; it was the cheap broadcloths put into suits a season or so ago that killed

Boom Your October Sales

OUR LEADERS WILL HELP YOU DO IT

Our "BARGAIN BULLETIN," just off the press, lists a great many leaders in seasonable merchandise, viz:

**Sweater Coats
Underwear
Hosiery
Knit Goods, Etc.**

the surplus stock of a number of Eastern manufacturers, purchased by us for "SPOT CASH," thus enabling us to give the trade *greater value than ever.*

Write us at once and our Bargain Bulletins will be mailed to you free.

"We ship goods on approval."

Eisinger, Dessauer & Co.
Wholesale Dry Goods

114 South Market Street, Chicago

(When writing please mention Michigan Tradesman)



For Infants' Wear

Bear Skin Bonnets
Silk Bonnets Velvet Bonnets
Knit Bonnets Knit Sacques
Sweater Coats
Mittens, Drawer Leggings, Etc.

We offer some excellent values that can be retailed at popular prices and yet show the merchant a handsome profit. Take a look at this line.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich

We close Saturdays at one o'clock

the broadcloth demand—the consumer did not get value for her money and the cutter-up could not, therefore, dispose of his unsatisfactory stocks. It was this more than the whims of fashion that checked the use of broadcloths for modish suits. It is expected it will be restored to its deserved popularity before the winter is over. Broadcloth, in good quality, is the queen of all wool fabrics for dressy wear.

White Goods.

An excellent demand has developed for table linens and towels, the call being for staple lines, and is far in excess of trade at any time heretofore during the present year. Dealers are supplying their wants for the holiday trade, having come to the conclusion that there is nothing to be gained by farther waiting. Prices are certainly as low as they will be, at least until after the first of the coming year, according to conservative jobbers, and there is no risk in purchasing for demand which will come during the remainder of this year. Offerings include the regular lines, and there is nothing of special feature, although there are not wanting exceptional values in varied assortment.

Neckwear.

As predicted, the thing in neckwear is the side effect jabot, which is fulfilling all promise, and has taken the country by storm. To meet this popularity there is an almost endless variety from which to select, and the offerings are both beautiful and low in price. The jabot and the Quaker collar are the two big items of the season, and sell in all localities.

It certainly is a neckwear season, and jobbers are finding speed necessary to keep up with the rapidly accumulating volume of orders. Not for several years has there been such a demand, which is almost certain to continue until at least after the holidays.

In addition to the call for side effect jabots and Quaker collars, already noted, there is an excellent demand for silk neckwear in bows and les boutonnières. Windsor ties are selling freely, particularly in Bishop purple, emerald green and King blue. Venise lace collars in round, square and Quaker shapes are among the leaders in favoritism, and are growing in popularity.

Hosiery and Underwear.

In the realm of hosiery, silk and artificial silks are continuing to attract considerable attention. Some manufacturers attribute the success of artificial silk hosiery to the fact that 25 cent spun, plaited and pure thread silk goods are getting scarce. Others ascribe it to the limited knowledge of buyers who can not tell the difference between trow, spun or fiber silk hosiery. The fact remains, however, according to the New York Journal of Commerce, that the house that has put the article on the market states that two of its mills are sold up far ahead and that a third mill is being rapidly provided for. It was also rumored in the trade that another house has put an artificial silk hose on the market.

The hosiery trade is receiving a fair amount of duplicate orders. Both the retailers and the jobbers are beginning to think more of lisle, mercerized and coarse gauge cotton goods. Some manufacturers are even beginning to see signs of the return of cotton goods, the popularity of which has been usurped by cheap silk merchandise.

According to reports received in the trade underwear distributing houses are doing a very good business now. Their salesmen who are on the road at present are picking up more orders than were expected. All showing a more optimistic disposition. The retailer, it appears, is beginning to recover his faith in the stability of things and in the fact that the consumer is bound to consume.

From what manufacturers say it appears that the jobbers, too, are recovering their faith in the consumptive capacity of this big country. They are not only clamoring for deliveries, but are sending in duplicate orders. Many of them, especially the underwear buyers, who bought conservatively at the opening of the fall season, are regretting their conservatism because they can not get all the goods they want for immediate delivery. In ribbed goods especially there is reported to be a dearth in first hands. Several mills report that they are rejecting orders daily because they are unable to make any deliveries before November 1.

Somewhat Interested.

The boss of the clothing store looked at the young man who had applied for a clerkship for a long minute, and thinking he was the right man for the place, asked:

"Do you have to dodge out the back door every few minutes in the afternoon to see how the baseball score stands?"

"No, sir," was the prompt reply.

"Not interested in the game, then?"

"Only indirectly."

"Ah! What does indirectly mean, please?"

"In this case it means that I am in love with the widow of a pitcher and am going to ask her to marry me a little later on."

"I see. Then the scores—?"

"I shall only be interested in my own."

He got the place. He also scored over the widow.

The Big Stick.

Captain Hardress Lloyd, polo player, was talking in New York about the cessation of flogging at the great English public school of Eton.

"I am glad," he said, "that flogging is now done away with. Eton boys used to suffer a good deal from the birch. There was one Eton master in the 70's who flogged so severely that his death, when he came to die, was announced in the papers among the shipping news. They announced it under the head, 'Loss of a Whaler.'"

It is only the man with more money than brains who has more friends than enemies.

How Can You Do Business Without Stock?

Many a business has been ruined by a policy of penny-wise and pound foolish.

By this we mean, many a dealer, in his effort to economize both in his fixtures and stock, frequently drives trade away to his more progressive competitor, who keeps a big stock of goods, well displayed.

In a recent trip of the writer through the Middle West he called at a store which had long since been prominent in carpets and draperies, and interviewing the head of the carpet department, who was the owner of the store himself, the writer asked what class of goods they were selling.

With a doleful frown, the merchant replied: "Nothing."

It did not take long to discover why. In going over the stock, the writer noticed that there were scarcely six patterns of axminster rugs displayed; about the same number of tapestries and only five wilton patterns.

The merchant said that his trade did not want axminsters, but investigation at the store across the street led to the discovery that axminster rugs were the biggest sellers in the competitor's line—he carried twenty different patterns in all the popular sizes.

Is it any wonder that a prospective rug purchaser, entering the first store, usually left without purchasing, and then went across the street and, having the benefit of a wider selection, soon found what was wanted?

One big argument of a retailer in a small town, in his competition against mail order houses, is that he can show the actual goods and fill the order immediately.

If he does not keep a sufficient stock on hand how can he make good on this vital promise?

The mail order houses, when they receive an order by mail, if they do not have the wanted color or pattern in stock, can soon get it. It is not a question of delivery on the spot. But the retail merchant who has not the goods usually loses the order.

Another feature which careless merchants overlook is the arrangement of their departments.

In these days of competition it is the well-kept store, managed by an energetic merchant, that gets the business. People like to buy where things look prosperous, and they will keep out of the place that is the opposite.

In giving an effect of prosperity, nothing helps more than attractive window displays. They draw the people inside.

Inside the fixtures should be of the very latest type. Rug racks can be used in most stores to advantage and at a big saving in space and time.

We have no sympathy for the merchant who, finding his trade drifting away, makes no effort to stem the tide.

We are manufacturers of

Trimmed and Untrimmed Hats

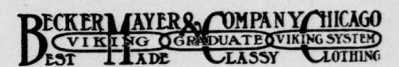
For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

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



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



Sweater Coats

We show a splendid line—

- Ladies' from \$18.00 to \$30.00 per dozen
- Men's from 4.50 to 52.00 per dozen
- Boys' from 4.25 to 15.00 per dozen
- Juvenile from 4.50 to 12.00 per dozen

This is a profitable line for you to carry

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



No. 289—All Wool
Light Grey or White—\$21 Per Doz.



Owed Success To Inculcating One Idea.

Written for the Tradesman.

Jim Sweeney, who had been in the Harrisville country store going on three years, got a chance in a department store of one of the big cities and Harrisville knew him no more. The change was made in the spring and the next few weeks were busy ones for him. From country to town in itself was bewildering—a condition not at all improved upon by young Jim's determination to become a citizen as soon as the law allowed; to get "broken in," as it were, right straight off and at once realize an ideal that had been his for 10! these many years.

For this purpose he could have struck no better firm than Harding & Gray if he had hunted the town over. Every man, woman and child in the clerking force received him gladly. Literally, he came a stranger and they took him in. The woman element smiled early upon him and not a week went by before he went out with the boys and, while they did not proceed to paint the town red, they had a good time just the same, so that at the end of his first six weeks Jim Sweeney began to feel perfectly at home and did his best to make everybody else feel so.

The Sweeney characteristic early showed itself. He wanted to know; and the minute he was put in charge of a department or a part of one he proceeded at once to find out what there was in it and to plan what he could do with it. Right from the country it would take him quite a while to get rid of the ways and manners of the general country store—the undue familiarity of salesman and customer and, more than all, of that idea of personal importance the country clerk invariably brought with him when he came to town. So, naturally enough, when the manager looked the "country kid" over, he believed it was going to be a matter of time development and governed himself accordingly. In the back part of the store, where the back entrance opened upon a side street, he located his raw recruit in the midst of the confusion of a gathering of such men's furnishing goods as are apt to accumulate at the close of a season, and turned the boy loose.

"There you are, Sweeney. You are monarch of all you survey. It is like throwing you overboard and telling you to save yourself. I've only one comfort to cheer you. Not much can or ought to be expected of you. You are the cat in the strange garret.

Prowl to your heart's content. There will be none to molest or make you afraid. Explore all the rat holes you come across and don't be afraid to ask questions. Now, farewell—a long farewell—and may you get something like order out of the chaos and dirt which have existed in that quarter of the store for altogether too long. That's my desk over there and don't hesitate to call on me for anything."

Twenty minutes later the manager happened around to see how things were going and, while he saw things in abundance, there didn't seem to be any clerk in that immediate locality. A brief investigation located a heavy voice under the counter and soon after a stout young fellow in jeans, collarless and cuffless, appeared to report that he was alive and hoped, Providence being willing, to emerge permanently one of these days; and while there was no chance just now to start in on the ground floor he did believe that there was a good foundation chance in the basement! and it is just as well here to cut this part short, interesting as it is, by saying that the rat holes were unearthed and closed and at the end of a fortnight that corner at the back door ceased to be a reproach and a by-word to the firm of Harding & Gray. Better than that, Sweeney had managed in some way to let in the light and to turn it to account after he got it in and it wasn't long before both force and front office found it convenient to saunter around that way from day to day just to see what that fellow had been up to.

For a while the manager contented himself by twanging on the old string about the new broom, but when out of the depths came first-class goods packed way and forgotten, he changed his mind and concluded that while the adage was well enough in its way there were brooms and brooms, with the bare possibility that sometimes the man behind the broom might be an element to be reckoned with, an idea that grew stronger when he found the goods without the hint of a discount going off like so many traditional hot cakes. Then he began to take notice and the result of that was that the back end of the store stopped being considered the locality for the things to be thrown away—the commercial ash heap and empty tin can back yard of the establishment—but quite the reverse, so that by the time Jim Sweeney had shed his country garb and had enjoyed the humanizing effects of a series of first-class hair cuts, his place among the force and in the opinion

of every man in the management was one not to be despised.

Naturally enough, as soon as the coming signs of summer seemed to confirm the approach of warm weather, there was a lively forgetting what was to be done with the coming weekly half-holiday. There was to be no end of a good time and Fourth of July that year was coming on a Monday, which would give them two days and a half to celebrate in, and wouldn't they make the most of it? Promptly at noon would the celebration begin and long before night every man of the gang would be singing at the top of his voice, "In the Sweet By and By," and be ready for the coming festivities of the grandest old boosing time that the National holiday had so far put up, with all day Sunday and all day Monday to get over it!

"How about Tuesday?" put in Sweeney. What kind of shape are you going to be in to sell goods or to do anything else, for that matter, for the rest of the week? A clerk getting over a three days' drunk is not much of a salesman to meet customers as I look at it, and I have a sneaking idea that the front office might have something to say to a man who comes down to the store smelling like a beer barrel!" a remark which always opens up the liveliest discussion, the tenor of which is to the effect that out of business hours a man's time is his own and a firm so indiscreet as to meddle therewith is not wise.

According to that statement, the house of Harding & Gray was indiscreet for that is exactly what they were talking about and continued to talk about as the weekly half-holiday drew near. "Instead of making it the benefit it was intended to be it became an insufferable evil and I have about made up my mind that the whole thing is a mistake," remarked the head of the house. "Pleasure comes before business every time. By Wednesday every lady is buzzing about what's coming and it takes until Wednesday again to get over the

effects and then they start in again. Watch 'em as they come straggling in half dead every Monday morning. Weak and ugly and cross, they are in no condition to meet customers and I have half a mind to give the

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
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.

Buckwheat

We are in the market for 20,000 bushels of new buckwheat and can use in car lots or bag lots. Don't fail to write or phone if you have any to offer.

Highest price paid at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

whole thing up. As I look at it, we'd make more doubling their wages Saturday afternoon and keeping the store open.

At the same time young Sweeney was doing a bit of wholesome thinking, so that when one of the fellows came around the morning of the 1st and announced that the programme for the Fourth had been duly signed and delivered and that a keg of beer headed the list, the reply was prompt and decisive: "That's all right for you who like it, but don't count me in. I'm not built that way. Not a bit of it. I'm going to begin to celebrate promptly at noon, but I'm to be in my own room and for two days and a half I'm going to rest up and keep cool and have one man anyway on the ground on Tuesday morning who can tell the difference between a yard stick and a hairpin. Another thing you fellows may as well know now as anytime: It's going to be a long beastly hot summer and I'm going to move moderately and keep cool. No more racing to the park and lounging on benches and smoking stinking cigars and filling up with beer until your wits have left you. Let's reform it altogether and when the half holidays are over we shall be a lot of cool, rested, energetic clerks, ready to take up and go on with the fall business and make a success of it. So don't come to me with your plans for a good time. I am not in it; and, as I have said all summer long, I've a good cool room to stay in and I'm going to stay there. Go in and get all the fun you find, but your uncle is going to be counted out every time."

It is needless to say that the gang made the most of that Independence Day. So did the men in the front office. Pro and con, they discussed the half holiday and when they got through the general manager had a pretty fair idea of what was expected of him, and on the morning of the 5th he was on hand bright and early. First to a tick, fifteen minutes before opening, as usual, Miss Ackly, sweet as the red rose fastened at her throat, came in, as snug a piece of genuine womanhood as the world knows. Then there was a ten minute wait and then, as the car was turning the corner, Jim Sweeney stepped to the street.

It did the manager's eyes good simply to look at him. The morning of a July scorcher had started in and, early as it was, the mercury showed signs of being proud of itself; but the boy at that moment was above temperature. A knobby new straw hat crowned him. A guazy, well fitting dark coat of silk and wool served to ward off the heat which even at that early hour began to assert itself and contrasted pleasantly with the duck trousers he had on and the canvas-and-tan shoes he wore. He made as pleasing an object to look at on a hot July day as human vision cares to encounter. Better than all, he had come ready for the day's work and showed it and, while deliberation marked every movement, there was no indication of "all-goneness" which

time and occasion accounted for and gladly excused.

"You're riding this morning, I see," remarked the manager after a hearty good morning. "Weather too much for you?"

"Not exactly that, but if I'm to be worth anything during the hot weather, I've got to plan for it. I can't keep the pace that seems to be the common one and I'm not going to try. I'm going to be lazy and keep cool and exert myself as little as I can. I've a cool, pleasant room and I'm going to be in it and read and rest when I'm not down here. This racing about from Saturday noon until Monday morning is not for me and what I save in that way is going into car fare. I can't stand it and to begin the week all fagged out as I did a week or two ago is something I'm not used to and won't stand for. Wasn't born that way. So if you see me inclined to take things easy you'll know why;" and he went to his counter.

In the meantime the rest of the clerking force, one after another, came straggling in, if not half dead as near to the semi-expiring point as the law allows. Some didn't appear at all. The result was the expected one: Customers came in, weather wilted, listlessly stated their wants, which were as listlessly received and, cordially exchanging frowns with the folks behind the counter, went away, vowing never again to come into that store if they could find what they wanted elsewhere. There were two noteworthy exceptions. One was up in the millinery department, where the result of the day's sales plainly showed what a sweet temper and a rested body stand for in business, and the other at the haberdashery counter, where Jim Sweeney stood ready and willing and helpful to the few who so early in the week had ventured out on that enervating July morning. One poor woman, her face fairly aglow with heat and exertion, remarked, as she dropped upon the chair the young fellow had located for her where the electric fan was doing good service, "I'd give a good deal, young man, if I were only as cool as you look."

The business the day after the Fourth in that department store stirred up and settled things. The hopelessly fagged out never returned and the others who insisted in believing that out of business hours their time was their own one after another strayed away to pastures new, and those who took their places fell easily and gladly into Jim Sweeney's scheme, to work for the firm's interest out of business hours as well as in, even to the extent of resting instead of dissipating, so as to be ready in mind and body for the work they were honestly paid for. That same idea prevails in that business house to-day and Jim Sweeney owes his responsible position in that house to the carrying out to his best ability that one idea.

Richard Malcolm Strong.

Rest and sleep make the best tonic for the tired feeling.



End Your Accounting Troubles!

☐ This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human intelligence.

With Only One Writing **The McCaskey SYSTEM** The End of Drudgery

will tell you more about the details of your business (the things you should know) in five minutes than you get from a set of books in hours.

☐ The McCaskey System cuts out useless copying and posting from one book to another and the information it gives you about your business is reliable and can be depended upon.

With the McCaskey in your store you can tell at a glance the total amount due you on each account receivable.

At a glance you can learn what twenty customers owe, when they made their last purchase and what they bought.

The McCaskey collects money automatically.

The McCaskey prevents errors and disputes with customers over their accounts.

The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

The McCaskey limits credits, prevents overbuying and overselling.

☐ With the McCaskey you can prove your loss to the penny if you are visited by a fire.

☐ Over seventy thousand merchants in all lines of business are using The McCaskey System.

☐ For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

☐ We'd like to send you more information. Drop a postal card today.

The McCaskey Register Co.

ALLIANCE, OHIO

Branches: New York, Boston, Washington, Pittsburg, Chicago, Atlanta, Memphis, Minneapolis, Kansas City, San Francisco.

Canada—Dominion Register Co., Ltd., Toronto.

England—Dominion Register Co., Ltd., Manchester.

Australia—New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

TEN TALKS

To Bank Clerks By a Practical Banker.

Third Talk—Punctuality.

A friend of mine in a jocular mood said to me one time: "When I start in the next life I am not going to waste my effort in always trying to be prompt, for about half of my years have been wasted in waiting for other people, while going through my earthly career." While this should be treated as a bit of humor, there is a thread of sober thought in it worth considering and that is the impression which we humans exercise upon those whom we respect and love, by leading them through our carelessness to lose a lot of time which they would like to employ in useful channels. Smoothness of life as we are associated with our fellows in a marked degree depends upon the acquirement and use of prompt habits.

During the last week I have had a number of engagements with business men at which a number of us sacrificed a good deal of time because one or two or three men did not arrive for a considerable time after the date appointed for the accomplishment of important business. We ought to think of this matter as one of righteousness. We have a responsibility to our fellows that should require us to keep with the utmost promptness every engagement unless an unexpected exigency arises which absolutely prevents us from being punctual.

How many of us have experienced the annoyance at the theater when a belated one came in after the opening of the act and obliged us to stand up that he might pass by us to his seat, obstructing the view of many behind us and creating a general annoyance on the part of people in the vicinity. I account this kind of delinquency to be on a par with thieving, because we are stealing something of value from our fellows for which we render no compensation. This habit of exhibiting in a public manner this third hand of ours—the little behind hand—is peculiarly annoying in connection with church attendance. Through our delinquency we not only annoy our fellows but we are throwing a stumbling block in the way of proper attention to divine worship by a lack of punctuality. We take from the solemnity and thus the value of the religious exercises in church, and I can not help but think that the Lord will not hold him guiltless who thus without sufficient reason through a lack of prompt attendance takes from the value of a season of worship.

I recall an incident from my boyhood which has always remained with me because of the bit of humor connected with it. Our family sat in church just behind the family of the grandfather of James Crosby. They were occasionally late in church—probably with good reason—and came in usually following the first prayer. My father was a model of promptness in meeting engagements and in attendance upon all meet-

ings. He was not, perhaps, quite as tolerant as he ought to have been and was very outspoken. One day he met Mr. Crosby and said: "Brother Crosby, I had a dream last night and I was at Heaven's gate watching the people arriving from the earth life, and there seemed to be a period that people were expected to come in and the crowd came along and were passed in very easily. When they were about to close the door, looking down the distance I saw you hurrying along, but before you reached the entrance Saint Peter was slipping the bolt into the door and because of your lateness there was some discussion with regard to the propriety of allowing you to enter. Saint Peter said that your habit of always being late at divine service had prejudiced him somewhat against allowing you to enter, but after a good deal of parley the bolt was pushed aside and you were finally allowed to enter." To this criticism which Mr. Crosby thoroughly appreciated he promptly replied to father: "I am mighty glad that your dream resulted in my getting inside of the door, for I have often had my doubts whether I would ever succeed in slipping in, and I feel greatly assured by this vision that possibly in spite of my delinquency I may get into the Kingdom of Heaven."

At the time of I. P. Powell's death, he was brought up from the Gulf coast, where he passed away, and eight of us, warm friends of his in his lifetime, were detailed to receive the casket and transport it to the house. Seven of us were at the train twenty minutes before its arrival, desiring to be sure and be there in plenty of season to perform any needed service. The eighth man had not arrived and two or three of us were somewhat concerned about him lest he should be late and thus create a break in the company and expressed our anxiety, when Judge Warty said: "Never you mind. I never knew Willard to be late and I never knew him to be early. You will see him coming in here within thirty seconds of the time that the train is due," and, sure enough, when the minute arrived our eighth man was in his place. This reputation of always being on time is one worth more than a good bank account.

One time a meeting of the directors of the corporation in which I was interested was called at Lansing at 9:30. There were five directors, Mr. Simonds and I were two of them. We took the train for Lansing, which arrived at 9:30. We immediately repaired to the office of Judge Blank and arrived there ten minutes late. The Judge sat in his office chair and greeted us pleasantly when we came in. We sat a few minutes and said: "Aren't we going to have a meeting this morning?" "There was to have been a meeting at 9:30 and as there was no quorum I did the only thing that the law allows us to do, adjourned the meeting without further date." It seems there was a little controversy in which Mr. Simonds and I were probably a minority, but

the other two members of the Board had absented themselves and the Judge knew that if Mr. Simonds and I were present with him we would make a quorum and it would be best to adjourn the meeting, which was well within his rights, because we were not prompt. We were rendered entirely helpless and the only thing we could do was to nurse our indignation and come home. We should be somewhat careful in making engagements with reference to our ability in meeting them, but we should make our arrangement to always be on the minute, if within the range of possibilities.

You all understand the importance to the bank of having men meet their paper promptly and you, from the experience in this banking circle, have a keen appreciation of how much trouble is met when people are careless with regard to this matter, and it is still a fact that many banking men who understand the importance of it are exceedingly careless and impose upon our good nature by requiring us to call them up and hunt them up to meet their obligations.

It is important that we should keep our engagements, and our promises with children, if we expect to engender their respect. I would try and keep my promise to a horse or a cat, not because they would understand my lack of promptness but for the purpose of developing in myself a habit of obligation with regard to my promises. Children are very quick to appreciate delinquency of this kind. When a mother has promised a child dire punishment for doing a certain thing and then neglected entirely to keep her promise, she will thus lose her hold upon the child and the child lose respect for authority.

In punctuality as in other things it is important to make it a fixed habit so that it shall become second nature to us and not add to the hardships of life. We should acquire the habit of always being on time, and then it never occurs to us that it is a difficult thing to do.

It was noised about that I wanted to secure an employe and that at a

certain hour I would receive applications. Several came in and over half of them were late. I found by enquiry that each of these, instead of interpreting the appointment as exact, excused themselves because they thought it "about that time." This to my mind was sufficient reason for eliminating from any thought of adding them to my staff of employes. Regularity in doing things promotes health. Mr. Hall, the former Cashier of our bank, used to tell me he believed a banker had a chance of living a longer life than people in any other occupation because of the regularity of his habits. He was expected to do certain things at a certain time and, in acquiring that habit, he did the very thing which would tend to promote longevity.

It is certainly true that promptness in engagements is conducive to the utilization of our energy to the utmost. Our strength is conserved by punctuality. We have a given amount of time and if we do not waste it the work of life can be accomplished with ease, and the people who are always on time rarely have to hurry. It is the one who is careless of how time passes who has to exert himself in connection with the accomplishment of life's purposes.

I would not make this matter of punctuality a fetish as some do—this in itself is annoying. I would add to the habit of promptness the one of tolerance and thoughtfulness of others. There is danger of intolerance when we put too much emphasis upon a single virtue. On the whole, we do well to establish in our methods the habit of meeting positively on time every engagement and if we find in any case it will be impossible, to arrange if practicable so that our delinquency will not add to the anxiety or loss of time on the part of others. Charles W. Garfield.

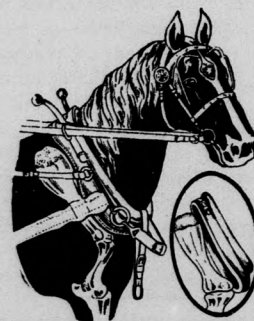
On the Job.

Pa—I greatly disapprove of that young Smithson, and one particular reason is his lack of industry in his calling.

Daughter—His calling? Why, he calls seven evenings in the week!

A BIG ASSET!

When a prospective purchaser comes into your store, you can **SELL HIM A SUNBEAM COLLAR** because you have been talking points of interest to him. He's glad to know that there is **ONE** design that is properly shaped,



holds its shape and will not chafe the horse's neck. It means profit to him because the horse wearing a **SUNBEAM COLLAR** does more work.

Talk Sunbeam Collars to your best customers who will thank you for your interest in their welfare. If you haven't the line, send at once for the special catalog of Sunbeam Collars and Harnesses. *It means profit!*

BROWN & SEHLER CO.
GRAND RAPIDS, MICH.

Sunbeam Goods Are Built to Wear

The Trade Paper and the Clerk.

Some of the big manufacturing and jobbing concerns are subscribing for blocks of trade papers. These they have sent direct to the homes of such of their employes as manifest an ambition to be something better than a mediocre clerk. Why? Because in these trade papers are found matters that make for better business methods; here are printed those things selected from the collected business wisdom of the country which instruct; here are to be found suggestions of practical value. The clerk is unlikely to accumulate any such stock of instruction in any position he is likely to occupy as a clerk, and just as knowledge and experience come slowly to him so will his advance to better and more responsible positions be slow.

A good many clerks are apparently obsessed by the belief that they are kept down. They get the impression that their talents are not being appreciated. They gather a grouch because they think they are not getting their just deserts either in pay or responsibility. Such are the clerks who are very apt to say: "I'm not going to work myself to death for the pay I'm getting."

Once a clerk has reached this stage he is in a bad way. Most of them forget that their horizon is necessarily a restricted one, and that it is impossible for them to spring at once into full and complete usefulness into a belief that they are indispensable.

To give the clerk the proper perspective; to impress him with the conviction that business is a big thing and can not be learned in a minute; to inspire in him the desire to acquire as much knowledge and information as he can; to break down the narrow barriers which hedge off from his view the great outside world of business endeavor; to set before him in an attractive and alluring way the prizes which ability in business can win; to stimulate his ambition and to inspire him to continued effort—these are some of the reasons why trade papers are put into the hands of clerks. As an epitome of the world of business, and of the best thoughts and ideas that animate that world, there is nothing better than the modern trade paper.

Trade paper men are beginning to realize, too, what a power they can be in training up the future business men of the country, consequently they are paying more and more attention to such matters as will be of particular interest to clerks.

Every business man who employs a clerk would be glad to see the latter improve. There is no help so expensive as inefficient help. A jobber remarked to us not long ago that he had openings for several \$1,200 men. "Only," he said, "I wish they might be \$2,400 men instead. I do not care how much I pay if only I can get my money's worth. A \$3,000 man is better than a \$1,000 man, and I would be only too willing to pay the difference."

Too many clerks, possessed by an over-weening sense of their own importance, think they belong in the highest class when actually they are pensioners in the lowest. They blame the employer for an inability to recognize their merits, when, as a matter of fact, they are knocking their own chances for preferment by spending time decrying the "old man" that could be much better employed in making themselves more worthy of his commendation and the salary he pays them.

The trade papers are doing a great constructive work in making better clerks. Trade papers could hardly have a higher mission. The clerks of to-day will be the business proprietors of to-morrow. The paper that taught them efficiency will be the paper they will revere and support. It is a good thing both ways, you see.—Implement Age.

Getting the Price.

The salesman who gets full price for his product gets full price for his services. The man who finds it possible to sell high priced goods only by discounting or compromising terms flatly discounts his own value to his house. And sales managers are not looking for that type these days. Marketing a high priced product at a profit to maker and salesman is one of the finest tasks of this busy age, and requires a blending of many qualities, not the least of which are tact, determination, and a bit of patience.

Last fall a friend of mine in a big Western city was looking about for some new wall paper. He visited several stores, and finally found the particular shade of blue which was needed. Said he to the clerk, "This is about what we want, but I am afraid it will fade." Said the clerk, "Mr. —, we guarantee that paper, and all the papers we sell here—to fade." He went on to explain why, and proved his statement so conclusively and logically that he secured the business. His price was higher. He did not claim for his higher priced paper what other clerks claimed for theirs. He got the business on the strength of logical argument and out-and-out truthfulness.

You don't have to talk in superlatives always, to get the business.

Edward S. Babcox.

True Courtesy.

A story about Mrs. Taft has recently amused Washington society.

Mrs. Taft, at a diplomatic dinner, had for a neighbor a distinguished French traveler who boasted a little unduly of his nation's politeness.

"We French," the traveler declared, "are the politest people in the world. Every one acknowledges it. You Americans are a remarkable nation, but the French excel you in politeness. You admit it yourself, don't you?"

Mrs. Taft smiled delicately.

"Yes," she said, "that is our politeness."

Highest Grade Canned Goods

PACKED BY

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

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

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

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

Factories at HART, KENT and LEXINGTON—All Model Plants

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

Supremacy of Man Threatened By Women.

It was Prof. Thomas, of the Chicago University, who characterized the world of intellect as the "white man's world," from which are excluded by reason of mental limitation or development white women and the lower races, males as well as females. Although he did not make it clear he inferred that it was due more to our peculiar social and industrial development than to inherent limitations that woman was kept outside the pale of the highest realm of intellectual endeavors and he mildly deplored the fact that the peculiar mental abilities of women and also of the lower races are not now available for the enrichment of the somewhat restricted "white man's world."

Not much longer, however, will men be able to boast that they constitute the chief people in the world of science, intellect, art and all the higher avenues of thought. In the past it was easy enough to hold their own against women, who were content, perforce, to be merely wives, mothers and housekeepers, or failing to achieve that high mission, to be nuns or servants as the case might be. Now men in striving for honors must compete not only with their fellows, but with women as well.

It was some 300 years ago that the Academy of Fine Arts was established in Rome and until the present year no woman has ever received the coveted Prix de Rome, which is given annually. The prizes have always gone to men, perhaps because it has so lately been proper for women to be in a position to compete for them. It must be remembered that the intellectual emancipation of woman is a recent achievement, fought quite as bitterly as her political emancipation is now being fought.

Sculptress Gains the Honor.

This year, however, the tables were turned, for a woman, Lucienne Henvelmaus, a young French sculptress, has gained the coveted honor, thereby scoring another triumph for her sex. This sculptress is a product of the people; being the daughter of a Parisian cabinetmaker. She is about 30 years of age and began her study of sculpture some twelve years ago.

Thus one by one are women proving that they are capable of greater things, if, indeed, anything can be greater than the work for which they are specially formed, that of being sculptors of the race. Perhaps, though, when that high and important office is finally divorced from the nerve destroying labor of the historic home, with its multiplicity of little duties, its mental jobs, its self-immolations, and its great latent and undeveloped social industries, perhaps each woman who is a mother will become the recipient of an honored prize for her noble work as sculptress of living flesh and blood, the producer of a glorified human being, a living, breathing work of art, and science and nature, beautiful to look upon, a being ready to take its place in a transfigured world that is

made ready to receive so great a treasure.

A masculinist, jealous for his sex no doubt and fearful of the growing feminist movement, writing in the Voice of the People column recently, divided the suffragists into just four classes, as follow:

Women who can not live peaceably with their husbands.

Divorced women.

Disappointed old maids.

Women with sissy husbands.

The writer, undebutedly, has but a meager acquaintance and a limited outlook upon life or he would never have attempted to classify the participants in a movement far too large and too diversified for him even to comprehend, according to his own confession. It is more than he deserves to notice his effusion, for it can only be regarded as one regards the follies of an immature mind. No doubt, in some such fashion, disgruntled Englishmen of 100 years and more ago regarded those dissatisfied colonists across the seas who grumbled at a little tax on tea, and who threw the tea chests into the Boston harbor and did other unmannerly things like shooting down British soldiers and making trouble generally.

All Classes in Ranks.

As a matter of fact, the movement for liberty is made up of happy wives and mothers of young girls, although not so many of these as one would wish. It is made up of old maids, if you will call them so, both those who are contented with their lot of single blessedness and those who are not, but who are both alike weary of things as they are, and who burn to have things changed. It is made up of divorced women in various stages of happiness, of unhappy wives and mothers, and there are many such. It is made up of childless women, of grandmothers, happy and otherwise, is made up of ardent boys, of young men married and single, some happy and some unhappy, of middle aged men who have thought seriously or otherwise upon the problems of life, and of old men who have outgrown or overthrown the prejudices of their early youth and training.

If a roll call were taken it would be seen to be a growing army of people of all ages and all classes and all conditions. Like all armies it would be seen to have wise people and foolish ones; people ignorant and those who are learned, with the rank and file just mediocre, although all would be agreed in this, that equality of rights was the only righteous basis of civilized life. Families would be seen to be divided upon the question; in many cases the men are converted and the women are not, in other cases the reverse is true. Many a husband has led his wife to see the truth as he sees it, and in many another case the wife is teacher. Such is the army of democracy, which in the nature of things must come to its full fruition if civilization is to endure. However, too much space has been spent upon a foolish proposition, which is scarcely worth considering.

Pitfall To Be Avoided.

Alice Henry, editor of Life and Labor, writing in the Woman's Journal of recent date, calls attention to a weakness in the constitution of the national suffrage association, in that it is organized solely for the purpose of attaining the ballot for women. She points out that the Australian women are similarly organized, and that, upon their asking for the ballot of the Australian men, it was given them, whereupon the women's organizations fell to pieces.

Later the women saw their mistake and now they are gradually organizing themselves again into societies, this time to make their citizenship effective. She warns American women against a similar mistake, a mistake which will undoubtedly be remedied next year by a constitutional amendment, for it is too late this year to make a change. The women wish to avoid the pitfall into which the majority of men have fallen, of thinking that to get possession of the ballot is the whole problem, rather than to learn to use the franchise with intelligence.

Is there a dead line for women at 30 years of age? is a question that has been going the rounds for some time. Some say, "Yes," and some say, "No." It was started by some one who, generalizing from an insufficient number of facts, came to an affirmative conclusion, although there perhaps never was a time when the real solution of the problem depended so much upon the woman in the

case. To be sure, she is not the sole arbiter, but she is beginning to have a part, and that in itself is a tremendous gain.

As a Relative Term.

Age is relative. When one is entering into the teens, the age of 20 seems old, and to pass that extreme limit seems like slipping into the grave; yet, when one is 16, two score years seems not so old, although 25 is near the brink of death.

So it is as the years glide on; old age is just beyond. As for the age of three decades, it is indeed a wonderful age, a magic time for the favored ones of life. A pianist is young at 30, a singer who is well cared for is young at 35; so, too, is the lawyer, the doctor, the professional man, the successful merchant, the manufacturer, while the statesman is young at 40.

But women? Ah! that is different although the beginning of the change is upon us. Women, unmarried, were once old at 30; to-day they are not old, because we have ceased to look upon women solely as child-bearers, and the only reason that women are considered older than the men with whom they are equal in years is because society has refused to consider them in any other capacity than as mothers of the race, and fortunately the years of motherhood are limited by nature itself.

Belle Squire.


Much married unhappiness appears to be merely married scrappiness.

Any woman can get married if she hasn't brains enough.

IMPORTED FROM HOLLAND

**DO YOU SELL
DROSTE'S PURE DUTCH COCOA?**

IMPORTED FROM HOLLAND



IMPORTED FROM HOLLAND

The Grocer who picks only those goods which will meet with popular favor. is bound to win trade.

DROSTE'S COCOA is popular because it is as good or better than any other and yet costs the consumer from 5 to 15 cents less per half pound.

Incidentally the grocer makes a greater margin of profit on DROSTE'S than he can on the others.

Let us submit samples and quote prices.

**H. HAMSTRA & CO., American Representatives
Grand Rapids, Mich.**


IMPORTED FROM HOLLAND

\$

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.





Curious and Humorous Reasons For Not Advertising.

Recently I have been brought into close touch with a number of business men who are not doing much advertising. With not one exception, they are all complaining of hard times and lack of trade. The reasons they give for not using printers' ink are various. Some of them I will repeat to show how saving begins often at the wrong end.

One man said he believed in advertising, but times were so bad he could not afford to spend the money. Still he can afford to pay rent, and wages, and meets his bills for light and heat. These things are all fixed expenses, going into profit and loss account, on the wrong side. They are necessitating an outlay of hard cash to take care of the trade that does not come, while the one item of outlay that might produce and make good times out of bad is the first expenditure chopped off. If that is not inconsistency, what is it? It is as though a man bought a stove, and purchased coal, hired some one to haul it and some one else to take away the ashes and then shivered with the cold and lost all the money he sunk in his preparations just because he stalled when it came to spending money for the match to light the fire. If advertising is not for the purpose of drawing trade, what is it for? It is not a dead expense—it is a live producing factor. If any change is to be made in the amount of space used in bad times, double it, do not halve it or, worse still, cut it out altogether. Save somewhere, but keep the advertising going.

Another man said he had advertised very liberally in the spring and had to quit for a while because he had spent all he could afford to appropriate to advertising this year. If true, then that was very bad management in using it up too fast. Nevertheless the argument is foolish. Because I ate meals that were too expensive in July I will eat none at all in August. Reasonable, is it not? Just as well say I will commit suicide to punish myself for gluttony. A man might live through a month without eating, as longer fasts than that are on record; but it is a dangerous thing to risk, and, at best, weakens the constitution. A business may exist through a season without advertising, but it will be mere existence. It will suffer from exhaustion and will find recovery slow and painful.

Here comes another, wise in his own conceit, who has the whole mat-

ter doped out and sifted down to a fine point. Says he: "I am just starting into business and I have figured out the matter of advertising this way: The first year I am not going to advertise at all, and then, next year, I will advertise as largely as I can afford to do. By comparing the two years I shall know to a certainty which plan is better."

And he said this with a beaming self-satisfaction. He thought he had made such a great discovery of the right road it seemed a pity to suggest to him the utter nonsense of his method. Sounds like a man just starting into business. There is not likely to be any second year with which to make comparisons. If I were a manufacturer or jobber and a retail merchant revealed his utter incompetence by such talk as that, he would have to pay me spot cash for any goods he ordered from me. It is utterly incomprehensible how any human being supposedly in possession of his intellect can be guilty of such misfit thoughts. His plan is like that of the man who started to feed his horse shavings. He declared all would have been well except for the fact that just when the animal was getting accustomed to the diet the "fool thing died."

Business without advertising is like a diet of shavings, and is just about as well nourished as the horse in the story. Naturally the same unfortunate result must follow.

But here comes another wiseacre who says his customers are his advertisements. They tell others how well they are pleased and this brings him new trade.

That man must live in the earthly Paradise. Such accommodating customers are rare enough to merit a place in an exhibition of curiosities. My, but they would be nice customers to have. One comes, is pleased, goes out, returns with another, these two bring two more, these two produce four, the four, eight, the eight, sixteen, the sixteen, thirty-two, and so on as fast and as far as you can stand it without getting dizzy. Maybe some of them are such very exceptional customers they will bring more than one—perhaps a few perfect paragons of customers will bring a dozen or twenty. The result grows magnificently. That merchant, blest with these customers, has just one thing to fear; his business is likely to grow so rapidly and to such undue proportions he will attract the attention of the Government and be investigated.

And after hearing all the speeches in this experience meeting of adver-

tisers there is just one conclusion: Not a man of all those quoted but fully believes he should advertise. One and all, however, are making excuses for their own shortcomings and penuriousness.

Whether or not advertising should be done does not admit debate. The question has been settled long ago, and all of the merchant princes have been and are heavy advertisers. The only matter for debate is as to how best to do it. And this has to be decided in accordance with circumstances governing individual cases.

The man who has carried on successful advertising campaigns would never think of cutting out this important item when trying to reduce expenses. It must be, then, that those who do lop it off first of all have never been successful in managing publicity campaigns. They have never, therefore, experienced the joy of real business building. It is time for them to get busy and obtain advice from some one who makes advertising a business. It is the poorest of policy to sit back and let the other fellow have all the advantages accruing from the use of printers' ink.

Come now, make a specialty of something—push it, and draw the people to the store. Talk to them plainly, directly and truthfully. Simple language, a straight story and a decided bargain. Put them together, publish it in the paper or send around dodgers, and watch the trade grow in the old store.

The fall is here—what are you going to specialize on during the season? Talk about it, print about it, and the customers will come to buy it and other things. If you can not prepare copy as it should be for publication, call in some one to assist you or, if you wish, apply to us for assistance, and we will help you out. But you must make your own selection of specials. Then let us know

what you want to push and we will try to help you along.

A parting word—to get all the business you should have you must advertise, and keep at it.

Their Chance.

The Jones family had been very much disturbed by the depredations of their little neighbor, Willie Boggs. He was the pest of their life. One day the nephew of Mr. Jones, Bobby Smart, came for a week's visit. He was a sturdy little youngster, about the age of Willie Boggs, and the pair soon struck up an acquaintance. The next afternoon Mrs. Jones ran into the library where her husband was working.

"Oh, John, John," she cried in distressed tones, "Bobby and Willie are fighting. What shall we do?"

"Go down and encourage Bobby," her long-suffering spouse replied.

A. T. KNOWLSON COMPANY

Wholesale Gas and Electric Supplies

Michigan Distributors for Welsbach Company

99-103 Congress St. East, Detroit

Telephones, Main 2228-2229

Catalog or quotations on request

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

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

Clark-Weaver Company

32 So. Ionia Street

Grand Rapids, Mich.

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.

OUTDOOR PUBLICITY.

Big Possibilities For Both Large and Small Dealers.

Written for the Tradesman.

Display windows and newspaper announcements are everywhere accredited modes of advertising.

Yet it is a well known fact that a great many people in any community do not read the advertisements in any publication regularly. Some read them once in a while, others not at all. Quite a large percentage are too busy with their own affairs to spend much time in any kind of reading, and when they do glance over the daily or weekly papers, their reading is limited to the headlines of big news articles. They do not pay much attention to the advertisements.

Yet these people who do not read newspaper announcements to any appreciable extent, buy things of all sorts. They must be assumed to be susceptible to some form of advertising. How is it that they go to Bill Jones when they want furniture, or to Frank Smith when they require a new pair of shoes? Perhaps if you were to ask them they might say that they had been trading with Jones and Smith for a long time and had always found them dependable; that the furniture carried by Jones and the shoes shown by Smith left little to be desired in variety of styles and reasonableness of prices, etc. But such an answer obviously does not explain; for the next question in order is, How did you happen to get started to trading with Jones and Smith in the first place?

This question may stump them. The chances are they themselves haven't the slightest idea how they got to going to Jones when they required furniture, or to Smith when they were in need of shoes. But suppose Jones, the furniture man, is quite a successful outdoor advertiser. Suppose he uses the billboards constantly, and by means of pictorial posters shows nifty family rooms, dining rooms, kitchens, etc., tastefully furnished and equipped? Suppose these posters are gotten out in colors, varied with the seasons, and always renewed when the colors begin to fade and the beauty of them begins to wane?—and suppose that the name of O. K. Jones is everlastingly associated with this nifty-looking furniture as it appears in these elegantly appointed apartments? Perchance it was the billboard that started our friend towards Jones' store to begin with; and mayhap it's the bill-

boards that help in no small measure to keep him trading there.

What is true with respect to our friend's patronage of Jones may also account for his loyalty to Smith, the shoe merchant. Come to think about it, Smith does use the billboards rather extensively. Has a yearly contract with the bill posters of his city. Gets high grade stock posters featuring new and striking lasts (always seasonable, to be sure) and thus keeps his name in big letters before the public.

In order to get all the people interested in your business it is important to use some mode of publicity that will compel them to notice. The billboards seem to furnish this medium. People can not very well help seeing the billboards.

The very fact that big national advertisers use the billboards so extensively—always including in their general advertising scheme this billboard feature—shows that they believe in this form of advertising. It is not reasonable to suppose that they would continue to spend hundreds of thousands of dollars annually for outdoor publicity if they did not have convincing proof that it is a profitable mode of advertising.

A well made pictorial poster—one of those really artistic creations in half a dozen colors, more or less—does have a way of catching the eye and claiming the attention—no doubt about it. Why? Well, just because we all like pictures. We say children are fond of pictures. They are—but so are we grown-ups. Aren't we just about as much interested in the comic supplement as the kiddies? And don't we know beforehand that it is the rankest sort of nonsense? Of course we do. Then why do we peruse it? Simply because we have not outgrown our juvenile love for pictures.

The advertising man understands the lure of the illustration; therefore he illustrates his advertisements. Glance through the advertising pages of almost any number of any popular magazine and see what a large percentage of the advertisements are illustrated. Now the same reasoning that justifies an illustration in a newspaper or magazine announcement also helps to explain the attractiveness and resultfulness of the pictorial poster on the billboard.

A poster may be had in various sizes from a one-sheet to a 24-sheet poster, although the 8-sheet poster is the size favored by lithographing concerns that get out commercial posters. The one-sheet poster measures 28x42 inches; the 8-sheet pos-

ter is 9¼ feet high by 7 feet wide. From a recent catalogue gotten out by a lithographing house that does a big business in stock posters, I quote the following prices for 8-sheet posters:

25 8-sheet posters.....	\$ 16
50 8-sheet posters.....	29
100 8-sheet posters.....	50
150 8-sheet posters.....	72
200 8-sheet posters.....	88
300 8-sheet posters.....	120
500 8-sheet posters.....	180
1,000 8-sheet posters.....	320

This includes, of course, the cost of printing your advertisement from type in one color. If you want more than one color, you pay extra for that. And then you must pay for the use of the billboards and the cost of posting. The posting rate varies with different localities. The rate per sheet for four weeks' showing, according to a table before me, varies all the way from 7 to 16 cents. Thus the cost of posting 50 8-sheet posters for four weeks would range all the way from \$28 to \$64. Suppose you paid \$29 for your 50 posters, this would make the total cost of covering 50 billboards for four weeks anywhere from \$57 to \$93. But in buying posters, there is a big saving in buying in larger quantities, and by making arrangements with the local bill poster to use a limited number of boards, there can be a large saving effected in the matter of posting. This may seem, at first glance, a very costly method of advertising; but when you stop to consider that the cost per day for each of these posters ranges from only 3 4-5 cents to 6 1-5 cents, the outlay is not excessive. The average price per day for an 8-sheet poster (and that includes cost of poster, billboard rental and bill poster's fee) is something less than 5 cents. And that would seem to be a very reasonable cost.

But the poster isn't the only accredited mode of outdoor advertising. If a billboard campaign appears a bit too costly, how about

stock signs? They come in metal and in paraffined cardboard. There are concerns that specialize in this form of advertising material. They get out nifty stock signs in various sizes both in the metal and in cardboard. At a very nominal price they print your name and address on the sign. All you have to do is to cover your locality with them. In covering a county with advertising, the stock sign is almost indispensable.

The metal signs, of course, come higher than the paraffined cardboard signs. But they last ever so much longer. Still, it is remarkable how these cardboard signs do last. If they are not torn down or defaced, they will last for several years. They can be tacked up on trees, posts, fences, telephone poles, dead walls and numerous other objects along the country roads.

For the dealer both large and small, there are big possibilities in outdoor publicity. He can lay out his campaign upon expensive lines or bring it down to a very modest expenditure; but in either event he will get returns in proportion to the amount invested—provided, of course, his investment is determined by good judgment. And that is a proviso that must be put in with respect to all other kinds of advertising. No doubt about it, the outdoor advertiser gets results—and that is what we want when we advertise.

Chas. L. Philips.

Do not fail to take advantage of circumstances by having a window carefully dressed with Hallowe'en desirables.

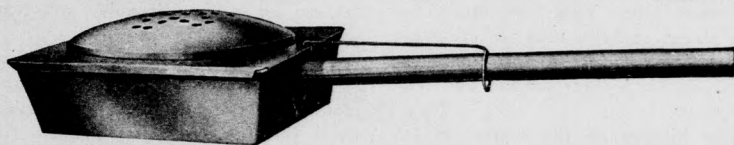
The foolish trust to the safety-pin, but the wise see to it that the buttons are well sewed on.

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.

Lansing Crown Top Corn Popper



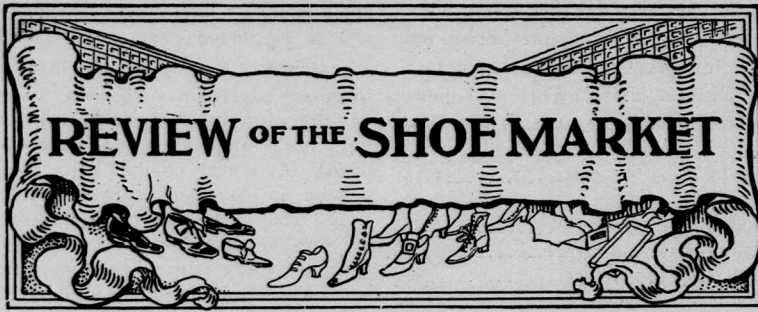
Seasons the corn just to suit the taste the same as in a spider or kettle. The unpopped corn falls automatically through the holes in the crown of the cover. This feature makes it out-sell any other popper made. Steel handle that can't get hot or burn off. Polished steel and perfect construction. If you want the popper business, buy this popper.

The Gier & Dail Mfg. Co., Lansing, Mich.

ROBIN HOOD AMMUNITION
 NOT MADE BY A TRUST

No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.





A Profitable Outlook for Shoe Retailers.

Written for the Tradesman.

Insofar as I am able to judge from interviews that I have had with shoe merchants and from quite a number of reports anent the fall retail trade from shoe dealers in other cities throughout the country, business is good.

In most of our Central, Southern and Eastern States the month of September was a rainy month. Thus far in October we have cool nights and quite a number of unlikely days. All of which is suggestive of the propriety of suitable fall footwear.

In the matter of straw hats and some other distinctively summery articles of wear there is a limit beyond which the well dressed man can not go with propriety. Although the weather is still warm, and the straw hat has been but recently rejuvenated by one of those Italian artists who seem to be past masters in the dual art of putting a polish on shoes and disannexing grime from straw hats—one must reluctantly part company with the summer hat. But the summer oxfords may not be so promptly discarded. If the weather is warm and dry, and the oxfords are in a fair state of respectability, many an economically-inclined man will postpone the buying of fall shoes.

From the shoe dealer's standpoint a warm, dry fall is not a particularly exhilarating prospect.

Even the casual observer of shoe windows, let alone the close student of style-tendencies in American footwear, has doubtless noted the increasing percentage of tan shoes that appear in the average fall and winter shoe trim. This can mean but one thing, namely, that we are coming more and more to look upon tan as a suitable leather for fall and winter wear.

The history of the vogue of tan leather has been a peculiarly checked one. Although tan leather is by no means a recent achievement, it has been within comparatively recent years that tan leather came to be regarded as an ideal material for summer shoes. And even then summer tans were a more or less precarious proposition, for nobody in the trade from the big boss at the shoe factory to the junior clerk in the retail shoe store could tell whether tan shoes would "go" or not. Sometimes they did, sometimes they didn't. In papers devoted exclusively to the shoe trade much space used to be consumed, year by year, in discussing the "tan situation" up one side and down the other, and in weighing

the probabilities of the forthcoming season's being a good one for tans.

In process of time, however, tans came to their own; and now it may be said I think that tans are pretty thoroughly established as a practical and sensible shoe for summer wear. While one summer may differ somewhat from another summer in respect of the size of the demand for tans there will always be a pretty strong call for tan oxfords for summer wear—and that simply for the reason that they have been tried out and found not wanting as common sense hot weather shoes.

Having become a sort of staple summer shoe, it looks now as if tans were going to carry the campaign right on through fall into winter, eventually annexing other seasons to their acknowledged triumph over summer. For several years now nifty fall and winter models have been made up in tan stock, and this season shows quite a sizeable sprinkling of tans. As I have indicated, this tendency is apparent in the shoe trims of nearly all of our exclusive shoe shops and department stores.

Undoubtedly tan leather is suited for winter wear. Of course a tan shoe for winter wear is quite another proposition from tan leather for summer wear. The latter is lighter in texture and ever so much more porous; also it is more pliant—necessarily so, for pliability depends largely on heft. And, of course, tan shoes for fall and winter have correspondingly heavier soles, heavier linings, etc. Our vastly superior modern processes of tannage enable the tanners to get out a tan leather product that is able to meet the most exacting demands for a serviceable, practical winter shoe.

Tan leather used to be highly sensitive to water—easily spotted and stained by rain, or even perspiration from the feet, for that matter. Although you started out with shoes of a very light tone, they kept coloring darker—and the distressing part about it was that they did not color uniformly. The dark spots indicated places where moisture had modified the tone of your tans. But our latter-day processes of water-proofing tan leather insures a practically uniform color. Tan leather does not spot and stain as it once did. Although the tone naturally deepens somewhat with wear, it deepens uniformly—and withal so gradually that you are scarcely conscious of the change. If a spot or stain does appear on one of your tan shoes, it is ordinarily a surface stain, yielding readily to soap and water or a little

gasoline and rubbing. In the shine parlors this removing of spots and stains is preliminary to the polishing of your shoes; and it very rarely happens that your polisher runs across a stain that he can not remove.

Now if tan leather hadn't been perfect along the lines indicated in the preceding paragraph, it could not figure very largely as a material for fall and winter shoes. Such shoes must perforce be able to endure rain and snow and mud and slush. The leather must be sufficiently close-of-grain to keep out moisture and the finish must not be of a precarious nature. Both of these conditions have been met by our tanners. We have tan leather that is as nearly rain-proof as leather of any finish can be made; and—since the warmth of a fall or a winter shoe depends upon the wet-resisting qualities of the leather—the tan shoe is a comfortable shoe for cold weather wear.

So we find in our shoe windows this fall a great many tan shoes for men's, women's and children's wear. Some of the extremely high boots for women—shoes with 18 to 22 buttons—are made up in tan. Many of the nifty high-top shoes for little girls and misses also come in tan. Mannish shoes for little men are shown in tans. And only the other day I saw some real boots—also of tan—made up for small boys' wear. These boots were reminiscent of other days, and carried me back to the time when I used to wear calf-skin boots with red tops and brass toe-guards. Only these modern boots were made up on better lasts, the lower part of the boot being put together practically as a shoe is. It is a safe bet that every youngster from 4 to 7 who sees a pair of these nifty little boots will forthwith set up a clamor for them.

In view of the large number of lasts and leathers that seem to be running neck and neck in the race for popular favor, the retail shoe dealer has quite a complex and difficult job on hand. His lines are necessarily numerous—much more numerous than they really ought to be, looking at the matter from a practical standpoint—but there seems to be no immediate relief in sight. Of the many styles and materials, some will

prove to be popular favorites, while others will drop out. But there are some practical matters here that the average retail shoe dealer would like to have illuminated: First, what styles are going to prove to be general favorites? and what fabrics, what leathers and finishes? and what new things under the canopy have the shoe designer and manufacturer in process of evolution? Just about the time the sifting process has gotten under way, and quite a number of unnecessary lasts and finishes have been eliminated, the manufacturers spring a whole lot of new ones, and the poor retailer has to begin his guessing process all over again.

It is devoutly to be hoped that this penchant for the new and striking will be brought under some sort of safe and sane control insofar as the production of shoes is concerned. Will the shoe manufacturers be able to get together in such a way as to bring this about? This remains to be seen. In the meantime, however, it now looks as if we were going to have a nice, profitable business this fall and winter. Cid McKay.

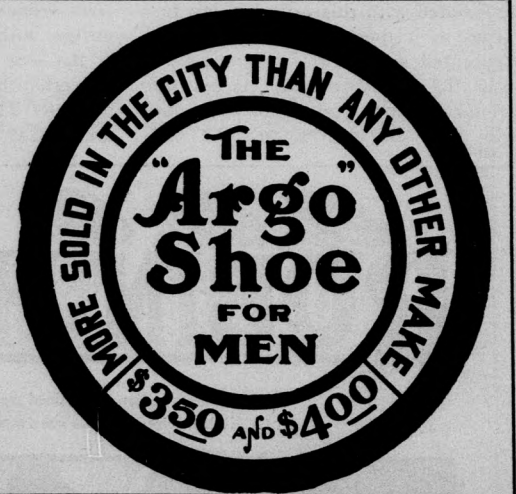
Many a good man is in such haste to let the world know where he stands on the tariff, reciprocity and the direct election of senators that his patient wife can not find out where he stands on the important domestic questions of water in the house and a new carpet for the parlor. Save the country, brethren; that's right; but don't forget to save the wife, for after all what is the country to you when you have lost a good helpmeet?

There are men who have no difficulty in keeping secret a creditable story concerning a neighbor, who could not withhold for five minutes the spreading of a scandal about him.

Laughter has been scientifically defined as a convulsive action of the diaphragm.



THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO



CIRCULAR EMINENCES.

The Most Peculiar Feature of the Moon.

We see the moon first each month as a thin, curved line of light in the western sky. It presents that appearance because, in its journey around the earth from west to east, it approaches our view from the direction of the sun, and consequently is lighted on the side farthest from us. A few days later it has passed half across the sky, and then we look at it sideways as related to the direction of the sun's rays, and therefore see half of its illuminated surface. And finally it reaches the eastern heavens, and being then opposite to the sun from the earth, the whole of its lighted half is turned toward us.

When a telescope is pointed at the "new" moon, a view is obtained similar to that which should be presented to an observer who should look from a point in space upon a spot on the earth just reached by morning sunlight. Every important feature of the surface is seen sharply defined by light and shades, and far beyond the line of full illumination prominent objects stand clearly out. As the bright field widens from day to day, the landscape is found to be earth. Great tracts are perfectly smooth and of a grayish color, resembling mud flats. These are the portions that by the naked eye are seen to shine less brightly than others, and before the discovery of the telescope were supposed to be oceans. Some of them were bordered by mountains two or three times as high as Mount Washington, rising perpendicularly from the plain and producing a very striking effect. When most of the face of the globe has become lighted, bright lines are observed in every direction. Most of them radiate like the spokes of a wheel from mountain centers, but some extend for hundreds of miles. A few large spots of particular brilliancy also appear. One range of mountains is nearly five miles, and another almost seven miles, in height.

But the most peculiar feature of the moon is the circular eminences that are scattered all over its surface. These number no less than 33,000, and are of every size from a barely discernible point to an immense ring over 140 miles in diameter. The interior floors of these circular heights are level, and some of them are many thousands of feet lower than the surrounding country. Hundreds of the larger ones contain cones of various sizes. The resemblance of these formations to large volcanoes on the earth is so great that they are usually spoken of as craters.

The moon, comparatively speaking, is so near to us, and so clearly exposed to view, that with our modern instruments we ought seemingly to be able to discuss very small objects upon its surface. But here steps in our atmosphere, with all its refractions, vibrations and impurities, and places a stern limit upon our investigations. A common impression is

that a magnifying power of several thousand diameters can be effectively used on our satellite with the largest and best-situated of our present telescopes, but so great are the obstacles presented by our air that only in rare cases can one of more than one thousand be employed with good results, and with that power an object must be 300 feet across to be seen even as a formless speck. A good, small glass, capable of carrying a magnification of 250 diameters, such as is used in many private observatories, will show as a minute spot a figure 1,200 feet broad.

No certain indications of air, water, or any kind of vegetation appear on the moon, hence its habitation by any creatures such as are known to us is not possible. A few observers have thought that they could see evidence that small changes of surfaces are now going on, but most astronomers are of the opinion that the appearance is due to the greatly different effects that light produces upon irregular objects when striking them at different angles.

Although, generally speaking, the same side of the moon is always presented to us, in the course of a month we really see, mainly because of the form and inclination of its orbit, 9 per cent. more than half of its surface. In keeping its face constantly toward us, it rotates once in a month in relation to the sun, and therefore its days are about thirty times as long as ours. Like all other planetary bodies, its course is elliptical and not circular, and being in consequence at different distances from the earth at different times, it appears to our eyes to vary slightly in size.

The moon reflects about one-sixth of the light that it receives from the sun, but only a barely measurable part of the heat that it gets from that source. It is the main cause of our tides, and disturbs our electric currents to some extent, but, common belief notwithstanding, it has no known influence on our weather. While pursuing its orbit it is attracted by so many other and larger bodies that in computing its longitude mathematicians are obliged to make as many as seventy allowances, and in calculating its latitude, half as many.

The moon's relative nearness to the earth can be realized by remembering that while light occupies more than eight minutes in coming to us from the sun, it can reach us from our satellite in less than a second and a half; and its comparative importance as a heavenly body is illustrated by the fact that if we suppose the sun to be a globe two feet in diameter and the earth a small pea, the moon can be represented by the head of an ordinary pin.

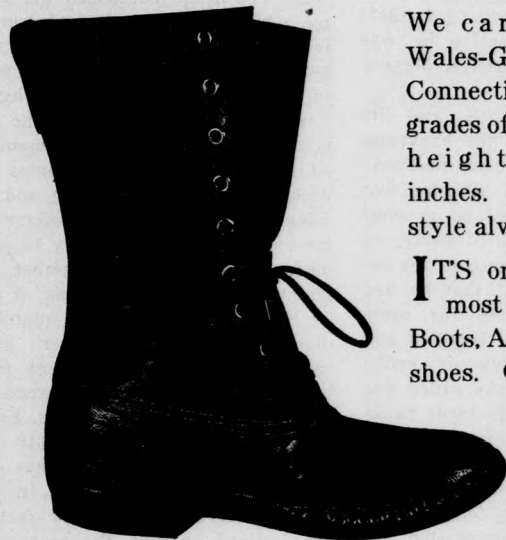
George Edwards.

Magnificent Opportunity.

"I don't see any sense in referring to the wisdom of Solomon," said the man smartly. "He had a thousand wives."

"Yes," answered the woman, tartly, "he learned his wisdom from them."

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

Warm Shoes and Slippers



Positively the Strongest Line on the Market

We have them in all the popular colors, black, brown, blue, purple, green, wine and grey.

Trimmed in fur, plush and ribbon.

The quality is unexcelled and the prices are right. See our catalog and order now while you can be sure of getting the sizes you want.

Hirth-Krause Company

Shoe Jobbers and Manufacturers
Grand Rapids, Mich.

FRAUDULENT CONCEALMENT.**Haring Must Disgorge \$4,000 or Go To Jail.****Official Finding.**

An involuntary petition was filed on January 13, 1911, against Jay A. Haring, and on January 26, 1911, he was adjudged bankrupt; his schedule of assets and liabilities, as required by law, were filed on February 6, 1911; on his general examination he was represented by his attorneys, Messrs. Dunham & Phelps.

Based upon the records and the general examination of the bankrupt, William B. Holden, Trustee in Bankruptcy, filed a petition alleging that the bankrupt had failed to account for a large amount of property, or money, or both, belonging to his estate in bankruptcy, and that he had fraudulently appropriated the same to his own use and had secreted and concealed the same from his creditors and said Trustee. An order was made requiring the respondent bankrupt to file his answer to such petition and for a hearing on such matter. Respondent bankrupt filed an answer to such petition denying that he had fraudulently appropriated, secreted and concealed from his creditors any amount of money belonging to his estate, and that he had no way of making any other or further accounting than he had already made. A hearing was had, testimony taken in behalf of the Trustee, but no testimony submitted on behalf of the respondent bankrupt, who was represented on such hearing by Messrs. Dunham & Phelps, as counsel; the matter was then submitted upon the records and brief of Charles V. Hilding, attorney, and Ben. M. Crowin, of counsel, for the Trustee; no brief filed by counsel for the respondent bankrupt.

The respondent bankrupt was in business about eleven months; he kept no books of account nor records of any kind from which the true status of his affairs could be determined, but whether this was willful or intentional I do not now determine. He conducted sales at Sand Lake and Kent City, for which purpose considerable goods were taken from his stock to these respective places, but no inventory or account of such goods nor the proceeds therefrom were kept. During the period he was in business his total bank deposits were \$3,225.78, and his total checks drawn as appears from his check stubs, was but \$3,164.45. His general examination was very unsatisfactory and throws but little light on the true condition of this affair.

The Accounting Debits.

1. The first item with which the Trustee asks that the respondent be charged is the value of the stock purchased from his wife on February 10, 1910, \$2,700. The bankrupt testifies that at the time of the purchase an inventory was taken and the price agreed upon at \$2,700. Later and on June 4, 1910, he made two written financial statements for the purpose of obtaining credit—one to I. M. Riegelhaupt, of Cleveland, Ohio (Exhibit F), and the other to Cohan-

Goodman Co., of Cleveland, Ohio (Exhibit D), in each of which he stated that his merchandise on hand at actual value was \$2,700, and on his examination he testified that this statement was based upon the inventory of February 10, at the time he purchased. I find that the bankrupt should be charged with this amount.

2. The next item which the Trustee asks to be charged to respondent is cash on hand February 10, 1910, \$800. There is no satisfactory proof of this item. The basis urged by the Trustee for this charge is the two statements of June 4, before mentioned, in which the bankrupt states that he has cash on hand of \$800, and testifies that this statement referred to his condition as of February 10 prior. There is some doubt whether this testimony relates to the item of cash or merely to the item of merchandise of \$2,700; it is further noted that in a financial statement made by the bankrupt for the purpose of obtaining credit from Strouss, Eisen-drath & Co., dated May 27, 1910 (Exhibit A), he states that he has cash on hand or in bank but \$260. In view of the uncertainty as to the facts, I am inclined to give the respondent bankrupt the benefit of the doubt and therefore hold that he should not be charged with this item of \$800.

3. The next item which the Trustee asserts should be charged to the respondent bankrupt is for merchandise purchased while in business aggregating, according to one method of computation, \$15,118.38. This is arrived at by taking the bankrupt's written statement made for the purpose of obtaining credit dated May 27, 1910 (Exhibit A), in which he states he then had a stock of goods on hand valued at \$4,000 and adding thereto all additional purchases of goods thereafter, as appears from the proofs of claims and statements attached on file.

According to another method of computation the amount is arrived at by taking the entire amount for new goods, purchased after February 10, 1910, the date when he commenced business, and up to the time of the failure, as appears from such proofs of claims and itemized statements attached, and adding thereto the amount of cash actually paid for goods, as appears from the check stubs. On this basis the sum aggregates \$13,263.56. It seems to me that this latter method of computation is the more accurate, as the written statement of May 27, 1910 (Exhibit A), undoubtedly included the \$2,700 on hand February 10 prior. These proofs of claims were introduced in evidence in this special proceeding; they were very largely allowed at meetings at which the respondent bankrupt was present and agreed as to the amounts as being correct.

In my opinion the bankrupt should be charged with this item of \$13,263.56.

4. Petitioner Trustee also asks that the respondent be charged with the profits on sales of merchandise from February 10, 1910, to the time of the bankruptcy. The record in this



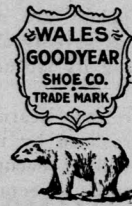
BE FIRST

Grasp the opportunity to build a better and bigger business through the sale of Rikalog Shoes to the men of your community.

We can show you everything new that's good at prices which will pay you a liberal profit.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



Get Your Orders in Ahead of the Rubber Weather

Freights are slow and expressmen are not so fast as wireless—some of you will admit we are right and get in your orders, others will delay and keep us working over-time and at night to get their orders under way.

Buy where you can get the goods and get them quick, but don't overlook your own interests. Get

Wales Goodyear Rubbers

(The Rubber That Don't Come Back)

You can count on us to do our best, rain or shine—but you can help us a little and yourself a whole lot by mailing that order for Bear Brands today.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of
Wales Goodyear Rubbers

Makers of the famous
"Bertsch" and "H. B. Hard Pan Shoes"

matter does not disclose any definite profits from the business and I therefore determine that there is no proper or satisfactory basis on which to make any charge for profits.

Credits.

1. It is conceded by the petitioner Trustee that the respondent bankrupt should receive credit for the merchandise on hand at the time of the filing of the petition, aggregating \$6,128.76. This amount includes the goods claimed by the Mishawaka Woolen Manufacturing Co. This appears from the inventory and report of appraisers on file which was introduced in evidence in this special proceeding. The three appraisers were sworn and testified to the making of the inventory and appraisal of all the bankrupt's assets which they were able to locate. The bankrupt was present a portion of the time when this inventory and appraisal was being made. They determined the cost price and also fixed the appraised valuation of the property. The cost price was determined from respondent's cost mark, which they had, and also in many instances from original invoices. The respondent bankrupt should be credited with the full amount of the goods on hand at cost price.

2. The Trustee also admits that the respondent should be credited with the amount of moneys paid out as appears from his check stubs. The cancelled checks were not produced, but the check book with stubs, introduced in evidence, shows total payments for the period he was in business of \$3,164.45. Some of the check stubs are cut out, others have no writing upon them to indicate the purpose for which they were used; it is also noted that there is some variance in the numbering of the check stubs. This is particularly so during the latter period he was in business. In view of the fact that respondent has not produced evidence of additional payments by checks I find that he should be credited only with the amount as appears from his check stubs.

3. Household and incidental expenses at the rate of \$900 per year, which for the period of eleven months amount to \$825. This is based upon the financial statements which were introduced in evidence (Exhibits C and F), in which he states that the running expenses per year are \$900. But the respondent bankrupt testifies that he has no knowledge of the amount of his expenses and that these statements were based upon the expenses of his wife, who conducted the business the year previous. While there is no definite proof, in view of the fact that he paid \$20 per month rent, carried fire insurance of \$3,000 and during portions of the period paid rent for stores in other towns, in addition to his other expenses, including light, heat, clerks and household expenses, I am convinced that this item should be largely increased and I therefore fix the sum at \$1,500.

4. Losses on sales of goods. Again the record does not disclose any definite basis for figuring losses, except from the general examination of

the bankrupt, who, when asked to account for the large discrepancy between receipts and disbursements, stated that it was occasioned by losses. It does appear, however, that he held sales in which the goods were sold at less than the marked price; also that the salesmen in charge of the goods in other towns were directed to meet competition and that some goods were probably sold below the sale price which the respondent had marked. In view of the uncertain condition of the record, I am inclined to allow, on account of losses for the period of eleven months, the arbitrary sum of \$1,000.

5. Credit should be given for goods sold on credit and appearing as accounts receivable at \$20. There is no evidence for this item, except the bankrupt's schedules, which state there is due on open account "less than \$20."

From the foregoing I therefore find that the account against the respondent bankrupt should be stated as follows:

Debits.	
Merchandise on hand Feb. 10, 1910,	\$ 2,700.00
Cash on hand Feb. 10, 1910..	0.00
New merchandise	13,263.56
Profits	0.00

Total debits

Credits.	
Amount of inventory at cost price at time of filing petition	\$ 6,128.76
Cash paid out as per check book	3,164.45
Household and incidental expenses	1,500.00
Losses on sales	1,000.00
Accounts receivable	20.00

Total credits

Balance unaccounted for. \$ 4,150.35
Allowed for errors and omissions

Net amount

I therefore find that the respondent bankrupt has failed to account for property, or money, or both, of the value of \$4,000, and that such amount belongs to this estate and is withheld from the Trustee thereof. An order will therefore be entered directing the respondent bankrupt to account for and pay to the Trustee of this estate such sum within thirty days from the date of personal service of such order.

Kirk E. Wicks,
Referee in Bankruptcy.

Two To One.

Late one afternoon a newly-made doctor dashed into the room of his legal friend, exclaiming: "Great luck, old man! Congratulate me! Got a patient at last! On my way to see him now!"

Whereupon the legal light-to-be slapped his friend on the back, saying: "Delighted, old chap!" Then, after a slight pause, he added, with a sly grin: "Say, let me go with you! Perhaps he hasn't made his will!"

The Use of Worries.

Some people say they never worry, and a certain percentage of these tell the truth. They are the light and airy creatures who have no feeling of responsibility toward the great society of mankind, themselves included. They are the butterflies of life, who have no thought beyond daily existence, and are thoroughly content with anything that satisfies immediate desire.

The brave man is not the man who never feels fear, for that is stupid and unnatural. The strong mind is not the mind that never worries, for that is lack of intelligence and a proper conception of life. There are too many things that annoy us for us to hope to escape them. They come to us, sometimes on the heels of evil we have done, or mistakes we have made; but they also come, oftentimes, through circumstances entirely beyond our control. In either event, if we possess average intelligence, common sense and sensitiveness, they bother us.

Not being able to avoid them, the courageous man is the man who faces them boldly, and does not allow them to overcome him. There is generally a way to correct them, although it may take a study to discover that way. It certainly is not to be found by sitting down and bemoaning our fate, hopelessly giving up the fight as useless. When a man begins to pity himself, and consider himself an ill-used mortal, he is getting into a dangerous condition of mind. That moment is the commencement of his retrogression, and he is on the march toward the rear ranks of the inhabitants of the world, and a march that rapidly develops into a double-quick. He must have charity for everybody but himself. The blindest kind of love is that which is lavished upon number one.

Great is the admiration of humanity for an athlete. It seems to be the age when muscle is king. This admiration extends, however, to strength of any kind. The man who has a following, and makes friends, is the one who cuts his way through life, giving and taking, asking for no quarter. Determination wins where faltering falls. Independence attracts, and forces unseen powers to its assistance. Weaker spirits flock under its protecting banner and

join its army, but they are always its subordinates. He who faces fate, crushes opposition. He may lose out in some skirmishes, but he wins the campaign.

Does he ever worry? Of course he does, but he steps upon his worries and makes them the rounds of the ladder by which he climbs.

Now that hard times are over be thankful that you did not have your home mortgaged for the purchase of an automobile.



**Actual Test of
GOLD SEAL
RUBBERS**

Stand heaviest test known and wear longest. "Not the cheapest but the best." They are business builders.

Goodyear Rubber Co.
382-384 East Water St., Milwaukee
W. W. Wallis, Manager

FOR SALE BY
DETROIT RUBBER CO.
SINGLES HALL
RUBBER FOOTWEAR EXCLUSIVELY
167 & 163 JEFFERSON AVE.
DETROIT, MICH.

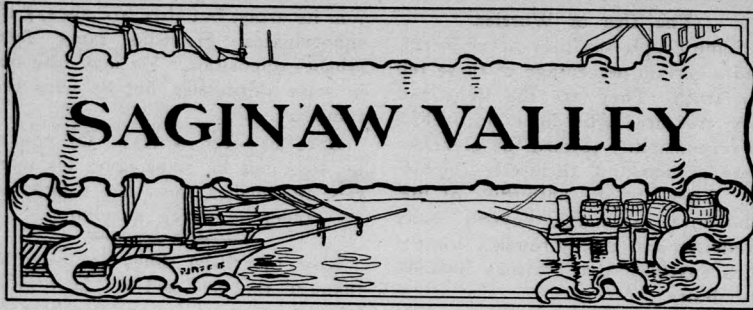
The Easy, Comfortable, Long-wearing Kind

Elephant Head

Rubber Boots

The fine new brand made by the Woonsocket Rubber Co. All styles

Detroit Rubber Co.
Detroit, Mich.



News and Gossip of Interest to Business Men.

Eastern Michigan Fair.

Further steps in the direction of promoting the Eastern Michigan Fair were taken here Thursday when a meeting of the Board of Trade Directors and the County Supervisors was held in the Board chambers. The attendance was large and the proceedings as interesting as they were marked by enthusiasm. As a result of the meeting, Chairman J. W. Symons was instructed to appoint a committee of management, which has since met and named a number of sub-committees in each city ward and township of the county to get out and solicit subscriptions towards the total capitalization of \$100,000 in shares of \$10 each, it being calculated to raise the money necessary to finance the scheme within the next week or two. Of the total required, the Board of Supervisors has guaranteed about \$7,000, leaving \$23,000 for the Committee to provide for buildings, fences, plans, etc. Hon. Wellington R. Burt, who is giving the site, urged expedition and made it plain that his offer stands open for no longer a period than one year, his opinion being that if the remainder of the fund can not be raised inside that time, the project might as well be abandoned, and the meeting agreed with him. Also Mr. Burt told the meeting that the land, instead of being forty acres, as he at first supposed, was really forty-two and one-half in extent. John F. O'Keefe, formerly City Attorney; City Engineer Roberts and Architect W. T. Cooper have been named a committee to draft plans, etc., to be presented at an adjourned meeting to be held next Thursday, and will visit Grand Rapids, Detroit and other State points in search of information.

Pere Marquette Improvements.

In line with its policy of extending its facilities and making general improvements, the Pere Marquette has made a contract with the L. G. Lengst Co. for the building of a woodworking shop in the upper end of the Potter street yards. The new building will be of 80x100 feet dimensions, and will cost \$8,000. All of the woodwork done on coaches will be turned over to the new shop, the old one being unable to care for the increased business. Another important improvement completed by the company is the building of a double track between Hoyt Junction, at the city limits, and Bridgeport. This improvement is now in operation, af-

fording switching facilities and other advantages that were badly needed to handle the ever increasing traffic.

Improved Fire Service.

Saginaw has been making decided gains in fire protection service of late and now comes through with another new pump, this being installed at the West Side pumping station. The new machine replaces the old Holly pump which has been in commission since 1873, and is of the Fairbanks make. When the Fairbanks is tested, and if found satisfactory, it will be the signal for installation of a companion pump of the same make to take the place of the Rogers, another old pump which has worn itself out in the service of the West Side station. The Fairbanks pumps are of 3,000,000 gallons per twenty-four hours capacity each, while the old pumps were of but 2,000,000 gallons capacity each. In addition to installing these new pumps the city has purchased a new Webb auto fire engine, at a cost of over \$8,000, and has installed a new intake at the East Side pumping station at a cost of about \$20,000, all these improvements being made in advance of a proposed new system of water works which is to be voted upon in the near future.

Thumb Railroad Connections.

Since the Saginaw Board of Trade projected an interurban electric line into the Thumb territory, numerous schemes have been talked over by different cities. The Flint Board of Commerce is the latest in the field with a proposed equipment of the Flint & Fostoria branch of the Pere Marquette Railroad with electric or gas engines, to run cars hourly, with eventual extension to Harbor Beach. Port Huron has changed its plan and now is out in favor of a gasoline line. Saginaw still adheres to its original plan of an electric road and considers that it has already done its duty by gasoline in opening and operating a gasoline line, when the Merchants' and Manufacturers' Association went into and covered the Thumb territory with its automobiles.

Townships Carry Road Bonuses.

Bridgeport and Birch Run townships carried their respective good road bonuses for the Saginaw-Flint macadam highway by satisfactory majorities, the former voting \$10,000 and the latter \$8,000 towards the project. This, with the monies appropriated by the Saginaw County Board of Supervisors will be ample to perform the Saginaw end of the contract. Genesee county Supervisors

are also enthusiastic over the project, and came to Saginaw by special interurban car during the week to confer with their brethren, headed by Chairman H. Jennings. They were hospitably entertained and dined at the new West Side hotel, the Fordney. Archie Robertson, a pioneer in good roads work, was toastmaster for the after dinner programme, which proved very enjoyable, and all the speeches were along the line of supporting and completing the project for the new highway, which will be a valuable addition to the State's good roads, connecting important points and passing through fertile and prosperous country sections.

Business Notes.

Reminiscent of Michigan's early days, when the Indian was monarch of all he surveyed, is a fine portrait in oil of Chief Sheppenagons, of Grayling, one of the most picturesque red men now living, which has been presented to the Saginaw Club by its painter, E. Irving Couse, and Charles W. Ward, of Long Island. The canvas is 40x48 inches, and is a magnificent portrait of one of the best known Indians in the country.

Through the efforts of the Board of Trade and the women's clubs of

the city the next State convention of the Michigan Federation of Women's Clubs will be held in Saginaw, in the fall of 1912, at the Auditorium.

H. S. Erd, of the Erd Motor Works, left Saturday evening on an extension tour through Canada.

James H. Sleath, of the Saginaw Paving Brick Co., has returned from an extended trip to New Brunswick, Newfoundland, British Columbia, and other parts of Canada.

State Mining Inspector Stevenson went to Chicago Monday to attend the National Mining convention which opened in that city Tuesday, and which brings together mining experts from all over the country, as well as many from abroad.

Secretary Joseph P. Tracy, of the Saginaw Board of Trade, has returned from a ten days' visit with his mother, in Chicago. J. W. Brady.

Few men know what is good for them until some wise woman has told them.

Symons Brothers & Company

Wholesale Grocers

Saginaw :: Michigan

SAGINAW MILLING CO.

SAGINAW, MICHIGAN

Samico, Uncle Sam, Upper Crust,
King K, Blue Bird Flours
Mill Feeds, Seeds and Grains

Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit



Our Brands of Vinegar

Have Been Continuously on the Market
For Over FORTY YEARS

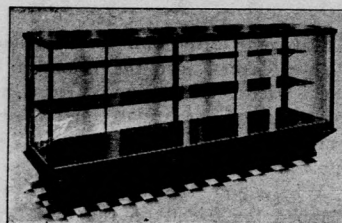
Think of it—FORTY years of QUALITY

The FLAVOR of vinegar is the dominating power for QUALITY and is what makes good palatable salad dressing and pickled condiments. The Pure Food Law compels all vinegar to contain the requisite strength for pickling, but FLAVOR is QUALITY and makes a satisfied customer.

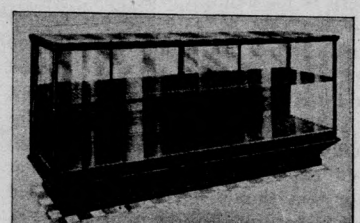
The following brands have the FLAVOR, specify and see that you get them:

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

Oakland Vinegar & Pickle Co. Saginaw, Mich.



No. 81 Display Case



No. 84 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.
We make all styles
Catalogue on request

PRESENT DAY CRY.

Cleanliness in Store, in Person and in Character.

The retail merchant, especially the general storekeeper in small cities and towns, has had trade papers and public speakers at association meetings and conventions give him so much argument for cleanliness in his store that no doubt he has commenced to tire of it and possibly resent it.

From his point of view he appears as a greatly misjudged creature. His store is no pigpen. He has no more desire to live in the midst of filth than has the man who writes the articles or makes the speeches.

No doubt this is true, and there are a few to whom the philippic against dirt do not apply. As a rule, however, the man who knows he is right does not take offense at generalities. He knows, by observation, there are others not so particular as himself, to whom a considerable amount of preaching along this line could be done to good advantage.

Uncleanliness is, to a certain extent, comparative. What would be a very clean stable would be a very dirty house. We do not expect the immaculate linen upon a mechanic at his work that we would certainly suppose him to wear at his wedding. We are not looking for the spotlessness in a blacksmith's shop that we demand in a store handling food products.

To continue this line of reasoning still farther, on a slightly changed plane, there was not always the same attention paid to hygiene as there is in this present day. Enlightenment has shown the danger of certain things once passed over as inconsequent. No one used to accuse the mosquito of being the great circulator of yellow fever, nor was the common house fly recognized as the transmitter of all sorts of diseases. The fly and the mosquito were always disliked as companions, but in days gone by were not dreaded as death-dealing pests. Now we know better, or think we do, and are using all known means to compass their destruction, and prevent their attacks.

Boards of health in various cities post signs prohibiting spitting on the street, in public conveyances and halls, because of the danger from tuberculosis germs and other bacteria. The very babies in these times of sanitary prudence prate of bacilli and animalculae. Science has placed us on guard, and has warned us of hidden dangers lurking in places we once were wont to tread with careless freedom and without a thought of fear.

It can not be denied that some skeptics sneer at so much precaution and assert that we are shortening our lives by over-anxiety, instead of prolonging our days by taking advantage of all this knowledge. They call us extremists and laugh to scorn so much carefulness.

Let them laugh and mock if they please. It is always best to be on the safe side; and there is no au-

thentic record of any person having ever been too clean to be a pleasant companion or of anyone killed by avoiding filthiness. There is certainly more satisfaction in wearing clothing and eating food known to be free from contamination.

However, pushing aside all discussion as to whether or not there is a surplus of niceness and an overzealousness of attention to sanitary detail, the man who deals with the public must take the public as he finds it and conform to its ideals. Above all others must the merchant follow the leading of the fads and fancies of those whom he serves and from whom he draws his trade and makes his profit. The fiat has gone forth that hygiene must be observed and, therefore, it is not for him to waste his time and drive away his custom by combating theories. He is not considered an authority on such matters and his opposition will have little force. He should fall into step and keep in the procession; otherwise he will be relegated to the rear, and wind up on the junk pile.

His store must not only be swept and dusted to scrupulous nicety, his windows washed until they shine, his own personal appearance and that of his employes be immaculate, but there are other traditions and practices dear to the country store that must go. Doors and windows must be carefully screened, and the penetrating fly must be caught upon fly-paper. This latter must be renewed often and not allowed to lie around black with decaying insects.

All food stuffs should be carefully covered not to be touched by animals, human or brute. Stocks of all kinds must be kept in perfect order, for disorder is uncleanness to the eye, and the appearance of dirt is as repulsive as its actual presence.

To have a cigar or stogie in the mouth while waiting on the trade is coarseness of manner, and to place a half consumed smoke upon counter or shelf is to run the risk of possible contamination. It is from the mouth many germs proceed.

There must be plenty of ventilation, for an atmosphere redolent of many breaths is unpleasant to the point of being disgusting and is full of danger to health. On a cold, frosty day, when your companion's breath is visible you do not like to stand in its atmosphere. It is there just the same on a warm day, even although not visible, and just as much to be avoided.

Last, but not least, drive out all loafers. They are unsightly, unwholesome and a general nuisance. Provide a room for them, if you will, but let it be out of sight and where they can not see the customers.

Are all these things necessary from a hygienic standpoint? Scientists say so, and they are probably right. From the angle of vision the merchant should use for focus there is no getting away from them, for they represent advanced ideas and the demands of the times. The successful merchant is not the man who at-

tempts to form public opinion, but who shrewdly follows it.

It is the height of absurdity for any storekeeper to stand back on the thing he calls dignity and say: "I will do as I please, and the people can like it or not, as they choose." This is absurd because he knows he does not mean it, unless he is a candidate for a lunatic asylum, with flattering chances for election. He is in business to please the public or fail, and his own feelings are not to be considered. Let us hope, however, that no reader of these lines has any inclination to be other than as clean as he knows how to be, both in his store and his person, as well as his character.

Over a Million Raised To Defend Dynamiters.

"The union labor leaders are lying when they say they have raised only \$120,000 to defend the McNamaras. They have collected more than \$1,000,000 by small taxes on each union man."

This statement was made recently by W. J. Burns, whom Theodore Roosevelt says is the shrewdest detective who ever lived. Mr. Burns is the detective who, at the instigation of the Mayor of Los Angeles, gathered the evidence the prosecution says will convict the McNamara brothers and McManigal of dynamiting the Los Angeles Times building.

"I don't know why they should raise all this money," Mr. Burns said. "There is no reason why the laborers should be taxed to defend these men. Even if the McNamaras didn't have a friend in the world, the people of Los Angeles would see that they had a fair trial. There is no prejudice or bitterness shown in Los Angeles except by the radical labor leaders. These are greatly outnumbered by the conservatives; but the radicals make the most noise."

"All talk of persecution and frame-ups is foolish. I didn't kidnap the McNamaras and I didn't manufacture any evidence. I didn't need to. There is a cartload of documents in Indianapolis being held by the court in this kidnaping case that we would like to have in Los Angeles. The court is holding up letters that prove absolutely that we have the right men."

"What's the matter with the union system?" he was asked.

"That's an easy one," he replied. "Labor is in the hands of anarchists and socialists and professional labor men like the McNamaras. The men we accuse of the Los Angeles dynamiting weren't real laborers. They were professionals, who are far from being representatives of the true union man."

"The working men are allowing the radicals to run their affairs; these radicals have so treated the labor situation that unions have become a joke. Unless the union men take hold and drive out men like Gompers and Debs the whole system is going to smash."

The Better Thing.

The young man said to the book store man that he wanted a volume of poetry to give to his fiancee on her birthday, but he didn't know her favorite author.

"Burns is always popular," was the reply.

"I hardly think she would like Burns."

"There's Hood and Byron."

"Y-e-s."

"And Shakespeare always pleases."

"I think she's down on Shakespeare."

"Why not try a volume of Dickens? It isn't poetry but would make a nice present."

"I dunno."

"Then let me give you another tip. I was walking behind a young lady the other day who had low shoes on. I could see holes in the heels of her stockings. Why not buy a pair of silk stockings instead of a book?"

"Sir!" exclaimed the young man as he flushed up; but after reaching the street and leaning up against a lamp post for five minutes, he headed for a department store. He was "on."

The Clover Leaf Sells



Office 424 Houseman Blk.

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.

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.

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.

Detroit Department

Asphalt Cheaper Than Brick as Paving Material.

Detroit, Oct. 24—Brick as a paving material to be used on Detroit streets is criticised in the report of the special Committee of the Board of Commerce, which has been investigating the paving question. The Committee declares that asphalt is cheaper than brick and practically as cheap as cedar block. It recommends a greater use of this material together with granite and medina block and creosoted block.

So much of the Committees' recommendation is in confirmation of the opinion of Commissioner Haarer. The Committee also declares that it failed to find any evidence whatever of financial irregularity in the public works department or any lack of competition between the contractors bidding for the city work. In the matter of organization of Mr. Haarer's department, however, the Committee does find cause to complain.

The Committee declares that much bad brick has been coming into the city and that much more of the material has gone to pieces because of bad foundations on which it is laid. It declares that the inspection in all departments, the examination of old foundations, the testing of the brick and the determination of need for repairs, is very bad.

The Committee's recommendation for changes are all along the line of better organization. A special department, under the Commissioner of Public Works, to give its sole attention to paving, is advocated. The Committee would have this department in charge of a competent paving engineer. Another department, in charge of an engineer, would look after the repairing of the pavements.

As to the rattler test, the Committee quotes the opinion of Mr. McCabe, appointed by the Common Council to make tests, that the rattler is alone not sufficient. It recommends that provision be made for submission of the brick to all known tests before it is accepted for use in the streets.

The fact that the Water Board, the lighting department and the public utility corporations—the Edison and gas companies and the telephone companies—tear up the pavements at random and that in many cases the roadway is left in a damaged condition, was brought out in the Committee. It was shown that in some cases brand new pavements have been taken up a few weeks after they were laid to permit work below the surface, whereas this work might have been done at the same time with

the pavement. The Committee recommends changes in the system that will bring about greater co-ordination between the departments and the utility companies.

The June term jury in the United States Circuit Court has been called to take up the rehearing of one of the oldest cases pending upon the Federal calendar. The case is that of Gosline against Hoffman, in which the former, a Toledo coal dealer, is suing Hoffman to recover the price of ten carloads of coal. The case was heard before Judge Swan three years ago, and was decided in favor of the plaintiff, but on appeal to the Circuit Court of Appeals was returned to the lower court for rehearing. Hoffman ordered ten carloads of coal from the Toledo company, and it was shipped here via the Michigan Central Railroad from the mines. Hoffman contends that the coal was not shipped at the specified time. It was also billed to Gosline at Detroit, instead of to Hoffman, and he refused to accept it, claiming non-delivery. The shippers refused to take the coal back, and it was finally sold for what it would bring by the Michigan Central Railroad, in whose cars it was brought here.

Walter Saels, the youthful manager of the White Front Butter & Egg Co., is charged with resisting a Federal officer. Several United States revenue officers testified that Saels blocked their way into the back room of the store when an attempt was made to raid the place on Oct. 10, and Commissioner Finney decided that he should be held for action by the grand jury. The amount of bail was kept at \$2,000. Internal Revenue Officers Canfield, Walker and Tuttle were called to explain Saels' part in blocking the raid. They declared that as soon as the internal revenue officers appeared in the store Saels hurried to the back room and barred the heavy steel door, which effectually shut off communication with the back room. To the officers' demands to have the door opened Saels paid no heed, although the officers say they heard him working in the back room. They finally gained admittance through the back door, but evidence of illegal coloring of oleo, if any had existed, had been destroyed.

Contending that millions of dollars have been spent to advertise the name and package of Union Leader tobacco and that a competitor now puts out a product in packages closely resembling their own, suit has been

brought by the Union Leader Co. against the Globe Tobacco Co., of this city, to prevent the alleged infringement upon the Union Leader packages. Judge Angell heard the first argument in the case and took it under advisement. Attorney for the Union Leader declared that advertising had sold 150,000,000 packages of Union Leader tobacco in the United States between the years 1904 and 1909. From the first year the sales more than doubled annually as the result of the wide advertising.

John H. Mahoney, cigar manufacturer, says that more than 250,000,000 cigars are now being manufactured in this city each year, which is more than 800,000 each working day. It does not require much of an education to figure out the value of the cigar manufacturing business to De-

troit. Many factories and a great army of people are required to produce that many cigars. At a rough estimate I presume the ultimate consumer pays about \$20,000,000 yearly for Detroit's output of "smokes."

Queer Way of Lading Camels.

In Syria, where men take plenty of time in which to live, the modern hay rack is not used. Instead, the wheat from the fields is brought in to the threshing floors on the backs of camels. The natives take all of the time in the world to rope and tie it carefully in place, so that by the time the camel is loaded he resembles very much the thatched roof of some tropical home, with his long legs serving as the four corner posts. This method has, however, one advantage: to unload all that is necessary is to untie a few knots and down comes the precious cargo.

Just what you have been looking for— **Poultry**

A reliable place to ship your

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



Poultry

Schiller & Koffman

323-327 Russell Street
DETROIT

(Weekly quotations furnished on request)

**AWNINGS
TENTS
FLAGS & COVERS
SAILS & RIGGING**

COAL
BAGS
HORSE COVERS

**Cog Gear Roller
Awnings**

Are up to date. Send for catalog.

Get our prices and samples
for store and house awnings.

The J. C. Goss Co.,
Detroit, Mich.



The Cigar Your Father
Used to Smoke

Green Seal

Ask for the New Standard
Size—3 for 25—or the Re-
galia Straight Ten Size.

**Detroit Cigar
Manufacturing Co.**

Detroit, Mich.

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 1/3c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

How the Merchant Can Make New Customers.

Written for the Tradesman.

The way to make more profit is to sell more goods to more people, and the only way to sell to more people is to get more customers. Hundreds of dry goods merchants are doing this very thing every day, and every merchant has the same opportunity. You can do it as well as your competitor or there is something radically wrong with you or your business system.

If you look around for opportunities to make new customers it is surprising how many you can find.

An artist sees beauty, a hunter finds game and a miner finds gold where the inexperienced eye sees nothing of value. Train your business eye to see opportunities and in a short time it becomes a sort of second nature.

New customers will not come your way unless you go after them in the right way. Do not think for a moment that a dry goods merchant can exhaust the business opportunities of his home town. They grow faster than the merchant can harvest them.

Keep your business eye on your competitor and see what he is doing, profit by his mistakes and then go him one better. It is not necessary to go to a big expense to get new customers, but use the simple merchandising means lying at your elbow and the new customers you can bring to your store will exceed your expectations by a large majority.

In developing the schemes that come to your mind use your best judgment and put energy and enthusiasm into your business and you can work happily along, feeling confident that things will come your way.

Don't expect to do a thing in one day which will take a week to accomplish, but stick to it and push.

In the first place, what are your customers—the people who are and have been trading with you regularly—saying about you? Are they bringing in new customers for you or are they keeping them away? There is no better advertisement than a satisfied customer, but it takes more than just simply treating a customer right and selling her goods as cheap as your competitor to make her a satisfied customer.

A change now and then will do her good in the way of new goods, something you have never carried before—or bargains—a change in the arrangement of your store or, in fact, anything to keep her interested and give her something to talk about when meeting her friends. When Mrs. Jones tells Mrs. Smith of the fine line of new dress goods or silks Mr. Hubbard has just got it, Mrs. Smith will not rest until she sees for herself, and the chances are it may mean a new customer for your store; where, on the other hand, if Mrs. Smith speaks a good word for your competitor it may take some of Mrs. Jones' money to his place. Of course, a merchant can not expect to get all of the trade where he has any kind of competition at all, but he

can get his share by going after it in a businesslike manner.

There are literally hundreds of ways of making new customers. If you are under the impression that you have done about everything that can be done to increase your business, look over the possibilities suggested in the following ways and means and see if you have ever begun to know the real purchasing power presented by the people of your home community and the surrounding country:

Newspaper advertising, post card advertising, phonograph advertising, moving-picture advertising, roadside signs, advertising novelties, counter signs, window displays, mail order business, counter displays, store demonstrations, electric fans, illuminated signs, special sales, five and ten cent counter, twenty-five cent counter, notion counter, bargain counter, cheap jewelry, farmers' trade, children's trade, wagon delivery, store attractiveness, working up telephone trade, getting the store talked about, selling advertised articles, free circulating library, hitching posts, watering through, breadmaking contests, cake-making contests, corn growing contests, vegetable growing contests, women's exchanges, boosting the town, selling school supplies, business from local societies and meeting mail order competition. Each and every one of these suggestions for making new customers should appeal to the business mind of a merchant where he is interested in ways and means to get new customers to his store.

Look over the list and if one does not appeal to you, investigate the other and try the one that will harmonize with your business and then push it through with all the push there is in your cash drawer.

If one scheme fails, do not drop it and say, "There is no use," but cheer up and ginger up. Do not wail, but work. Put less dignity and more do into the business and go after it in another way. Opportunity is waiting for you, Mr. Merchant, and willing to be won once you are in to win and show that you are in earnest. Geo. Raveling.

A Maine Industry Threatened.

Maine's great toothpick industry is threatened. Phillips reports that the bottom has dropped out of the market and that manufacturing in the new concrete mill of the International Manufacturing Company will be curtailed, says the Kennebec Journal. Within a few weeks the little mouth crowbars have been worth \$38 a case at wholesale and to-day they are quoted at \$8, which is less than the cost to manufacture. The poplar stock now on hand will be made into matches. To sum up, there is evidently a glut in the market, but nobody seems to know how it occurred. With one mill at Strong and two at Dixfield all within a radius of thirty miles, three-fourths of the wooden toothpick industry of the world is represented.

Egg Ordinance Before Chicago Common Council.

Be it enacted by the City Council of the city of Chicago, State of Illinois, that all eggs sold to retail distributors or consumers be placed in cartons, not less than six nor more than twelve eggs each, that all eggs being placed in said cartons be inspected and that all rotten, spoiled and unfit eggs for human food be rejected; that said carton shall be sealed with a wafer seal not less than two inches in diameter. Said seal to be placed by the person, persons, firm or corporation selling the same on commission to any retailer, distributor, person, firm or corporation in such a manner that said eggs can not be changed without the breaking of the seal and opening of the carton.

That on such carton shall appear the name of the person, persons, firm or corporation who have sold or who have offered the same for sale for their account.

That there shall also appear on the sides or top of said carton in letters not less than one-half inch high, in plain English, "fresh eggs," or the words, "cold storage eggs."

That any person, persons, firm or corporation placing cold storage eggs or other than fresh eggs in cartons marked "fresh eggs" shall be subject to a fine of not less than fifty dollars nor more than two hundred dollars for each and every offense.

That any person, persons, firm or corporation selling eggs to distributors or consumers directly or indirectly not plainly marked as described in this ordinance shall be subject to a fine of not less than fifty dollars nor more than two hundred dollars for each and every offense.

That any person, persons, firm or corporation offering eggs in any other form than specified in this ordinance to any retailer, distributor or consumer within the city of Chicago shall be subject to a fine of not less than fifty dollars nor more than two

hundred dollars for each and every offense.

That each and every person, persons, firm or corporation inspecting eggs and packing same in cartons to be distributed to customers and consumers shall cause to be stamped on each carton the date said eggs are inspected, and no wholesaler shall be responsible for the quality of eggs longer than five days after inspection as shown by the stamp on the cartons. Retailers holding eggs more than five days shall be responsible for the quality of eggs sold and subject to the same penalty as the wholesale dealers.

That nothing in this ordinance shall be construed as preventing the delivery to bakeries, ice cream manufacturers or factories of any kind, eggs in cases, such eggs to be marked with a stencil not less than one inch high, in plain English, "fresh eggs" or "cold storage eggs."

That it shall be the duty of every person, persons, firm or corporation owning, licensing, controlling or operating a cold storage warehouse in the city of Chicago in which eggs are placed for storage to mark plainly in letters not less than one inch high, "cold storage eggs," with a stencil, on the sides or ends of cases being discharged from cold storage where such eggs have been stored for more than fifteen days in the warehouse, except eggs which are being shipped directly away from the city of Chicago.

That any person, persons, firm or corporation not marking or branding eggs in this manner when discharged from cold storage shall be subject to a fine of not less than one hundred dollars nor more than two hundred dollars for each offense.

That it shall be the duty of the health department of the city of Chicago to see that this ordinance is enforced.

That this ordinance shall be enforced immediately upon and after its passage.



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



Michigan Knights of the Grip.
 President—J. C. Wittliff, Detroit.
 Secretary—F. M. Ackerman, Lansing.
 Treasurer—Lou J. Burch, Detroit.
 Chaplain—A. G. MacEachron, Detroit.
 Directors—H. P. Goppelt, Saginaw; F. L. Day, Jackson; W. J. Devereaux, Pt. Huron; John D. Martin, Grand Rapids; C. H. Phillips, Lapeer; I. T. Hurd, Davison.

Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Craw, Potoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Potoskey.

Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

One Great Company's Star Selling Point.

Scene 1.

Place: A retail store.

Characters:

John Grum, the apoplectic and red-faced proprietor.

Six busy clerks, waiting on many customers.

John Doe, a salesman.

The air of prosperity in the store and the amount of business being done show that John Grum, the proprietor, is a good prospect for any one who has something to sell that he can use.

First Clerk—(confidentially in the ear of Second Clerk)—The old man is on the rampage again this morning! Didn't he hand it to the book-keeper, though?

Second Clerk—I should say he did! I'd hate to be the book-keeper and have to stay in the office with him. Lock me up with a grouchy gorilla—feed me to the hungry sharks—put me to bed in the lion's cage—but deliver me from the old man when there is a hitch in the office work and his breakfast doesn't set well.

First Clerk—I have tears to shed for the salesman who tries to do business with him to-day.

Enter John Doe. (He is a clean cut, dapper looking salesman, quiet in bearing, but wearing the confident look of the man who knows his business. Being a good salesman he has learned all about John Grum and his business before calling. Knowing the proprietor by sight, and seeing him in the rear of the store, he starts in his direction. Just then Mr. Grum happens to walk into his office. He shuts the door. The salesman approaches the door and knocks.)

Mr. Grum (gruffly from within)—Who the—get out! Go away! I'm busy!

Mr. Doe—May I have just one moment, Mr. Grum?

Mr. Grum (walks out, recognizes his visitor and grows red with rage)—Aren't you the cash register salesman that I ordered out of here last week?

Mr. Doe (respectfully, but firmly)—I am, Mr. Grum.

Mr. Grum (chokes with suppressed rage)—Well of all the—you have your nerve, young man. See here! Your machine is a contrivance to detect mistakes and prevent dishonesty—

Mr. Doe—That's only a small part of what our system does.

Mr. Grum—Don't interrupt me! Your machine is a contrivance to detect mistakes and prevent dishonesty. Don't you suppose I know what a cash register is? Now I want you to understand that my clerks don't make mistakes and they're not dishonest. I'm not blamed fool enough to hire that kind of clerks. I have no use for your machine and no use for your company and no use for you. Your predecessor in this territory used to hound me to death until one day I threw him out bodily. Now I warn you once more, as I warned him, and as I warned you last week, to get out of here and stay out. I've no time to waste on you. (Turns on his heel, walks into his office and slams the door.)

Mr. Doe (addressing himself)—Well, my son, you've got your work cut out with that old boy. There's a way to approach him, of course, if you only knew it. There's a way to get over any difficulty—if you only have the brains to think it out. One thing is certain: The next time I go to him I've got to have some original stunt to spring on him. I've got to think up something that will hit him right between the eyes in the opening sentence and take all the fight out of him. If I begin with any of the usual approaches he'll assault me with a chair and I'll go to the hospital. (Walks thoughtfully towards the front of the store. An idea strikes him. He approaches the clerk at the cigar counter.)

Scene II.

Mr. Doe—Give me a couple of cigars, please. Yes—Havana, Claro color. That brand is all right (throws down a quarter). May I borrow your pencil for a moment? (Takes out notebook and starts to write in it. Looks up suddenly at clerk.) I notice that the eraser on the end of this pencil of yours is worn off. May I ask how you wore that off?

Clerk (surprised at the question)—What do you mean?

Mr. Doe—What do you use this eraser for?

Clerk (still puzzled)—I do not know what you mean.

Mr. Doe—I mean this: you have an eraser on the end of this pencil. Now you use the pencil to write with, to enter an order, fill out your check book, write down a charge sale, and so forth. But what do you use the eraser for?

Clerk—Why, whenever I make a mistake in entering a transaction I use the eraser to rub out the mistake. What do you suppose a man uses an eraser for—to swab the floor with? (Grins with appreciation of his own humor.)

Mr. Doe (smiling as if he enjoyed the joke equally well)—You wore out that eraser rubbing out mistakes.

Clerk—Sure.

Mr. Doe—Well, that was just a question that occurred to me. No particular sense in it, but there was no harm in asking it, was there?

Clerk—Why, no, I suppose not. (Looks at Mr. Doe as if he thought he had just escaped from a lunatic asylum. Mr. Doe continues to write in his notebook. The moment the clerk turns away to attend to another customer, however, Mr. Doe dodges out of his sight, still carrying the lead pencil and approaches another clerk.)

Scene III.

(Fifteen minutes later.)

(Mr. Doe approaches the office door of the proprietor and knocks. Mr. Grum emerges.) What! you back again!

Mr. Doe (raising his hand in a very good imitation of the American Indian's peace sign)—Wait a moment, Mr. Grum! You told me to get out, and I am going right out. I shall not bother you. I have looked your store over and as you say, your clerks are all intelligent looking men. They do not look like chaps who make mistakes. You are entirely right on that point. I don't blame you for not wanting a cash register and I am going right out.

Mr. Grum at these frequent assurances of Mr. Doe's intention to depart chokes down his intention of doing him physical violence and remains motionless.)

Mr. Doe—When I leave your store I sha'n't return for six months. You need not worry. I won't trouble you for half a year. But at the end of that time I am coming back if you set the dog on me. If your clerks have changed in the meantime, and you discover that the new men are making mistakes right along—if you discover this, then you'll listen to me, won't you?

Mr. Grum—Young man, I know all about my clerks.

Mr. Doe—I understand that. As I said, your clerks do not look like men who make mistakes. But if, six months from now, you had another set and you knew positively that they were making mistakes—then you would listen to me, wouldn't you?

Mr. Grum—If that were possible, yes.

Mr. Doe (having at last got the chance to ask the question he wishes)—Well, I will see you again then. No man can ask for more than a square

deal and you have given me one. (Mr. Grum's face relaxes into an almost friendly expression. Mr. Doe notes that this is the psychological moment and says quickly): As a matter of fact, Mr. Grum, if you knew that these clerks you have right now were making mistakes right along you'd listen to me to-day, wouldn't you?

Mr. Grum—Why, yes, if I knew that was so. But I know they're not making mistakes.

Mr. Doe (drawing out a bunch of lead pencils from his pocket)—Well, Mr. Grum, I think I will say to you to-day what I was going to say to you six months from now. Of course if your clerks don't make mistakes, you have no use for me. But if they are making mistakes, it is to your advantage a great deal more than to mine to look into the matter, and any man that informs you of a fault in your business is doing you a favor. Here are six lead pencils. I collected these six pencils from your six clerks. You'll notice that every pencil has an eraser on the end of it. You will also notice that every eraser is badly worn. Every one of your clerks, when I asked him how he wore off his eraser, told me that he wore it off rubbing out mistakes. And one of them asked me sarcastically, "If I supposed a man used an eraser to swab the floor with." Of course the one use of an eraser is to rub out mistakes, and I knew that when six clerks had each a pencil with an eraser worn off, they were making mistakes every day and rubbing out some of them. I notice, Mr. Grum, that you have a pencil behind your own ear, and that the eraser is badly worn. May I ask how you wore that eraser off?

Mr. Grum (gives evidence of a violent internal struggle; starts two or three times to speak and each time thinks better of it. Mr. Doe stands quietly and respectfully waiting, with no trace of exultation in his face. Finally Mr. Grum speaks, with a note in his voice that shows Doe his fight is won)—Young man, I'll say this for you—you're a mighty smart salesman. You've got me in a box. You might have talked until the Judgment Day if I had let you, without making as much progress as you have made by collecting these pencils. That's an argument I can't get away from. As to that pencil behind my own ear, I'll have to admit that I wore off the eraser on it rubbing out mistakes. There you are! I suppose

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.

I've got to listen to you now. I'll give you ten minutes. Go ahead.

Scene IV.

Mr. Doe (having just emerged from the store, stops around the corner to light a cigar)—Well, he was a hard nut. But there was a way to crack him, just as I thought. All I needed was a chance to put my proposition before him. I knew I could land him if I could get the chance to talk to him. That \$450 order will help some in my record for this month. The old man at the factory was right when he said there was always a way to meet every objection and overcome every difficulty if you only thought hard enough to find it out. Now for that customer over on Front street. (Starts briskly down the street with a face full of courage and determination.)

W. C. Holman.

News and Gossip of the Traveling Boys.

Homer Bradfield went to Ionia Saturday. We suspect he did a large business there, as he spent nearly twenty minutes in the town.

"The Mead," at Leroy, which has been closed for some time, has been thoroughly renovated and re-opened by Mrs. Frank Smith.

Willie Millar, representing the National Candy Co., attended the M. A. C.-U. of M. football game in Lansing. Willie was a former student at the M. A. C. and at one time a football player of considerable local renown, playing on the Grand Rapids high school eleven.

Chas. Perkins is either very absent minded or his eyesight is going back on him. Charlie stood on the track at Walton Junction last week and watched the train come along, thinking it was on another track. He had a very narrow escape from being run down. We would much rather write the above notice than write: He was beloved by his fellow travelers—the floral tributes, etc.

L. F. Hake, who has been with the Washburn-Crosby Co. for a number of years, has resigned and accepted a position with the McLaughlin Coffee Co. Louie takes up the territory formerly covered by Wm. Martineau. As Louie has called on the grocery trade for several years, the work will not be new to him, although he will cover a larger territory than he did formerly.

Received a letter last week addressed in care of the Michigan Tradesman. We beg leave to state we are still with Edson-Moore & Co. and doing business at the old stand, 28 South Ionia street, Grand Rapids, Mich.

Prosperity seems to have struck some of the local travelers. John Grotomat bought a new pair of shoes last week and Will Berner and wife had luncheon at Chan Hoys.

Jimmy Roy celebrated his 34th anniversary last Saturday—no, dear reader, not wedding, but birthday anniversary.

Our youngest sister was married in Chicago last week—we have but one sister.

Will Martineau, for a number of years with the McLaughlin Coffee

Co., has resigned to accept a position with the Leitelt Iron Works, of Grand Rapids, as credit man. Will's smiling countenance will be missed by traveling men and trade alike. We can't figure out how Bill will succeed if he has to give up his smile and look sour like a real credit man.

Actions speak louder than words. Clint Furtney has been buying household furniture, etc., for some time. He needn't say anything at all.

These short days help some. If we get in town at 5 o'clock we can pass the boss without being recognized.

The first of the series of U. C. T. dances was given last Saturday night and was a decided success. Dances will be given every second Saturday night at the hall in the Herald building. All traveling men, whether members of the U. C. T. or not, are cordially invited.

But, then, nearly all the boys belong to the U. C. T. anyway.

What happened to the Saginaw correspondent? The articles were interesting and the boys would like to see more of them.

Louie Firzloff, of Manistee, former Indian Chief-hunter-trapper-traveling man and a few things that wouldn't look good in print, was in Grand Rapids a short time ago.

Judging by the way some of the trains are running these days, the only safe way to get home on Friday would be to start a day ahead of time.

These words, taken from Shakespeare, might refresh a few minds: He who steals my purse steals trash; But he who steals from me my good name

Robs me of what, not enriches him, But makes me poor, indeed.

Wm. Cook, former Grand Rapids boy, and his wife were among the out-of-town attendants at the U. C. T. dance. Bill, who is a member of the local Council U. C. T., is city representative for the Lemon & Wheeler Company at Kalamazoo. Bill's ear-to-ear smile is still as broad as ever. His many Grand Rapids friends were pleased to see him.

Ed. Snyder, Jr., accuses us of having seen a whole battalion of policemen at one time in Manistee when there are only eight in the town. Well, at any rate, we saw something.

We wish to thank Homer Bradfield for the kindly help he almost gave us on this week's gossip.

J. M. Goldstein.

News and Gossip About the Saginaw Boys.

Saginaw, Oct. 24—Saginaw Council, No. 43, held their regular meeting Saturday, Oct. 21, and two "good and true" men took the work. Ben Hanson and W. French can vouch that they got all that they expected.

Bay City Council, No. 59, came up strong and, after helping the Saginaw boys do the work, enjoyed a banquet and smoker. Gordon Grant acted as toastmaster in his usual way, which proved a credit to No. 43 Council, and the way the boys responded proved that the boys on the road could fill positions other than traveling salesmen. Brother

Jim McDonald, "German by descent," sang one of his good old Scotch songs, and the meeting closed at a late hour, everybody promising to get out and work for new members.

Somebody please see Harry Perkins, from Bay City, and find out why it takes so long for the cars to run from Bay City to Saginaw. Harry did not get to the Saginaw meeting until everybody was ready to go home, although he started from home at 6:30 p. m.

Please advise Wm. Scharder, Sr., that the Grand Rapids train via Alma does not run over the Jackson division of the M. C. R. R., and if he wants to go to Alma to take the P. M. R. R.

R. C. Garvey: Please come up and pay your own dues, instead of sending the money up. We want to see you at the meetings and tell Miss?, at 521 South Fourteenth street, that she need not expect to see you on the 18th of November, as the U. C. T.'s have a regular meeting that night.

The heavyweight championship of Council No. 43 was not pulled off on the 21st, as expected, as M. S. B. was deer or "dear" hunting and no one would take on B. N. M. so it has been put over until Nov. 18.

Saginaw Council, No. 43, are to give "Ye Olde Time" fish supper at their hall Saturday, Nov. 4, at which time the ladies are to be with us, and everything has been left with the Committee—C. S. Fuller, H. D. Ranney and O. D. Gilbert—to see that things will be doing. The Committee have ordered 100 pounds of white fish and 100 pounds of perch from Bay Port and A. F. Neumann will look after the serving of the supper. The menu is as follows:

Baked white fish, with drawn butter.
Fried perch, a la Bay Port.
Scalloped potatoes.
French fried noodles. Cabbage salad.
Bread and butter sandwiches.
Rolls.
Lemon ice. Wafers.
Tea. Milk. Coffee.
Bonbons. Cigars.

All visiting U. C. T.'s are invited. A Committee will call at all the hotels to see you and we want you to join us that night.

J. C. Miller, Jr., 314 North Sixth street, who travels for the John W. Ladd Co., is on the sick list.

John Collin, with the Buick Auto Co., is sick at his mother's home, 445 South Fifth street.

Hotel managers looking for a first-class head waiter please write Big Will McGreagor, care Saginaw Council. Enough said.

E. V. Graw, formerly with Bostick-Brown, is now selling supplies for the Grand Rapids Supply Co.

Customers of Otto Kessel, with the Saginaw Valley Drug Co., beware of advance in price in drugs, as Otto did not win a game all day Monday.

Don't forget the fish supper Saturday, Nov. 4, 7 p. m., at Saginaw Council hall.

C. S. F.

People often have to play on many kinds of instruments before they strike the note of success.

The Boys Behind the Counter.

Hubbell—John Long succeeds Thomas Opie as clerk in the hardware store of MacDonald Bros.

Rockford—Clare Slusser has severed his connection with the Charles F. Sears dry goods store to take a clerkship in the C. D. Carpenter dry goods store, at Big Rapids.

Vermontville—Harley Andrews has resigned his position at the creamery and gone into C. E. Hammond & Son's shoe store for the winter. R. E. Hammond will soon go on the road as traveling representative for a line of furniture and caskets.

Cedar Springs—Guy Harris succeeds Wm. G. Miller as prescription clerk for R. Boyd Cawthorpe.

Eaton Rapids—Wayne Moulton has been tendered a responsible position with the Fletcher Hardware Co., of Detroit.

Cadillac—C. A. Olson has secured Leonard Johnson, of Manistee, an experienced shoe man, to manage his store.

Albion—Otto Franz, of Napoleon Ohio, is the new clerk in the Wochholz & Gress grocery. He will take the place of Louis Wochholz, who is attending the University at Ann Arbor.

Grand Haven—Fred Thieleman, of Milwaukee, is now in charge of the Baar drug store for Van I. Witt. Mr. Thieleman is a former Grand Haven young man, having spent a part of his boyhood in this city. He is a son of Robert Thieleman, a well known marine engineer.

Northport—R. B. Haig, of West Branch, has assumed the management of the Northport Pharmacy, in place of Bennie Burkhead, who has resigned on account of ill health.

Sault Ste. Marie—A. S. Adams, formerly of Grand Rapids, has taken the position in the shoe department at the Leader which was recently vacated by Charles Doherty, who is leaving on account of ill health.

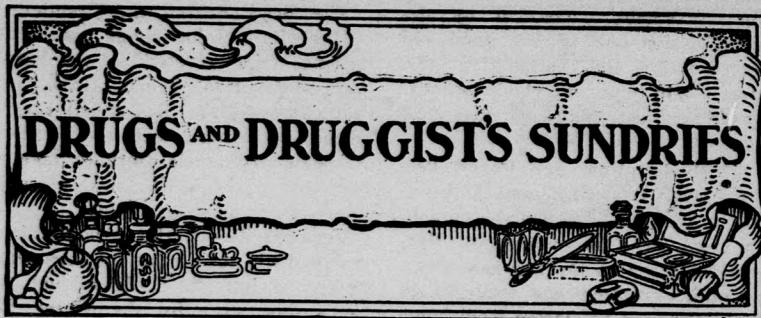
Cedar Springs—Galen Glidden succeeds Guy Harris as clerk in Charles Mather's general store.

Petoskey—Harry Long, of the Long Meat Market, has gone to East Jordan, where he has taken a position in the market conducted by Peter Smith & Son. The Long meat market will be continued here by Mr. Long, Sr.

Big Rapids Pioneer: P. A. Douglas has moved his family here and is occupying the residence at 502 South State street, and intends to make Big Rapids his headquarters. Mr. Douglas lived in Pittsburg before coming here. He is traveling salesman for the Angldile Computing Scale Co., of Elkhart, Ind., and finds Big Rapids more convenient to his travels than his former home. He lived here seventeen years ago.

A new high record in the annual production of talc or soapstone was made by the United States last year. Boston eats more spaghetti than any other American city.

The only way to hold the trade of the town is to give consumers what they want.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Mulr, Grand Rapids.

Michigan Retail Druggists' Association.
 President—D. D. Alton, Fremont.
 First Vice-President—J. D. Gilleo, Pompell.
 Second Vice-President—G. S. Layerer, Bay City.
 Secretary—R. W. Cochrane, Kalamazoo.
 Treasurer—W. C. Wheelock, Kalamazoo.
 Executive Committee—C. A. Bugbee, Traverse City; Grant Stevens, Detroit; D. Q. Look, Lowell.
 Next Meeting—Muskegon.

Michigan State Pharmaceutical Association.
 President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.
 Secretary—M. H. Goodale, Battle Creek.
 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fackboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

The Pharmacist of the Future.

Pharmacy, which at present is the most underpaid and underestimated of professions, has a great and noble future. This may sound very strange to your ears, men of the mortar and pestle, venders of patent medicines and postage stamps, with mortgages on your chattels, you who are subjected to all kinds of impositions by an ungrateful public. But in spite of all this, the noble art of dispensing and the modern science of pharmacology have a great future.

Before taking up the hypothetical future pharmacist, let us endeavor to analyze the reasons why the pharmacists are ignored and underpaid. Nobody will deny the great responsibility connected with pharmacy, the great deal of knowledge and study which is required of the pharmacist to keep abreast with the advancement of sciences. You all know how much usefulness and benefits the community derives from the pharmacist, by his rendering gratis first aid to the injured and maintaining a general free information bureau for the public. Yet with all these services, pharmacists are very poorly remunerated and appreciated—nay! they are treated with the greatest discourtesy and have come to be considered more of a convenience than a necessity.

We can not put the whole blame upon the public; they would, naturally, sooner or later, appreciate our services, but there must be something wrong with us, there must be some virulent sore gnawing at the root of our very existence which retards our growth and development. This sore,

to my idea, is commercialism, the trade in rubber goods, soap and tooth picks, the selling of soda water, cigars, and coffin nails, those other numerous side lines which tend to the gradual shifting of the prescription counter away back to an obscure corner of the establishment and reducing the laboratory to insignificance. This takes away from the pharmacist his professional dignity and makes of him a greedy vender of nostrums and manipulator of useless wonderful discoveries on lithographed labels.

The law of impenetrability; two bodies can not occupy the same space at the same time, can be applied objectively to the present state of pharmacy. We can not handle barrels of moth balls and delicate balances at the same time. We can not master the tests and assays of drugs and attend properly to the manifold duties of a storekeeper. It is next to impossible to do justice to two jobs at one and the same time.

Besides this inconsistency in our methods, we must consider the two deadly foes of the corner apothecary; the department store in the larger cities and the great pharmaceutical manufacturing houses which reach everywhere; the former handling everything belonging to the drug business on a large scale and drawing a continuous flow of trade away from us, and the latter possessing the latest machines for turning out artistic pills and tablets by the thousands per hour. Both, with their tremendous power of wealth and their ensemble of trained chemists and salesmen, publicity man and detail men, and the flood of printers' ink, tend to impress on the minds of the physician that the corner druggist can never turn out a preparation as nice and palatable as these octopus pharmacists will, and daily our chances of competing with them are getting weaker and weaker.

In addition to this, the druggist's everlasting struggle with his neighbor forces him to resort to questionable methods to gain trade, and this demoralizes the ever so little professionalism left in pharmacy. Thus the poison of the pharmaceutical profession is commercialism, and the antidote is education. You have noticed the great agitation in the pharmaceutical world for a more thorough training and education for students of pharmacy. The state and national pharmaceutical bodies are endeavoring to raise the requirements of preliminary knowledge before entering college and are exacting a higher and more thorough pharmaceutical education in the curriculum. All this

work done by leaders of pharmacy is not a matter of mere occurrence; it is the gradual and natural trend of this age, which strives to higher specialization in every profession and calling, and pharmacy is not immune from these influences. New branches of study are added to pharmacy proper all along the lines of chemical analysis, of gastric juice, food analysis and research work. The future pharmacist will be engaged to do this and his prescription work exclusively, and will leave the commercial lines to business men. With the advent of this order of things our remuneration and in the same ratio our social professional standing will increase, and out of the confusion and inconsistency of the present day pharmacy there will arise the future isolated profession of pharmacy, entirely regenerated and resuming a healthy, fruitful life.

Max A. Lipkind.

Removal of Tattoo Marks.

The principle of treatment of these marks is to excite an inflammatory process by means of chemical irritants so far as to cause destruction of the superficial layers of the skin. Two methods have been devised, the method of Variot and the method of Brault.

Variot's plan of treatment, according to Brocq, is as follows: First, he places on the tattoo marks a concentrated solution of tannin, and tattoos this in. Then a silver nitrate pencil is rubbed vigorously over the surface until the surface becomes black from the formation of silver tannate in the superficial layers of the skin, and the surface is then washed with water. In the next few days a slight inflammatory reaction occurs, and over the surface treated a closely adherent dark crust forms. After the third or fourth day there is no pain except when there is movement of the muscles under a large crust. Occasionally there is a little suppuration under the crusts, but if secondary infection is avoided no severe inflammation occurs. After fourteen or sixteen days the crust comes off spontaneously, the corium and the epidermis underneath have been repaired, and the locality of the mark is recognizable only by a superficial pink cicatrix which gradually becomes of normal color. A couple of months after the operation the scar is hardly noticeable.

Brault's method of removing tattoo marks consists in tattooing the region, previously rendered aseptic, with a solution of 30 parts of zinc chlorid to 40 parts of water. The needles with which the tattooing is done are dipped in this solution and the surface is lightly moistened with the same solution after the tattooing. If properly done the resulting inflammation is slight and after a few days there forms a superficial crust which remains about a week and then falls, leaving a slight, eventually almost imperceptible, scar. This method succeeds in a few cases but requires skill and care in its application in order to obtain good results and to avoid suppuration and deep cicatrization.

To Remove Stuck Stoppers.

Reagent bottles holding caustic alkalies, alkaline carbonates, etc., very frequently become fixed and the usual method has been to tap the stopper with a wooden block or the application of heat to the neck, or a combination of both. Results are poor in certain cases and often culminate in the fracture of the neck. The inverse process may be used to advantage. In other words, freeze the stopper, thus causing a contraction of the stopper from the neck. The bottles which I used for experiment had failed to open under the heating and tapping, and were bad cases of fixed stoppers. The bottles held sodium carbonate that had formed sodium silicate, an excellent cement, and so were firmly fixed. They were inverted in a mixture of crushed ice and calcium chloride, taking care that the freezing solution did not touch the lips of the bottles. After standing twenty minutes each stopped was removed without the slightest exertion. This is the neatest and safest way to remove stoppers from bromine bottles and other corrosive chemicals.

A New Harmless Hair Dye.

Wolfenstein & Colman have prepared a new hair-dye, which is claimed to be quite harmless. Paraphenylenediamine is treated with hydrogen dioxide, and is thus converted into a base with a high molecular formula. By reduction this is converted into its corresponding leuco-compound. A compound is formed by the reduction of para-toluylenediamine by means of sulphurous acid. A mixture of the base with sulphite has been put on the market under the name "primal." It is absorbed by the fibres of the hair, and darkens by aid of the oxygen in the atmosphere, or by means of a mild oxidizing-agent. By varying the relative quantities different shades can be obtained.

Walnut Juice Hair Dye.

Bruised green walnut shells, 45; alum, 3; distilled water, 12; macerate together for forty-eight hours and press. The liquid thus obtained is preserved with alcohol, 30, then set aside to deposit, and filtered. Or, green walnut shells, 16 ozs.; rose water, 4 fl. ozs.; alum, 2 ozs.; bruise the walnut pericarps and the alum together in a mortar, add the rose water, allow to macerate for four days, then strain and press. To every 3 ozs. of expressed liquid add 1 oz. of eau de Cologne or other alcoholic perfume.

To Determine the Purity of Lard.

When pure melted lard is mixed with strong sulphuric or nitric acid only a slight color is produced, which may be yellowish, pinkish or very light brown. When cottonseed or other seed oils are present the color is yellowish brown to brownish black or even black. With silver nitrate solution pure lard produces either no reduction at all or only the very slightest. Cottonseed oil causes a marked reduction, and the mixture becomes brownish or black from the reduced silver.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acetium, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Spiritus.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Morphia, Mucosus Canton, Nuxvomica, Os Sepia, Pepsin, P D Co., P D Co. doz, Pyrethrum, Quassaia, Rhatany, Rhei, Sanguinaria, Serpentaria, Stromonium, Tolutan, Valerian, Veratrum, Zingiber, and others.



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.

Advertisement for Lowney's Cocoa featuring an image of a Lowney's Cocoa box and the text '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



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.

Table with columns: ADVANCED, DECLINED. Lists various grocery items like Nuts-Whole, Peas, Flour, etc.

Index to Markets

By Columns

Main index table with columns A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y. Lists various grocery items and their prices.

Table with columns 3, 4, 5. Lists various grocery items like CHEWING GUM, CONFECTIONS, CHICORY, COCOANUT, etc.

6

7

8

9

10

11

Soda Crackers N. B. C. 1 00
 Soda Crackers Select 1 00
 S. S. Butter Crackers 1 50
 Uneeda Biscuit 50
 Uneeda Jinjer Wayfer 1 00
 Uneeda Lunch Biscuit 50
 Vanilla Wafers1 00
 Water Thin Biscuit 1 00
 Zu Zu Ginger Snaps .. 50
 Zieback1 00
 in Special Tin Packages.
 Per doz.2 50
 Festino2 50
 Nabisco, 25c2 50
 Nabisco, 10c1 00
 Champagne wafer2 50
 Per tin in bulk
 Sorbetto1 00
 Nabisco1 75
 Festino1 50
 Bent's Water Crackers 1 40
 CREAM TARTAR
 Barrels or drums 33
 Boxes 34
 Square cans 36
 Fancy caddies 41
 DRIED FRUITS
 Apples
 Sundried12@13
 Evaporated14@16
 California14@16
 Citron
 Corsican@16
 Currants
 Imp'd 1 lb. pkg. @ 9 1/2
 Imported bulk @ 9 1/2
 Peaches
 Muirs—Choice, 25 lb. b 12
 Muirs—Fancy, 25 lb. b 12 1/2
 Muirs—Fancy, 50 lb. b 12
 Lemons
 Lemon American 13
 Orange American 13
 Raisins
 Connoslar Cluster3 25
 Dessert Cluster4 00
 Loose Muscatels 3 Cr
 Loose Muscatels 4 Cr 7
 L. M. Seeded 1 lb. 7 @ 9 1/2
 California Prunes
 L. M. Seeded 1 lb. 9 @ 9 1/2
 Sultanas, Bleached12
 100-125 25lb. boxes. @11 1/2
 90-100 25lb. boxes. @12 1/2
 80-90 25lb. boxes. @13 1/2
 70-80 25lb. boxes. @14 1/2
 60-70 25lb. boxes. @15 1/2
 50-60 25lb. boxes. @16 1/2
 40-50 25lb. boxes. @17 1/2
 1/2 c less in 50lb. cases
 FARINACEOUS GOODS
 Beans
 Dried Lima 7
 Med Hand Picked2 55
 Brown Holland3 20
 Farina
 25 1 lb. packages1 50
 Bulk, per 100 lbs.4 00
 Original Holland Rusk
 Packed 12 rolls to container
 3 containers (36 rolls) 2 85
 5 containers (60 rolls) 4 75
 Hominy
 Pearl, 100 lb. sack1 75
 Maccaroni and Vermicelli
 Domestic, 10 lb. box. 60
 Imported, 25 lb. box. 2 50
 Pearl Barley
 Chester4 50
 Empire5 00
 Peas
 Green, Wisconsin, bu.
 Green, Scotch, bu. 04 1/2
 Split, lb. 04 1/2
 Sage
 East India 5
 German, sacks 6
 German, broken pkg. ..
 Tapioca
 Flake, 100 lb. sacks .. 6
 Pearl, 120 lb. sacks .. 6
 Pearl, 36 pkgs.2 25
 Minute, 36 pkgs.2 75
 FISHING TACKLE
 1/4 to 1 in. 6
 1 1/2 to 2 in. 9
 1 1/2 to 3 in. 11
 2 in.15
 3 in.20
 Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet10
 No. 5, 15 feet11
 No. 6, 15 feet12
 No. 7, 15 feet15
 No. 8, 15 feet18
 No. 9, 15 feet25
 Linen Lines
 Small20
 Medium25
 Large34
 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 size14 00
 No. 4 size24 00
 No. 3 size48 00
 No. 8 size48 00
 Coleman Terp. Lemon
 No. 2 size9 60
 No. 4 size18 00
 No. 3 size21 00
 No. 8 size36 00
 Jaxon Mexican Vanilla
 1 oz. oval15 00
 2 oz. oval22 00
 4 oz. oval33 00
 8 oz. oval55 00

Jaxon Terp. Lemon
 1 oz. oval10 20
 2 oz. oval16 80
 4 oz. oval33 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
 No. 2 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.
 Maple
 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, gal. per gro.7 75
 Mason, car tops, gro.1 75
 GELATINE
 Cox's, 1 doz. large1 65
 Cox's, 1 doz. small1 00
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Nelson's1 50
 Knox's Acid'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 1/2
 GRAIN AND FLOUR
 Wheat
 Red 84
 White 86
 Winter Wheat Flour
 Local Brands
 Patents 5 25
 Second Patents 5 00
 Straight 4 60
 Second Straight 4 20
 Clear 3 90
 Flour in barrels, 25c per
 barrel additional.
 Lemon & Wheeler Co.
 Big Wonder, 1/2 cloth 4 60
 Big Wonder, 1/4 cloth 4 60
 Worden Grocer Co.'s Brand
 Quaker, paper4 10
 Quaker, cloth4 20
 Wykes & Co.
 Eclipse 4 40
 Lemon & Wheeler Co.
 White Star, 1/2 cloth 5 40
 White Star, 1/4 cloth 5 20
 White Star, 1/8 cloth 5 20
 Worden Grocer Co.
 American Eagle, 1/2 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 20
 Rye
 Spring Wheat Flour
 Roy Baker's Brand
 Golden Horn, family5 40
 Golden Horn, bakers5 30
 Wisconsin Rye4 65
 Judson Grocer Co.'s Brand
 Ceresota, 1/2 6 80
 Ceresota, 1/4 6 70
 Ceresota, 1/8 6 60
 Lemon & Wheeler's Brand
 Wingold, 1/2 6 30
 Wingold, 1/4 6 20
 Worden Grocer Co.'s Brand
 Laurel, 1/2 cloth5 85
 Laurel, 1/4 cloth5 85
 Laurel, 1/8 cloth5 75
 Laurel, 1/2 paper5 75
 Laurel, 1/4 paper5 75
 Voigt Milling Co.'s Brand
 Voigt's Crescent4 70
 Voigt's Flourlight 4 70
 Voigt's Hygienic 4 70
 Graham 4 20
 Voigt's Royal 5 10
 Wykes & Co.
 Sleepy Eye, 1/2 cloth6 00
 Sleepy Eye, 1/4 cloth5 90
 Sleepy Eye, 1/8 cloth5 80
 Sleepy Eye, 1/2 paper5 80
 Sleepy Eye, 1/4 paper5 80
 Watson-Higgins Milling Co.
 Perfection Flour5 00
 Tip Top Flour4 70
 Golden Sheaf Flour4 20
 Marshall's Best Flour 5 50
 Perfection Buckwheat 3 00
 Tip Top Buckwheat 2 80
 Badger Dairy Feed 26 00
 Alfalfa Horse Feed 26 00
 Kafir Corn1 80
 Hoyle Scratch Feed1 60
 Meal
 Bolted 3 40
 Golden Granulated .. 3 60
 St. Car Feed screened 23 00
 No. 1 Corn and Oats 23 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 Meal33 00

O P Laxo-Cake-Meal 35 00
 Cottonseed Meal29 00
 Gluten Feed27 00
 Brewers Grains26 00
 Hammond Dairy Feed 23 50
 Oats
 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
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25
 HIDES AND PELTS
 Hides
 Green, No. 110
 Green, No. 2 9
 Cured, No. 111 1/2
 Cured, No. 210 1/2
 Calfskin, green, No. 1 13
 Calfskin, green, No. 2 11 1/2
 Calfskin, cured No. 1 14
 Calfskin, cured No. 2 12 1/2
 Pelts
 Old Wool @ 30
 Lambs 25 @ 50
 Shearings 15 @ 35
 Tallow
 No. 1 @ 4
 No. 2 @ 5
 Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
 HORSE RADISH
 Per doz. 90
 JELLY
 15lb. pails, per pail 55
 30lb. pails, per pail 95
 JELLY GLASSES
 1/2 pt. in bbls. per doz16
 1 pt. in bbls. per doz16
 8 oz. capped in bbls.
 per doz.20
 MAPLEINE
 2 oz. bottles, per doz. 3 00
 MINCE MEAT
 Per case2 85
 MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
 MUSTARD
 1/2 lb. 6 lb. box 18
 OLIVES
 Bulk, 1 gal. kegs 1 10 @ 1 20
 Bulk, 2 gal. kegs 95 @ 1 10
 Bulk, 5 gal. kegs 90 @ 1 05
 Stuffed, 5 oz. 90
 Stuffed, 8 oz.1 35
 Stuffed, 14 oz.2 25
 Pitt'd (not stuffed)
 14 oz.2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz.1 35
 Lunch, 16 oz.2 25
 Queen, Mammoth, 19
 oz.3 75
 Queen, Mammoth, 28
 oz.5 25
 Olive Chow, 3 doz. cs,
 per doz.2 25
 PICKLES
 Beutel's Bottled Pickles
 8 oz., per doz. 90
 10 oz., per doz. 95
 16 oz., per doz.1 45
 24 oz., per doz.1 90
 32 oz., per doz.2 35
 Medium
 Barrels, 1,200 count7 75
 Half bbls., 600 count 4 50
 5 gallon kegs2 25
 Small
 Barrels9 00
 Half barrels5 25
 5 gallon kegs1 90
 Gherkins
 Barrels11 00
 Half barrels5 00
 5 gallon kegs2 75
 Sweet Small
 Barrels13 50
 Half barrels7 50
 5 gallon kegs3 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, Royal, 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 Tompat whist 2 25
 POTASH
 Babbitt's4 00
 PROVISIONS
 Barreled Pork
 Clear Back17 50 @ 18 00
 Short Cut16 50
 Short Cut Clear16 00
 Bean15 00
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00
 Dry Salt Meats
 S P Bellies14
 Lard
 Pure in tierces9 1/2 @ 10
 Compound lard7 1/2 @ 8
 60 lb. tubsadvance 1/2
 80 lb. tubsadvance 1/2
 50 lb. tinsadvance 1/2
 20 lb. pailsadvance 1/2
 10 lb. pailsadvance 1/2

5 lb. pailsadvance 1
 8 lb. pailsadvance 1
 Smoked Meats
 Hams, 12 lb. av. 16 @16 1/2
 Hams, 14 lb. av. 16 @16 1/2
 Hams, 16 lb. av. 14 1/2 @15
 Hams, 18 lb. av. 15 @15 1/2
 Skinned Hams15 1/2 @16
 Ham, dried beef sets18
 California Hams9 @ 9 1/2
 Picnic Boiled Hams15
 Boiled Hams24 @ 24
 Boiled Hams23 @ 23 1/2
 Minced Ham10
 Bacon14 1/2 @ 15
 Sausages
 Bologna 8
 Liver 7 1/2 @ 8
 Frankfort 9 @ 9 1/2
 Pork 11
 Veal 11
 Tongue 11
 Headcheese 9
 Beef
 Boneless 14 00
 Rump, new 15 00
 Pig's Feet
 1/2 bbls. 95
 1/4 bbls., 40 lbs.1 90
 1/2 bbls.4 00
 1 bbl.8 00
 Tripe
 Kits, 15 lbs. 90
 1/4 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 dairy11 @ 11 1/2
 Country Rolls11 @ 13
 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 90
 Deviled Ham, 1/2 90
 Deviled Ham, 1/4 90
 Potted tongue, 1/2 50
 Potted tongue, 1/4 90
 RICE
 Fancy 6 @ 6 1/2
 Japan Style 4 1/2 @ 5
 Broken 2 1/2 @ 3 1/2
 SALAD DRESSING
 Columbia, 1/2 pint2 25
 Columbia, 1 pint4 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 Hammer3 00
 Wyandotte, 100 lbs.3 00
 SAL SODA
 Granulated, bbls. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 36 pkgs.1 20
 SALT
 Common Grades
 100 3 lb. sacks2 40
 60 5 lb. sacks2 25
 28 10 1/2 lb. sacks2 10
 56 lb. sacks 82
 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, fine1 00
 SALT FISH
 Cod
 Large whole @ 7 1/2
 Small, whole @ 7
 Strips or bricks7 1/2 @ 10 1/2
 Pollock @ 4 1/2
 Halibut
 Strips 15
 Chunks 16
 Holland Herring
 Y. M. wh. hoops, bbls. 11 50
 Y. M. wh. hoop, 1/2 bbl. 6 00
 Y. M. wh. hoop, kegs 72
 Y. M. wh. hoop Milchers
 kegs 85
 Queens, 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. 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
 10 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 1/2
 Caraway 10
 Cardamom, Malabar 1 00
 Celery 28

Hemp, Russian 4 1/2
 Mixed Bird 4 1/2
 Mustard, white 10
 Poppy 15
 Rape 6
 SHOE BLACKING
 Handy Box, large 3 dz 2 50
 Handy Box, small1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85
 SNUFF
 Scotch, in bladders37
 Maccaboy, in jars35
 French Rapple in jars .43
 SODA
 Boxes 5 1/2
 Kegs, English 4 1/2
 SPICES
 Whole Spices
 Allspice, Jamaica13
 Allspice, large Garden 11
 Cloves, Zanzibar20
 Cassia, Canton14
 Cassia, 5c pkg. doz.25
 Ginger, African9 1/2
 Ginger, Cochia14 1/2
 Mace, Penang70
 Mixed, No. 116 1/2
 Mixed, No. 210
 Nutmegs, 75-3030
 Nutmegs, 105-11020
 Pepper, Black14
 Pepper, White25
 Pepper, Cayenne22
 Paprika, Hungarian
 Pure Ground in Bulk
 Allspice, Jamaica12
 Cloves, Zanzibar24
 Cassia, Canton12
 Ginger, African18
 Mace, Penang35
 Nutmegs, 75-8025
 Pepper, Black16
 Pepper, White30
 Pepper, Cayenne22
 Paprika, Hungarian45
 STARCH
 Kingsford, 40 lbs. 7 1/2
 Muzzy, 20 lb. pkgs. 5 1/2
 Muzzy, 40 lb. pkgs. 5
 Gloss
 Kingsford
 Silver Gloss, 40 lbs. 7 1/2
 Silver Gloss, 16 3lb. 6 1/2
 Silver Gloss, 12 6lb. 8 1/2
 Muzzy
 48 lb. packages 5
 16 5lb. packages 4 1/2
 12 lb. packages 6
 50lb. boxes 2 1/2
 SYRUPS
 Corn
 Barrels 27
 Half barrels 30
 20lb. cans, 1/2 dz. in cs. 1 80
 10lb. cans, 1/2 dz. in cs. 1 80
 5lb. cans, 2 dz. in cs. 1 85
 2 1/2 lb. cans, 2 dz. in cs. 1 90
 Pure Cane
 Fair 16
 Good 20
 Choice 25
 Michigan Maple Syrup Co.
 Brand
 Kalkaska, per doz.2 25
 TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 25
 TEA
 Japan
 Sundried, medium24 @ 25
 Sundried, choice30 @ 33
 Sundried, fancy36 @ 40
 Regular, medium24 @ 25
 Regular, choice30 @ 33
 Regular, fancy36 @ 40
 Basket-fired medium30
 Basket-fired choice 35 @ 37
 Basket-fired, fancy 40 @ 38
 Nibs28 @ 32
 Siftings10 @ 12
 Fannings14 @ 15
 Gunpowder
 Moyune, medium 23
 Moyune, choice 32
 Moyune, fancy40 @ 45
 Pingsuey, medium25 @ 28
 Pingsuey, choice 30
 Pingsuey, fancy40 @ 45
 Young Hyson
 Choice 31
 Fancy 40 @ 50
 Oolong
 Formosa, fancy45 @ 65
 Formosa, medium25 @ 28
 Formosa, choice 32
 English Breakfast
 Medium 35
 Choice 30 @ 35
 Fancy 40 @ 60
 India
 Ceylon, choice30 @ 35
 Fancy45 @ 55
 TOBACCO
 Fine Cut
 Blot1 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, 5c5 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, 5c5 76




Sweet Mist, 1/2 gr.5 70
 Sweet Burley, 24 lb. cs 4 90
 Tiger, 1/2 gross 6 00
 Tiger, 5c tins5 50
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz.5 22
 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 Foot 31
 Boot Jack 86
 Bullion, 16 oz. 46
 Climax Golden Twins 48
 Days Work 37
 Kerby 27
 5 Bros. 25
 Gilt Edge 58
 Gold Rope, 7 to 10 lb. 58
 Gold Rope, 14 to 16 lb. 58
 G. O. P. 36
 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
 Nobby Spun Roll 53
 Parrot 28
 Peachey 40
 Picnic Twist 45
 Piper Heidsieck 69
 Redcut, 1 1/2 oz. 38
 Red Lion 30
 Sherry Cobbler, 10 oz. 26
 Spear Head, 12 oz. 44
 Spear Head, 14 1/2 oz. 44
 Spear Head, 7 oz. 41
 Square Deal 28
 Star 43
 Standard Navy 34
 Ten Penny 31
 Town Talk, 14 oz. 30
 Yankee Girl 37
 Corn smoking
 All Leaf 30
 Banner, 5c 5 96
 Bull Durham, 5c 5 90
 Briar Pipe, 5c 5 95
 Black Swan, 5c 5 76
 Corn Cake, 5c 5 76
 Cuban Star, 5c 5 76
 Dukes Mixture, 5c 5 85
 Drum, 5c 5 75
 Glad Hand, 5c 5 72
 Grant, 5c 5 80
 Growler, 5c 4 40
 Hand Made, 2 1/2 oz. 4 50
 Honey Dew, 1 1/2 oz. 4 40
 I. X. L., 5c 6 10
 Lucky Strike, 1 1/2 oz. 94
 Myrtle Navy, 5c 5 94
 May Flower Shorts, 5c 5 94
 Nigger Hair, 5c 5 76
 Noon Hour, 5c 5 76
 Peerless, 10c 5 70
 Peerless, 5c 5 70
 Flow Boy, 5c 11 52
 Pilot, 5c 5 76
 Prince Albert, 10c 96
 Rob Roy, 5c 5 90
 Soldiers' Boy, 5c 5 95
 Sweet Lotus, 5c 6 00
 Sweet Tip Top, 5c 6 00
 Sun Cured, 10c11 75
 Summer Time, 5c 5 76
 Trout Line, 5c 5 95
 Tuxedo, 1 oz. 48
 Tuxedo, 2 oz. 96
 Union Leader, 5c 5 95
 Uncle Sam, 10c10 80
 Yum Yum, 5c 5 85
 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 1/2
 Robinson's Cider16
 State Seal sugar13
 40 grain pure white .10
 Barrels free.
 WICKING
 No. 0 per gross30
 No. 1 per gross40
 No. 2 per gross50
 No. 3 per gross75
 WOODENWARE
 Baskets
 Bushels 1 00
 Bushels, wide band .15
 Market 40
 Splint, large 3 00
 Splint, medium 3 00
 Splint, small 2 75
 Willow, Clothes, large 8 25
 Willow, Clothes, small 6 25
 Willow, Clothes, m'e'm 7 25
 Butter Plates
 Wire End or Ovals
 1/2 lb., 250 in crate30
 1 lb., 250 in crate30
 2 lb., 250 in crate35
 3 lb., 250 in crate40
 5 lb., 250 in crate50
 Churns
 Barrel, 5 gal., each2 40
 Barrel, 10 gal., each2 55
 Clothes Pins
 Round Head 45
 4 1/2 inch, 5 gross50
 Cartons, 20 2 1/2 doz. bxs. 55
 Egg Crates and Fillers
 Humpty Dumpty, 12 ds. 30

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
- 3-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
- Hat, spring 75
- Tubs
- 20-in. Standard, No. 1 7 50
- 18-in. Standard, No. 2 6 50
- 18-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
- 12 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 1/2
- Wax Butter, short c't 13
- Wax Butter, full count 20
- Wax Butter, rolls 19
- YEAST CAKE
- Magic, 3 doz. 1 15
- Sunlight, 3 doz. 1 00
- Sunlight, 1 1/2 doz. ... 50
- Yeast Foam, 3 doz. ... 1 15
- Yeast Cream, 3 doz. ... 1 00
- Yeast Foam, 1 1/2 doz. ... 58




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
- Ben Hur 35
- Perfection 35
- Perfection Extras 35
- Londres 35
- Londres Grand 35
- Standard 35
- Puritanos 35
- Panatellas, Finas 35
- Panatellas, Bock 35
- Jockey Club 35
- COCOANUT
- Baker's Brazil Shredded
- 
- 20 5c pkgs., per case 2 60
- 36 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. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.
- White House, 1lb. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.
- White House, 1lb. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.
- White House, 1lb. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

14

- stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.
- SOAP
- Beaver Soap Co.'s Brand
- 
- 100 cakes, large size .. 6 50
- 50 cakes, large size .. 3 25
- 100 cakes, small size .. 3 35
- 50 cakes, small size .. 1 95
- 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 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, b uxs 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, 1/2bx 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
- 
- 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
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseine 3 50
- Armour's 3 70
- Wisdom 3 80
- Soap Compounds
- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 80
- Rub-No-More 3 85
- Scouring
- Enoch Morgan's Sons
- Sapallo, gross lots ... 9 50
- Sapallo, half gro. lots 4 85
- Sapallo, single boxes 2 40
- Sapallo, hand 2 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 80




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
- Ben Hur 35
- Perfection 35
- Perfection Extras 35
- Londres 35
- Londres Grand 35
- Standard 35
- Puritanos 35
- Panatellas, Finas 35
- Panatellas, Bock 35
- Jockey Club 35
- COCOANUT
- Baker's Brazil Shredded
- 
- 20 5c pkgs., per case 2 60
- 36 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. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.
- White House, 1lb. 15
- White House, 2lb. 15
- Excelsior, Blend, 1lb. 15
- Excelsior, Blend, 2lb. 15
- Tip Top, Blend, 1lb. 15
- Royal Blend 15
- Royal High Grade 15
- Superior Blend 15
- Boston Combination 15
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Warner, Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

14

- stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.
- SOAP
- Beaver Soap Co.'s Brand
- 
- 100 cakes, large size .. 6 50
- 50 cakes, large size .. 3 25
- 100 cakes, small size .. 3 35
- 50 cakes, small size .. 1 95
- 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 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, b uxs 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, 1/2bx 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
- 
- 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
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseine 3 50
- Armour's 3 70
- Wisdom 3 80
- Soap Compounds
- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 80
- Rub-No-More 3 85
- Scouring
- Enoch Morgan's Sons
- Sapallo, gross lots ... 9 50
- Sapallo, half gro. lots 4 85
- Sapallo, single boxes 2 40
- Sapallo, hand 2 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 80

14

- stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.
- SOAP
- Beaver Soap Co.'s Brand
- 
- 100 cakes, large size .. 6 50
- 50 cakes, large size .. 3 25
- 100 cakes, small size .. 3 35
- 50 cakes, small size .. 1 95
- 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 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, b uxs 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, 1/2bx 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
- 
- 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
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseine 3 50
- Armour's 3 70
- Wisdom 3 80
- Soap Compounds
- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 80
- Rub-No-More 3 85
- Scouring
- Enoch Morgan's Sons
- Sapallo, gross lots ... 9 50
- Sapallo, half gro. lots 4 85
- Sapallo, single boxes 2 40
- Sapallo, hand 2 40
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes ... 3 80

Michigan Ohio and Indiana Merchants

have money to pay for what they want.

They have customers with as great a purchasing power per capita as any other state.

Are you getting all the business you want?

The Tradesman can "put you next" to more possible buyers than any other medium published.

The dealers of Michigan, Indiana and Ohio

Have the Money

and they are willing to spend it.

If you want it, put your advertisement in the Tradesman and tell your story.

If it is a good one and your goods have merit, our subscribers are ready to buy.

We cannot sell your goods, but we can introduce you to our people, then it is up to you.

We can help you.

Use the Tradesman, and use it right, and you can't fall down on results.

Give us a chance.

The Tradesman Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Drug stock in Central Michigan city of 5,000. At a discount if sold at once. Poor health, must sell. Address H. care Tradesman. 737

For Sale—Stock of merchandise, about \$4,500; paying a fine yearly income. For particulars address James A. Doane, Augusta, Ill. 735

Wanted—Second-hand iceless soda fountain, about 12 foot counter. Address, with full particulars, 44 Marshall St., Battle Creek, Mich. 736

For Sale—At \$9,500, an eight year established retail manufacturing business in Toledo; easily managed, profits averaged \$43 per week during last year; books open for inspection. Might take farm as part pay. H. Harold, 718 Yates St., Toledo, O. 733

For Sale—Lamson cable cash carrier system and electric motor. Cheap. Pierr & Co., Moline, Ill. 732

For Sale—Clean, staple stock of dry goods, clothing and shoes, in best booming town Northern Michigan. Elegant location. Good reason for selling. Will pay you to enquire. Address No. 731, care Tradesman. 731

ATTENTION MERCHANTS! SHIP YOUR PACKING STOCK TO US. WE PAY CASH AND THE HIGHEST PRICE—ALL THE TIME. NATIONAL FOOD PRODUCTS CO., BRIGHTON, MICHIGAN. 730

For Sale—\$25,000 stock dry goods, men's, women's furnishings, shoes, live Wisconsin town 2,500. Best dairy section. Fine crops. Business \$75,000 to \$90,000, 95% cash. Stock can be reduced to \$15,000. No trades considered. Address No. 727, care Tradesman. 727

Wanted—Brains and money. Reliable parties in an established general merchandise business in a fast growing town in Arizona; want more capital with active parties, in the management of the business. Good profits, good business; company owns ice and cold storage plant, water works, lumber yard, bank, etc. Bank reference required. Parties addicted to excessive use of intoxicants or gambling need not answer. Farming and mining country. Splendid opportunity to make big money to bright, energetic men. No snow, no ice in this section. C. W. McKee, Agent, Phoenix, Arizona. 726

Free Farms—1,000,000 acres government land in Arkansas. Booklet giving law, location and description, postpaid 25c. State maps, 10c extra. Everton Land Co., Everton, Ark. 723

For Sale—A telephone exchange with 160 instruments, 200 miles of wire; business profitable and growing; principal owners long in years and want to retire. F. G. Warren, Warrens, Wis. 722

For Sale or Exchange—An A1 stock farm of 240 acres, located near Plainwell, Michigan. Good buildings. 200 acres under cultivation, 40 acres of pasture land. Price \$30 per acre. Farm is now well stocked. Will take a good general stock as part payment. H. Thomasma, Agent, 433-438 Houseman Bldg., Grand Rapids, Mich. 719

For Sale—Drug stock with modern, up-to-date mahogany fixtures with 20th Century fountain. Stock and fixtures invoice about \$3,000. Must sell at once. Address Lock Box 35, Mantion, Mich. 718

For Sale—General house furnishing stock at Pasco, Wash. Invoice about \$10,000. For Sale: Hardware stock located on Main street within half block of best corner in Walla Walla, Wash. Invoice about \$14,000. Can reduce if desired or give terms on surplus to enable purchaser to realize. Partner Wanted: Experienced, successful man with clean record, can get \$20,000 to \$25,000 interest in largest and best established home furnishing business in southeastern Washington. Unsurpassed climatic and educational conditions. Address F. W. Kaser, Walla Walla, Wash. 729

Notice—Nearly new, Grand Rapids residence property to exchange for good general stock in country town of not less than 500 population. Address C. W. Long, 663 N. Coit Ave., Grand Rapids, Mich. 716

Are you looking for a location in prosperous Wisconsin and Minnesota? If so, write Arch. E. Ray, Madison, Wisconsin, for real estate and commercial opportunities. 707

For Rent—Single store on main street of Big Rapids, after January 1st. Best location in the city. Enquire of H. Leonard & Sons, Grand Rapids. 715

Drug and grocery stock for sale. Full prices. Finest location. Very little cash required. Address Dr. Pierce, Beaverton, Mich. 713

Wanted—Good up-to-date stock of groceries or general merchandise. C. H. Smith, Libertyville, Ill. 708

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. 706

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; 4x5 to 3 1/4 x 5 1/2, 4c. J. M. Manning, 1062 Third Ave., New York City. 701

For Sale—At once at a bargain, small hardware and grocery stock in new farming country, doing good business. Sickness in family reason for selling. Write for particulars No. 694, care Tradesman. 694

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

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

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—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, falling health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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. E. C., care Michigan Tradesman. 638

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

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

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 545

HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Wanted At Once—Experienced salesman to handle our well-known brand of house dresses, wrappers, kimonas and sacques, in Indiana. Either as sideline or exclusively. Lowell Mfg. Co., Grand Rapids, Mich. 734

SITUATIONS WANTED.

Sub Letter Carrier desires employment in office or store until July 1, 1912. Six years' experience in general merchandise business. All references. George Olmstead, 797 N. Lafayette St., Grand Rapids, Mich. Bell Main 2280. 739

Wanted—Position by young man with five years' experience in general store. Will furnish good references. Address R. 2, 303 Michigan St., Petoskey, Michigan. 738

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



CORPORATION EXCESS.

Proposed Taxation Plan Held Up To Ridicule.

The so-called "corporation excess" plan of taxation, recommended by the special Commission appointed by Governor Osborn as a means of raising revenues for the State without resorting to the property tax, was skillfully dissected at a meeting Monday night of business men, merchants and manufacturers who do business under corporation form, and its crudities, inconsistencies and impracticabilities were exposed. About fifty attended the meeting, including several attorneys, and Robert W. Irwin presided. In opening the meeting he explained the provisions of the proposed taxation plan. Under this plan, for illustration, a corporation with net earnings of \$20,000 a year would have its earnings capitalized at some rate determined by the State Board, say 10 per cent., which would give it a value of \$200,000; from this would be deducted the value of the company's property as assessed for local taxation, and if this happened to be \$100,000, there would be an excess of \$100,000 subject to taxation for State purposes at the average taxation rate in the State. If the corporation should have a bonded indebtedness, such indebtedness would be added to the excess and be taxed accordingly. Mr. Irwin said the plan was thoroughly vicious, that it would place the entire burden of maintaining the State and its institutions upon the industrial and commercial enterprises of the State, while the farms and the unincorporated enterprises and those not in business would entirely escape. He reviewed the Commission's report, analyzed some of the figures given and pointed out their fallacy and, in conclusion, said that under such a plan of taxation it would be impossible for the industries of the State to do business and that they would either have to move to other states or quit.

Stuart E. Knappen said there was no excuse for such a plan, that its adoption would be highway robbery and that it could not be justified on any theory of justice or right. Chas. H. Leonard said the plan was foolish, that it would be easy of evasion and under it the State would receive no revenue. Sybrant Wesselius said such a plan would put a premium on dishonesty and sounded a warning against plunging the State into a taxation squabble. W. W. Hyde expressed the opinion that the plan was the fruit of agitation and muckraking and had neither right nor justice back of it. Joseph H. Brewer said the plan was a political expedient, designed solely to catch a few votes. Brinton F. Hall, of Belding, asked if corporations which could not show net earnings would receive a rebate from the State. Robert P. Graham said the railroads had been sacrificed to the desire for votes, then the telephone and express companies and now other corporations are proposed for the slaughter; he pointed out the fallacies of the law and why it would not work. O. H. L. Wer-

nicke recalled the panic of 1893, when scarcely a corporation in the State showed a balance on the right side, and wondered what the State would do for revenue should such another period come; he expressed surprise that a State Commission should soberly suggest the adoption of so crude a plan.

Roger I. Wykes, a member of the Commission, came in late and said his purpose was to gain information rather than to give it; that the State Commission would give a series of public hearings and that, if desired, one of the hearings would be in this city. The plan, he declared, was a tax on property, the value of which would be ascertained by its earning capacity and not in any sense a tax on ability or brains. He invited questions if anybody desired information, and he was promptly taken up. Such skillful seekers for truth as Mark Norris, Philip H. Travis, Sybrant Wesselius, W. W. Hyde, Robert D. Graham, O. H. Wernicke, Joseph H. Brewer and George Clapperton put Mr. Wykes through a quiz that brought out the ridiculousness of the law. Suppose two corporations, capitalized the same, making the same lines and with identical plants—one with net earnings of \$10,000 and the other of \$40,000—would one be taxed more than the other? Certainly, was the answer, for the \$40,000 concern would have the greater excess. Suppose the companies exchanged managers and the earnings were reversed, would the greater taxes remain where it was or would it follow the successful management, and if the latter would it not be a tax on brains? If the bonded indebtedness is added to the excess for taxation purposes would the bills payable and current liabilities also be added and, if not, why not? Do the debts of a concern ever become its assets upon which taxes should be paid?

Mr. Wykes admitted the present State laws contemplated the taxation of all the assets of a corporation, including its good will and its rights to do business, and said the trouble was that the laws were not fairly administered. What reason have you to believe the new law would be any better administered? was asked.

Suppose local assessors became more active and raised assessed valuations to such a degree that there would be no excess, then where would the State derive its revenue; or suppose hard times came and the corporations could show no net earnings? The answer was that the State would return to the old property tax plan of raising revenues, the method the Commission was appointed to find some way to escape.

George Clapperton closed the quiz by declaring that the tax problem was too complex, far reaching and important to be solved in a three months' casual examination by a Commission which had given the subject no previous attention, that the only way progress could be made was by the employment of experts to devote a year or two years to the subject, the investigation to include a study of what other states and other

countries are doing.

Arrangements will be made for a public hearing in this city, with the full Commission in attendance to explain its plan, and it may be expected this hearing will be exceedingly interesting.

News and Gossip from Round About.

Bay City's Health Officer has served notice on the seven slaughter house proprietors of the city to cease slaughtering until they have made alterations and installed equipment called for by the State law. Slaughter house owners in the county have also been notified not to send meat to the city until their houses meet the law's requirements. This action will greatly reduce the city's meat supply until matters are adjusted.

Manistee's \$50,000 issue of 4½ per cent. bonds have been purchased by the Continental and Commercial Trust and Savings Bank of Chicago at par and accrued interest. Half of the issue is already arranged for in encouraging factories to locate in that city.

Deputy State Factory Inspector Luella Burton has made complaints against several Bay City merchants, charging them with violating the ten hour work law for women.

The Corunna Council has refused to let the M. U. R. cars enter that city, declaring the franchise void, because the company refused to repair the road between Owosso and Corunna.

Ludington is preparing to entertain about 500 visitors at the big meeting of the Michigan Horticultural Society in December.

Detroit has been unanimously selected as the 1912 convention city by the I. O. O. F. and Rebekahs of Michigan.

The C. M. & St. P. and M. St. P. and S. S. M. railways offer free transportation for all exhibits from the Upper Peninsula at the United States Land and Irrigation Exposition in Chicago.

Work is being pushed on the Stronach dam on the south branch of the Manistee River and Manistee business men will make a trip there in a body to view the work on the first of the series of dams which will furnish this part of the State with electric power.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 25—Creamery, 26@31c; dairy, 20@22c; poor, all kinds, 15@20c.

Eggs—Fancy, fresh candled, 28@30c; choice, 27@28c; cold storage candled, 20@21c.

Live Poultry — Fowls, 11@13c; ducks, 13@15c; turkeys, 15@18c; spring chickens, 11@13c; geese, 13@15c.

Beans — Medium, \$2.50; marrow, \$2.60; pea, \$2.50; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, 65@70c per bu.

Rea & Witzig.

Two Changes in One Town.

Carlton Center, Oct. 24—Glen Henry has purchased the general stock of J. O'Connor, who has been en-

gaged in trade here for about a quarter of a century, and will continue the business at the same location. Mr. O'Connor has purchased a farm near Bellevue and will shortly remove to that place.

Charles T. Hecht has purchased the general stock of Willard Miller and will continue the business at the same location.

Four Bankruptcy Petitions Filed in Detroit.

Detroit, Oct. 24—The T. B. Rayl Co., Otto Foth and Brooks & Kingon, creditors of the George S. Middleton Co., filed a petition before Commissioner Carrie Davison yesterday for the firm's involuntary bankruptcy.

Abe Copleman asks the relief of the bankruptcy court in a petition which he filed yesterday. He states that his assets consist of \$40 in cash and \$62 in wearing apparel. His liabilities amount to \$4,322.34.

The Detroit Corset Co. filed a similar petition yesterday. The liabilities consist of priority claims amounting to \$8,668.64. The assets are \$6,643.40.

The Eagle Furniture Co., of which John Hauslick and Louis W. Schimmel are the joint proprietors, has also filed a petition in bankruptcy. The assets consist of ledger accounts amounting to \$2,649.39 and contract accounts amounting to \$778.39. The firm's liabilities are \$7,812.74.

A woman in New Haven, Conn., has fallen heir to \$50,000 through the death of an uncle in Germany, and she attributes her good fortune to the fact that she never failed to pick up a horse shoe when she found one lying in the road. The old saying is that each nail in a horse shoe is worth \$1,000, and that for each nail in the horse shoe the finder will receive that amount in money. She has a collection of twenty horse shoes and figures that that would make fifty or sixty nails. No one can ever convince her that the saving of horse shoes had nothing to do with the fortune she is to receive.

The "man in the moon" would have cause to do some thinking if he could see this far.

Looking at the sun through a whisky glass shows the picture of the poorhouse and thin soup.

BUSINESS CHANCES.

Store For Sale—Nice clean stock of groceries and meats in Mancelona, Michigan. One of the best towns in the State. Best stand in city. Fixtures good. Can reduce stock to suit purchaser. A fine chance for the right party. Other business reason for selling. Write or call Smith & Lake, Mancelona or Petoskey. 742

For Rent—Best business corner in city for gents' clothing, 30 front, 120 deep. Also store next to above, 46 front, 120 deep, for ladies' garments and dry goods. Location central, modern, steam heated, well lighted, rent reasonable. Population doubled last 10 years, now 20,000. Nearest largest city, 200 miles away. Country and climate the best. Geo. Ludwigs, Walla Walla, Wash. 743

For Sale—Pony sawmill with 15 horse portable. Engine and boiler on wheels, 2 saws, \$550. Resaw 30 inches and swing saw, 20 inches, extra \$100. Address Machinery, P. O. Box 704, Chicago. 741

For Sale—Only drug store in a growing town of 500 population, surrounded by fine fruit and farming country. Address R. E. Kincaid, Grant, Michigan. 740

Fresh Goods

J. W. RITTENHOUSE

Official Organizer for the Pennsylvania Retail Merchants' Association



WORDS OF
The Wise Merchants

"Some time ago I assisted in adjusting a fire loss for a grocer. Among the stuff set aside for adjustment of loss sustained was a lot of breakfast food supposed to be damaged by smoke. I opened several packages and found them not damaged by smoke—but decidedly stale.

"Among the Cereals put out as damaged by smoke, none of which had the least trace of smoke, were Kellogg's Toasted Corn Flakes, three other advertised brands and others, not one of them crisp and fresh but Kellogg's Toasted Corn Flakes. Why? Kellogg's was the only Cereal there not bought in quantity. Single case purchases kept it on the shelf fresh, crisp, wholesome and appetizing. From every standpoint, considering quality, capital or warehouse room, the square deal policy is the best and only policy for the Grocer."

Mr. Grocer, the *only* flaked food sold in America which allows you to buy *one* case at a time at the *bottom* price—and is sold to *all* buyers alike—is

"Won its FAVOR
through its FLAVOR"

Kellogg's



PROTECT YOURSELF



You cannot expect your town to furnish an officer whose business it shall be to stand in front of your store every night in order to keep the man with the

Jimmy and the Dark Lantern Out

You must protect yourself and your own property.

A Good Safe Isn't Expensive

and you will feel a heap more comfortable with your money in it than you do by hiding it in a tea chest or bolt of cotton. There are certain chances you cannot afford to take, and going without a safe is one of them.

WRITE US TODAY AND WE WILL
QUOTE YOU PRICES

Grand Rapids Safe Co. Tradesman Building
Grand Rapids, Mich.

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
13.75 cash rebate on each	50 cases
30.00 cash rebate on each	100 cases

Good for October purchases only. Order from your jobber's salesmen 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