

Five Dollars a Week

Thus is it down on Belzebug's books:

"August the seventeenth—Isabel Brooks;
Home in the country; folks decent but poor;
Character excellent; morals still pure;
Came to the city today and found work;
Wages five dollars; department store clerk."

Wages five dollars! To last seven days!
Three for a miserable hall room she pays;
Two nickels daily the street car receives;
One dollar forty for eating, that leaves.
One-forty has quite a long ways to reach—
Twenty-one banquets at seven cents each!

There! Every penny of wage has been spent—
Squandered for feasting and riding and rent!
Spendthrift! She doesn't remember life's ills.
How in the world will she pay doctor's bills?
What if she's furloughed (there's always a chance);
Isabel ought to save up in advance.

Hold! We've not mentioned her clothes; she must wear
Dresses, hats, shoes, stockings, ribbons for hair—
How shall she get them? Suppose that we stop:
Perhaps it's as well if we let the thing drop.
You good math'maticians may figure it out;
It's a matter of figures or figure, no doubt.

Carry this picture, it's better, I'm sure:
"Character excellent; morals still pure."
What else is written, we won't try to see;
Beelzebub thinks much the same way as we.
Why, as I live! There's a tear in his eye!
Now, what in Hell can make old Satan cry?

Surely the devil is feeling his age;
Look what he's writing on Isabel's page:
"Virtue's a luxury hard to afford
When a girl hasn't money enough for her board."

Things to Forget

If you see a tall fellow ahead of a crowd,
A leader of men, marching fearless and proud,
And you know of a tale whose mere telling aloud
Would cause his proud head to in anguish be bowed.
It's a pretty good thing to forget it.

If you know of a skeleton hidden away
In a closet, and guarded and kept from the day,
In the dark; and whose showing, whose sudden display
Would cause grief and sorrow and lifelong dismay.
It's a pretty good plan to forget it.

If you know of a thing that will darken the joy
Of a man or a woman, a girl or a boy,
That will wipe out a smile or the least way annoy
A fellow, or cause any sadness to cloy,
It's a pretty good thing to forget it.

The Hills

Prayer is for the mountains,
Laughter for the plain,
Song for the greenwood,
A lass for the lane;
They come as God wills,
But he keeps the blue hills
For the heart still fain.

Dreams for the river,
Longing for the sea;
Yet sorrow's all my pillow
Wherever I may be.
'Tis all as God wills,
But there's rest in the hills—
So there lay me.

Charles T. Rogers.

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.

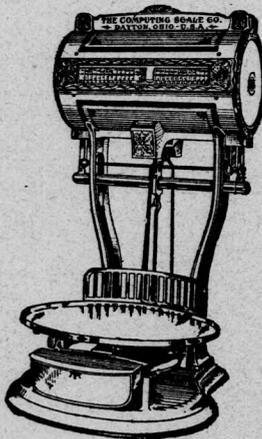
Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.



Certain to bring satisfaction to both seller and user

Distributed at Wholesale by
JUDSON GROCER CO.
Grand Rapids, Mich.

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 $\frac{1}{3}$ 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

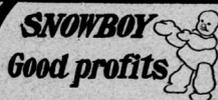
Please mention Michigan Tradesman when writing



SNOWBOY
Won't hurt
your hands



SNOWBOY
Weighs more



SNOWBOY
Good profits



SNOWBOY
Washing powder

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, NOVEMBER 1, 1911

Number 1467

SPECIAL FEATURES.

- Page
2. The Pullman Family.
 4. News of the Business World.
 5. Groceries and Produce Market.
 6. Financial.
 8. Editorial.
 10. Saginaw Valley.
 12. Butter, Eggs and Provisions.
 14. Japan Tea.
 16. King of Tropical Trees.
 18. Business Battle.
 20. Behind the Counter.
 22. Dry Goods.
 24. Our Fire Waste.
 26. Sunday Evening Club.
 28. Woman's World.
 30. Hardware.
 31. Our Greatest Need.
 32. Shoes.
 34. Value of Good Will.
 36. The Cost of Living.
 38. Detroit Department.
 40. The Commercial Traveler.
 42. Drugs.
 43. Drug Price Current.
 44. Grocery Price Current.
 46. Special Price Current.

DR. COOK COMES BACK.

Most people had supposed that the ignominious exposure of his faked claims to having discovered the North Pole would have permanently removed Dr. Cook from further public notice, yet he has had the effrontery to publicly visit Copenhagen, where he received a veritable and unmerited triumph a little over two years ago, for the purpose of "vindicating" himself before the university faculty that he so grossly humiliated. The reception he received in Copenhagen should convince him that the only fit place for him is absolute retirement and obscurity. The Danes, who received him with open arms two years ago when they believed his story about having reached the North Pole and showered upon him every honor that a generous and open-hearted people could bestow, jeered and hooted him on the occasion of his second visit, and it required a squad of stalwart policemen to protect the "faker" from the just resentment of his former dupes.

There are many people in this country who have as strong a right to dislike Dr. Cook and to resent his colossal impudence as the people of outraged Copenhagen. For months after his return from his supposed trip to the Pole this man Cook traveled about the country and obtained large sums of money by lecturing on his supposed experiences at the northernmost extremity of the earth, and it was only when the fraud which he had perpetrated was on the eve of being exposed that he disappeared. The shameless way in which he duped the faculty of the University of Copenhagen and imposed upon the hospitality and good nature of the King and government of Denmark prove Cook to be the most colossal "faker" of modern times, and that he has had the impudence to revisit Copenhagen after what has happened stamps him as either insane or

as a person utterly without shame or decency.

The ease with which Dr. Cook was able to impose upon the credulity of half of the world is one of the most remarkable developments of recent times. He did not deceive everybody by any means, but his admirers were so enthusiastic that sober-minded people who ventured to cast some doubt on his alleged achievements were incontinently ridiculed. That his former dupes should now be the bitterest foes of Dr. Cook is only natural. Human nature revolts at being made ridiculous.

DEADLY DRUG.

The many homicides as well as suicides recently reported, in which that deadly drug, cyanide of potassium, has figured as the agent, should serve to call the attention of the authorities to the ease with which this deadly article, as well as other dangerous poisons can be obtained. A very small portion of cyanide will prove fatal almost instantly, and as the drug is extensively used in the arts it can be readily obtained, and for that reason it has come to be more extensively used than other poisons by persons bent upon suicide or assassination.

This deadly compound is extensively used in photography and in electroplating, as well as in many other industries and, although its sale by druggists is regulated by the statutes that apply to poisons in general, people who use it in trade have no difficulty whatever in securing all of it they want. Recent events would seem to indicate that the protection of the masses from so fatal a medium demands that there should be some regulation of the sale of cyanide.

The deadly drug has one advantage in murder cases, as far as society and the administration of justice are concerned. It can always be detected with absolute certainty. Its effect on the lungs and other internal organs is unmistakable, and being a metallic poison its presence can be detected with certainty by analysis. It is so quick in its action, however, that the danger of accident in handling it or having it about is so great that its sale should be more strictly regulated than other poisons, and where used in the arts it should be under as careful supervision as would be high explosives, compared with which it is even more dangerous.

Cyanide of potassium has figured conspicuously in several notorious homicides, and for some years past it has been used by many unfortunates who have elected the suicide route as the means of escaping their troubles and responsibilities. These facts show conclusively that the deadly poison can be procured without difficulty. This should be stopped.

RIGHT ABOUT FACE.

Resolved—That public drinking places which are the haunts of vice are dangerous, and should be eliminated.

Resolved—That the characters of persons licensed to conduct a retail liquor business should be subjected to a careful scrutiny, and only those whose records are clean and above reproach should be permitted to engage in this business.

Resolved—That any urban community, large or small, should have the right, properly controlled by the state, to limit the number, or by a vote of a really substantial majority of its citizens, to prohibit entirely the establishment of public drinking places in its midst.

The above resolutions were not adopted by a W. C. T. U. convention or any other sort of a temperance organization, but by the International Congress of Brewers in session in Chicago. They are sufficiently "reform," however, to lead to the mistake suggested. It is somewhat remarkable and worthy of comment that a body of men engaged in the liquor business should pass such resolutions. The lesson is obvious. The men who are engaged in that business have come to the conclusion that if they desire to continue they must do so in accordance with the law and with decent respect to the best sentiment of the community. There is truth in the statement that the worst enemies of the liquor business are often the liquor men themselves. Agitation for no-license invariably springs from a series of violations on the part of some saloon-keeper who has no deference for the law or the good-will of his fellow citizens.

The action of the brewers in Chicago indicates that they are beginning to realize this truth. They are to be congratulated on the stand they have taken. If they are able to impress upon the rank and file of liquor dealers the importance of observing the resolutions, they will not only accomplish great good, but incidentally advance their own interests by delaying and perhaps overcoming what they fear most—the ultimate extinction of the liquor traffic. In this connection it should be observed that all who are interested in temperance reform may congratulate themselves that by their labors they have created such a sentiment in favor of their cause as to compel even the brewers to take a different stand than formerly. There seems to be a difference of opinion as to whether total prohibition of the liquor traffic is a good thing or not, but all agree that the traffic should be made to conduct itself in accordance with the law. The brewers evidently believe that its very perpetuity depends upon that condition. Striking, indeed, are the resolutions which they adopted at Chicago and they will be read with interest by all classes.

INDIANA PIE.

Wabash, Ind., is boasting about one of its girls who answered a "wanted, a wife," advertisement recently, made

a pie for her suitor and won him for a husband. That's all right, even in Indiana, where they believe that a man's heart is easiest reached through his stomach. But all this goes to show that Indiana girls are on the "job" right, and it wouldn't be a bad thing if other girls would learn to make pie—the Indiana kind—and catch husbands with it. There's great merit in the right kind of "dough."

One of the evidences that this country is growing is found in the fact that the opening of the United States Supreme Court this year finds 781 cases on the docket, as compared with 696 cases in 1910. That is more than the judges are liable to hear and consider during the year. The cases are not of the general interest and importance of some that were brought up and disposed of in 1910, but it is fair to assume that no unimportant case would be brought to the attention of that court. When it is recollected that probably 300 additional cases will be appealed in the court of last resort, it becomes apparent that the situation thus presented is an awkward one. It is unfortunate that litigants have to wait an unnecessarily long time before reaching a final decision, and thus large interests are often seriously inconvenienced, sometimes in a way which amounts to an injustice. The number of cases that could be appealed to the Supreme Court could be reduced and the Circuit Court of Appeals made more frequently final. Some exceptional plan must be devised before long, if the court is not to be permanently far behind its calendar.

A contributor to the November American Magazine makes an interesting comparison on the cost of living. He maintains that it is not the cost of living, but the standard of living that has been raised. He cites the fact that his mother paid \$1 a pound for tea, six or seven cents a pound for flour, eight to ten cents for sugar, and 40 to 45 cents a pound for coffee. He pays 60 cents a pound for tea, three or four cents a pound for flour, five or seven cents for sugar, 29 to 35 cents for coffee. He earns about three times as much as his father did and at the end of the year has no more money. His plan of living has altered. There are more luxuries now and we have to pay for them, but we demand them. The contributor says a dollar is not a unit of gold but a unit of labor, and that labor is dear in this country because it is scarce. The laboring man lives much better than he did twenty years ago, and that is why his pay does not go so far. A better standard of living means more money spent.

THE PULLMAN FAMILY.

Further Facts Regarding Residence in Grand Rapids.

The historical sketch of the Pullman family, published in the Michigan Tradesman several weeks ago, was read by many thousands and it caused considerable discussion, especially among old residents of the city who were acquainted with George M., Albert B., James M., Charles and other members of the family. A letter addressed to the editor of the Tradesman, expressing the belief that the Pullman sleeping car was the invention of George M. Pullman, was signed by Hon. Robert T. Lincoln, who, until recently, was the President of the Pullman Company, having succeeded the late George M. Pullman in that position. Another letter written in San Francisco by F. C. Miller, a former resident of Grand Rapids, contained the statement that John Mowatt, Superintendent of the Grand Rapids Chair Co., had been a confidential employe of George M. Pullman when he commenced building sleeping cars and that he had advised Mr. Pullman in regard to the invention and erection of the original car.

The oldest inhabitant of Grand Rapids, Eugene E. Winsor, the first white child born in the Grand River Valley, called upon the editor of the Tradesman and gave an account of his experiences with the Pullman family and his recollections of their business enterprises.

It might be well to recall the fact that the writer did not state definitely who invented the Pullman sleeping car in his sketch of the Pullman family, although he sought earnestly for the truth in regard to this important matter before writing his contribution. The remarks of Messrs. Winsor and Mowatt, following this paragraph, leaves the question involved still open.

Mr. Winsor claims that the Pullman Palace car was invented by a man named Elmdorf and that George M. Pullman entered into a partnership with the inventor which continued two years. In two years Mr. Pullman acquired the meat of the nut and Elmdorf the shells. Mr. Winsor declares that Albert B. Pullman married his wife in Grand Rapids and resided in the second story of a building on Monroe street near the present location of the Baxter Clothing Co. Colonel Charles W. Calkins and Jay D. Utley, both of whom knew A. B. Pullman, stated positively that he subsequently resided on North Lafayette street, in the house illustrated in the Tradesman several weeks ago. Mr. Winsor also claims that George M., James M. and Chas. Pullman lived with their brother; that the four Pullmans conducted a cabinet shop in a store located on the northwest corner of Canal and Erie streets. Mr. Winsor said that his memory was clear on that point, that he was engaged in the grocery trade during the time the Pullmans resided in Grand Rapids and supplied the family with goods. Mr. Winsor re-

members a visit he made to George M. and A. B. Pullman in the year 1893, during the World's Fair in Chicago, at which time they told him they were maintaining their brother, Charles, on a farm in order to restrain his convivial habits as much as possible. Mr. Winsor insists that George M. Pullman resided here for a time, while Mr. Utley says he has no positive knowledge on that point. Mr. Winsor and Mr. Utley both agree in the statement that James M. Pullman subsequently became a noted preacher of the Universalist faith and that Charles drank too much for his own good.

In an interview John Mowatt stated that he had been employed by George M. Pullman in 1866 in the work of remodeling common day coaches into sleepers and in building new ones. He discussed his

weeks following in Fort Atkinson, Buffalo, Bloomington and other places where shops were located. Mr. Mowatt said George M. Pullman moved from New York State to Grand Rapids, when he had decided to open a furniture factory here, and that among the effects he brought here were the rollers, the windlass and other materials Mr. Pullman's father had used during his lifetime; also used by George M. Pullman in clearing the route of the Erie canal of buildings in the cities and villages of Western New York. Before he moved to Chicago he sold the apparatus to Harry H. Ives, who used the same for many years in Grand Rapids. Mr. Mowatt said George M. Pullman occupied a small house located on the southeast corner of Kent street and Crescent avenue, the lot now occupied by the county court

business in Grand Rapids and moved to Chicago to engage in raising buildings. A. B. Pullman spent the winter seasons in Comstock, Nelson & Co.'s factory and the summers in Chicago, where he assisted his brother in the lifting of buildings to the new street levels established by the city government. Early in his career as a builder of sleeping cars, Mr. Pullman recognized the advantages that would result if the officials of the railway corporations could be interested in his enterprise, and when they were requested to join him with their money and influence the invitations were quickly accepted.

Early in their lives George M. Pullman's father and mother lived in Palmyra, N. Y. In honor of their memories he erected a beautiful and costly Universalist church in the village and engaged Rev. Charles Fluhrer, of Grand Rapids, to fill its pulpit. The salary of the pastor and all expenses incurred in the maintenance of the church was paid by Mr. Pullman as long as he lived.

Arthur S. White.

Activities in Indiana Cities. Written for the Tradesman.

The route has been selected for the new traction line from Richmond to Portland.

Statistics of the shipments from Ft. Wayne factories have been prepared by the Waterways Committee of the Ft. Wayne Commercial Club and will be presented at the Waterways convention to be held there Nov. 2. A statement of the probable increase in shipping that would follow if the Michigan and Erie canal were put through will also be made.

LaGrange is preparing for its sixth annual corn school show, to be held some time after corn harvest in 1912.

The proposed Evansville to Henderson interurban line has received the hearty endorsement of the Evansville Retail Merchants' Association. It is expected that the line will soon be extended to Calhoun, Bowling Green and the Mammoth Cave.

The Common Council of Ft. Wayne has fixed the rate for space in the city market house during the coming year at 20 cents per day or \$20 a year for vendors' stands.

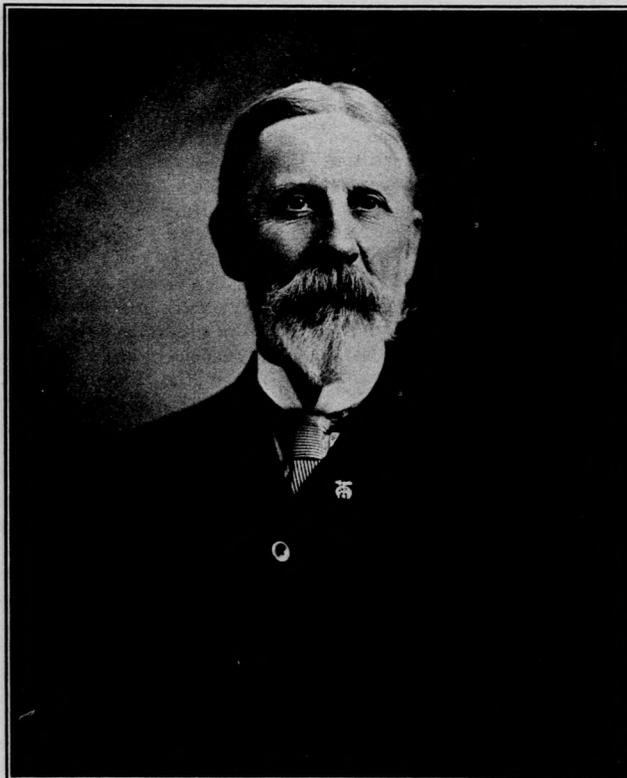
The Indiana Apple Show, which will be on at Indianapolis the week of Nov. 6, will be a great event in Hoosierdom, and will attract many people from outside the State.

Almond Griffen.

If people could once really see the devil as terrible as he has been painted, they never would call anything after him, or play with his name in any way.

It may interest you to count up how many you have known in various occupations, who called themselves "experts," and were merely expert fools.

The knocker builds the foundation of his house on the quicksands of failure.



Eugene E. Winsor, First White Child Born in Grand River Valley.

connection with Mr. Pullman cautiously and expressed the opinion that he possessed high moral principles and uncommon business ability. Mr. Mowatt is quite positive in his belief that the Pullman sleeping car, or, at least, the upper berth—the most essential feature of its construction—was invented by an employe of Mr. Pullman's, named Longstreet, a cousin of the famous Confederate leader of the Civil War, General James B. Longstreet. Mr. Mowatt remembers Longstreet very well and says that he as a skilled cabinetmaker. Mr. Pullman, not having established shops of his own, entered into contracts with railroad corporations to remodel old and build new cars, in the railroad shops. As an expert cabinetmaker, Longstreet was sent from shop to shop to direct and inspect the work in progress. He would spend one week in Detroit, the next in Aurora and the

house. The building occupied by the Pullmans in the manufacture of furniture was erected and used a number of years by the Winchester Brothers, one of whom was a brother-in-law of C. C. Comstock. When gold was discovered in California, in 1849, the elder of the brothers was seized with the mining fever and resolved to go to the coast in search of a fortune. The furniture factory, which was located on Lyon street, immediately in the rear of the Commercial Savings Bank, was leased to the Pullmans and the Winchester Brothers retired. Mr. Mowatt had been informed that A. B. Pullman married a Miss Hall, daughter of Erastus Hall (after whom Hall street was named), after he located in Grand Rapids; that he was a practical furniture worker and that he entered the employ of Comstock, Nelson & Co., who succeeded the Pullmans after George M. closed his

Give the Right Man Time To Plan.

There is, undoubtedly, more hurry, worry and waste caused by failure to look ahead than for any other reason.

Sometimes the reason for this lack of foresight is pure laziness, more often pure forgetfulness, quite often the fact that one is kept so close to the grindstone that there is no time or chance left to plan ahead for the grinding.

The man with his nose to the grindstone fails to notice that water is getting low in the dripping can until suddenly the surface of the stone goes dry. Then it is necessary to send for another can full of water that should have been ready long ago—and so time is wasted, water is wasted in the hurry to get it, and the man at the grindstone fumes, frets and worries because of the delay.

It is good to have a man at the grindstone all the time if that is his work; but the man who is supposed to plan ahead can not do so with his nose to the grindstone.

Unique Suggestion for Efficiency.

The manager of an important department in a manufacturing concern said to me the other day: "While it might seem rather iconoclastic to say so, and against all traditions, it sometimes seems to me that if a concern employed one capable man to aid each department head, and that man was paid a good sized salary, just to give the head time to do nothing, it would pay in the end.

Of course, the assistant would have to be so good that he could take about everything off the department head's hands—except the planning and scheming.

"I don't mean by that, that the department head is to be given an easy berth, where he can loaf at will—but most department heads, who are the only ones intimately enough acquainted with their end of the business to do the planning how to save, to utilize, to acquire to the best advantage, never have the leisure time to devote to the planning."

It is doubtful, perhaps, whether this idea would work out successfully in all cases. In many cases the truth might eventually come out that the head of the department was never meant to do much else but keep his nose to the grindstone, while his assistant was the man for the planning.

The fact is that many men who complain of grindstone methods never do anything when the grindstone is not working. Lots of work keeps them going, because they can see what they have to do; the lack of it sets them to dreaming, because they have nothing tangible on which to concentrate their thoughts, and they are powerless to invent something.

The Employer's Problem.

In that case, it comes down to the employer—who, if he be a good employer, has learned to read men pretty well—to pick out those who are able to plan and see that they have

the time to do it, and let those who are better at running the grindstone continue to run it. But once an employer has proved to his satisfaction that any man in a responsible position in his business would be doing more service to the business if he could devote all his time to planning, then the shortest sighted policy he could pursue would be to leave that man at the grindstone, even if the cost of taking him away were large in his eyes.

Those businesses that always go forward are the ones that have a corps of thinkers and planners ahead who blaze the way that is followed, who don't stop to clear the way, merely to indicate it.

In the Russo-Japanese war, when the soldiers of Nippon were advancing in Manchuria, they sent, ahead of the army, chemists who analyzed all drinking water and marked the spot "pure" or "impure." They might have been used in building bridges in the rear—but they were not—and their services ahead saved, without the slightest doubt, thousands of lives valuable to the empire.

The things at hand must be done—but, if there is some one to do the things ahead as well, all things will be done better, more economically and produce greater results.—Business Philosopher.

Small men nestling in among great men in order to make themselves appear greater, frequently achieve the exactly opposite result.

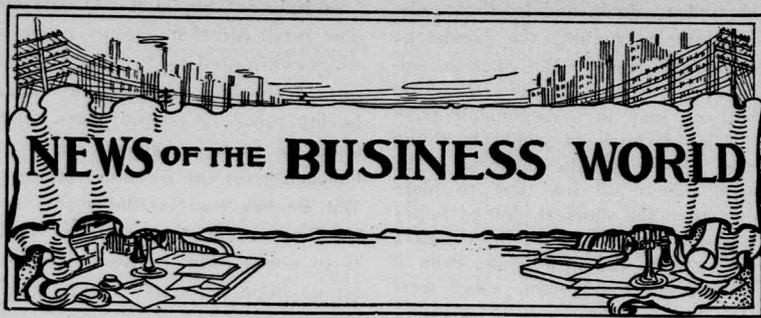
If it is not Scylla it is Charybdis. The retail merchant seems to be always confronted by a big red demon or a deep blue sea. "Hard times" having ruled for several years, seems about to have packed his trunk and checked it for the invisible elsewhere. But he has scarcely taken his seat in the train of circumstances which is to convey him to his destination, let us hope without a return ticket, when old "high cost of living" commences to hover over the country in his aeroplane. Many people are of the opinion that this winter will see a recurrence of the conditions of 1910-1911, when the cost of living reached its apex, and declined slowly only after boycotts against meats and other high-priced commodities were waged throughout the land. If all be true that the alarmists would have us believe, the outlook is as fearsome for dealers as consumers, for retail prices can not be made to conform in proportion to wholesale prices for a time at least. The advances, too, are chiefly on staples. With coffee, sugar and potatoes each striving for new high records, announcement is made of telling increases in canned fruits, vegetables and meats. The hope of escape is that it is possible for certain fruits and vegetables to go skyward without seriously affecting the entire list. The retailer should watch this in buying in order that he may stock up carefully to protect himself and his customers.

ROYAL

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

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

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



Movements of Merchants.

Sandusky—John Lampman & Son have opened a bazaar store here.

McBain—William Imerman & Co. have opened a general store here.

Owosso—Ray Morehouse has opened a cigar store on West Main street.

Charlotte—J. C. Boyd, recently of Toledo, has opened a music store here.

Negaunee—Janzito & Jerolomo have opened a grocery store on Iron street.

Kalamazoo—W. A. Hamilton succeeds Pyl & Wyckel in the jewelry business.

Mt. Pleasant—Miller Bros. have opened a tea and coffee store at 119 North Main street.

Sigma—Kirkby Bros. have removed their general stock of merchandise from Hardgrove here.

New Baltimore—Mrs. Hattie Kandt has engaged in the bakery and confectionery business here.

Adrian—J. L. Hudson & Son are succeeded in the general merchandise business by Peavey & Fisher.

Hastings—The capital stock of the Hastings City Bank has been increased from \$50,000 to \$75,000.

Port Huron—The Hayes Land & Timber Co. has increased its capital stock from \$200,000 to \$300,000.

Charlotte—Fire recently destroyed part of the stock of Ira A. Woodard, one of the leading grocers of this city.

Corunna—Harry Putterville, formerly engaged in trade at Owosso, will open a bazaar store here about Nov. 15.

Munger—C. A. Howell & Son have sold their stock of general merchandise to Kostoff & Rosenberg, of Reese.

Traverse City—B. J. Reynolds, Thompsonville—Albert Naus, formerly of Kalamazoo, has opened a bakery and lunch room in the Bowen building.

general dealer at 545 West Eleventh street, has added a line of meats to his stock.

St. Ignace—John J. Soucie is closing out his stock of confectionery, cigars and notions and will retire from business.

Kalkaska—G. Jensen, recently of Greenville, will open a bazaar store here under the style of the New York Racket store.

Owosso—George B. Symes and H. Martin have formed a co-partnership and will engage in the grocery business about Nov. 15.

Sparta—L. D. Hall and William Johnson have formed a co-partnership and purchased the Frank Robinson & Co. grocery stock.

Boyer City—C. H. Tooley has sold his meat stock to William Sack,

formerly of Pontiac, who has taken immediate possession.

St. Clair—Mrs. John Jones has sold her bazaar stock to George J. Warren & Son, of Port Huron, who have taken possession.

Tustin—Estlow & Baltzer, implement dealers, have dissolved partnership, Mr. Estlow taking over the interest of his partner.

Elk Rapids—W. H. Uptegrove has sold his restaurant and bakery to R. S. Bowman, who will continue the business at the same location.

Petoskey—Charles Olson has purchased the grocery stock of his brother, Herman Olson, who will engage in a similar business at Cadillac.

McBain—J. K. Ferguson, recently of Temple, has purchased the L. H. Smith store building and will occupy it with a stock of shoes and harness.

Morenci—Earl Reppert has purchased the grocery stock of Dunbar & Luke and will continue the business at the same location under his own name.

Pontiac—S. E. Beach and Martin J. Cloonan have formed a co-partnership under the style of Beach & Cloonan and engaged in the drug business here.

Kalamazoo—Lee R. Jones and Austin C. Travis have formed a co-partnership and purchased the cigar stock of Whitey Kools and taken immediate possession.

Plymouth—A new bank is being organized here, by E. Burt Jenney, President of the State Savings Bank of Dowagiac, and will be known as the Wayne County Bank.

DeWitt—The J. L. Simmons drug stock has been purchased by Alonzo O. Hunt, who conducts a drug store at St. Johns, and will continue the store here as a branch.

Fenton—Charles Wortman has sold a half interest in his grocery stock to Ray Whitman and the business will be continued under the style of Wortman & Whitman.

Kalamazoo—E. J. Bush has purchased the Michigan Cut Glass Co. plant. It is understood he will soon announce a newly organized company to continue the business.

Charlotte—W. C. Dell has sold his interest in the Dell & Tonkin electrical supply stock to his partner, R. A. Tonkin, who will continue the business under his own name.

Shepherd—The Farmers & Gleaners Elevator Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$4,800 paid in in cash.

Charlotte—Hall Bros. have sold a half interest in their grocery and meat stock to H. J. Schieferstein and the business will be continued under

the style of Hall Bros. & Schieferstein.

Menominee—A new company has been organized under the style of the Peninsular Land Co., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Gladstone—LaBar & Neville, who conduct a drug and music store at Manistique, have opened a branch store here under the style of the Gladstone Pharmacy, with H. J. Neville in charge.

Detroit—The Mercantile Delivery Co. has been incorporated with an authorized capital stock of \$10,000, of which \$7,500 has been subscribed, \$1,000 being paid in in cash and \$6,500 in property.

Boyer City—L. E. Crandal, of Charlevoix, who recently purchased the stock and fixtures of the Jos. Flint grocery store, has removed the goods to Charlevoix, but is undecided what he will do with them.

Crystal—L. J. Teed, who conducted a general store here under the style of the Crystal Mercantile Co., has sold his stock to Robert Van Stone, recently of Fenton, who will continue the business at the same location.

Fremont—Pearson & Senf have purchased the M. Mohrhardt market and have placed George Titus in charge. Mr. Mohrhardt will continue in the meat business, but will confine his operations to the wholesale trade.

Detroit—The Mitchell-Seymour Co. has engaged in business for the purpose of buying and selling all kinds of merchandise, with an authorized capitalization of \$30,000, which has been subscribed and \$3,000 paid in in cash.

Maple Rapids—S. M. Aldrich has purchased the stock of dry goods and groceries recently owned by R. H. Hewitt. Mr. Aldrich has rented the building where the goods were stored and is now doing business at the new stand.

West Sebewa—W. R. Wells, who conducts a general store at Woodbury, has purchased the general stock of Leon Williamson, and will continue the business at the same location under the management of Homer Pierce.

Fremont—Meeuwenberg & Miller have taken the initiative in providing conveniences for their customers. They have partitioned off a room in their store and furnished it with easy chairs for the accommodation of women who may wish to rest after an arduous day's shopping.

Detroit—The C. F. Johnson Co. has engaged in the general dry goods business, with millinery, men's, women's and children's furnishings. The company has an authorized capital stock of \$5,000, of which \$2,700 has been subscribed and paid in in cash.

Kalamazoo—Johnson & Howard, flour and feed dealers, have merged their business into a stock company under the style of Johnson-Howard Co., with an authorized capital stock of \$20,000, of which \$12,000 has been subscribed, \$3,000 being paid in in cash and \$9,000 in property.

Marquette—In the passing of David Murray, Marquette has lost a pioneer merchant and one whose memory went back farther into the early history of the city than any other person living here. In partnership with B. P. Robbins, Mr. Murray opened a grocery store in Marquette in the early 60's. The partnership was continued until the death of the latter twenty-four years ago, after which Mr. Murray conducted the business alone, his son, Fred, having been associated with him for about twenty years. Murray's grocery has been at its present location for about forty years, and the business will be continued under the management of his son.

Manufacturing Matters.

Detroit—The Yeomans Box Co. has changed its name to the Yeomans-Diver Co.

Escanaba—The Escanaba Pulp & Paper Co. has been organized with a capital stock of \$30,000.

Camden—Claude and Otto Creve have purchased the creamery at this place and will continue the business.

Saginaw—The capital stock of the Brooks Manufacturing Co. has been increased from \$100,000 to \$130,000.

Towers—The capital stock of the Towers, Wayne county, Creamery Co. has been increased from \$25,000 to \$40,000.

Charlotte—Lincoln Cass, who formerly operated a cigar factory in Grand Rapids, but was forced to retire from business owing to ill health, has engaged in the manufacture of cigars here.

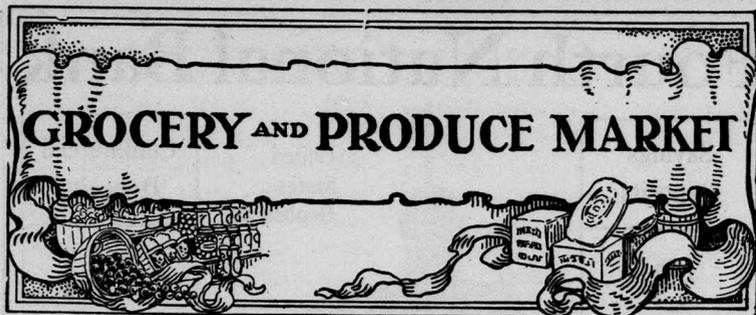
Buchanan—The new plant of the Buchanan Electric Steel Co. is fast nearing completion. About two-thirds of the glass has been set, and preparations are now being made for starting work on the large furnaces.

Jackson—The Aten Manufacturing Co. has engaged in business to buy, produce, manufacture and sell sporting goods, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Port Huron—The Robeson Preservo Products Co. has been incorporated to manufacture chemical and preservative products for wood, iron and steel, with an authorized capital stock of \$100,000, of which \$60,000 has been subscribed and paid in in cash.

Grayling—A merger has been completed of the Grayling Lumber Co., the Standard Tie Co. and Desha Land Co., of Detroit, to be known as the Grayling Lumber Co. Incident to the merger the capitalization of the company has been increased to \$1,150,000 common and \$450,000 preferred stock.

Buchanan—The Celfer Tool Co. has developed and placed on the market a new pattern of twist drill and its business has increased by leaps and bounds. Last month the payroll was the largest it had been any time this year and new men are being taken on almost daily, while the entire force is working until 10 o'clock each night. The hammer room is being operated night and day.



The Produce Market.

Apples — Wagner and Twenty Ounce Pippin fetch \$3.25 per bbl.; Pound Sweets, \$3 per bbl.; Snows and Jonathans, \$3.50 per bbl.; Baldwins, \$3 per bbl.; Spys, \$4@5 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 a very active consumptive demand for all grades, both fresh and held, and the market is firm at an advance of 1½c per pound, both on solid and prints. The supply is smaller than usual at this season, and the light receipts are meeting with steady sale at the recent advance. These conditions are the same in all large markets. Stocks in storage are lighter than they have been for several years, and a continued firm market seems likely. Local dealers hold factory creamery at 32c for tubs and 32½@33c 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 fresh continue very light and the market is firm on the basis of last week's quotations. Stocks in storage are ample and the market is steady and unchanged, with moderate demand. No increase in production is looked for in the near future, and if there is any change it will probably be a slight advance. Local dealers pay 24c, loss off, del., for strictly fresh.

Grape Fruit—Florida is now in market, commanding \$6.50 per box of 54s or 64s.

Grapes—California Tokay, \$1.40 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.

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, 15c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, 75c per bu.

Onions—\$1 per bu. for home grown; \$2.50 per bu. for white pic-

klung stock; \$1.75 per crate for Spanish.

Oranges—Late Valencias (California), \$5.50 for 96s, 250s and 288s and \$6 for 150s, 176s and 200s; Floridas, \$3.75 for 126s to 216s.

Pears—Keefers, 65c per bu.

Potatoes—Outside buyers are paying 50@60c. Local dealers obtain 65@70c in a small way.

Poultry—Local dealers pay 8½c for broilers, springs and fowls; 5c for old roosters; 10c for ducks; 8c for geese; 14c 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@11c, according to quality.

The Grocery Market.

Sugar—The New York refiners have reduced their quotations another ten points, placing granulated on the basis of 6.60. There is very little movement in Eastern refined at this time. The New York refiners have not yet filled all of their September orders. Michigan jobbers are handling Michigan beet sugars almost exclusively. They are moving out on the basis of 6.40 from the refiner to the jobber. The undertone of raw sugars is still strong, but the reign of high prices is probably over for this season.

Tea—The market for Japan teas is very firm and prices are advancing, Government standards being held at about 20c and nothing offered for any less. The present advance is principally in low grades. No China greens have come in and the probability is that we will have none until next season. This shortage strengthens the market in Japans and also leads to more enquiry for low grade Ceylons, at an advance of 1@1½c. The general shortage of 25 per cent. of the world's crop of this season's teas will, no doubt, lead to further advances before another season opens.

Coffee—Options declined 1c and actual coffee declined ½c during the past week. The undercurrent, however, is still strong, as efforts to break the Brazil market have been unsuccessful. Mild coffees are steady and unchanged. Java and Mocha are firm, especially Java, but are in moderate demand only.

Canned Goods—Corn is doing well, considering the large pack, and the market is steady. No immediate change in price seems in sight. Peas are still scarce and high. Tomatoes

are hardly as strong as they were. Plenty of stock can be bought at 95c f. o. b., which is 5c less than the top price ruling a short time ago. The reason is that the pack held up longer than was expected, and there is a disposition to wait until a little more is known about the pack. Apples are unchanged from last week. California canned goods show no change for the week; some business is being done. Pie peaches have advanced until the association's price on gallons is just \$1 per dozen above the opening. Small staple canned goods are unchanged and dull.

Dried Fruits — Raisins, notwithstanding the approach of their best-selling season, have declined ½c all along the line during the week. Currants are quiet and unchanged. The lower grades of dates are particularly strong and high by reason of short and late crop. The market for large size prunes is unchanged, the demand being active at full prices on account of scarcity. Small sizes, however, are weaker, and are being quoted about ½c below former prices. Peaches are strong on the coast but dull in secondary markets. Apricots are dull and unchanged.

Syrups and Molasses—No change in either glucose or compound syrup. The demand is fair. Sugar syrup is unchanged and quiet. The first new crop New Orleans molasses has reached Northern markets, ruling at the same price as a year ago. The high price of sugar will make the supply of fine molasses smaller, and the supply of cheap grades larger.

Cheese — The consumptive demand continues good and the market is thoroughly healthy. No change is anticipated for the near future. Under grades of cheese are short and selling at close to the price of the best cheese.

Provisions—Smoked meats are ¼c lower than last week. Stocks are about normal for the season and the consumptive demand is good. Pure and compound lard are steady and unchanged, with a fair consumptive demand. Dried beef, barrel pork and canned meats are unchanged in price and in seasonable demand.

Fish—Cod, hake and haddock are unchanged, firm and in fair demand. Domestic sardines show a slight advance, not more, however, than 5c per case; demand is quiet. Imported sardines are in light pack, but unchanged and dull on this side. Salmon shows no change, the situation is still strong, high and in moderate demand. The mackerel situation continues strong. Norways are firmly held in a few strong hands, and prices are high, but the demand is fair. Irish mackerel shows an advance during the week.

John DeBoer has purchased the interest of C. DeBoer in the firm of DeBoer Bros., grocers at 591 West Leonard street, and will continue the business under his own name.

D. A. Krause, grocer and dry goods dealer at 720 Burton avenue, has uttered a chattel mortgage in favor of the Worden Grocer Co. for \$700.

Bankruptcy Proceedings in Referee Wicks' Court.

Oct. 25—The trustee's sale of the assets in the matter of Charles Emery, bankrupt, of Pellston, to Goldstein & Stouner, of Philadelphia, for \$2,400, was confirmed.

Oct. 26—A special meeting of creditors in the matter of the Calhoun Photo Materials Co., of Grand Rapids was held to consider the bankrupt's offer of composition at 5 per cent. This has been referred to the court for proceedings on composition, with the recommendation that it be confirmed.

An order was made calling a final meeting of creditors in the matter of Emil Johnson, bankrupt, of Manistee, to be held Nov. 13, for the purpose of declaring a final dividend and closing the estate. A first dividend of 15 per cent. has already been paid in this matter.

Oct. 26—The trustee's report of sale of the assets in the matter of Nellie Morris Thompson, bankrupt, of Grand Rapids, was confirmed.

In the matter of Oliver J. Cook, bankrupt, of Grand Rapids, the sale of the assets—grocery and meat stock—reported by John Dalton, trustee, to John Dallavo, was confirmed.

Oct. 27—In the matter of Max Glazer, bankrupt, of Dighton, an order was made calling a special meeting of creditors, to be held Nov. 14, for the purpose of declaring and ordering paid a first dividend.

Oct. 30—In the matter of Alvin L. Dennis, bankrupt, of Grand Rapids, the referee appointed Charles B. Blair, of Grand Rapids, as trustee.

In the matter of Cornelius Bylenga, bankrupt of Grand Rapids, an order was made calling the first meeting of creditors for 10 o'clock November 13.

Oct. 31—In the matter of Charles E. Sleeman, of Grand Rapids, an order has been made calling the first meeting of creditors for 10 o'clock Nov. 15.

Geo. Fred Hermann, a mechanic of Grand Rapids, was adjudged a voluntary bankrupt and the matter was referred to Referee Wicks. The bankrupt's schedules show liabilities of \$322.25, with practically no assets above exemptions.

From Merchandising To Business Exchange.

Traverse City, Oct. 31—S. R. Hunt, formerly engaged in the hardware business at Freeport, but for the past two years in the shoe and grocery business at Hesperia, and myself, also formerly of Freeport, where I was engaged in the general merchandise business, have formed a partnership under the style of the Traverse City Business Exchange. We have just got started and intend to do a real estate, business exchange and insurance business.

W. H. Pardee.

Guy W. Rouse, Manager of the Worden Grocer Co., has gone to Mt. Clemens to take a week's treatment.

Sometimes we bury our friends a good deal sooner than their faults.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Alabastine Company		190
Am. Box Board Co., Com.	23	
Am. Box Board Co., Pfd.	90	
Am. Gas & Elec. Co., Com.	63	65
Am. Gas & Elec. Co., Pfd.	42	44
Am. Light & Trac. Co., Com.	293 1/4	293 1/2
Am. Light & Trac. Co., Pfd.	105	106
Cities Service Co., Com.	74	75
Cities Service Co., Pfd.	79	80
Citizens Telephone Company	93	94
Commercial Savings Bank	175	175
Com'th Pr. Ry. & Lt. Co., Com.	59	59 1/2
Com'th Pr. R. & Lt. Co., Pfd.	89	90
Dennis Bros. Salt & Lbr. Co.	89	94
Denver Gas & Elec. Co., bonds	93	95
Flint Gas Co., 5% bonds	96 1/4	97 1/2
Fourth National Bank	185	190
Furniture City Brewing Co.	90	92 1/2
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.	13	13 1/2
Kent State Bank	250	251
Grand Rapids Savings Bank	170	
Lincoln Gas & Elec. Co.	28	30
Macey Company	95	97
Michigan Pacific Lumber	10 1/2	12
Mich. State Tele. Co., Pfd.	97 1/2	99
Michigan Sugar Co., Com.	108	108 1/2
National Grocer Co., Pfd.	89	82
Old National Bank	197	200
Pacific Gas & Elec. Co., Com.	68	69
Pacific Gas & Elec. Co., Pfd.	88	90
Peoples Savings Bank	220	
Saginaw City Gas, bonds		98 1/2
United Light & Ry. Co., Com.	52	55 1/2
United Lt. & Ry. Co., 1st Pfd.	78	80
United Lt. & Ry. Co., 2nd Pfd.	67	70

October 31, 1911.

There have been a number of buying orders in the market for Commonwealth Power Ry. & Light common and the price has advanced to sales at 59 1/2.

The quarterly dividend of 2 1/2% cash and 2 1/2% stock on American Light and Traction common will be paid on November 1, and, as usual, we will Buy, Sell, Quote the fractional shares at the market.

Commercial Savings Bank stock sold at 175, making a new high record and some Old National changed hands at 198. There is a bid of 220 for Peoples Savings and no stock offered. Bank stocks generally are in good demand and very closely held.

Cities Service shows further advances and is quite firm.

Holland St. Louis Sugar common was offered during the week at 13 1/2 and a number of stockholders took this occasion to even up their holdings after payment of the stock dividends.

Citizens Telephone Co. stock has been quite active with sales at 94 and very little of the stock offered.

Loaning Money Not Entirely an Accommodation.

When William Judson was young in business, hustling hard to make good his start in life, he applied one day to the late Harvey J. Hollister, of the Old National, for a loan to carry him through a sugar or some other deal. Mr. Hollister listened to the young man's story of what money he wanted, what he intended to do with it and when he expected to pay it back and then, in the kindly way that was characteristic of him and which those who ever did business with him will remember, said: "Yes, Mr. Judson, we can accommodate you." "No, Mr. Hollister, you can't accommodate me, not for a minute, nor for a cent's worth," was Mr. Judson's way of receiving the glad news. "When you come to my store to buy sugar I let you have it not as an accommodation but because I have sugar to sell and I think I am the one favored when you take it off my hands. When I come to your store it is to buy what

you have to sell—the use of your money—and you are the one who is accommodated when I take it. If you want to make this loan as a business proposition, I'll take it; but if you want to put it in the light of doing me a favor I'll go somewhere else." Mr. Hollister smiled and let Mr. Judson have his way, and in their long and friendly relations in subsequent years never once spoke to him of a loan as an accommodation.

This is an old story in money row, but it is a good story, and it is worth telling once in a while just for the moral it contains. The purpose of telling the story at this time, however, is to emphasize the difference between the present day banking methods and those which obtained not so very many years ago. The time was when the banks had enough ice behind the counter to stock a refrigerator, when the executive officers had enough dignity for a dozen headwaiters at a fashionable hotel, when the borrower had to bend the knee for what he wanted. It isn't that way now. Instead of trying to be deep, dark and mysterious the bankers to-day try to popularize their institutions. They have the glad hand out and the ready smile for customers to fully as great a degree as the successful dry goods merchant or the man who has candy to sell. The executives, instead of being closeted away from the gaze of rude eyes, are now right out in the front row, the easiest men in the bank to reach, more accessible than the heads of some two by four manufacturing concerns. Instead of trying to freeze the public the policy now is to please. Even when it is necessary to refuse a loan the effort is made to make the applicant feel that a favor has been done him.

One of the noticeable differences in the attitude of the banks is in the matter of advertising. Look back in the files of the old newspapers and the advertising columns will show that there were banks in Grand Rapids, but the advertisements were simple cards giving the name of the bank, its capital and the list of directors. That was all. Banking ethics and the dignity of the dollar forbade anything more. There may be a suspicion that the banks did their advertising more with the idea of helping the paper than that it was of any value to them. The banks to-day are liberal users of printers' ink and they make use of the personal appeal to fully as great an extent as the dealer in clothing or shoes. The Old National just now

Fourth National Bank

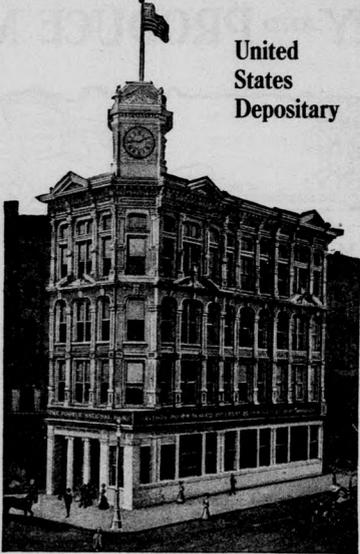
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Capital Stock **\$300,000**



Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Surplus and Undivided Profits **\$242,000**

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 3 1/2% 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

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 Bldg., Detroit
GEO. B. CALDWELL, Manager Bond Department.

is the most liberal advertiser, using a four inch double column first page space in the city papers. The Grand Rapids National City and its allied bank, the City Trust and Savings, makes regular use of three inch double column, the Kent State of an inch and a half double and the Commercial three inch single, all on the first page, the most expensive space in the paper. The Fourth National, the Peoples and the Grand Rapids Savings are occasional advertisers, usually taking big space on special occasions. The banks that advertise of course dwell with emphasis upon their own superior facilities for doing business, security to depositors, etc., but it is noticeable that they consistently boost the whole banking game, especially as it relates to savings. Put your money in our vaults if you can but have something laid away somewhere against the rainy day, is the purport of what the bankers say in their announcements. It must be admitted that it is a pretty clever kind of advertising. It urges to thrift as a general principle, and the bank's name in big letters serves as a guide to the place to go.

J. Mort. Rathbone, manager of the Morton House, has a savings bank account, and if the truth were known it is possible other well known business men would be found on the list of those who save their dimes and nickels. Mr. Rathbone began his savings account about ten years ago. One day he received \$3.50 interest on a loan and as the coin jingled in his pocket he thought of other interest money he had received and what had become of it and, following an impulse, he went over to the bank and dropped it in. Once a depositor he became interested and all the interest money he received went to swell the savings account, and to this account also went the small loans that came back so many days after they had been given up as gone forever. The account has not done anything but grow since it was started. It has been drawn upon at various times to meet emergencies, but there has always been something left, and Mr. Rathbone says there has never been a time since he made his start that the realization that he had a ready reserve has not been a comfort and a joy.

The building and loan associations have taken the preliminary steps to organize a local league or club in which the local associations will hold memberships and to whose meetings the officers and directors of the associations will be welcome. The purposes of the organization are to cultivate a friendlier spirit among the local associations, to develop the co-operative spirit among them and for the discussion of such problems as all of them must meet in the ordinary course of business. This city has five live associations with more than 5,000 members and assets to an aggregate exceeding \$4,000,000. The underlying principle of the

building and loan association is co-operation, and it is somewhat surprising that it has not dawned upon the associations long before this that co-operation could be as useful to associations as to individuals, that they ought to practice among themselves what they preach to their members. The proposed organization has reached a point where constitution and by-laws have been submitted for ratification and, at a meeting to be held in December, the organization will probably be completed by the election of officers and the appointment of a committee on programme for future quarterly meetings. It is not intended that the league shall do things that shall be binding upon the individual associations in the matter of policies or methods, but it is believed all will be benefited by an occasional interchange of ideas and experiences. The league will not be confined in its scope to Grand Rapids, but the associations in the towns around Grand Rapids will be invited to join and their officers and directors will be made welcome at the meetings that are held. The organization of local associations in other towns will be encouraged.

An interesting remark was made by one of the speakers at the initial meeting of the building and loan people last week. This speaker referred to the rapidly growing savings deposits in the State and National banks and interpreted this as meaning that the building and loan associations were not filling the field as fully as they ought.

The building and loan associations are under the supervision of the Secretary of State and are subject to annual examination. The Secretary of State has just made his annual report and from this it appears there are sixty-seven associations in the State, an increase of three during the year, that the associations have 44,162 members, of whom 26,552 are investing members and 14,611 borrowers, that the total assets are \$20,119,823, an increase of \$1,995,091 for the year, or more than 10 per cent., that the loans on real estate and stock security aggregate \$17,423,914, an increase of \$2,000,000, and that the associations hold \$4,488,551 in real estate and \$266,363 reserve funds. The operating expenses totaled \$268,358, or 2.21 per cent. of the total receipts, and the net earnings were \$1,027,197, or about 6 per cent. This showing, it must be admitted, is very good, and with such figures the associations should command respect. If they would adopt the more aggressive ways of modern banking, if they would advertise more and keep themselves a bit more before the people it is possible their growth would be more rapid. Most of the associations seem willing to let nature take its course, satisfied with moderate success and not reaching out for more business. The banks are probably as well satisfied that things are as they are.

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

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.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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.

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK

OF GRAND RAPIDS, MICHIGAN

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

Savings Department Reserve 18%

Commercial Department Reserve 27%

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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

November 1, 1911

WHY NOT CO-OPERATE?

Big men know how to work together; little fellows do not. Big men co-operate for mutual good; the small fry scrap and squabble, every man for himself, and golden opportunities slip by. Big men are willing to share good things and prosperity with others; the picayune is not happy if he can not have it all.

In which class are the down-town retailers of Grand Rapids? Are they men of capacity, brain power and intelligence, or do they fail to live up to their opportunities?

Line up the down-town retailers of Grand Rapids and, individually, they will stack up with the best that will be found in other cities. The Steketees, the Tranklas, the Herpolsheimers, the Smiths, the Mays, the Lancasters, the Heymans, the Solomons, the Housemans, the Winegars—go right on down the line and, individually, you will not find a finer lot of business men anywhere than this city possesses. Yet the down town retailers of Grand Rapids totally lack that co-operative spirit which is the mark of men who are truly great. They will not pull together. They will not join hands for the common good. If one suggests anything the others knock. If one achieves success the others turn green. Individually, the retailers are all right, but, collectively, what are they?

Why is it the Grand Rapids retailers can not get together? Is it because they do not want to or because they do not know how? Years ago the wholesalers and jobbers of this city were the greatest lot of mutual knockers to be found in any city of its size in the country; to-day they stand shoulder to shoulder, every man among them a fighter for his own and the other fellow's good and for the welfare of his city as against all the world. Years ago when one furniture manufacturer saw another coming down the street he would dodge to the other side to avoid a face to face meeting; to-day they are friends and the concern of one is the concern of all. The bankers once regarded each other as hated rivals; to-day they co-operate. The building contractors were, some of them, not on speaking terms with others; to-day through their Builders' and Traders' Exchange, they are

a united bunch of boosters for the common good. The employing printers, the lumber dealers, the retail grocers, the doctors—even the preachers of many denominations—have found it possible to organize among themselves to promote the welfare and to strengthen their particular callings. Of all trades and occupations the down town retailers of Grand Rapids alone seem unable to find common ground upon which to make a united stand. With them it is every man for himself; more than that, it is every man with his knife out for the others. Instead of being an aggressive, compact body, they represent a mob and almost daily are whipped in some detail. By generous, broad gauge co-operation they could get more conventions and more excursions for Grand Rapids; they could encourage the location of new industries here; they could correct expensive trade abuses; they could do many things that would be to their own and the city's permanent good. The retailers let all these opportunities pass them by simply because they will not work together as a unit. School boys agree upon the game to be played and have lots of fun; if each wanted a different game and insisted upon it there would be nothing doing. The retailers are like the latter.

The trouble with the down town retailers is that they do not know one another; they are so engrossed with their own affairs they have no thought of what is going on around them. They have become self centered, which engenders jealousy and envy among the best of men. Instead of generous rivalry for large success and success for all, each seems to prize most highly that success which is gained at the expense of his neighbor.

The jealousies and the petty spites among the retailers are so long standing that they may almost be said to have become chronic. The Tradesman renews its suggestion of a week ago that if the retailers can not agree upon a leadership among themselves they should find some friendly third party to be their guide to better things. In Louisville, Des Moines, Indianapolis, Davenport, Cleveland and other live cities the retailers have strong and influential organizations that are doing good work, and there is no reason why Grand Rapids should not do likewise. Organization and co-operation would help business and it would help the city. Collectively, the retailers would be a power in the up-building of Grand Rapids. Working at cross purposes, little is accomplished.

Profanity is growing rarer as the world grows more fierce and strenuous; a plain statement of the facts being all that is necessary.

The reason troubles have the reputation of never coming singly is that one is liable to bring on another.

How fluently flows the oratory of the liar. He is not handicapped by facts.

MORE HARM THAN GOOD.

The Men and Religion Forward Movement has come and gone—at least the preliminary campaign is now a matter of history, so far as Grand Rapids is concerned. It can now be reviewed with candor and the results weighed with a fair degree of accuracy. The Tradesman lays no claim to being a religious teacher. It does undertake to assist in the promulgation of civic and moral righteousness. It can view a movement of this kind more impartially, perhaps, than a zealous churchman, because it measures men by their accomplishments rather than by their pretensions.

The recent campaign will, undoubtedly, result in some good to the city, but whether the good will outweigh the evil is a matter of doubt.

The Rescue Mission has accomplished a great deal for Grand Rapids—more than the high salaried exponents of the new movement will accomplish in a lifetime—yet one of them had the ill grace to denounce the Mission and its methods. Religious workers generally concede that the union is the worst enemy of religion, yet one of J. Pierpont Morgan's religious representatives continually lauded the unions to the skies and denounced as unchristian men who have saved Grand Rapids from a thralldom ten times as obnoxious as the thralldom of the colored man before the war.

The whole theory on which the movement is based is erroneous and calculated to do more harm than good. Any act of strangers who come into a community and find fault with conditions as they exist, without first becoming acquainted with the local atmosphere, is bound to make itself ridiculous—and certainly the religious representatives of Wall street are making themselves the laughing stock of the country by reason of the manner in which they bump up against local conditions and denounce anybody and everybody who does not happen to regard matters with the narrow vision and a distorted mind peculiar to men of the Stelzle ilk.

WHERE APPLE IS KING.

No other fruit is so wholesome, so easily and universally raised, or so readily adapted to a multitude of uses. The orange and lemon fill special places in domestic economy. The other fruits are so useful that we would most unwillingly relinquish a single one. Yet of the peach we finally tire, delicious as we at first regard it. But the apple—never. As a lunch for the long winter evenings it is as great a favorite as two or three generations ago; apple sauce is as indispensable where pork is served as is cranberry sauce with the Thanksgiving turkey. It is an appetizer, a food and a medicine.

Not every one realizes that it pays to handle the apple crop as carefully as does the orange dealer his golden fruit. If each apple is carefully wrapped in paper in the same way

that oranges are treated its period of usefulness will be greatly prolonged. Because we are in the midst of the great orchard district we should not forget that the fruit deserves our best care. Those who are accustomed to having apples in plenty would look aghast at the small specimens shown in some of the large cities at five cents apiece.

Michigan apples may not be able to compete in polish with the exhibition fruit from the Spokane country; but when it comes to flavor they are in a class by themselves—and flavor is the great thing, after all. Dealers will do well to press sales of this fruit on every possible occasion. There is no danger of using too many. They are cheaper than most other fruits; and fruits one must have to preserve the health. Some one has aptly said that God might have made a better berry than the strawberry, but he never did. He certainly never made a better all-around fruit than the apple, which, if properly cared for, may be with us in fresh condition during every month of the year.

GO SLOW ON DIXIE VINEGAR.

Several Tradesman patrons have sent in letters they have received from the Dixie Sugar Vinegar Co., of Chicago, offering them "pure vinegar" at 4½ cents per gallon and enquiring if such vinegar is salable in Michigan.

The Tradesman has never heard of this company before and it is not rated by the mercantile agencies. Nor has any of the product been submitted to a laboratory for analysis, so far as the Tradesman's information goes. A vinegar made from cane sugar can be legally sold in Michigan if it is properly labeled, i. e., labeled as a cane sugar vinegar, together with the manufacturer's name and address and being of necessary strength. It is the Tradesman's belief, however, that such a product could not be manufactured and sold at the price quoted.

"Eat and grow fat" is an old saying and those who have too much avoirdupois to suit their taste often diet in the hope of growing thinner. Now comes a doctor with the statement that people with excessive avoirdupois should eat six meals a day and thus keep down their fat. He declares that those who eat frequently stimulate the digestive organs so that the food is more thoroughly digested and they become slender. This is contrary to all accepted notions. There are some people who have enormous appetites and can eat seven meals a day, but they are always thin. Then others eat very little and gain in weight all the time. With the prices of food high and going higher the physician's advice will not be popular with housewives and cooks, but may meet with approval by boarding house and restaurant keepers, who would expect double pay for twice as many meals and would not expect their patrons to eat so much at each meal because eating oftener.

FOR POLITICAL EFFECT?

The long-expected suit of the Government against the United States Steel Corporation was begun last week in the Federal Court at Trenton, N. J. The contention of the Government is that the corporation is a combination in restraint of trade. The suit is to dissolve, the big institutions into the many small concerns which were brought together to form it.

As a bit of spectacular trust busting by the administration this litigation is interesting, but there will be sober minded citizens all over the land who will enquire if the real purpose of the litigation is to uphold the law and promote the welfare of the people, or is it merely to win the applause of the populace with a keen eye to the campaign next year?

The suit is brought under the so-called Sherman anti-trust law. This law was enacted twenty-one years ago, when conditions in the business world were far different than they are now. The Steel Corporation, or trust, as it is usually designated, was organized in 1901, eleven years after the Sherman law was enacted. If the Corporation is an illegal combination now it was illegal ten years ago and the time for the Government to have acted was when the illegal combination was made. Then the perpetrators of the "crime" could have been reached and it would have been easy to undo the wrong. By ten years of silence the Government gave consent to the organization and let investors all over the world buy the Steel securities in confidence that they were good. The Steel Trust has over 100,000 stockholders, including hundreds of the workers in its mills who have bought shares to yield them an income in old age. Trust funds and the money of widows and orphans have been invested in these securities. Now, after ten years of silence and apparent acquiescence, the Government brings suit under a law that was eleven years old when the Steel Corporation was organized, and the suit is not against the guilty incorporators who have had ample opportunity to get rid of their holdings, but against the 100,000 innocent stockholders all over the world. If the Steel Corporation is in reality an offense under the Sherman law the Government, after ten years of inactivity, should concede that time has given absolution, that the offense has become outlawed, and should bend its efforts to prevent present day evils. This would be the wise and sensible course. But perhaps such a course would not be useful in a campaign year—and the campaign is only a few months away.

If the Government wins the present litigation it will be an easy matter for the court to order a dissolution of the Corporation. Discussing the contingency, it was J. Pierpont Morgan who said, "You can't unscramble an egg," and the actual situation makes this epigram very pertinent. The Steel Corporation is made up of thirty-six different constituent companies and many of

these constituent companies represent combinations more or less extensive of smaller units. Would a dissolution order extend back to the thirty-six constituents or would it go still further back to the small units that were brought together to form the small trusts that went into the big trust? During the ten years that the Steel Corporation has been in operation many of the original plants have been dismantled, many of them have been entirely rebuilt, mineral lands have been purchased, railroads have been built, ore carrying freighters for the lakes have been constructed, and the city of Gary, representing the investment of, approximately, \$70,000,000, has been created. If a dissolution were ordered, where is the wisdom to direct the equitable distribution of the property? Which of the constituents would get the dismantled plants, which would have the new plants and to whom would Gary, built out of the common purse, belong? Unscrambling an egg would be a simple and easy proposition compared with a distribution of the assets of the Steel Corporation even to the thirty-six constituent companies, saying nothing of the hundreds of small units which were brought together to form these constituents. The Tradesman is no upholder of law violation. It does not believe in combinations in restraint of trade, but even the enforcement of law should be tempered with a little common sense, and in the present litigation common sense seems to be conspicuously lacking.

Aside from the campaign advantages to be gained, it is not apparent that the Government's trust busting activities are benefiting anybody, neither the producers, the consumers, the investors nor the common people. The Standard Oil Company was recently ordered to dissolve and it did so into its thirty-four constituent companies. Absolutely the only difference this has made is that the stockholder, instead of having one certificate of stock, now holds a bundle of thirty-four certificates in as many different companies, some of the certificates being for infinitesimal fractions. Ostensibly there are thirty-four independent companies, and the stern letter of the law is observed, but in reality the different properties are owned by identically the same stockholders and the same control is over them all. The expense of administration is greater and this added expense, of course, is added to the cost which the consumer must pay. Who is benefited? The Tobacco Trust has been ordered to dissolve and those who have its management are trying to determine whether the dissolution shall be into seventeen or seventy-four constituents. When the order of the court is finally carried out the ownership and control of all these constituents will be exactly where it was before, the only difference being in the number of stock certificates issued and the necessary increase in the administration expenses. The magistracy of the law may be upheld, but is any-

body benefited? Instead of trying to enforce an old law that does not fit present day conditions, especially against concerns that have been in business for many years undisturbed, it would be far more to the point if the Government devoted its energies to the protection of the people against oppression. If the Steel Corporation commits illegal acts it should be prosecuted with all the power of the Government, but the mere fact that the Corporation is made up of many formerly independent concerns should not be sufficient cause to hail it into court, especially when the organization was effected so many years ago.

NEW ERA IN CITY BUILDING.

This season has been notable for the number of new buildings erected in the downtown business districts. The new buildings are handsome in appearance, up to date architecturally and in construction, and great improvements over any of the old buildings with which the people are familiar. In fact, what has been or is being done this season will mark a new epoch in the city's buildings. It may be added that the new buildings are in the outskirts rather than in the heart of the business districts, that they are on the side lines instead of on the main thoroughfares. The new Corl, Knott & Co. building, at Commerce and Island streets, is six stories of dark pavers with white enamel terra cotta trimmings and cornice and is one of the most striking buildings in town. The new Keeler building, on North Division street, seven stories, will be of red pressed brick, with the first two stories, an eight foot cornice at the top and all the window trims in white enamel terra cotta. The new Metz building, on Fulton street, six stories, will have ornamental columns of green terra cotta, dark at the ground and gradually shading to white at the top. The new Furniture Temple, on Lyon street, nine stories, of dark pavers with terra cotta trims, ornamental entrance and peak roof is distinctly a departure in Grand Rapids architecture. The annex to the Michigan Trust building, ten stories, will follow the architectural lines of the main building. The building which Mrs. Breuer will build adjoining the Gilbert block, on Monroe street, will be five stories, of pavers and more conventional in design, but will be a great improvement over the old building which it replaces. The Donovan building, on South Division street, is three stories high and a substantial business block, and its appearance on the street marks progress. These new buildings are not only modern in architectural design but they are of the latest and best construction. Not all of them are fire proof, but concrete enters so freely into their construction that fire will have little chance to make headway. The Keeler is intended to be fire proof, with no timbers whatever in the frame work. Reinforced concrete is used exclusively and the floors are of hollow tile. This building will be remarkable for the rapidity of its

construction. The laying, or rather the pouring of the foundation began on July 1; work on the first floor started just a month later and on October 21 the roof was on. With the skeleton construction the frame work and the outer walls are entirely independent except as the walls may be tied on. Brick laying can be started at any floor, or can proceed at several levels at the same time. In the present instance the first bricks were laid at the top that the roof might be finished.

THE PAY OF PREACHERS.

Whether it pays to be a preacher of any denomination is a matter which every young man must decide for himself. In reaching the decision he will do well to give more consideration to the rewards promised hereafter than those he is liable to get here while walking through this vale of tears. It is true a good many young men think they have a call to preach when they have nothing of the sort. But even with the misfits in the ministry there are more churches than clergymen. Those who measure success by the good they can do and who think that a minister can do more good than anybody else may find compensation in that vocation, but on the average when they figure up the financial ratings they will be led to believe they would have made more money as book agents. It is entirely within every person's power to do a great deal of good unprofessionally, and by the way no one need spend three years in a theological seminary to learn how to help his fellowmen, and be of real use in the world.

The pay accorded to preachers is, in rare instances, large, in few instances considerable, and in many instances very meager. Dr. Green, in his article recently published by Hampton's, says that the average pay of all Christian ministers in the United States, and not taking into account the negro ministers, is \$663 a year. The Presbyterians denomination is usually considered financially solvent, and yet statistics say it has only 2,500 ministers who receive \$1,000 or more per year, while the average of the other 5,000 is only \$600. The average among the Methodists and Baptists is very much lower. The Unitarians have the highest average, but there are only a few of them. The man who is smart enough to be a really good minister is also smart enough to be really good in almost anything else. There are too many lawyers and the average income in that profession is not great, but probably it is better than preaching. There is everywhere a demand for physicians and presumably their average is better than either. No young man who stops to think about it will go into the ministry on the theory that it is an easy way to make a living, unless he is content to live very economically. The superior calling of the church always has, and always will continue to attract some of the best minds, but it is the duty and the opportunity, rather than the emoluments, which are attractive.



News and Gossip of Interest to Business Men.

Lesson in Apple Growing.

Saginaw residents and visitors to the city were given an object lesson in apple growing during the week that is well worthy of State-wide attention. It was given by the lumbering firm of Wylie & Buell and consisted of the showing of seven baskets of magnificent fruit, picked from the apple orchard of the firm near Wolverine, in the northern part of the State. Accompanying the exhibit was a big card which asked, "Why go West to raise apples? These apples were raised in Northern Michigan, where land is cheap and the market near." Five varieties were shown, Snows, Wagners, Pewaukees, Northwestern Greenings and Grimes' Golden. All the fruit was large in size, beautifully colored and marked as to kind, smooth coated, being, in fact, without a blemish that could be noticed. The Snows were the best samples of that kind of apple brought to the Saginaw market and so far superior to the scrubs of growth nearer home that there was absolutely no opportunity for comparison. General admiration was accorded the fruit and its quality was such as to create astonishment. Yet it is asserted by men familiar with the territory that such fruit is common to the orchards of Northern Michigan, where care is given the trees and the land, and this being the case the question on the card seemed to be exceedingly well put. Fruit fanciers and experts agree that no finer fruit is grown anywhere and the result of the exhibit is to arouse a great deal of attention in the resources of the district from which the apples came.

There were no skimps or scrubs in the lot, and the Tradesman correspondent was told that while the apples were picked with care, as all fruit should be, yet there was no selection, but they were taken as they come off the trees, which, it is stated, thrive wonderfully in the Michigan climate and soil.

Discuss New Taxing Plan.

At a meeting of the Tax Insurance Committee of the Saginaw Board of Trade Friday night an interesting talk was given by H. J. Gilbert, President of the Michigan Manufacturers' Association, upon the tax plan devised by Governor Osborn's Commission of Enquiry into Taxation, and indorsed by the State's Chief Executive. Following upon this Hon. W. B. Mershon, well known manufacturer of Saginaw, has

written an open letter, in which he takes broad issue with the plan. Mr. Mershon has studied the preliminary report of the Commission deeply and is thoroughly familiar with the same. He finds that the plan will compel corporations to pay all the taxes to provide funds for running the State government and that an arbitrary rate is fixed irrespective of the State's needs. Upon the estimate of the best of authority, it is figured the plan will collect from the manufacturing corporations annually \$12,000,000, while hitherto no more than \$6,000,000 have been raised for State purposes from all sources, outside of special levies. In a plea for a full and fair consideration and discussion of the plan before it is acted upon, Mr. Mershon calls the attention of the public to the not generally thought of fact that all corporations are not of the magnitude of the Standard Oil or United Steel, but are more often of very humble standing as to capital and operations, and that if injustice is perpetrated the smaller will suffer in proportion to the larger. The Board of Trade will further consider the plan, and is expected to make some pronouncement in regard to it.

Charter Revision Election.

Saginaw is in the throes of an election for twenty-three charter revision commissioners, one for each of the twenty-wards of the city and three to be elected at large. While the Commission is supposed to be non-partisan, and may be so by the results of the election, the nominations were by the old party system of primaries, each party putting a full ticket in the field. All names, however, will appear on the same ballot, and the voters have the satisfaction of a good field of citizens to select from. The chief issue at present seems to be whether or not the city shall adopt the commission form of government. There is a very strong public sentiment in favor of this plan and many of the candidates have declared themselves in its favor on a canvass made by the Evening News. The commissioners will be elected Nov. 7, will draw \$5 per day for ninety days if they sit that long, and the result of their labors will be submitted to the voters for acceptance or rejection.

Detroit Gets Lewis Slade.

Detroit draws Lewis Cass Slade from Saginaw as a citizen, he taking the position of Chairman and Treasurer of the Finance Committee of the Detroit National Fire Insurance Co. It is a case of back to the farm, Mr.

Slade having been born in Detroit, afterwards living with his parents in Grand Rapids, until 1869, when the family moved to Saginaw. Since that time Mr. Slade has made Saginaw his home, going into the lumber business, in which he attained prominence, his operations extending annually from 15,000,000 to 20,000,000 feet. He was President of the National Wholesale Lumber Dealers' Association in 1904-05 and was prominent in that organization for many years. He is a high grade citizen and one whom Saginaw loses with regret.

Business Notes.

Holden L. Woughter has sold out his grocery business at West Branch to Walker Brothers, who will conduct it in the future.

Kostoff & Rosenberg have purchased the stock and business of C. A. Howell, at Munger.

F. C. Pickard, recently master mechanic of the Cincinnati, Hamilton & Dayton Railroad, has been appointed to a similar position with the Saginaw division of the Pere Marquette. Up to three years ago Mr. Pickard was connected with the Grand Rapids division of the Pere Marquette. He succeeds Charles K. Scudder, who takes a position with

the Interstate Commerce Commission.

At the convention of the Michigan State Humane Association, held in Saginaw during the week, Miss Rebecca L. Richmond, Grand Rapids, was elected a Vice-President, and W. N. Talmadge, also of Grand Rapids, to the Executive Board. The next convention will be held at Traverse City.

Charles Wilkins, a well-to-do and well known business man of Midland, was found dead from heart disease in his room in a Saginaw hotel Tuesday afternoon.

The West Side Business Men's Association will banquet at the Fordney Hotel Nov. 9.

Vet S. Moloney, of Cheboygan, has resigned as President of the North-eastern Michigan Development Bureau.

The Bad Axe chicory plant, operated by E. B. Bueller & Co., suffered considerable damage by fire Monday. The loss was covered by insurance. J. W. Brady.

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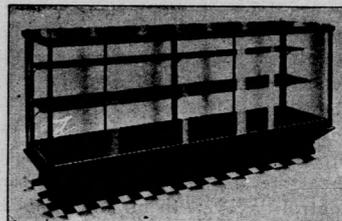
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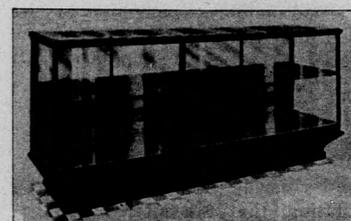
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Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit

The Good Roads' Cause Is Marching On.

Written for the Tradesman.

"The way to get good roads is to build them; the time to build them is now," says Governor Hadley, of Missouri.

"On to Richmond" is again the cry, in connection with the coming American Road Congress, to be held in Richmond, Va., Nov. 20-24, and every civilized spot in the land is expected to be represented at this meeting. Many of the good roads associations, under direction of the Touring Club of America, are planning tours from the leading cities to Richmond. One of these tours will start from Quebec, the party motoring through to Albany, where they will be joined by highway officials of New York and the New England States. Another touring party will start from Atlanta, Ga., passing through some of the most progressive cities of the South en route to the convention.

Good roads special trains will be operated this fall and winter by Federal officers from Washington. The first one left Nashville, Tenn., Oct. 9 on a month's tour in Tennessee, Georgia and Alabama. Other roads to be covered are the Atlantic Coast Line and the Frisco system, and the train over the Atlantic Coast Line will be on exhibition in Richmond during the convention next month. The special trains are furnished at the expense of the railroads, the Government providing the lecturers and equipment for disseminating road building instruction.

A tour has recently been made of New York, Massachusetts, Connecticut and New Hampshire by Federal officers and highway commissioners of these states, with meetings held at Albany, Springfield and Waterbury, under auspices of the Touring Club of America. The Commissioners favor a system of interstate highways, built according to a standard uniform width, also the elimination of dangerous curves and deadly grade crossings.

A party of good roads boosters, headed by Governor Hadley and President Bush, of the Missouri Pacific, has been making a tour through Southwestern Missouri, and the thirty-two cars in line, and the speeches have stirred the natives.

Minnesota has passed a law for financing road building operations, under which it is proposed to build a system of trunk line roads through the northern half of the state at a cost of \$10,000,000. Senator Elwell, author of the law, says that although Minneapolis, St. Paul and Duluth assume more than 60 per cent. of the states' share of the road building expense, no complaint has been made, because the larger cities can see that the rapid settlement which will follow the building of good highways will react to their benefit. He says: "These roads will cost approximately \$2,000 a mile. State aid to the amount of one-half the cost of the road will be available each year, and the counties will pay one-fourth, leaving one-fourth to be paid by assessment on the property

owners or by contributions. This is spread out over a period of ten years. One of the best things about our state road system is that the roads will be permanent, because they will have to be maintained. Counties will be compelled to see to it that the roads are kept in proper repair, and it can be done at an expense of \$50 a mile each year, making the road better each year. Experts find that Germany, which has the best roads in the world, triumphs over the United States, not in building roads but in keeping them in condition."

A campaign for improved highways is on in Indiana. The Indiana Good Roads Association was formed recently and vice-presidents chosen to forward the cause in their respective localities.

The Meridian Highway Association is projecting a north and south road from Winnipeg, Manitoba, to Galveston, Tex. It is expected this road will prove popular to automobile tourists North in summer and South in winter. Almond Griffen.

Evolution From Low Mind To High Mind.

That true beauty is born of burden; that it isn't so much what a man is as what he can become; that a man can start in life a low-minded man and end a high-minded one, was illustrated the other day by looking at a very early photograph of Grover Cleveland, which hangs on the wall of the Chicago Press Club.

It was just the face of the typical politician of his time with probably a little more intelligence and less heart than the average, and of one who had partaken liberally of the pleasures of the flesh.

It was of the man who did not politically aspire beyond the county line and who succeeded by his popularity with the worst rather than the best element.

The writer could not help but contrast this photograph with the one taken a few years ago and published in one of the magazines.

It was the same body but it radiated another soul. The last photograph pictured him standing on the porch of his unostentatious home in Princeton, N. J., surrounded by his family; his wife in her beautiful maternity, a slip of a girl just in her teens, a sturdy boy in kilts and a youth dressed according to college convention, to say nothing of a good-natured shaggy family dog.

The face of the father was care-furrowed and his eyes reflected a great soul. Since these two photographs were taken Grover Cleveland had been head of a great nation.

He had also become the head of a good family.

He had gained the care-furrows as the head of that nation.

But he had gained the light of his eyes which radiated the soul as the head of that good family.

The first photograph was a mere body. The second photograph was one of a beautiful spirit.

Emerson says: "All life is a preface until we have had children."

Visitors to the Apple Show

November 7th to 11th

Are invited to call and see our stock of

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We have some

Splendid Bargains

In high grade used cars, that have been overhauled and repainted and that we shall close out at **VERY ATTRACTIVE PRICES.**

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The Prompt Shippers

Grand Rapids, Mich.

Incontrovertible

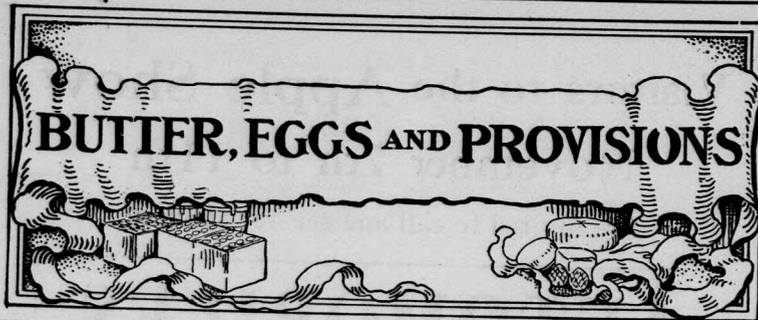
We don't have to prove that

Coffy Toffy

Is the best selling specialty we have originated this year—we admit it. Just try a pail with next order.

PUTNAM FACTORY, National Candy Co.

Grand Rapids, Mich.



A Fable.

The hen remarked to the muley cow,
As she cackled her daily lay
(That is, the hen cackled): "It's funny
how

I'm good for an egg a day.
I'm a fool to do it, for what do I get?
My food and lodging. My!
But the poodle gets that, he's the house-
hold pet,
And he never laid a single egg yet—
Not even when eggs were high."

The muley cow remarked to the hen,
As she masticated her cud
(That is, the cow did): "Well, what then?
You quit and your name is mud.
I'm good for six gallons of milk each day.
And I'm given my stable and grub;
But the parrot gets that much—anyway
All she can gobble—and what does she
pay?
Not a dribble of milk, the dub!"

But the hired man remarked to the pair;
"You get all that's comin' to you;
The poodle does tricks and the parrot
can swear,
Which is better than you kin' do,
You're necessary, but what's the use
Of bewailin' your daily part?
You're bourgeois; work's your only ex-
cuse;
You can't do nothin' but jes' produce.
What them fellers does is Art."

Room For Improvement in Hay.

Implement manufacturers have per-
formed two separate and distinct
functions in agricultural economy as
it is practiced to-day. In the first
place they have provided the requi-
site machinery that makes modern
agriculture possible. In the second
place they have stood sponsor for
the major portion of those process-
es which constitute modern agricul-
ture. The first of these has been
brought about by a fine prescience,
which, in the process of designing
farm implements to meet existent
needs, saw how the usefulness of
those same machines could be ex-
tended to the end that agricultural
processes could be improved. The
second grew naturally and inevitably
out of the first.

In the development along these
two parallel lines of advance the co-
operation of implement manufactur-
ers and agriculturists has resulted in
an improvement in seed value, better
cultural methods and a general sci-
entific improvement in all the opera-
tions about the farm. There has re-
sulted a better understanding of the
relative economic value of crops, and
as a whole the farmer to-day works
to a more certain and definite pur-
pose than ever before.

But there has not been an equality
of advance in all departments of farm
production. That this is true is
brought out most pointedly by one
of the leading farm papers of the
country in commenting upon the
present prices that are being paid for
hay. This authority says:

"One of the plain contradictions
between fact and fancy, between sci-
entific truth and common error, be-
tween market price and true feeding

value, and which no man has been
able to explain, is that of timothy
hay. Here it is selling in the Fort
Atkinson local market for \$20 a ton,
while it actually contains less than
half the protein of clover and only
about one-fourth that of alfalfa. This
shows the power of custom and hab-
it over reason and sound sense.

"The one thing the farmer is sure
to produce and which he knows the
least about, either scientifically or
practically, either as to how best to
grow it, cure it, or feed it, is hay.
It is amazing that there should be
such a widespread lack of definite
judgment on this, one of the most
important questions in farming. If
there is to be any change for the
better, in point of judgment it seems
fated that it must take a full life-
time to make its way."

It is pointed out that timothy hay
is selling in the New Orleans market
for \$26.50 to \$28 per ton, yet feeders
think they are paying a good price if
they give \$15 a ton for lespedeza or
Japan clover hay. Now lespedeza con-
tains double the nutriment that tim-
othy does. If timothy is worth \$20
a ton in the local market, by a true
comparison of feeding value, alfalfa
ought to be worth \$70 a ton. The
authority quoted succinctly con-
cludes: "These facts show what we
really know about hay."

Now, as is shown by the agricul-
tural statistics, hay is one of the great
crops of the country. As a stand-
ard food for four-footed beasts it oc-
cupies the same basic place that is
accorded wheat in human regime. Its
supreme importance never has been
questioned, nor ever will be. This
being the case, it would seem to be
the part of wisdom to devote more
time to the economic aspect of the
hay question.

Clearly this is a problem for the
implement man and for the agricul-
tural experiment stations to solve.
Much of that portion of the solution
which will fall to the implement
manufacturer has been accomplish-
ed in so far as the haymaking tools al-
ready developed are entirely adequate
for the needs of the occasion. But
these tools are not always used at
the right time, nor in the right place,
nor in the right way, nor in the right
combination. It is up to the imple-
ment manufacturer to inculcate the
right use of his tools, following the
instruction of the experiment stations
as to the right varieties of hay to
grow.

There is room for an immensely
profitable development in this direc-
tion. Just such discrepancies as
those pointed out by the authority

quoted above exist, and those must
be eliminated before this already
great crop reaches the apex of its
importance.

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.

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

All Kinds of

Feeds in Carlots
Mixed Cars a Specialty

Wykes & Co., Grand Rapids
Mich.
State Agents Hammond Dairy Feed



MAPLEINE
(Flavor de Luxe)

Sells
Satisfies
and
Sells Again

The Louis Hilfer Co.,
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wn.



Trade Mark Registered

This
Butter
Chosen by Millions

BLUE VALLEY BUTTER

"Churned fresh every day"

The predominating difference between
Blue Valley and ordinary butter lies in
its flavor. This is most delicate and
appetizing, and produced by our own
special curing process. It cannot be
duplicated. Furthermore Blue Valley is
marked by a uniformity of quality that
insures your trade getting the same
quality the year around.

Write for complete information today

It costs nothing to be "Shown"

ACT—ACT AT ONCE!!

Blue Valley Creamery Co.
Grand Rapids, Mich.

Largest exclusive manufacturers of pure
Creamery butter in the World

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.

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.



We have the
output of
30 factories.

Brick,
Limburger in
1 lb. Bricks,
Block Swiss

Write for
prices.

Milwaukee,
Wis.

A. G. Kohnhorst & Co.
GRAND RAPIDS, MICH.

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

The Cranberry Pickers on Cape Cod.

It is said that to see to the best advantage the preliminaries of cranberry sauce, one must visit Cape Cod. Here within the radius of an hour's ride of historic old Plymouth, where the Pilgrims landed, is the greatest of all cranberry districts. This whole countryside would not be considered to make more than a single good-sized county in our Western country, and yet in a season when it is blessed with a good crop this cranberry zone will ship more than a third of a million barrels of the fruit.

The picking season in the early autumn is the time to enjoy the human interest side of the cranberry industry, and yet conditions in this phase of the work have changed so completely during the last few years that natives who come back to the cranberry country after some years in the city declare that the spectacle has lost much of its old-time fascination. Students of progress declare that the entry of machinery has revolutionized almost every activity in this age, but it would be difficult to find a realm where there has been a greater upheaval than in the cranberry belt.

In the old days cranberries were all picked by hand—that is, plucked one by one, just as raspberries are picked to this day. And nowhere did a picking season have the social significance that it did on Cape Cod.

A large portion of the picking was done by women and girls, and it seemed as though the whole country side turned out for the event.

Hand picking is yet in vogue on some of the cranberry bogs, but this is on the smaller tracts. On the large bogs we see the newly invented picking machine. There are two types. One is a small wooden box of a size to be held in one hand. By pressure of the fingers it opens at one end, disclosing jaws armed with rows of teeth. The other style is a wooden scoop with close set iron prongs forming the lower side.

It never fails to surprise tourists who visit Cape Cod for the first time to find a large foreign population, which has no parallel anywhere else in the country and most of whom speak very little or no English. Many of the Cape Verde islanders are true nomads in their visits to the cranberry country, arriving in the spring when cultivation on the bogs opens and remaining until the end of the picking season, late in the autumn, making the trip both ways in sailing vessels that are engaged during the winter months in the coasting trade on the coast of Africa.

A skillful cranberry picker can earn from three to five dollars a day, so that the "bravas," as these invaders are called, can within a few years save enough to live in affluence in their island home. Under the new conditions not only is the picking of the cranberries done by the aid of machines, but other machines sepa-

rate and sort the berries.—New England Grocer.

Tribute To the Cow.

Most potent of all single influences in the building of this mightiest nation in history is the cow. Her sons drew the plows which first cultivated the land of the new world; hauled to market the products of the field and with slow energy moved the chattels and household goods beyond the mountains in new homes in the Farther West.

They supplied the beef which is the food of the Anglo Saxon, a race that was never conquered since history began. They furnished the shoes of the pioneers who trod unknown wilds and made of them the farmsteads and cities of our present enlightenment. They gave the clothes and robes to protect the pioneer against the commerce possible before the railroad was. They covered the chair upon which he sat, filled the mattress upon which he slept and glued the furniture he used.

The old cow is the mother of the world bovine and foster mother of half the human race. From the roadside weed she manufactures the most nourishing of human foods. She is the ready aid of the farmer, the pet of the rich man and the ever present help of the poor. She is the economist of the people and the conservator of their resources. She partakes of the grass of the field and leaves the farm the richer for her presence. As she helped to develop the farm from the wilderness she will renew the life of the soil and make a still greater agriculture possible.

In all our history the cow has been man's closest friend and benefactor. Upon her products are built the great business interests which center in the stockyards, the creameries, the shoe factories, the harness shops and the mills. Without her Chicago would be a village and Kansas a prairie waste.

Take away the cows and our banks would close, our graveyards yawn and the wheels of commerce would cease to turn. Foster and care for her and business flourishes, the fertility of the soil is conserved and she becomes the custodian of the nation's prosperity.

F. D. Cobury.

A Dishonest Scheme.

A petty scheme which has recently been worked on more than a score of Los Angeles grocers has just come to light through the Merchants' Exchange:

The plan is to purchase evaporated milk at some cut-rate store or supply house at two cans for 15 cents or less. A small girl then takes a can at a time into stores in the outlying section of the city, telling the clerk that the milk was purchased there a short time ago but the family is going away and have not the room to pack it in their luggage and will he please refund the purchase price. This is nearly always done and thus five cents is made on every two cans sold, the grocer receiving milk which was never in his stock.

Fatigue is the blood poison of civilization.

The McCaskey Register Co.

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

The Clover Leaf Sells

Office 424 Houseman Bldk.
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.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

Hart Brand Canned Goods

Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products

Post Toasties

Any time, anywhere, a delightful food—
"The Memory Lingers."
Postum Cereal Co., Ltd.
Battle Creek, Michigan

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.

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



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.

JAPAN TEA

Deserves Position of Honor in the Grocery Store.

Written for the Tradesman.

At this time, when the increased consumption and demand for good tea is coincident with the advanced price and decreased consumption of coffee, some notes on the growth, manufacture and distribution of the tiny leaves, whose infusion produces the most refreshing, healthful and exhilarating of beverages, may not prove uninteresting.

The Americans rank below the average as a tea drinking people, the per capita consumption being less than one pound, while the British loom up with a record of more than six pounds per capita. In coffee the reverse is the case, the United States consuming more than nine pounds and Great Britain less than one pound per capita.

Considering the fact that tea is acknowledged to be the cheapest and one of the most healthful beverages known to man, it at first sight seems to a lover of tea that it should be more generally popularized. That it has not been may be due to the fact that so many of our people have been looking for something cheap, and up to recent years we allowed anything and everything called tea to come to our shores, often brewing a decoction so vile and unpalatable that coffee became the national drink, in spite of the fact that coffee at 40 cents per pound costs 1 cent per cup, while tea at 50 cents per pound will furnish seven cups for a cent.

Now that the National Government demands the importation of pure, uncolored teas up to a standard decided upon by a Board of Tea Experts and under the most rigid inspection of any country in the world, we shall soon know whether purity has anything to do with the volume of consumption or whether we shall have to attribute our taste to eliminate causes.

While other countries prefer the black teas of India, Ceylon and China, we of American take to the green teas of Japan and the oolongs of Formosa, which are known as semi-green, so this article will deal with the product of Nippon, whose government followed our example and prohibited the manufacture for exportation of artificially colored teas and has also forbidden the fourth picking, which furnished us with the low grade, inferior teas of former years and which are now barred out as not being up to Government standard.

While tea is grown generally throughout Japan, the varieties are classed as Kobe teas and Yokohama teas. The Kobe teas are grown in the celebrated Yamashiro district and are specially noted for their sweetness in the cup rather than style of leaf. The Momoyama Hill Gardens are renowned as producing the finest tea grown in the Yamashiro district. The Yokohama teas are grown in the Yokohama district, are attractive in appearance and have much strength or body in cup. Those

from the Kewane and Hachioji sections of the Yenshu district are especially fine. The Spider-leg Basket Fired Teas come principally from the Suruga district, which is noted as producing the most stylish teas of Japan.

The best ground for tea plantations is a moist, sandy loam, situated on the lower slopes of hills, but the level plain is also suitable, provided the drainage is satisfactory.

The tea tree averages about three to four feet in height; that which produces the best sort of tea often grows, however, to six feet. Sometimes other plants are grown between the bushes, such as mulberries, plum trees, etc.

The shrub is trimmed after the first crop and again in winter, generally in December when the production of sap is at its lowest. The ordinary life of a tea bush is about twenty to twenty-five years. It is first picked in the third or fourth year after sowing and is at its best from the eighth to fifteenth year. Two crops are usually obtained in the course of a year, the first dur-



ing the month of May and the second about the middle of June, after the rains. Some times a third crop is obtained, but it is the first crop that gives the best tea.

After the leaf is picked, steaming is the first operation in the preparation of Japan tea. This is done over a large iron kettle full of boiling water, immured in a brick fireplace containing a strong wood or charcoal fire. In the mouth of the kettle a brass wire sieve is fitted, in which about three-quarters of a pound of fresh leaves are placed. The steam is allowed to act on the leaves for about four minutes, when the sieve is taken off and the leaves are spread on mats to cool.

The leaves are next subjected to the important process of firing. The apparatus for firing consists of an oblong bamboo frame about four feet long by two and one-half feet wide, and some three feet in height, coated with mud. This serves as the hearth, and glowing charcoal or wood and straw are piled up on the floor inside. Above this is fitted a tray like that of a trunk, about six inches deep, with wooden sides covered with thick bast paper; the bottom of the tray also consists of several thick-

nesses of the same material. The fire must be kept at an even temperature, as when in this state the leaves are very delicate and require extremely careful treatment. About three pounds of the steamed leaves are poured into the tray and these are turned over and over until their edges begin to curl with the friction and heat of the fire.

The mass shrinks in size as the moisture evaporates from about six pounds of raw leaf to one of finished, and it is finally pronounced to be dry. The whole operation of this first firing lasts three hours. The tea is then spread out on proper frames, similar to those used for firing, and left until the leaves become quite brittle. The tea destined for export is now ready for the wholesale merchant, and is despatched to him packed in thick cartridge paper bags. The tea is now ready for refiring. There are two methods of firing, pan firing and basket firing. The pans for pan fired are of metal, about three feet wide by two and one-half feet deep and nearly semi-circular in shape. Under the pans are constructed charcoal ovens, which heat the pans. The tea is placed in the pans and is turned over and over by a two-bladed propeller which revolves at the bottom of the pan. It is left for about thirty minutes until it becomes thoroughly dried.

After the firing the leaves are passed through the sifter, a machine constructed on the same principle as that used during the first firing, only more complicated. This sorts the tea into different varieties, generally nine or ten, according to weight. The object of the sifting is to make the weight and fineness of the leaves as nearly uniform as possible.

The basket firing process is done in a large room with a cemented floor, in which circular hearths are constructed at intervals of about three feet. Above the hearth, in which is a slow charcoal fire banked up with white ashes, is placed a wicker basket about two feet six inches in height, narrowing in the middle and open at both ends. In shape it is much like a dice box. In the upper end of the box is a convex lattice work bamboo tray with wide meshes, on which is placed about two and one-half pounds of tea leaves spread on thick Japanese paper. They are allowed to remain here for about an hour until perfectly dry.

Very little basket fired tea is consumed in Michigan the pan fired seeming to find most favor.

All tea is of a very delicate nature and extremely susceptible to atmospheric changes imbibing any odors with which it may come in contact. We would caution dealers against exposing it to the aromas(?) which pervade the average grocery store and it should be placed in airtight containers removed from the odoriferous fumes of tobacco, codfish, etc.

Considering the immense amount of labor and watchful care in growing, preparing and packing this healthful product of the Flowery Isle, its transportation over thousands of miles of sea and land and

final distribution into our homes at a cost within the reach of every citizen, including a gratifying profit for the dealer, it certainly deserves the position of honor in every retail store and the greatest care should be exercised in its selection.

Banish brandy, beer and wine.
Good tea is a drink divine.

William F. Blake.

Railroad Matters of Interest.

Written for the Tradesman.

An attack on the two cent fare laws of Ohio, Indiana and Illinois is being considered by the roads operating east of Chicago, the action being based on the precedent established by Judge Sanborn, at St. Paul, in declaring unconstitutional the Minnesota two cent fare law. Judge Sanborn held that the reduction in passenger fares interfered with interstate rates not subject to the regulation of the state.

The State Railroad Commission of Indiana has been advised that the Grand Trunk will install automatic block signals on single track lines and manual controlled block signal system on its double track lines in Indiana by Jan. 1.

The Denver & Rio Grande has issued a bulletin to its conductors and traffic agents, requesting that correct and full information be given the traveling public at all times regarding tickets, trains, etc. "Try at all times to be resourceful and alive to the situation," says the bulletin. "Try to make each and every person with whom you come in contact your friend, and through you a friend and possible patron for the company. In this way you make yourself a valuable man to the company you represent.

Over 1,000 men are now working on the new union depot and railway terminal at Kansas City. Excavation for the foundation is being made by steam shovels and this work will soon be completed.

The Illinois Central has appointed a sanitary expert to watch and report on the condition of all cars and buildings, in the interests of the health of both patrons of the road and the road's employees.

Orders have been issued by the Lake Erie & Western to the effect that "boozing" by the trainmen whether on or off duty will be followed by immediate dismissal from service.

Almond Griffen.

Remember, the jobber will be the friend of the retailer if met in a friendly spirit. The traveling salesman should receive the same cordial treatment accorded the son of a friend.

The retail dealer who does not subscribe for and read some one of the mercantile trade papers is very much behind the times.

Business men fail because a lot of them are fools. We are all born fools, but some of us educate ourselves out of it.

The prosperity of the "other fellow" always makes the knocker peevish.

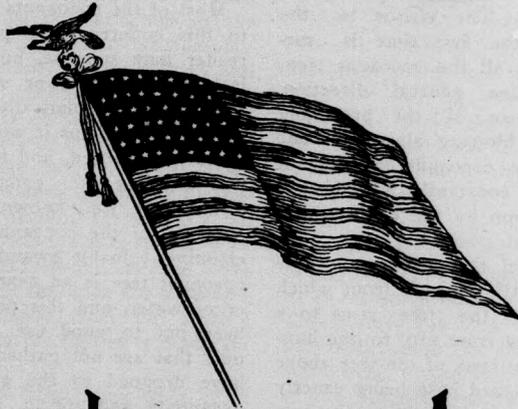
Our TEAS Are Noted For Cup Quality

Good Tea Brings
Good Profits

We Invite
Inspection and
Comparison
In Quality and
Price

We Import
Direct from
Japan, Ceylon
and China

PEERLESS



JAPAN TEA

TRADE MARK REG. IN U. S. PAT. OFF.

Let Us Help You
Increase Your Sales

The Advance
In All Teas
Is Very Strong.
Buy Now and
Save Money

Our Package Teas
Are Put Up in
Japan and Are
Sanitary

Our New Crop Teas Are Now In
And We Invite a Trial

We are also Distributing Agents for



Universally Acknowledged the Best and Purest

Sold by all first-class grocers

JUDSON GROCER COMPANY

GRAND RAPIDS, MICHIGAN

Direct Importers of Teas. Most Complete Line of All Grades in the State of Michigan.

WILLIAM F. BLAKE, Manager Tea Department

KING OF TROPICAL TREES.

How Cocoanuts Grow, Are Gathered and Shipped.

Our fathers and great grandfathers will remember when cocoanuts existed in our markets as a curiosity and as a great rarity, seen principally at the country circuses, and occasionally in city fruit stores. Occasionally one would be purchased for the home; it was carefully divided among the members of the family, and for many years thereafter cocoanuts figured in the market merely as a tropical luxury. Finally the famous tropical nut began to be appreciated as an article of food, and it was soon ascertained that it made delicious desserts and puddings and that it very acceptably worked into recipes of different dishes and creations of the culinary art; so that some years later it appeared on the market as shredded in commercial form, in square packages and in boxes and cartons. This newly created demand of the cocoanut stimulated the shipment from the tropics, but it was not for years thereafter that the systematic cultivation and growth of the cocoanut in the tropics began and continued, until to-day the gathering and shipment of the cocoanut from the ports of the country is a distinct and important part of the business within the tropics.

Before proceeding to treat of the growth and shipment of the cocoanut we would like to refer to one or two fallacies resulting from the traveler's tales of the old days. In the old geographies and in children's story books a favorite and very diverting illustrated story was about monkeys climbing the cocoanut trees and throwing cocoanuts at the heads of travelers. Now, such a thing never happened; no authenticated case was ever on record, for the simple reason that there was never yet a monkey created or born that had sufficient strength to hurl a cocoanut to the ground, and probably no monkey was ever created who could even lift a green cocoanut, while perched upon the crown of the tree. Pictures illustrating these old stories showed the cocoanuts in the same form which we see them on the fruit stands. In that form the monkeys might drop cocoanuts upon the heads of travelers; that is not the form in which the cocoanut grows on the tree or in which it would be available as a missile of war for the monkeys, were they so disposed. Some of the larger apes such as the gorilla, orang-outang and chimpanzee might have sufficient strength to detach the cocoanuts from the tree and let them drop from their paws, but those species of apes never indulge in such practices, and the little mischievous monkeys of the Central American and South American coast, those of the prehensile tails, are not large enough to grapple with an unhusked cocoanut.

In the tropics, and we are speaking of the West Indies, Central America and the north coast of South America, with which we are personally familiar, having traveled in the

country, one can never glance in any direction without seeing from one to thousands of cocoanut palms. There are a great many other palms, but the cocoanut palm, like the bread fruit tree, is one of the great food staples of the tropical countries. It is found almost exclusively along the low coast or in the low countries, and it prefers a narrow strip along the shore of that tideless sea, the Caribbean. It is particularly partial to salt water and it is found in great numbers growing along the edge of the beach where its roots are washed by the waves, driven in by the trade winds. The visitor to the tropics for the first time is surprised to see all the cocoanut trees leaning in one general direction. This is because of the prevailing trade winds blowing always in one direction; the cocoanut tree as it grows being constantly forced to a leaning position by the trade winds, grows in that position.

The base of the cocoanut tree is large and bottle shaped, from which the trunk of the tree rises to a height ranging from fifty to one hundred feet, the trunk of the tree above this bottle shaped base being exactly the same size from there to the top. The bark is rough, covered with knob-like protuberances resulting from the falling off of the leaves in successive rings as the tree grows.

Young cocoanut trees bear at the base of the leaves a natural growth or fabric looking almost exactly like woven burlap, and this growth is so strong that it can be made into saddle bags or pannikins. The leaves of the adult cocoanut tree ordinarily range in length from twenty to thirty-five feet, and we have seen at Orracabessa the base of a cocoanut leaf where it grew to the tree which was fully five feet long and was as thick in both directions as the thigh of an average adult person.

The fruit or nuts are produced at the very top of the tree where grows the crown of leaves. The cocoanut tree has a blossom of a certain kind, although it would not be recognized by people in the North as a blossom. It is a long, spathe-like object shaped like a canoe, in which a cluster of young cocoanuts in the embryo lies imbedded in a delicate covering or network of vegetable tissues. This spathe gradually opens and the cluster of little cocoanuts is exposed and gradually develop, some of them dropping off, others reaching maturity, so that the cocoanuts growing on the tree appear growing in clusters. A cocoanut tree begins to bear when it is about eight years old and continues usually for more than a century to produce an average of about one hundred nuts a year and at Spanish Town, Jamaica, and at Port of Spain, in Trinidad, we have seen cocoanut trees that are known to have been bearing continuously since Cromwell's conquests in the West Indies.

The cocoanuts are covered by a thick husk, a hard sponge-like structure which must be cut away in order to release the cocoanut with the hard shell familiar to our fruit stands.

When the cocoanuts are ripe they drop to the ground and it is a strange thing that nearly all the nuts drop in the night. This, however, is true with some of our Northern fruits, such as early apples and pears, which always drop more freely at night. Cocoanuts are gathered from beneath the trees and the husks are cut away by natives using the ever present machete, and they are then ready for shipment, being packed in coarse bags, about a hundred in each bag, in which they are imported into Boston and other ports.

Most of the cocoanuts imported into this country grow wild, as the reader may suppose, but within the last twenty years or so the trees have been systematically grown or cultivated; perhaps it would be proper to say planted, and in developing this industry the companies have utilized the well known and typical property of the cocoanut tree in reclaiming valuable swamp lands. The cocoanut tree is an avaricious drinker of water, and this peculiarity has been put to good use. The cocoanuts that are not gathered after they have dropped to the ground soon germinate and sprout, and it is a common sight to see beneath the trees cocoanuts with one or two sword-like leaves protruding from an opening in the husk, the first step in the creation of another cocoanut palm. These germinated nuts are taken and planted in systematic order. In the swamp mounds of the swamp mud are heaped up and the germinated cocoanut is just buried at the top of the mound; no further attention is required. The trees flourish in the hot, moist climate and in eight years there is a young cocoanut grove, and the trees are bearing, and lo, and behold the swamp has disappeared and one can stroll beneath a beautiful cocoanut grove where only eight years before existed a noxious swamp, swarming with crabs and other tropical nuisances.

One of the luxuries of the tropics is the water cocoanut. Everyone is familiar with the water in the cocoanut; people have heard of the milk in the cocoanut, but the milk in the cocoanut is never found in the cocoanut of our markets, it is dry and hard. The water, which is highly impregnated with the flavor of the cocoanut, however, is natural and was stored there by nature while it was growing in the tropics, but when the nuts are green, still on the trees, the

meat of the cocoanuts within the hard shell is like very delicate jelly and the center is filled with a milk-like substance of little more than the consistency of water. This fluid holds in suspension the material from which the meat of the cocoanut is made, and it is gradually deposited upon the interior of the nut until the nut is ripe and the almost transparent water remains. This is what we find in the hard nut which we buy from the fruit stores. As we have said, the water cocoanut or the green cocoanut is a luxury in the tropics and a very grateful one in those hot countries. Natives climb the trees and with their machetes cut off the green nuts. Then they cut off the smaller or blossomed end and pierce the not yet hard interior shell. Then white and black drink with avidity this milk, which is always cool and very refreshing, and the unripe kernel or jelly which remains is used as a dessert. In recent years since so many Americans and English have taken up their residence in the tropics they have utilized the jelly in the green or water cocoanut to supply themselves with many delicious desserts. The water cocoanuts are placed in refrigerators to cool and the nuts are opened and the jelly is eaten with dessert spoons. Sometimes they are frozen and again they are mixed with ice cream, and in combination with the fruit of the granadilla or passion flower, a dessert is formed which takes the place of such things as frozen pudding at our banquet tables.

Now, we have branded the monkey story as a fallacy and travelers' tale, but there is one denizen of the tropics which would not generally be, by one unacquainted with it, considered capable of climbing a cocoanut tree and gathering nuts. It is the cocoanut crab; frequently the large claws of this crab will be a foot in length. It will climb the cocoanut trees and actually manages to penetrate to the milk of the center of the cocoanut, through all the tough husk, and to drink the milk or water, and to eat the jellylike, unripe kernel. But the tropical rat is a great enemy of the cocoanut crab, frequently entering its home and driving it out, and one sometimes will hear, while riding through the bush, a curious scuttling, hurrying sound through the underbrush, which, if it happens to be in the night or evening is apt to stampede the one unfamiliar with the sights, scenes and noises of the trop-

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ical forests. This noise, however, is caused by the marching through the bush of the cocoanut crabs who can not crawl along without having their great, heavy claws come in contact with the vines, creepers and underbrush.

The wood of the cocoanut is valueless, practically so, although it is sometimes used for posts, but it decays rather rapidly and is not long-lived. When the leaf of the cocoanut tree is young it is smooth and glistens as though varnished, but as the tree gets older and taller the leaves are nearly all ripped or torn up into ribbons from the edge to the midrib, by the constantly prevailing strong trade winds.

A cocoanut tree, a banana plant or two, and a few plantain trees, a few roots of yams and a bread fruit tree will support a whole community of natives.

An important utilization of the product of the cocoanut tree is that of the husk, of which we have spoken. Formerly it was stripped off and left to rot on the ground in great heaps in the cocoanut groves. It was known as trash. In the West Indies and in other tropical climates carpets are impractical on the house floors because there are so many destructive insects, so the floors are stained and polished, and they are polished by vigorous rubbing by the native women on their knees with a section of the cocoanut husk cut through smoothly with a saw. This husk is now transported to the United States, where it is made into a variety of things, shredded to stuff mattresses, and a rough bagging is woven of the fiber. There are also made from it brushes for culinary purposes, and the interior hard shell, being susceptible to a very high polish, is made into many beautiful ornaments and useful articles.—New England Grocer.

Match Wood Fast Disappearing.

The rapidly diminishing supply of timber in the United States is particularly felt in respect to woods used for special purposes and probably in none so much as the soft cork pine used for matches.

The chances are that we will be using matches for many years after the entire disappearance of cork pine, for there are other materials which can be used as a substitute for it in the stem of the match. In a few years we will in all probability use matches whose stems are made of pressed fiber—jute, straw or flax.

It has been known to the chemist for many years that a particular form of platinum, called "spongy" platinum, has the power to absorb several hundred times its own volume of oxygen and if placed in a stream of gas, would cause the gas to take fire and burn.

This principle has been recently used in at least two forms of "lighters" that are making good with the public.

One form is for use with the gas mantles and resembles much the small mica cover that fastens to the top of the glass chimney to prevent

blackening of the ceiling—in fact, it also serves this purpose. On the under side of it, however, is a small cone of wire gauze hanging point downward. Inside this cone is a little ball of asbestos mixed with the "spongy" platinum. When the gas is turned on it at once comes in contact with this ball and is lighted.

The other substitute is about the size and shape of a small match box. The lid, however, instead of being hinged, is slipped on and off at will. Toward one side of the inside of the lid a stout wire extends downward about an inch and attached to the end of this are four and five fine platinum wires each holding a small ball of "spongy" platinum. The bottom of the box is divided into two compartments, one to hold the wire when the lid of the box is on, the other containing a small supply of alcohol with a wick leading through a small hole in the top. To light the wick the lid is removed and the fine wires held just over the wick for a second, when the vapor from the alcohol takes fire and the lighter is ready for use.

Recently a lighter has been offered for sale that depends upon an entirely different principle from the one just mentioned. This also comes in two forms.

Cerium, one of the rare elements found in the Carolinas, has been used in small quantities for some time in the better grades of gas mantles.

A short time ago a metallurgist working upon iron alloys discovered that if an alloy of iron and cerium was scratched with a piece of steel it gave forth sparks that were intensely hot.

Following this discovery came a gas lighter of the following form: A steel wire about seven inches long is turned in a complete circle at its middle around a half inch bar, so that the ends of the wire almost meet, thus forming, when the bar is withdrawn, a small pair of tongs about three inches long. To one end is then fastened a small steel file and to the other a cylinder of the iron cerium alloy in such a way that the file and cylinder rub when the tongs are pressed. This causes the sparking which will ignite any gas.

The other form using the same principle looks just the same as the ordinary pocket match box. However, when a small button on the outside is pressed the lid flies open propelled by a spring that is compressed in shutting the box; the back of the lid causes a small cogged wheel to turn, which rubs against an iron-cerium cylinder similar to the one already mentioned. The entire bottom of the box is a reservoir for alcohol with a wick leading up beside the cogged wheel, and this is ignited by the sparks thrown when the lid opens.

Other forms of lighters have been produced from time to time, but the ones mentioned seem the most practical. As necessity demands it, there is no doubt that science will produce other and better forms, so

that we will in no wise suffer when we no longer have a match to scratch.

Adrian Banks.

Cork Trees in California.

Deputy State Forester A. H. Nodson, who has recently been in Chico, Cal., making a thorough inspection of the forest plantation there that is owned by the University of California, and is officially known as the forestry sub-station, is of the opinion that cork culture will, in the near future, become commercially very important among California's numerous industries.

More than five acres of Spanish cork-oak are now under culture at the forest plantation, and all of the trees are thriving and growing vigorously. On the elder trees there is already a good growth of young bark—some of it more than an inch in thickness.

The most of the trees are now about seven years old, and are from 25 to 30 feet in height, and from 8 to 10 inches in diameter at the butts. This culture has been made in ordinary soil. Both the climate and soil seem very favorable to the growth of the Spanish cork-oak.

This is the first time that any attempt has been made to grow cork in California, and the experiment seems to have been worth making.

For a long time the question of the almost entire exhaustion of the supply of natural cork has been confronting the commercial world. At the present time the great bulk of cork used in the United States is imported from Spain and Portugal; and from those two foreign countries the source of supply is reported to be getting low.

Giving It a Bad Name.

Mrs. Lapsling was describing the ornamental fireplace she intended to have in the back parlor. "The mantelpiece," she said, "will be white marble, of course, but the rest of it will be made of vilified brick."

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1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....\$2.35
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SWIFT & COURTNEY.

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

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.30
Lesser quantities.....\$1.90

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

BEST AND CHEAPEST PARLOR MATCHES.

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

SEARCH-LIGHT PARLOR MATCH.

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

UNCLE SAM.

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

SAFETY MATCHES.

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Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
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BUSINESS BATTLE.

Is It a Story of Success or Failure?

There are a great many articles written nowadays, all of which seem to have some good points. For example, there is Mr. Gotrich, of Chicago, who arrived before the great fire. He writes a long article explaining how he did it, and then winds up by telling the poor young man how to do it, but evidently forgets that conditions have changed entirely, and that if he came to Chicago to-day he could not do what he did then.

There is also the present day politician who has "gotten there" telling the coming generation in long articles how to "get there," and we find the reformer, the successful business man, the captain of industry, the labor organizer, the preacher, the banker, and even the champion prize fighter all able to write interesting articles on "how they did it" and "how we ought to do it," yet when we simmer it down to a fine point we find these are nearly always people who have "gotten there" under different conditions than those existing to-day, and that most of them were, to a certain extent, victims of fortunate circumstances. Far be it from me to doubt that great credit is due them for being wise enough to take advantage of such circumstances. However, it is easy enough for the man who "got there" to write and tell the other fellow how to do it, but I believe it is seldom that the fellow who has been trying to get there and has as yet not succeeded in becoming a "shining light" writes regarding his experience, especially when such experience covers so many sides of the question.

What we usually get is advice (and you know advice is cheap), such as be honest, be diligent, work hard, save your money, spend less than you earn, stick to it, put all your eggs in one basket and watch the basket, etc.—all good advice and, no doubt, given in sincerity, but while most people, I believe, are honest, diligent, work hard, and try to save, the prescription does not always work out as the doctor expects.

Life Story Always Interesting.

I have read so much along these lines, I have heard so much on both sides of the subject of success and failure, that I can not resist the temptation of telling my own little story. I consider myself neither a success nor a failure, and I presume my little story will be similar to the stories of hundreds of thousands of others.

I was born in Germany, of German parents, and came to this country when about one year old, my parents having decided to make the United States their future home. I received a common school education on the installment plan, seldom staying in one school more than a year at a time, due to the fact that my parents moved around a good deal, always trying to find a better location. Well, you all know the old saying: "A rolling stone gathers no moss." This was true in our case;

but while my parents gathered little "moss," they managed to rear a family of thirteen children, which they called a "baker's dozen." If you do not exactly know, I am sure you all imagine what expense is connected with rearing a family of this size.

With the well reared Germans it seems to be an unwritten law that as soon as the children are old enough they go to work, earn all they can, and help the parents. This is what I did. I went to work, after a meager education, when I was about 14 years old. For my first two weeks' work I received 50 cents. After that I received \$2.50 per week, which made me feel as if I had become Mr. Gotrich. Since then I have done all kinds of honest work—carried coal, chopped wood, carried baggage for passengers, peddled lemonade, done odd jobs to earn a few cents, carried kindling wood and shavings, peddled vegetables and worked in factories of different kinds. The height of my ambition as a boy was to become a railroad engineer. I believe I would rather have stood at the throttle of that old wood burning locomotive that used to run into the little frontier town where we lived at the time than to become president of the United States. Yet I did not become an engineer. Instead, necessity compelled me to drift into an entirely different line, and I can not say that I am sorry.

Trade Big Help in Life.

Father was a general, all around mechanic and a designer in the wood-working line. He always figured that he would never be able to leave us an inheritance outside of a good name and what education he could afford to give us, therefore insisted that we boys learn a trade of some kind, so all four of us simply had to "hustle" for a living and try to learn something in the way of a trade.

I drifted into the factory, became a machine hand, next a wood carver, afterwards took up designing, and gradually worked my way up to an official position. Up to the time I got married I did like the rest of my brothers, helped the old folks; in fact, turned over my pay envelope until two weeks before I was married, which event took place in the twenty-second year of my life, when I was earning about \$15 a week.

I worked in different cities, sometimes for whatever I could get, and have been "hard up," so that I know what it is to worry about where the next meal is to come from. I have had no wealthy relatives to help me; on the contrary, had some of the kind that needed help, and am thankful that I have at times been able to help them. I have had my "ups and downs," started in business, and have gone what you call "broke," but never made an assignment or had my creditors take possession of my business. I have worked for many different employers, and recall being discharged once. I have worked in all kinds of shops in different parts of the country, with all kinds of men, have been one of them—worked, ate and slept with them.

However, this was in the good old days when the employer and the employe were like one big, happy family, when the boss did all he could for us because we did all we could for the boss. If we had troubles we could consult the "Old Man," as we called him. When we needed advice we knew the "Old Man" would give us the right kind. When Thanksgiving day or Christmas came around, the "Old Man" was there with a turkey, goose, or some good present that made us feel we had the right kind of boss, and if one of the boys was hurt in the factory the "Old Man" felt about as badly as the one who was hurt. It was just as if we were all a part of his organization.

Why, in those days the "Old Man" would go out and play ball with us, go to picnics with us, get us into his own lodge, visit our families and was as much interested in our welfare as he was in his own, and when we could do the "Old Man" a favor we were all there "with the goods." Matrimony a Big Job.

After my marriage I began to realize that I had a much bigger job on my hands than I had figured on, and, of course, felt that I would have to try to get along in the world. I watched my chance for a better position and usually made a change to where I could earn the most for the boss, knowing that where I could earn the most I could get the biggest salary. It was about this time that the labor unions began to stir things up, and I must confess that I had

little respect for the game as it was played at that time, so I was what you might call a "neutralite." I took sides with none, but "paddled my own canoe." I finally found an employer in Chicago who gave me a chance, and if I were to mention his name, no doubt a great many of you would know him, as he is now one of the most prominent business men in Chicago.

When I first went to work for him I received \$10 per week; when I left him I was getting \$20. One special unexpected raise I received I will never forget. I found quite a bit more money in my pay envelope than I knew was coming to me. I reported it to the factory manager, and the reply that came back was to the effect that if I had more money than I needed to please give it to the poor. Well, the poor got it all right, for that was "us" at the time.

About two and a half years after we were married our first boy was born. By that time I was earning \$20 per week. When our boy was about a year old I knew so much, or thought I did, that, with several others, mostly hardworking mechanics, I went into business and became a competitor of the old boss. Shortly after going into business—just about the time we had things in good running order—my father was killed in an accident. The family being thus thrown on my older brothers and myself for support, it necessitated our going out of business, back to work again so as to be able to support

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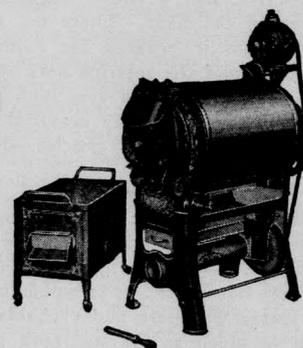
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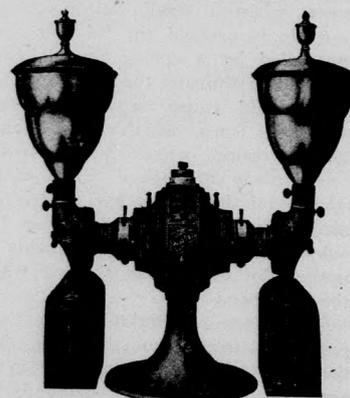
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the two families. My wife and I broke up housekeeping, and all ten of us moved into a six room flat. Brother and I went back to work, mother and wife did the housework, while all the rest did what they could. The undertaker stood us off on the funeral expenses, and we all pulled together on the same string until the personal debts of father were paid in full.

Sons Pay Father's Debts.

We lived together for a number of years, or until mother's family was again able to get along without us. Father was an inventor and had left a number of patents, some of which eventually brought mother an income of from \$150 to \$250 per year, which helped a lot.

After we had paid all of father's personal debts and had things in such shape that we could risk it again, brother and I agreed that I should go back into business, he to keep his position as long as necessary, so that we would have an income Saturday evening. This we did. I started out with about \$45 of my own money and managed to borrow some from a friend. This was previous to the Chicago World's Fair. Things went fine right from the start. Brother soon came with me, and we cleared up about \$3,300 the first year, besides keeping the families together. By the time the World's Fair opened we had quite a few men in our employ and had a good many contracts on hand at the Fair. We had a factory on the West Side and a downtown office, and felt that we were on a fair way to success, when without warning came the panic of '93 and we were "up against it" once more. Of course, what little we had made went a great deal faster than we made it. My wife and I had by this time moved into a small flat on the West Side, as mother and the rest of the family were getting along all right. Also, we had a second boy by this time, making our responsibility that much greater.

During the panic of '93 things went from bad to worse, until finally brother and I dissolved partnership, he going back to work again. I tried to stick it out, with the hope that I could fight it through, but it was no go, so I simply had to wind up the business and go to work again. In the meantime the third boy arrived at our home. I had acquired quite a reputation as a designer in our particular line, and although my last business had to be discontinued, my creditors let me down so easy that one could hardly call it a failure. They knew we had worked hard—almost day and night—that we were economical, and that it was merely a matter of circumstances over which we had no control, so they were good to us.

Boss Plays Hard Game.

I went to work again, having had a whole lot of conceit taken out of me and beginning to realize that I knew little after all. I received a fairly good offer to take the management of a plant in the same line of business in a small city and accepted

it. Then my troubles first began. I found that being the boss of a plant employing about 100 men was no bed of roses, and I stop right here to confess that I had less trouble and more peace of mind when I was an ordinary working man in a factory at \$15 per week than I have had ever since I have been a boss for any company or in business for myself. Having been both a boss and a working man, I know both sides of the question.

When I took the management of the factory in the small city I contracted for a whole lot of trouble that I knew nothing about, and for a whole year I certainly was kept in hot water. Business was slack, and I had my troubles getting business. I had financial and labor troubles galore, for election was coming on, and, of course, some one had to stir up trouble of some kind.

However, we made the best of it. My little wife stood by me through thick and thin, never complaining, but ever smiling and encouraging me to the best of her ability. Times were hard, orders were scarce, money was tight, prices were low, and, to cap it all, there was this labor trouble. I assure you it made me wish I were in some other business. Continually worrying about the wife and four boys at home, besides the probability of facing the stockholders at the end of the year without a dividend was no fun. I was to receive the magnificent salary of \$1,800 per annum for all this, plus a small remuneration in stock if I made good, but, while the stockholders and officers of the company were all fine men and backed me, I gave it up at the end of the year. I surrendered my contract and left the town with about \$80 in actual cash.

At this time my family consisted of my wife, father-in-law, who was too old to work; our four boys and myself. You, no doubt, have heard the old song, "Take me back to Old Chicago Town." Well, my flock and I went back to Chicago all right, and did not walk, either. Upon my arrival I found temporary quarters for my family and eventually made arrangements with another firm, outside of the city, to take charge of their plant, which position, I believe, I obtained solely on my reputation. Here I spent several months before moving my family, and scarcely did I have my family transferred when the trouble began. The company had been mismanaged for years by incompetent managers and had been losing money, all of which I was not accurately posted upon when assuming the management, although I had my misgivings to begin with. I found out soon enough, and when the crash came it found me with 10 cents in my pocket, and I think all four of the children down with the measles. However, the men who owned the plant were "white" all the way through. They came to the rescue, we reorganized, paid everybody 100 cents on the dollar, and started all over again.

President a True Man.

While this marked the hardest blow I ever received in a business way, it was fully made up by the fact that I met a man who is true to himself, true to his friends, and who believes in treating everybody as he would be treated. That man was and is the President of our company, for they did not only reorganize but also gave me a chance to become a stockholder.

After the reorganization it was mighty hard pulling for all of us. I doubt if we to-day have a man in

our employ who has ever worked as hard or put in as many hours as we did. I sometimes traveled day and night without taking a sleeper, because we could not afford it. Once I remember traveling four days and four nights without taking off my clothes, selling goods during the day and traveling at night, to make time, while my partners worked and worried about the factory trying to make \$100 satisfy creditors to whom we owed perhaps three times that much.

I am still at this place, and our family has been increased by a little girl and another boy. We now have five boys and one girl, which, I think, is what some people would call a "full house." I have the best business associate in the United States, and he has become, next to my wife, the best friend I have, my mother having passed away some time ago. She was the best of mothers, and I am thankful that I was able to do what I did for her during her lifetime.

I sincerely hope none will think I have written this for personal aggrandizement, for when it comes down to actual facts I do not see as there is anything for me to feel grand about, unless it be my family. From a business standpoint I do not claim that I have as yet "gotten there." It is still an everyday struggle and a case of "ups and downs."

William Martin.

Cupid and the Collector.

"Why do you always buy an engagement ring on the installment plan?"

"Because it relieves me of some of the responsibility for getting it back when the engagement is broken."

Money properly used is the best preservative of public health.

You have had calls for

HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



Three Essential Factors in Successful Selling.

What is the secret of the power of the hypnotist? Nothing more nor less than the possession of a stronger will than his subject, with the ability to concentrate its force upon a given point at a given time. He can not hypnotize you if your will is as strong as his, your determination not to be hypnotized as great as his determination that you shall be, your confidence in your ability to resist as great as his confidence in his ability to succeed, and your power to concentrate upon your defense as steady as his concentration upon the attack.

Few persons possess this gift of perfect concentration, and a still smaller number pay any attention to cultivating what they do possess. Therefore, when one comes along who makes this a life habit, the untrained and undisciplined mind quickly falls a victim to the superior force.

Applied to salesmanship we find the real secret of sale closing. If the hypnotist approached his subject saying to himself, "I wonder if I can hypnotize this man," he would not succeed. His salvation is in never allowing any suggestion of possible failure to enter his head. It is no question with him as to the outcome, the only matter of speculation being as to the length of time it will take. His very confidence in himself is a powerful factor in impressing his subject and bringing his will into complete obedience.

The salesman who goes to the attack with a confidence in his ability to sell has the battle half won. Sometimes we undertake tasks to which we are indifferent as to the result. In such a case success is more than likely, not being destroyed by timidity or over-anxiety. Confidence produces the same effect. The feeling of "I will" is the master of the situation.

The first thing necessary to the establishment of such a confidence is knowledge. No salesman can succeed who is not thoroughly acquainted with his wares. He must know how to bring into prominence their strongest recommendations to favor, and be so familiar with their use as well as their qualities that he can quickly apply them to the needs of a particular customer. He may know that the cloth he is showing is all wool, or all cotton, or silk and wool, and how wide it is, and whether or not it is new, but if he does not know for just what style of dress or suit it is adaptable, he is minus one of his

most important selling assets. Talking intelligently upon these things impresses the customer with a profound belief in the salesman's knowledge, and he or she is thus much more easily led to the point of purchase.

It is this knowledge, with the power it brings for successfully saying the right thing at the right time that makes the using of many words unnecessary. The voluble talker is not the convincing talker. A few well-chosen sentences, full of sound argument and convincing points, are far better than a volley of meaningless words, the only value of which is to keep the other fellow from talking. This occasionally impresses a weak intellect, but never carries conviction to a thinking mind.

A second quality necessary to produce confidence is faith in what you have to sell. If the salesman really believes he has an article of merit, fully justifying whatever good representation he may make, he is able to argue without the weakening fear of being found out, to say nothing of the wrench that must otherwise be given to his own feelings if he is a truthful and honorable man.

Some one laughs at this, and says plenty of unmeritorious things are thrust upon the public and largely sold. Admitted. There always will be bunco men and conscienceless swindlers, so devoid of honor that they can unblushingly prostitute natural abilities to the service of dishonest schemes. They fleece one public, leave it and go after another in a remote location.

Consideration is now being given, however, to men of honor and not to manipulators of a shell game. Even if the salesman were of the easy-conscience kind he could not face the same customers year after year and continue to swindle them. He is compelled by the nature of things to be at least fairly truthful. Otherwise he soon runs his course and is unable to make sales.

A third important factor in confidence-building is self-respect. It is impossible to reach the full height of intellectual power when weighted down with any feeling of culpability. A right character is a strong character. "Conscience doth make cowards of us all, and the native hue of resolution is sicklied o'er with the pale cast of thought." This is true only when conscience has been outraged. She does not weaken nor put to shame the character that has lived true to the principles conscience approves. To live the life of a man is to be able to act like a man. To live

in fear of having secret sins discovered is to walk over a mine, or have a skeleton in the closet, the dread of the one blowing up or the other being brought from concealment being causes for constant uneasiness, impairing the strength of the mind and making self-confidence impossible.

A knowledge of goods and their uses is easy to obtain. Catalogues, trade journals and fashion magazines supply this information profusely. Their perusal is absolutely essential to perfect salesmanship. No study along this line is wasted. A salesman can not be too familiar with his business.

Faith in the quality of his offerings he can have without trouble, if he is connected with a legitimate house doing a straightforward business. The merchant can not afford to sell inferior goods by misrepresenting them. Such chickens come home to roost. Some goods are inferior to others. Both kinds may honorably be kept in stock. But they must be honest values, grade for grade. Any other policy is suicidal.

Self-respect, the third essential for self-confidence, is within the attainment of every man, and is worth possession for the sense of self-satisfaction it brings. It is the stamp of manhood. Without it life is not worth living and death is a constant menace. Full achievement in any line is impossible where the conscience is not at rest.

No Hope.

Jones—That young man who plays the cornet is ill.

Green—Do you think he will recover?

Jones—I am afraid not. The doctor who is attending him lives next door.

Whither?

A little child asked the question: "Where does the light go when it goes out?"

What becomes of the fair ambitions of so many young men who have been filled with lofty ideals and yet have failed to make a landing?

One by one they pass out into the great world. Some of them are heard from again, while others simply pass out of sight. Their intimate friends may know what becomes of them, but there knowledge ends. They have joined the vast army marching over the hill to oblivion.

It is sad, but an ever-present fact. They go forth strong in the strength of youth, but they fall by the wayside because their purpose is weaker than their physical powers. They fritter away the opportunities which come within their grasp, and then the opportunities cease to come.

Fortune is like a coy maiden. She intends to be caught, but does not wish to appear as though she held herself cheaply. She approaches and smiles—then she dances away. She may lead her pursuer a merry chase, but that is part of the game, and determination catches her at the last with apparent ease. But she never comes back to the indifferent—she is too proud for that. Once driven away, it is a long search to find her, and a heavy task to gain her favor. She enforces double toll of humble service for the slight she received, and the courtship is a long one, subject to all sorts of trying coquettishness.

The first law of good salesmanship is to show a keen interest in the customer.

It generally takes a pound of prevention to prevent an ounce of cure.

FOOTE & JENKS' COLEMAN'S (BRAND)

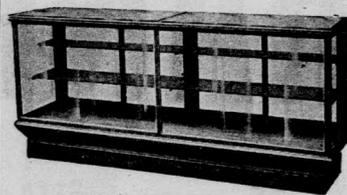
Terpeneless

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.



"Paragon"

No. 58—18 Styles

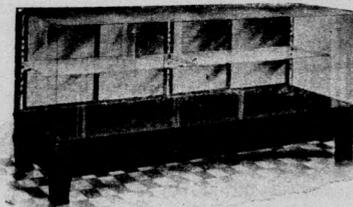
Send for Full Information on the Modern Methods of Merchandising

Men's Suits Millinery
Furnishings Dry Goods
Show Cases Drugs

And.....

Name.....

Address.....



"American Beauty"

No. 412—36 Styles

Cut out and mail to
Grand Rapids Show Case Co.
Grand Rapids

Places you under no obligations to buy

The Largest Manufacturers of Store Fixtures in the World

TEN TALKS

To Bank Clerks By a Practical Banker.

Fourth Talk—Play as an Index of Character.

Have you ever watched a lot of children at their play and noted how much of character is expressed in almost every movement that is made? A few days ago I watched a game of tennis, played by experts, and it was with intense interest that I noted the strong elements of character that exhibited themselves in the various movements of the players. Alertness, courtesy, energy, ambition, honesty, independence, working together and self control were all exhibited in the various activities of the game. I have often noted with sorrow the exhibition of brutality in children's plays, and it seems to me that it is important for us all to not only watch our children but ourselves when we are in a recreative mood, and we are perhaps not quite so thoughtful as we ought to be of the expression that incidentally accompanies our play.

I believe most heartily in recreation and its importance in connection with the career of a business man. I would not have you give so close attention to business as to neglect a proper amount of diversion in the way of play, because it helps to keep you young. It induces you to become in close touch with children. It gives you that relaxation which enables you to recover quickly from the strain of your active American life. I have no sympathy whatever with the man who brags that he has worked every day with the utmost regularity for a year and has not given way to the temptation to play. It seems to me it is as important to our well being and well doing to arrange methodically for recreation and diversion as it is to manage our business so as to get the largest measure of service from the hours we devote to it. We work in certain narrow lines of activity and become used to the knocks we get, to the temptations we have to resist, and the weaknesses we have to overcome. Because we are successful it does not mean that we are strong. Often times in diversion when we have thrown off the restraints that accompany the regular hours of business activity we show our weakness to temptation and catch ourselves before we know we are lowering our standard of virtuous living.

To those who know the game of golf, it is often said that in the exigencies of the game there comes the greatest temptation to use expletives. A Scotch preacher, who was a very strong sermonizer but a great lover of golf, came home after a game one day and speaking to his wife said: "Jennie, I was very naughty, I swore," to which she responded by giving him earnest and wise counsel with regard to the weakness of allowing himself to so far forget his position and influence in his church and neighborhood as to make this lapse in his conduct. He asked her forgiveness and said he would certainly

strive earnestly to do better. The next week, at his regular game, he came home with the same story and in the same condition of humility, and his wife, as was her duty, gave him the earnest and kindly counsel that behooved the wife of a minister. In abject humility he declared if God would forgive him he would certainly keep a better hold of himself and not give way to this weakness of character. A week later, at his regular game, he came home more disturbed than ever and said: "Jennie, I have sworn again, I shall have to give it up." "What! John, give up golf?" "No, the ministry," he responded. This incident, while it may be an extravagance, illustrates the letting down of ourselves during periods of recreation and the opportunity it gives us to develop strength of character for exigencies in life.

My word of counsel is that we ought all to play more; that we ought to consider it a part of our responsibility to maintain our love of play, and our interest in children's plays, and as far as possible to exercise some of our genius in the development of games and methods of recreation that shall be helpful and interesting.

In watching a game of croquet I occasionally see one of the players with his foot quietly moving his ball a little, that it may take a better position, and I can not help but feel a distrust thereafter in this individual with regard to other and greater matters. If he will cheat at croquet, he will cheat at other things and thus becomes untrustworthy.

We who are in the bank appreciate the importance of working easily and naturally and economically together. When I see a match game of any kind played and those who are engaged upon one side working systematically together so as to make the strongest kind of a team, I can not help but feel that these same individuals will exhibit that kind of ability and method in some of the more important services in life.

Let us then watch ourselves while we play. Let us watch our children while they are engaged in sport, and through proper guidance develop the pillars of character which mean so much in righteous living and service in this world. Charles W. Garfield.

The Narrowness of Some People.

Grand Rapids, Oct. 30—I heartily commend your editorial criticising the retail merchants of Grand Rapids, in your edition of Oct. 25. The narrow, selfish motives which seem to govern the retailers was not too strongly stated. If the lashing you administered results in an awakening of their class to their unworthiness, they should thank you for administering the same. The retail merchants of Grand Rapids asked for the help of the Board of Trade in a campaign to induce our people to purchase the things they need at once. The aid sought was cheerfully given. President Knott, Secretary Cotton, and other officials of the Board gave much valuable time to the work, addressing clubs and preparing and dis-

tributing circular letters, urging the people to "do it for Grand Rapids"—to buy of the Grand Rapids merchants. At a meeting of the retail merchants, held recently, a prominent merchant whose store is located on Monroe street denounced the Board of Trade, declaring that it is run solely in the interest of the manufacturers and jobbers. Not one of those present uttered a word of objection to this untruthful statement. The same merchant showed ignorance of the business interests of the city by remarking: "The manufacturers of Grand Rapids make nothing but furniture. There is little made here that a retailer can buy." If this narrow-minded, selfish merchant would take time to look about the city he would learn that Grand Rapids contains 550 factories and that of this number only forty-four are operated in the manufacture of furniture. A very large percentage of the kinds of goods this merchant sells he could buy in Grand Rapids. Evidently he prefers to send his money out of town. The local manufacturers whom he despises bring money into the town. They give employment to the twenty thousand persons who support retail merchants, notwithstanding their unworthiness. Why should

not the Board of Trade support the manufacturing industries. Are not the progressive men of the city of this class?

The local retailers complain because a vast amount of local trade is diverted to the mail order houses and the big retail stores of Chicago, attracted by superior salesmanship and the employment of up-to-date methods in handling merchandise. It would be well for many of them to close their stores and spend sixty or ninety days in the metropolitan cities for the purpose of learning the business in which they are engaged. Such an experience might awaken them to the fact that the sole object of their lives should not be the acquirement of dollars "by hook or by crook."

Manufacturer.

Side Steps.

Counsel—You reside?

Witness—With my brother.

Counsel—And your brother lives?

Witness—With me.

Counsel—Precisely, but you both live—

Witness—Together.

That which is conceit in others, is in ourselves only a just appreciation of true worth.

The Three Million Mark

The deposits of the oldest savings bank in Western Michigan—"The Bank Where You Feel at Home"—have passed the three million dollar mark.

Growth is demonstration of SATISFACTION RENDERED. Every man and every woman OUGHT to be doing business with SOME bank—and, therefore, information regarding the bank which can thus PROVE satisfactory service to its customers is important news to all.

Three years ago the total deposits of the Grand Rapids Savings Bank were \$2,000,000—in three years they have gained \$1,000,000. We are today serving fully 20,000 people through the various branches of this institution. And there is always room for more.

YOU think this over seriously.

Remember that this record of healthy growth would be impossible without a loyal ARMY of patrons who appreciate the WISDOM of banking at The Grand Rapids Savings Bank.

Remember that we mean what we say when we call this "The Bank Where You Feel at Home." Everybody IS at home here; and nothing is overlooked by way of convenience and accommodation to make YOU realize it. We are trying to overcome that time-honored idea that a bank is like a refrigerator, that it is no place for "common folks," and that you must "salaam" before you enter. Best of all, we are SUCCEEDING. Come in and find out just what it means.

Remember that your deposit is as secure here as man can make it anywhere. You are protected by more than three million dollars of assets (of which one million dollars are in high grade property MORTGAGES, which are our SPECIALTY.) You are protected by the greatest conservatism in management and methods. You are protected by our SYSTEM itself, which permits us to say that no depositor has ever lost a PENNY here since this OLDEST savings bank in Western Michigan first opened its doors.

Remember that we can ALWAYS accommodate our customers with legitimate loans. (We loan to our CUSTOMERS before we loan to anybody else.)

Remember that we pay the highest rates of interests on deposits and loan at the lowest rates.

Remember that EVERY department of the bank is superior in its equipment. We can do ANYTHING for you known to safe and scientific banking.

YOU come here with your banking business and make us prove that it pays—in cash and satisfaction—to deal with "The Bank Where You Feel at Home."

GRAND RAPIDS SAVINGS BANK

N. E. Cor. Monroe and Ionia Sts. Branch, Madison Square

CHARLES W. GARFIELD, President
WM. ALDEN SMITH, Vice President

FRANK S. COLEMAN, Vice President and Cashier
FRANK J. COOK, Branch Manager

DIRECTORS

N. Fred Avery
Aaron Brewer
Roger W. Butterfield
Frank S. Coleman
Geo. M. Edison

Charles W. Garfield
William H. Gilbert
Frank Jewell
Heber A. Knott
Frank E. Leonard

John Martin
Lester J. Rindge
William Alden Smith
Arthur H. Vandenberg
George G. Whitworth



Are the Retailer's Profits Too Large?

In some references which we have made in the past we have claimed that the retailer, in many cases, was a stumbling block to the distribution of many lines of cloth because the profit which he added made the price so high that the price to the consumer placed costs where, in many cases, they would be bought in limited quantities. Many people have failed to recognize this fact in the distribution of goods. Numerous cases have come to notice where the retailer's profit has been up to 100 per cent. or more gross. The profit or charges of operating in some cases do not amount to over 20 or 25 per cent. This shows a large profit according to figures.

Bedford cord is being sold by a certain large department store at 96 cents a yard. This cloth was bought by the store for 32½ cents a yard. This shows that on this particular cloth the retailer's profit is in the vicinity of 200 per cent. These cloths have been made at a profit by mills in this country, and the contention that mills could not produce this cloth for the price at which the retailer bought it is wholly without foundation.

The retailer, in this case, contends that by the time this cloth is all disposed of the profit net will not amount to over 20 or 25 per cent. He says that the last of the cloth has to be reduced so that only this amount of profit is secured, but it seems that in only a very few cases which have come to our observation has the last price ever been much lower than the cost of purchase. This case shows the relative values which the consumer obtains in many lines of articles, and also shows that in many cases the cost of distribution which the retailer adds is altogether too high. This fact is very apparent to anyone who cares to observe the same, for in any small town it is possible to observe a dozen or more retailers selling cloth similar to the sample, and of many other fancy lines where it is certain that one store could handle the entire sales with practically no added force.

This shows how much the costs of distribution have been raised by the retailer and how much the consumer has to pay extra for the chance to let many people do business as retailers. There never will be lower prices to the consumer as long as there are as many retailers as at present, for the expenses of doing business, as brought out above, are very high because business is subdivided into so many parts. It seems

as if mills or jobbers or some one should take the matter in hand. If no other way presents itself, these lines of cloth should be sold to only a few stores in a town. This would eliminate part of the extra cost of doing business, and might help some in the lowering of prices.

We ask in all fairness whether it is just to a mill to permit its cloth to be sold at such enormous advances in prices when, in many cases, the profits per yard to a mill are only a few cents? It seems as if many mills have let golden opportunities slip through their hands by not establishing some sort of a distribution for part of their goods, at least, in their own selling houses, similar to what many shoe manufacturers are doing. It may have been possible in the past and also at present that mills have made large dividends. Their increased valuation with no increase in capital stock in many cases shows this fact, and because of these conditions, they have allowed the retailer to have things all his own way, because they held the key to the situation as far as the consumer went.

It is high time that some means are established so that consumers can get value for the money which they spend; at least, it would be a good plan for the Government or manufacturers or some influential body to present the facts so that the consumer should know just where the profits or expenses, at least, go from the manufactured article to the home of the consumer. This individual case is only one of many which are brought continually to the notice of people who are investigating such conditions. The enormous waste of distribution has been very little realized, and has never been brought before people in an intelligent manner, so that they could know just where the money went.

It has been and is at present the policy of most people doing business to keep prices and costs to themselves, guarding them with very jealous care, and not letting anyone find out more than is absolutely necessary. But the time is coming when this, as well as other knowledge of possibly more consequence, will be brought to the attention of the consuming public, and at that time distribution charges will have to be lowered. Just as soon as better methods are employed in selling will the consumer and all the other buyers have more confidence in business conditions, and the country will be in a very highly prosperous condition, with a stable business, and larger sales resulting from lower prices.

To show that this case is not an individual one, we can state that we have samples similar to the one analyzed, but not as good quality, which are selling in other stores at \$1 per yard, and on which the retailer's gross profit is fully as much, if not more, than on the sample given.—American Wool and Cotton Reporter.

Smith's Way.

"Smith telephoned me when that heavy shower came on last night."

"What did he want?"

"He wanted to borrow an umbrella."

"Why did he telephone?"

"He wanted me to bring it over to his house."

Certain Reasons.

A little girl was teaching her dolls a Sunday school lesson.

"Children," she explained, "you know God made Adam and he was very lonely, so God put him to sleep and took out his brains and made a fine lady."

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

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

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

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATED VIKING SYSTEM
EST. TRADE CLASSY CLOTHING

BEDDING BLANKETS

Everything in the bedding line,
Sheets—Pillow Cases—Pillows—
Shams—Mattresses, Mattress Pro-
tectors—Blankets—Comforters—
Bed Spreads—Down and Feathers.

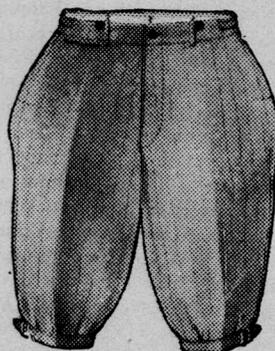
All we ask you to do is to compare prices and you will be convinced that ours is the line to buy.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Knickerbockers That Prove Satisfactory



That is the kind we offer. We are showing several good numbers at \$4.50, \$5, \$8 and \$9 per dozen. We also show some splendid values in Men's Wool Trousers, Mackinaws, Sheep Lined Coats, Leather, Duck and Corduroy Coats. Permit our representative to show samples for comparison. It may pay to do so.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:-:

Grand Rapids, Mich

Underwear Trade in an Uncertain State.

Reports from all sellers of cotton yarns indicate that the underwear trade is in a very uncertain state. Some mills are very busy. Some are even running nights. There are instances where this activity bids fair to last for a long time to come, and other instances where it will be very short lived, unless other orders than those now being worked on are received shortly. In not a few cases the activity is due to the need of distributors for goods for immediate delivery, rather than to their need for any considerable quantity.

Other mills which have been very busy are now very dull. Most of these concerns received some good orders, but they were for delivery after the first of the year. The goods having been made up, and nothing more having come in since, the mills are almost as badly off as if they had no business at all. Then, there are some mills which have neither received very much so far, nor expect much more for a while.

Much of the present trouble is caused by the price situation on the goods. More of it is caused by the apparent determination of distributors to let the mill man carry the goods, rather than carry them themselves. Buyers who generally place orders for fifty cases or more are not calling for more than one-third of that amount. It begins to look as though they might be carrying their caution to extremes. If a good demand should suddenly spring up, some of the very largest distributors would be caught woefully short of goods.

The state of the cotton yarn market is, however, causing about as much trouble as all other causes combined. A lot of high-priced contracts were placed with yarn dealers

and spinners last spring, which, under present conditions, are next to impossible. With cotton selling at its present price, it is difficult to see how deliveries on these contracts can ever be made. Some of the best concerns will undoubtedly offer satisfactory settlements to the dealers for the repudiation of these contracts, but others will simply "get out from under" and let it go at that. There is reason to believe that quiet preparation for new contracts on the lower price basis has already been made. Much of the yarn contracted for at high figures, around 23 cents or so, for 24s cones, for instance, was to be delivered this month, but it is doubtful if much of it is yet on its way to the mills.

Following these high-priced contracts placed in the spring for fall delivery, came some lower ones of a speculative nature, accepted by short sellers of cotton yarns, also for delivery this fall. In some instances, where the short seller plunged heavily enough, he is going to win out. In other instances, he is not much better off than the conservatives, because some of the prices which were low when he took a chance on them, are now high. A short time ago the maker of these contracts was probably wondering if he would be able to cover, whereas, now he is wondering if he will be able to deliver.

Opportunities of Messenger Boys and Wagon Drivers.

One reform frequently begets another. One economy frequently begets another.

Some months ago a large carpet and drapery house installed five motor trucks in place of eleven wagons. The five mechanical vehicles can not only cover more ground and run more continuous hours, but by the

better class of men employed to run them it was discovered that a better service was rendered to its patrons. The motor truck driver would go in a house and take a kick about the laying of a carpet or the hanging of a drapery without displaying anger—he would adjust differences much in the spirit of a salesman.

In this day of telephone orders the wagon driver is frequently the only point of personal contact between many business institutions and their patrons.

A steam laundry wagon driver is the only point of contact between the plant and its patrons—he is an absolute aristocrat. Observe one of these fellows at your back door and you will find that he is not only a salesman but a good collector, a book-keeper and an artist as a kick taker. They are high salaried men and entirely out of the mere driver class. Very frequently when a laundry wagon driver leaves one laundry for another he takes all his patrons with him purely on his acquaintance and personal good will.

Wagon drivers either as a class or as individuals, have a great chance even although they are only paid as drivers.

Any man or boy who acts as a point of contact between a business and its patrons has more opportunity for advancement than a man with an inside job.

The wagon driver not only has a chance to render himself profitable to his employer and in turn profitable to himself, but he has the opportunity to publicly exhibit his virtue, if he has any, to more profitable employment.

The average messenger boy has a great chance—if he could only quit whistling long enough to think about it.

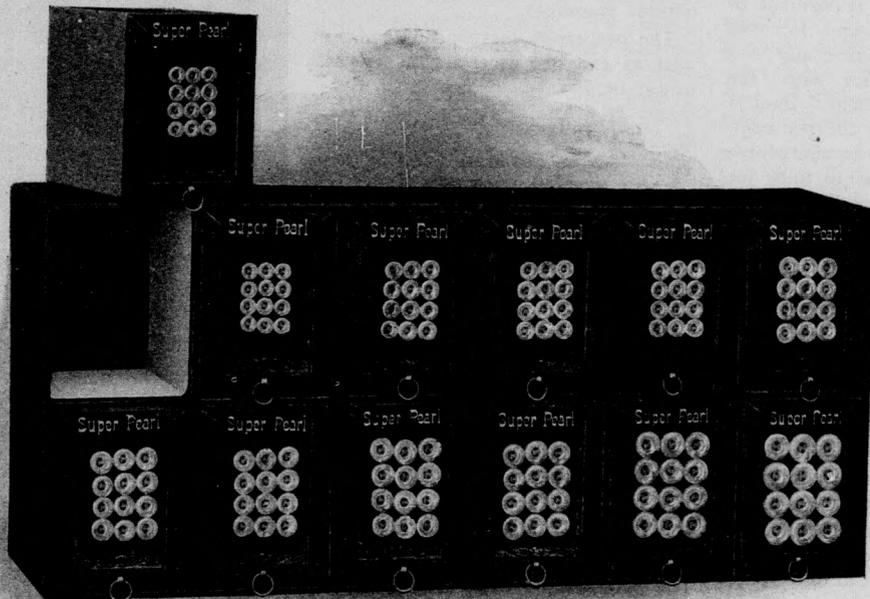
Did you ever notice that the messenger boy who greets you with a smile in his eyes rather than a grin with his mouth, never comes around very long? If you will investigate it you will find that he has been elevated to a better job.

There are many men in the big jobs to-day that began life as messenger boys or wagon drivers.

Five and Ten Cent Department.

There are many people who use only a limited quantity of certain articles, and they therefore confine their purchases to five or ten cents' worth of them. A department featuring this idea would appear to be an attractive proposition in a grocery store. Such an innovation could easily be started by appropriating a counter and dividing the top into sections, each about 12x18 inches. Into these sections would be put such goods as packages of tea, coffee, rice, tapioca, beans, dried fruits, crackers and other articles which will readily suggest themselves to the dealer. One side of the counter could be used for five cent goods and the other side for those selling at ten cents.

Some of the regular five and ten cent department stores are already featuring packages of foodstuffs to sell at these prices, and in Altoona, Pa., there is an exclusive five and ten cent grocery store. In this store there are neither counters nor shelves, the goods, in packages, being displayed on small tables, and price tickets placed over each variety of goods. The business is conducted on a strictly cash basis, and auto delivery made. There is no doubt that the idea will spread, as it is eminently suitable for certain districts, and the grocer should forestall this new form of competition by putting in a five and ten cent department.



No. 21 FIFTY GROSS **:-: 3 RETAILS CARDS FOR 10c**

EUREKA PEARL

Button Salesman

**Says Nothing Does Much
Costs Little Brings Big**

You can sell out this cabinet without any effort and realize 100% profit. We pack this specially for quick trade. A dust-proof case keeps your stock immaculate—no more soiled cards.

50 GROSS ASSORTED

5-14, 10-16, 15-18, 10-20, 5-22, 5-24

PACKED IN CASE - \$10.50
OUR PRICE . . .

Every Shipment Guaranteed

**Reliance Pearl Button Co.,
Muscatine, Iowa.**

OUR FIRE WASTE.

Why Not Stop Ninety Per Cent. Of It.*

My attention was called to this subject some five years ago, when our agency was developing or creating a general advertiser in the Trussed Concrete Steel Co., of this city.

The Trussed Concrete Steel Co. was organized upon certain very valuable patents, the creation of Julius Kahn, notably the Kahn trussed bar, for use in reinforced concrete construction. There have since followed, through this company, a number of other very valuable productions, which are used in fire proof building and reinforced concrete construction. Very naturally, I sought for the strongest arguments to put forth in behalf of my client as selling arguments.

I am one of those who believes that demand is something always in existence. We often speak, and hear others speak, about creating demand. My observation is that demand does not have to be created—it is. Our tasks are the enlargement of demand and its supply.

The progress of the world is made through the thinkers; the men who are not satisfied with every mere statement made, but who investigate and reason out the investigation. Selfishness is the base of all human actions. The manufacturer desires a factory to be built immune to fire, because he wants protection for his selfish interests, and he thought and kept thinking and exercising mental schemings as to how this protection against fire could be secured.

His selfishness also prompted him to think out economies in construction—how he could erect his buildings at the least expense, thinking all the time of durability as a factor in cost, and so comes granite buildings, brick buildings, reinforced concrete construction, corrugated iron, all those several elements which enter into the erection of buildings.

I have digressed from my subject, simply to introduce my own introduction to it. It would seem to me that there was magic for my client in the words, "fire proof construction," and so to extend the fullest meaning of the word, I myself began investigation into the losses through fire, and what fire proof building would mean. I was appalled, and have been so ever since, at the result secured by the most cursory observation, and so will you be if you stop to think for a minute. Almost one million dollars a day given up by the United States to feed the fire fiend. Nothing material ever comes back in exchange for what the fire consumes.

I do not want to go into statistics, because you won't remember them only after you begin to investigate or think upon the subject.

No other land in the world that I know of could give up so much every year to the fire fiend and exist. Fire annihilates wealth. It absolutely consumes. It leaves nothing. This ta-

*Paper read before Detroit Credit Men's Association by Charles A. Brownell.

ble represents in its entirety \$25, \$50 or more, and these dollars represent human labor—human effort—human achievement, but fire has no regard for such things. It obliterates. It can never be of use; \$25 or \$50 is simply wiped out—taken away from the material wealth of the nation.

Fire Waste.

You may get insurance—that does not replace the money consumed by the fire. That is gone. This insurance money is a contribution from the many to the one who has lost. But it in no way makes good the loss. It can not return the material wealth which the fire has obliterated.

Two hundred fifty million dollars' worth of property, yes, two hundred fifty million dollars spot cash, swept out of existence annually in the United States—money that was made by toil, muscular, mental; money that represented ambitions blighted, hope destroyed, business ruined; real, actual money, and money can only be created by the "sweat of the brow."

Two hundred fifty million dollars spot cash, of which the city of Detroit contributes a generous quota. Notwithstanding the superior excellence of our fire department, the loss through fire in the city of Detroit in 1909, which is the latest report I have, was \$1,253,839. The amount the city of Detroit had invested for fire fighting—that is, our fire department with all its hose houses, accessories, etc., amount to \$2,698,738.18. For the year 1909 expenses of operating the fire department, that is, the running expenses, were \$765,785.32, while there was invested in water and telegraph extensions, new horses, hose, engine houses, etc., \$136,158.51. In other words, it cost Detroit \$901,943.83—nearly a million dollars—or about \$2 for each man, woman and child in the city, to guard the city from the ravages of fire, together with an investment of \$2,698,738.18. These figures for 1909 naturally have been materially increased since that time with the growth of the city, so that I think I am safe in saying that the per capita cost entailed by fire to the people of Detroit will be close to \$3.50 for every man, woman and child. Counting the years 1905, 1906, 1907, 1908 and 1909, the absolute loss through fire to the people of Detroit amounted to \$5,555,049 (in excess of insurance received).

Now, gentlemen, think of it. We are up to an average beyond a million and a quarter a year. It is an awful drain upon the people of Detroit. You have all got to pay your share. We can not dodge our share, no matter how hard we try.

New York City spends \$10,000,000 annually for protection and suffers losses of \$7,500,000. Chicago pays \$3,087,505 for protection and suffers losses of \$5,000,000 (these losses being in excess of insurance received).

The tremendous loss by fire in the United States of America is a national disgrace, and a serious reflection upon the people of the country. With our matchless public school system, with our splendid universities, with

our magnificent press, and all other avenues for public education, with our superb business organizations, nowhere in all the broad world are there such magnificent successes in business as in America. The American business man is the bright particular star in the world's business heavens. He leads everywhere. His business genius is acute beyond imagination. No problem is too difficult for him to solve. He goes ahead with irresistible force. All obstacles yield to his indomitable will, and yet all around him this awful waste—unchecked, unheeded almost. It is a disgrace to the business man of Detroit that a million and a quarter of money, spot cash money, is lost by fire, because it is within the power of the people to prevent much of this loss. The losses by fire in the city of Berlin, Germany, amount to about 30 cents per capita. Why, we can not compare Detroit with Berlin—I mean as a matter of business aggressiveness; \$3.50 per capita. Never mind the why or wherefore. Like the charge of a light brigade, without a captain, not yours to reason why. It may be a match or cigarette—a thousand and one causes. It is not how it catches, but it is what fire does after it catches. And you can not prevent its catching. Fire proof construction is almost a possibility. It is within 90 per cent. a possibility. Why not have it? Why not safeguard the material wealth you have created? A few years ago President Roosevelt called a meeting of the governors of the State of Washington to take measures to conserve the natural resources of the country. He forgot all about conserving the material wealth, which the generations have been building and which fire has been consuming at a fearful ratio, and which, to my mind, is equally important with the natural resources.

The per capita loss in England, as near as can be ascertained, is 44 cents; in France, 92 cents; in Germany, 19 cents; in Ireland, 45 cents; in Norway, 25 cents; while the per capita loss on the same basis in this country is about \$2.50.

There is another phase which I can only call to your attention. I have not the data to give the figures; and that is the ratio per capita to meet the insurance paid through losses by fire. From the year 1900 to 1910 inclusive the losses paid for fire by the insurance companies reporting to the State of New York were \$1,301,218,715. New York is the empire state, and naturally more insurance companies report to that state than to any other, and yet there are companies reporting in every state; but simply figure on New York State: The per capita cost to meet the fire losses reported as above would mean, with a population of 100,000,000, a trifle in excess of \$13 for every man, woman and child in the United States. Nor does this represent the total expense, because there is not only the other element of positive loss of two hundred fifty million dollars annually, but there is the ex-

cess paid in premiums over the losses paid by the insurance companies. While the insurance company pays the loss, it is the premiums paid by the people which constitute the revenues of the insurance companies. In other words, the same report from the State of New York shows that they were paid in premiums during that decade \$2,297,952,087, which would make the per capita cost for fire insurance and fire losses, through the insurance companies, in excess of \$22 for every man, woman and child. This, added to the national figures, will make \$25 per capita, a conservative figure at which to place the cost of fire to the people of the United States.

It is not my purpose to-night to do more than, if possible, focus the attention of you business men to this subject of waste and destruction by fire. Waste is not the word. It is the annihilation of wealth through fire. To this end I have simply cited a few facts giving you some little data, only a minute portion of what may be gathered if we take the country as a whole, but sufficient has been given in this whole illustration of the fearful destruction of the material wealth of the people every year through fire. And it must soon bring

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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.

to the thinking men a realization of the fact that this country, great as it is, mighty as it is in its natural and builded wealth, it can not stand this drain. We are so prosperous that we are not only extravagant, but we are blind to the annihilation which fire is accomplishing every year.

My only regret is that some one more competent, more eloquent, could not speak to you on this subject—some one who could paint the picture more fascinatingly than I have done were here to talk to you; if possible to arouse within the mind of every one before me a desire and resolution that the controlling forces of Detroit would from this time on legislate drastically in favor of regulation governing fire proof construction. It is not my mission to tell how to prevent the ravages of fire. There are a hundred ways apparent at once to each of you, but something should be done. Why, just think, if we had that million and a quarter that the fire sweeps out, annihilates, to put into our streets, parks and boulevards, what a difference it would make in the taxes and in the appearance of the city. Think if the two hundred fifty million dollars which fire obliterates annually throughout this country were devoted to the building of good roads. Think that every four years this nation gives a billion dollars—a billion dollars—to the fire fiend; just simply sweeps it out—ashes, smoke, nothing.

In closing, let me give one mighty concrete illustration of what fire is doing while we are here to-night:

Two hundred fifty millions a year is big beyond the conception of most of you here. Even the man who possesses it can not conceive the magnitude of a million, but this is a land of such tremendous richness that we talk in millions, where the rest of the world talks in hundreds. Two hundred and fifty million dollars a year lost by fire. We say it easily. It leaves little impression. We do not realize what it means. But when I say Detroit loses one million and a quarter a year it comes a little nearer home, and when I say to you that \$500 a minute of the wealth of the nation is obliterated, wiped out, annihilated by fire, you perhaps will get a stronger realization of what this scourge means.

There should be, in my judgment, an effort made by all civic bodies looking to a prevention—a stoppage of this great fire waste. Our Board of Commerce, our banks, clearing houses, our City Council, our State legislatures, our National Legislature, should take the matter in hand, because it is one that is far above all partisanship, away beyond all political significance. It is a matter of the Nation's life. She is being bled too freely through fire. We can stop 90 per cent. of it. Why not do it?

As an improvement on the line-man's spurs a Kansas man has invented climbing devices which fit a foot like a stirrup, grasp a pole tightly when pressed down, but open freely when lifted.

The Kidneys and Their Boss.

One time two kidneys, which had been working like dray horses for years, suddenly slowed up. Kidney number one said, "I just can't absorb these enormous quantities of salt and saltpeter the blood is loaded with nowadays, and I notice you, too, are growing weak." "Yes," said number two, "the man we are working for is a regular glutton on ham and bacon, and since Dr. Wiley forbade borax as a meat preservative, the salt and saltpeter have been increased, and that's what makes us so tired. Yesterday the saltpeter was so strong it tore one of my tubules and it bled horribly. The boss was awfully scared and went to see a doctor. The doc. never said a word about letting up on the ham with its embalming chemicals, but gave a prescription which I heard the old man say cost thirty-five cents. It was acetate of potash and infusion of digitalis, and when it struck me I trembled like a leaf." "I, too, felt the blow of that infernal stuff when it came along," said number one. "I already had a good jag of salt and saltpeter and was trying my best to pass them on when the acetate and digitalis hit me. I grew dizzy, and just to let a little light into the boss' mind, I sent a pain impulse to the brain." "So did I," said number two. "Didn't help much, though, because he sent down a dose of morphine to quiet the pain. When the blood brought the cussed stuff, I could see the white corpuscles were staggering and were very weak like. One of them said, 'I feel as if I had been hit with a club. I could not whip a sick typhoid germ if it were to come along, and if it were a husky one—good-bye me.'" "Good-bye for the boss, too," said kidney number one.

The two poor, overworked kidneys again conscientiously took up their functions, but it was no use; they just could not catch up. The blood now began to kick. "I have carried this load of salt and saltpeter around the course three times now, and a new lot came into the stomach about ten minutes ago, and also a lot of catsup with vinegar and spices. If you don't take this old charge from me, as is your duty, I can't relieve the stomach." "Let the stomach go hang," said the kidneys. "If it hasn't sense enough to throw up the infernal stuff, let it suffer." "What can it do?" said the blood. "The creosote which got into the ham when it was smoked has paralyzed the poor thing." So the kidneys said, "We'll just send a joint wire up to headquarters and see if the old fool boss won't let up a bit with his gormandizing." So they sent the wire and threw a fit. The boss, sick as a dog, had to go to bed, and again sent for the doctor. "I have an awful pain in my kidneys," said the boss. "My kidney pills will cure it," said the doctor; and he administered the pills. When they dropped into the stomach, the old, tired thing said, "Heavens and earth, what's this?" Nevertheless, it bent to the job, and when the hard sugar coating was dissolved and the buchu, juniper oil and

more saltpeter dropped out, it called down the tube to the kidneys what was coming. The poor things groaned and said, "How long, O Lord, how long?" Before the stuff in the first dose of pills reached the kidneys, another dose dropped into the stomach. "Here comes some more," yelled the stomach down the tube, and the dizzy, staggering kidneys agreed they had reached the end of their string, and Bright's disease was inevitable. They just couldn't help it, and the trouble began. Gradually the boss wasted away in great pain, and died. He never did know why his kidneys gave out, and why he had Bright's disease.

Moral: Eat constipating, irritant spices, eat embalmed meat, eat inordinately of salt, eat, eat, eat for pleasure; but don't be cranky and eat expecting to live in strength and happiness. John N. Hurty, M. D., Indiana State Health Commissioner.

Spring Fever an Inherited Habit.

Agnes ago, long before the introduction of artificial light, which was but a matter of yesterday in the history of the human race, our prehistoric ancestors must have contracted the "spring fever" habit, the effects of which we are experiencing to-day. With the coming of spring you may have felt an added piquancy in life and a general quickening of perception, fresh buoyancy, and a feeling of reawakened hopefulness.

You and your acquaintances promptly diagnose your case as one of spring fever. Or, perhaps, the spring has brought an unwonted depression, lassitude and a great deal of that "tired feeling." And, again, your case is diagnosed as one of spring fever.

Just what spring fever is has never been precisely stated. No authoritative opinion has ever been offered in explanation of the curious phenomenon which sometimes quite consciously, and at other times unconsciously affects most people at one time of the year. It has been variously described as "a sort of rest-

lessness," or "a feeling of recklessness and adventure."

The London Lancet goes back to prehistoric times in search of a reason for the annual spring fever visitation. "It is probable," we are told, "that for long ages man must have lain in a kind of slumberous lassitude during the dark winter days and long nights, waiting for the sun's brief reign to enable him to seek his food. During this period of the year all his functions would be depressed, his blood pressure would be low. Only when the sun strengthened and the days lengthened would there be a rise in blood pressure, and this, we think, may be, in some measure at least, an explanation of the 'restlessness' so many of us feel at this season of the year.

"Making due allowance for those whose imagination merely may be stirred by the creative power of spring, as evidenced in the almost imperceptible stirring of all animal life, by the arrival of those most desirable of aliens, the tribe of bird immigrants, or by the tender green of leaf and bud, these sensations, we venture to think, must surely be the natural expression of a definite physiological state which recurs annually at this time of year.

"The sap in the trees rises more quickly in the spring than at any other time of the year, and so far, perhaps, the analogy may be pressed, in man there is an increased blood pressure and an enhanced activity."

Ready For Work.

"Now," said the warden to the forger, who had just arrived at the prison, "we'll set you to work. What can you do best?"

"Well, if you'll give me a week's practice on your signature, I'll sign your official papers for you."

Always Asking.

Friend—What about the rent of a place like this? I suppose the landlord asks a lot for it?

Hardupp—Yes, rather—he is always asking for it.

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.

SUNDAY EVENING CLUB.

Chicago's Effort To Entertain Her Guests.

Chicago, Oct. 24—Established and maintained under the active supervision of Chicago business men, in an endeavor to provide a virile, appealing service of Christian fellowship and inspiration for strangers and for downtown hotel, club and boarding-house residents; the Chicago Sunday Evening Club has achieved a success which assures its permanence and emulation. Already this new form of Christian-social institution has aroused national-wide and even international interest.

Services are held every Sunday evening from October to June in Orchestra hall, one of the country's largest and finest auditoriums, in the heart of Chicago's business district. On each occasion the feature is an address by an invited speaker of national or international reputation. These men (and women), drawn from many walks of life, give inspiring talks based upon the life and teachings of Jesus Christ, and dealing directly with individual and civic betterment. The call of each is to a life of higher ideals and to a better and more useful citizenship.

Governors, senators, judges, educators, authors, presidents of great corporations, in addition to the most distinguished clergymen of all denominations, are included among the speakers. On Oct. 29 the President of the United States will make the address. The fall programme also includes ex-Governor Joseph Folk, Bishop William A. Quayle, Dr. Chas. F. Aked, Jacob Riis, Sir Wilfred T. Grenfell, William Jennings Bryan, Dr. Gorge E. Vincent and others.

Another attractive feature of each service is the musical programme, which is given by the Chicago Sunday Evening Club Choir, a carefully trained organization of eighty selected voices, assisted by a quartette of noted soloists.

Although the capacity of Orchestra hall is 3,000, it frequently has been filled to overflowing, and on several occasions many hundreds have been unable to gain admittance. The average attendance during the last season was over 2,500. The seats are free, and every one is welcome.

While nonsectarian, the Club is strictly Christian, and it endeavors to co-operate with all the churches of Chicago through a well-organized Committee on Church Affiliation. The chairman of this Committee has a desk in the lobby to assist strangers in forming church connections in any part of the city with the denomination of their choice.

The Club was organized and is conducted entirely by well-known Chicago business men, some of whom take part in every service. These men follow the Club's career with unflinching interest and attend to its business with the fidelity which characterizes their attention to personal affairs. They have brought into its ranks scores of earnest, able, successful young men, who seem never to

tire of working for the Club's future success. The directory of officers and trustees includes Secretary of the Treasury Franklin MacVeagh, John G. Shedd, President of Marshall Field & Co.; Clifford W. Barnes, A. C. Bartlett, of Hibbard, Spencer, Bartlett & Co., John V. Farwell, D. R. Forgan, Marvin Hughitt, Richard C. Hall and many others. There are no paid officers, and vir-



H. Walton Heegstra,
Chairman Publicity Committee.

tually all of the money contributed is expended for rent of hall, expenses of speakers, music, printing, etc.

In all of the Club's literature special emphasis is given to an invitation to visitors from other cities to attend its services. The opportunity is one which should interest every right-minded citizen.

A Man and His Employment.

The greatest man is he who chooses the right with invincible resolution; who resists the sorest temptations from within and without; who bears the heaviest burdens cheerfully; who is calmest in storms and most fearless under menace and frowns, and whose reliance on truth, on virtue and on God is most unflinching.—Channing.

Too much idleness, I have observed, fills up a man's time much more completely and leaves him less his own master than any sort of employment whatsoever.—Burke.

A man who is able to employ himself innocently is never miserable. It is the idle who are wretched. If I wanted to inflict the greatest punishment on a fellow creature I would shut him alone in a dark room without employment.

He that hath a trade, hath an estate, and he that hath a calling hath an office of profit and honor, but then the trade must be worked at, and the calling well followed, or neither the estate nor the office will enable us to pay our taxes.—Franklin.

Keep Firm Hold of Your Boy.

Don't let the boy get away from you.

If you want to save him—I don't mean in a theological sense, but speak of saving him for yourself, keeping him as your friend—you will have to begin early. Teach him as a baby, as a toddler, as a school boy, to like to be with you.

One of the sweetest intimacies of life is that of father and son. It is just a shade different from every other human relation. You can make it one of the richest of your inward treasures.

That is, if you try. And you are not going to succeed unless you do try. It takes effort—effort and watchfulness, like every other good thing.

It is not so hard when he is a baby, imprisoned most of the time in the family. Then you can easily find him and he runs to you for a welcome diversion.

But when he gets to be of a certain age, let us say high school age, and begins to find companions outside of the house walls, when he commences to swap confidences with boys of his own age, and to long every minute to be out playing with the fellows, then is the time for father to look sharp or he will be lost.

In fact, just at that time father too often develops into a nuisance, becomes the noble grand of the Amalgamated Order of Nuisances, as the boy sees things.

Fun What Boy Desires.

For father has notions, has ideals, and rules and such like things, whereas the boy desires just one thing, and that is Fun, with a large capital F.

He is crazy to have a catcher's uniform, padded gloves, wire mask, leather stomacher, ball and bat. When he gets them, he leaps at them as soon as he comes home from school, hardly takes them off at supper and goes to bed with them.

He is likewise mad as a hatter on football. He enthusiastically explains to mother the tactics of offense and defense, marking out the field on the table cloth and using spoon and knife and biscuit and napkin ring to illustrate. He discourses earnestly the respective merits of Shorty, Bones, Buck Miller, Reddy Pike and Fatty Johnson. After he has gone to bed he calls you upstairs to tell you about Bill, and how he soaked Reddy Pike one in the eye in today's game, and nobody saw it but your lamby, and Reddy is going to lay for old Bill to-morrow after school and give him the licking of his life, and please don't say anything about it, because no one knows except your son, and if it gets out, of course Reddy will know who tattled.

Your innocent little fellow is evolving into a young barbarian. You wonder if you were ever such a wild Indian. Right here you need a good memory. For you probably were worse.

And then he is becoming bump-tious. He is filling up the definition

of the good churchman, to the extent that he is most ardently "doing the things he should not do, and leaving undone those things he should do." He hates his teacher. She has a pick at him. He is fond of the raggedest and most trifling Huckleberry Finn in town. He is learning the most astounding words. He is in constant friction with his sister, who wants to regulate him.

Time For Father To Act.

Holding on to your boy at this age is much like holding a bear by the tail. You can not keep hold and you can't let go.

Now is the time for father to take a reef in his moral courage and go after the boy.

He is to remember, first of all, that the boy is quite as important as business. Of course you have to look after the store and retain your trade, but you also have to look after the young cub if you expect to retain him.

Hence just sit down and plan for him as you plan for business. Get a day or an afternoon off in the week, if possible, and you and the cub go out together—just you two—and fish and lie on the grass and tell stories and eat sardines and pie out of the same paper, and drink ginger ale.

Take him to the ball game. Sit by him. Eat peanuts with him. Yell with him. Take him to the circus, treat him to pink lemonade and pop corn.

Make something for him to do around your office or store on Saturdays. Let him think he's helping. And don't forget to pay him for it. And don't ask him what he did with the last quarter you gave him.

If his mother makes him go to Sunday school, go with him. You have done worse things for money; do this for love.

When Life's Worth Living.

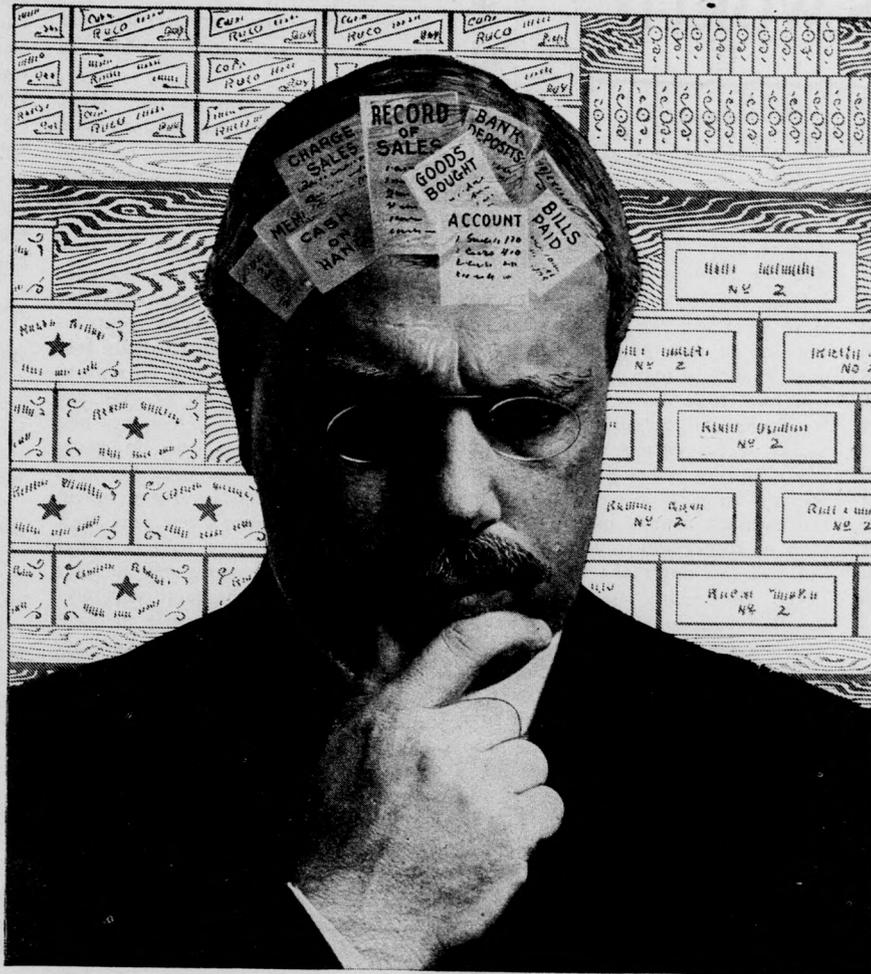
And Sunday afternoon walk with him. And Sunday night read to him about "Frank on a Gunboat," or "Sir Gibbie" or that corking old "Harroun Al Raschid," and when the tired little head droops upon your shoulder and the chapped and dirty hand lies still in yours and the eager little mind has sailed off into seas of wonderful dreams, and when you strip off his clothes, somehow, and get him into his own gown and into bed, and when he kisses you quick, and turns over and is asleep in two seconds, you will have a flame in your heart and a lump in your throat, and altogether a sweet and tender and half sad and entirely happy feeling that no mortal money could ever buy.

Also you will have done more toward keeping the youngster in the strait and narrow path than all the good advice and trouncing and rules and regulations in the world could do.

John A. Howland.

A spoiled child has started on his way to join the devil's recruits.

Leisure is necessary for the Lenten repentance of the average man.



THE merchant who tries to keep his business in his head can't keep ahead in his business.

His brain can't stand the strain—it's built to remember facts—not figures.

The human mind is never completely accurate.

The National Cash Register thinks with a brain of steel.

It keeps track of every detail of every sale—stops leaks and checks losses.

A store keeping a National Cash Register is run on system—it's bound to yield profit to its owner.

Over One Million have been sold

Write for Booklet

*"Get a
Receipt*

The National Cash Register Company
Dayton, Ohio

*"Get a
Receipt*



Wife Must Be Contented With Her Station.

Written for the Tradesman.

In these columns I have before dwelt upon the futility of telling a man what kind of girl to fall in love with. A man's heart succumbs to whatever combination of tresses, complexion, features, voice, manner and clothes most strongly appeal to his taste and sensibilities. Then he wins this particular combination if he can. While making his selection of a wife he gives free rein to his fancy and lets his brain rest. Since this has been the way with men of all times, surely no individual should be blamed because he has not more sagacity than his fellows.

If by this very speculative method of procedure a man chances to secure a girl not only fair to the eye but sensible and agreeable as well, he all his life plumes himself on his discerning judgment and astuteness in the reading of character, when in reality he did not take the time and trouble even to try to read character. If the girl of his unthinking choice proves to be sour, morose, ill-tempered, or otherwise not a desirable companion, then he puts in his days bemoaning the cruelty of Fate.

This all being just as it is, nevertheless in the mere hope that some time by some special illumination of supermasculine wisdom, some man will be given the vision and foresight to do what no man before him ever has done, and find out something of the disposition and personality of a woman before offering himself to her in marriage, I can not refrain from making an occasional suggestion as to the points on which the foreseeing one should make himself absolutely sure.

One thing he should on no account omit is to make certain that the girl of his choosing will be contented with the station in life in which he can place her, with the income he can earn, with his calling and the location in which he can pursue it. These are plain, homely, practical matters with which the wily little Cupid when he sets out with his ingratiating smile and his quiver filled with piercing darts concerns himself not in the least; and yet they are matters vital to the happiness of a home.

Anything but a wife who is discontented. Everyone knows one or more of her, the woman who is not satisfied with the house she has to live in, or the clothes she has to wear, or the furniture of her parlor and dining room. Of course, these are only a few of the more usual causes of dissatisfaction, but there are scores of

others on which the kind of woman who is given to complainings may ring the changes.

Dear sisters, a word now to you as to what you can do and what you can not do with your husband. You may modify a man to some extent, you may tone down his more glaring faults and peculiarities, you may polish up his virtues until they shine like glittering gems; if wise and tactful you may do wonders in holding his naturally errant nature in the path of respectability and rectitude, but you can not make him over entirely. So do not try it. If Nature has designed him for a prize fighter you can never transform him into a sculptor or a musician. If he is a shrewd horse-jockey, he can not be a Sunday school superintendent.

Apply these almost axiomatic propositions to the matter of earning a livelihood.

A man must do something that he can do. With most men the range of occupations in which they can engage with any degree of success is narrow. Many men do only one thing at which they can possibly earn even so much as a living. At anything else they can not make their salt. Where a man has skill in two or more different lines, it is only natural that he should choose to follow the profession or trade or business for which he has greater liking, or in which he has had larger experience and success, or in which he has the heavier investment of capital.

Sisters, be reasonable. If a man is a physician, he can not change right around and be an electrical engineer. If he is a blacksmith, he can not metamorphose himself into a dry goods salesman just because you consider the dry goods line more refined.

Some women demand impossibilities. I know of one who is simply enamored of farm life. Born and brought up in the country, she is unhappy if she is where she can not hear the crowing and cackling of barn yard fowls, the lowing of kine and the bleating of sheep. But her husband has no love for farming. He is a born dickerer. Yielding to her entreaties he buys a place and puts in one season's crops. Before these are off he has some kind of a deal worked up to trade the farm for a livery stable or a meat market or an agricultural implement store. Reluctantly she consents and they try it in town until her longing to go back to the land becomes too strong to be longer resisted, when they make another change. This process, with

some slight variations, has been repeated a number of times. Financially and every other way this manner of doing is disastrous, and yet this excellent woman is unable to content herself off a farm or her husband to be happy and satisfied while on one.

The case just cited is rare. More often it happens that a farmer's wife is all the time coaxing her husband to move to town. When a man is a real farmer, when he loves the soil and its products, when he is a judge of live stock and delights in the rearing of fine specimens of horses and cattle, it is all but impossible for him to tear himself away from his chosen calling. He must usually lose heavily if he does so, and no reasonable woman will expect or even ask it. In these days of telephones and rural free deliveries and, in many sections, trolley lines, farm life does not involve the isolation and loneliness that it did even a few years ago. A farmer's wife may have a better home and far pleasanter surroundings than the wife of the factory laborer or the small salaried man in the city.

Finally, sisters, money makers are like poets, born, not made. It is given to some men to amass fortunes; to others to plod in subordinate positions all their days. Under our present industrial system this great inequality of financial condition is inevitable. So it stands the marrying man to seek out a wife who will be content with the station in life in which matrimony places her. Who

will be enough of a philosopher to consider that some men of great fortune are very stingy with their money; that the masterful man—the one who possesses great initiative and is able to command and even to exploit his fellows—may be a tyrant in his own home; and that the humble fellow whose pay envelope contains only \$15 per may possess a wealth of love and devotion of which any wife may well be proud. Quillo.

Not Ill, But Will Be.

"Silas, my lad," said the grocer to his new assistant, "who bought that mouldy cheese to-day?"

"Mistress Brown, sir," was the youth's reply.

"And the stale loaf we could not sell last night?"

"Mistress Brown, sir."

"Where's that lump of rancid butter the baker refused?"

"Mistress Brown bought it, sir," was the answer.

"And the six eggs we could not sell a week since?"

"Mistress Brown. Are you ill, sir?" asked Silas, as the grocer turned green and groaned.

"No, no! only I'm going to tea at the Brown's to-night," replied the unhappy man, as he wiped the perspiration from his face and sank into a chair.

Obvious.

Mrs. B.—That nurse girl is sensible; she won't allow anyone to kiss the baby while she's near.

Mr. B.—No one would want to while she was near.

IMPORTED FROM HOLLAND



Here are a few bonified phrases taken from letters that come to us unsolicited from consumers who have

TASTED THE TASTE OF FROU-FROU

"They are simply delicious."

"The best wafer we have ever tried."

"They are the nicest sweet biscuit I've tasted so far."

"I have never found any biscuit equal to it. It is perfection."

"We have just tasted one of your wafers and you certainly got 'em all beat."

"It makes —taste like a piece of hardtack."

Don't you think it is worth something to you and the reputation of your business to have your customers making commendations like these?

BISCUIT FABRIEK "DE LINDEBOOM"

American Branch Grand Rapids, Mich.

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.

Requisites of the Business Girl.

To be thoroughly equipped to hold a position in an office where time is a valuable asset, the girl must cultivate an unruffled exterior. When things are to be done hurriedly the girl who frets and fusses loses time and accomplishes less than her quiet sister who sits down to her work undisturbed and finishes what she is told to do correctly.

The girl worker must exhibit reserved traits of character which will make her an object of respect and a person to be relied upon when occasion demands.

The reserved girl will be often intrusted with large sums of money or its equivalent, whereas the girl who casts reserve to the winds, while perhaps a good and accurate "worker," will never command the respect and regard she would hope for.

The employer can usually rely upon the reserved girl to say the right thing at the right time. She regards business affairs as pertaining to the office alone, and not to be objects of discussion on the outside.

To become valuable in an office she must bear in mind that what she hears, sees and does, relative to her employer's business is strictly private.

She is expected to regard such knowledge as she would her employer's money. It is a thing to be looked upon as intrusted to her care, but in no way her own property, and not to be distributed broadcast.

Considerable amounts may be lost by a slight inside "tip" to an outsider. A stenographer or book-keeper or general office girl has it in her power to give such "tips."

Simplicity Marks Best Taste.

Much is said of the way the business girl should dress. His, however, is generally a matter of taste. In some offices it would be just as much out of place to wear a shirt waist and skirt as a fancy gown would be in others.

At all times the girl in an office should be simply but neatly gowned, and without display. She may wear a pretty gown and her employer will like to have her do so, for it is often necessary that she be present when strangers are in the office. But the gown must not be such as she would select for a party or evening affair. It should be of a subdued shade, not too elaborately or conspicuously trimmed; and under no circumstances should it be stained or soiled.

There is nothing more distasteful in an office than soiled finery. It lends a careless atmosphere, which should by all means be avoided.

Jewelry should be tabooed, for the business girl must remember that she is where she is to do her allotted tasks, and not to act as an attraction in the office. Let her exert her charms after business hours among her own friends.

The girl entering business must adjust her vocabulary, eliminating such words as "can't," and "won't," and substituting for them "I will try" and "I will do my best."

The employer will overlook many a slip on the part of the girl who tries

and does her best, whereas he will be irritated by the mistakes of the girl who has no confidence and does not try. Let the task be what it may, you are only called upon to do the best you can. Once having set to it, you will find that what at first seemed well nigh impossible is in reality a simple matter.

Your employer realizes what is difficult to do, and will invariably appreciate your efforts. Then, if your discretion suggests a means which is additional to his instructions, he will not resent your employing them, providing the results are satisfactory. Therefore, the wise girl will cultivate judgment.

Make Firm's Interests Yours.

Conversations with fellow employes should not be held in an office during business hours, unless the topics under discussion are of a nature relative to the firm's interests. Make the firm's interests your own. Remember the habit of foolish gossip must be guarded against.

The girl who takes a position in an office must be regular, punctual and self-reliant. She must make up her mind that there is work commanding her attention. Because she has been to a party the night before is no excuse for her to prolong the festive occasion another day.

Have your evenings of pleasure, but let them stop there, and be ready for your desk in the morning. If you find that you need a little more sleep, your employer will grant you an extra hour or so if you ask him for it, but don't take his time of your own accord. Remember during business hours your time is his and not your own.

If you are expected to be at your desk at a certain time, don't come straggling in at any hour you see fit. An occasional tardiness will be excused, but continual lateness never. When you are late, you hold up the work of the office, for your employer must needs wait until you come to give you your work for the day.

Try always to finish the day's work and not leave over until the next day the things that could be finished if you spend an extra half hour. Not to finish each day's work is the way to become snowed under entirely. What if you do have to stay a little later? Your employer will appreciate the fact that you are always ready to do your work.

Keeping your work well in hand is the only prevention of a nervous breakdown. To know that you are the master, and not to let your work master you is the foundation of self-confidence. Confidence in your own powers is a valuable asset. Learn to know your own ability, and then set to work with an alert mind, ready and willing for any task.

With the combined qualities of confidence, the feeling, "I will try and will do my best," and with a neat appearance and a reserved, dignified manner, you can not fail.

Alice Mason.

Compliments are dangerous only to the man who thinks he deserves them.

Human Advertisements a Modern Invention.

Of late years there has been a large increase in a business which can only be classified as that of "human advertisements." The firms that make use of their customers are principally concerned with dress.

Among smart dressmakers, milliners, corsettiere, furriers and jewelers there are few, if any, who have not several customers on their books who are veritable human advertisements. They get their clothes, hats, or whatever the salable article may be, for nothing, or next to nothing, because they are advertisements for the firm.

In the dressmaking world there are hundreds of smart women who get their clothes for a mere song, because they undertake to push the dressmaker among their friends. Some women with good social positions are even asked to wear gowns by certain firms, for the simple trouble of mentioning, quite casually, where the gowns came from.

Jewels are tremendously advertised in this way. They are even lent to women for a single dinner or dance, on condition that the maker's name is mentioned. Many a dog collar and rope of pearls goes back to the shop after it has served its purpose on a "human advertisement."

It is amazing how keen shopkeepers are to reduce their prices if a woman of social position or an actress is willing to wear their goods, and "puff" them among her friends.

As to actresses, they are the most valuable human advertisements. If an actress is pretty and young, and is frequently seen dining and supping in the smart cafes, she is valuable to the shops. A quiet hint is dropped or inserted in several papers that she gets all her gowns from a certain famous firm.

A few people wonder how she can afford it—they do not dream that she gets the things for nothing! She is not only an advertisement in the daytime, but she insists that the frocks for her new part are made by the same people—and for this they get well paid.

Often unknown actresses find shops are anxious to supply them if they will tell their theater friends and anyone else they know where they came from. Jonas Howard.

The dressmakers have done more than the preachers to keep the churches full at Easter.

It is a sign that a girl is really in love when she takes all the pins out of her belt.

Continuous Service

The popularity of the products of the National Biscuit Company and their great sales are due to continuous quality and continuous service—National Biscuit Company products are always dependable. They are always up to sample. Every package is like every other package.

And this quality-reliability is vastly to the profit of the dealer. It means continuous demand and a continuous service to supply that demand.

The extensive distributing service of the National Biscuit Company extends from coast to coast. It means a constant supply of all the products of the National Biscuit Company to every part of America.

Is your store a part of this continuous service? Do you enjoy your share of the goodwill accorded to National Biscuit products?

**NATIONAL
BISCUIT
COMPANY**



STOVES AND HARDWARE

A Check on Price Cutting.

The competitive system of bidding on sheet metal work not infrequently results in bids so low as to leave no margin of profit to the successful bidder and at the same time makes the unsuccessful bids seem very much too high. The fact is, some sheet metal contractors, either through ignorance or carelessness, habitually bid too low, and thus demoralize the trade in their entire section. It does not help matters that these men finally fail and go out of business, for a new "cutter" usually comes in to take their place and the merry war goes on. It is a problem to know what to do with such fellows. They neither will make money themselves nor let anybody else make any; and although there may be less cause for complaint on this score in the sheet metal trade than in some others, yet the veil is too prevalent in that trade in some sections. What to do is the question.

In at least one large city in this country a credit system has been put into vogue by the contractors themselves that eliminates most of this trouble. The contractor who bids too low is rated low as to credit, and if he continues such tactics he is refused credit and put out of business. The plan works to the satisfaction of everybody except the offending bidder. Jobbers welcome it as giving them a line on the reliable contractors, and the contractors welcome it as ridding the trade of ruinous competition.

This plan is no mere scheme on paper. It has been put to the test in a city of 350,000 people in the plumbing trade and has given satisfaction. It was introduced by the contractors themselves, but now has the support of the jobbers also, who find in it a solution of the former credit difficulties. They no longer need sell to a contractor who is doing business at prices which sooner or later must lead him into bankruptcy. They are certain of their collections from contractors who are bidding high enough to insure a reasonable profit.

Whether any such system is practicable in the sheet metal trade is impossible to say. Certain it is that the reckless contractor who demoralizes the trade of his city or county needs some check in the way of credit rating that will protect manufacturers and jobbers from future losses and competing contractors

from loss of profitable work.—American Artisan.

The Age of Steel.

One of the most significant facts in the sheet metal trade is the rapid growth in demand for steel ceilings. A few years ago this adaptation of sheet steel was regarded as having reached its limit and as likely to fall into disrepute, but with the introduction of new and artistic designs and the use of metal of special adaptability to work in dies, the steel ceiling business not only took on a new lease of life but entered on a larger and wider field than ever before—a field that now promises to become almost unlimited.

From this fact the inference is easy that the sheet metal trade has before it great possibilities in the way of extension into new and vast uses. Metal roofings of all kinds are coming into greater popularity as they are seen to be specially adapted to withstand the elements and make the ideal roof. The same may soon be said of metal sidings. With the improvements made in rust-resisting paints and the new and pleasing designs available, there seems to be no good reason why houses should not be "sided" with sheet metal more commonly than they have ever been heretofore. The demand now is for fireproofing. A house roofed and sided with sheet steel would be proof against fire from without, which would be one step in the direction of absolute fireproofing. In this and other ways sheet metal is coming rapidly to the fore for building purposes, with happy results both to the builders and the trade.

Story of a Stove.

A farmer living a few miles south of town ordered a stove from a catalogue house in Chicago.

The concern boldly proclaimed that it manufactured its own stoves and that they were offered at "factory prices."

The customer waited nearly two weeks for the stove to be delivered. At last it did come and the bill of lading showed that it was shipped by a stove factory in Detroit. A careless shipping clerk "let the cat out of the bag" by forgetting to use the mail order concern's shipping tag.

Maybe the farmer wasn't wrathful! He sneaked up to the local hardware store and looked around until he found exactly the same stove. He looked at the price and almost fell over backward when he found that the "mail order" stove, counting the

freight charges, had cost him \$2.75 more than the local dealer asked.

The fact is that 90 per cent. of the mail order houses are nothing more than retailers. The customer has to pay the high local freight rate, whereas the retailer, who gets the carload rate, can and actually does sell cheaper than the mail order concerns. It is true that some articles can be bought cheaper from mail order houses than from retail dealers, but nine times out of ten the retailers undersell mail order concerns.—Modesta (Cal.) News.

Wisconsin Prison Twine.

Although the state of Wisconsin will soon be turning out binder twine from its prison plant at Wau-pun, where a new building has been erected and equipment is being installed, the state of Minnesota, through its prison warden, has opened negotiations for the sale of its surplus prison-made binder twine to the farmers of Wisconsin. It was to permit this, it is understood, that Minnesota increased the output of her plant and changed her laws. Heretofore the plant was not allowed to sell outside of Minnesota until very late in the season.

The Wisconsin State Board of Control is advertising that sealed proposals will be received up to December 5, 1911, for contracting for the labor of approximately 300 prisoners of the state penitentiary for a period of five years. This pertains largely to work carried on in the knitting plant of the prison.

An Australian electrician has invented a device to give warning of roof movements in mines in time for miners to escape should there be danger.

The trouble with some advertising is that it is like the conversation of certain people—it never says anything.

A Sacred Trust.

"Look here, Ben, what did you shoot at me for? I ain't got no quarrel with you."

"You had a feud with Jim Wombat, didn't ye?"

"I did; but Jim's dead."

"I'm his executor."

People who blurt out just what they think usually do not think.

ROBIN HOOD

AMMUNITION (Not Made by a Trust)

Ask for special co-operative selling plan. Big Profits

Robin Hood Ammunition Co.

Bee St., Swanton, Vt.



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co. 18 Pearl St. Grand Rapids, Mich.

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

Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St.

::

31-33-35-37 Louis 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

OUR GREATEST NEED.

It Is a Training School For Toastmasters.

This city is much given to the dinner and banquet habit. From now until spring scarcely a week but will have its three or four gatherings around the mahogany to eat, to talk, to get acquainted, to have a good time. It is a pleasant habit, this dining together as a preliminary to business, and there is no doubt that it is promotive of good fellowship and good feeling among those of kindred calling. With so many festive functions being given, three or four a week, would it not be desirable to have in this city a training school for toastmasters. There is more or less of a popular impression that almost anybody can acceptably fill the toastmaster's chair, that the chief essentials are a ready flow of language and a supply of funny stories to tell about the speakers when introducing them. The popular impression is wrong, for toastmastering is not a common gift. It is a science, an art and only by training is perfection gained. It is possible those who aspire to post-prandial honors may make some progress by means of a correspondence course, but the better and more practical way would be to have a regular training school, with personal instructions accompanied by practical illustrations of what a toastmaster should do and how he should do it.

The sessions of such a school would, of course, be held at table, and at the head of the table by general and unanimous consent as President Emeritus would sit Col. George G. Briggs, who in his days of good digestion was famed as a genial and jolly spirit at the feast. It was Col. Briggs who as toastmaster went armed with a flint lock horse pistol of the Revolutionary period which he used as a gavel. He would point the weapon directly at the head of the next speaker and with a significant gesture advise him to not wander from his subject and to finish in four minutes. In those days, with Col. Briggs in the chair, banquets had quick action.

At this table of instruction would be a plate and vacant chair for John Patton and another for Judge Wanty, men of such infinite wit that to have them in the chair was more enlivening than the second bottle of wine.

On one side of Col. Briggs, which side need not be indicated, would naturally sit W. Millard Palmer as professor of how to make the company feel at home, and on the other side would be Prof. Frank Welton to give instructions in how to make everybody enjoy the evening except the speakers whom he introduces. The chair of easy, graceful, smooth flowing eloquence would undoubtedly be held by Lee M. Hutchins. How to tell a funny story and where to find it would naturally be assigned to A. B. Merritt, who is said to have one of the largest collections in the city. The instructor in the use of the em-

balmed sayings of great men and in the William Alden hair tousel and hand gesture would, of course, be assigned to A. H. Vandenberg. Heber A. Knott would hold the chair of handsome appearance and to George G. Whitworth would fall the task of showing the budding toastmasters how to mix good humor and horse sense. Rev. A. W. Wishart could give a few lectures on how to stir up the animals, and when it comes to showing the wouldbes how not to try to outshine the speakers of the evening Carroll F. Sweet would certainly be a success. An excellent instructor in the gentle use of the jolly would be Walter K. Plumb. The toastmaster's training school faculty could be made considerably larger without exhausting the local supply of talent, but such a school would be new in Grand Rapids and it would be as well to start it modestly, with quality on the staff rather than quantity.

With this training school for toastmasters well established, one of the things that should be taken up for the early and thorough instructions of aspirants is how to avoid the antique in stories and, incidentally, how to dispense with them entirely if the hour be late and there be several more speakers to come. There seems a popular impression that it is necessary, in introducing each speaker, for the toastmaster to tell from one to four or five stories to raise as many laughs at his expense, but the school should inculcate that such is not essential to success, and that before using stories at all they should be first carefully candled and then rehearsed, and then about half of them thrown away. Those who would be toastmasters should be training to know their places. The toastmaster, of course, is an important factor at the entertainment, but after all he is not the whole show and it is distinctly bad form for him to try to outline the speakers of the evening. Another thing toastmasters should be trained in and that is the gentle art of preventing a speaker with a ten minute message taking two hours for its de-

livery. How to keep the speaker within bounds as to time may be a difficult problem, but we have the memory of Col. Briggs and his ancestral artillery as one method and, no doubt, a school with so distinguished a faculty could suggest other methods equally effective. Most of the banquets and dinner meetings are of business men who have assembled for a purpose and who grow restive when the hour grows late; and toastmasters should be carefully trained in watching the clock and in how to throw on speed for a quick finish. There are other topics that might well be taken up by the training school and which, undoubtedly, would be taken up with Col. Briggs at the head of the faculty and W. Millard Palmer and Frank Welton as chief aides, but it may be as well not to go further until the school is actually under way. That there is need for the school will be admitted by the habitual and even the amateur banquet goers and there is, no doubt, that they would give their cordial moral support to any movement looking to its establishment in Grand Rapids.

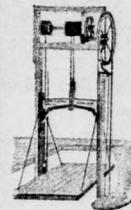
Recipe For Good Manners.

Of unselfishness, three drachms.
Of the tincture of good cheer, one ounce.
Of the essence of heart's ease, three drachms.
Of the extract of the Rose of Sharon, four ounces.
Of the oil of charity, three drachms and no scruples.

Of the infusion of common sense and tact, one ounce.

Of the spirit of love, two ounces.
The mixture to be taken whenever there is a symptom of selfishness, exclusiveness, meanness, or I-am-better-than-you-ness.

ELEVATORS



Hand and Power
For All Purposes

Also Dumbwaiters
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

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.

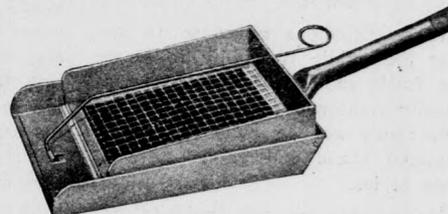
Hand Separator Oil

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.

LANSING DUSTLESS ASH SIFTER

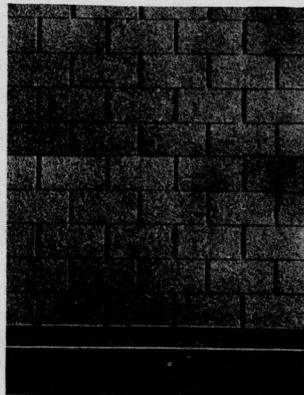
Screens and removes the ashes at one operation. Cleans out the furnace as quickly as a shovel and saves 15% of the coal. Exclusive agency to one dealer in a town. Write at once for our plan that enables you to place this sifter with every furnace user in your county.



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

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES
WE LEAD—OTHERS FOLLOW

Fire Resisting



Reynolds Slate Shingles After Five Years Wear

PHOTOGRAPHIC SECTION REPRODUCED

Weather Proof



Wood Shingles After Five Years Wear

Beware of Imitations

Our Price is Reasonable

Costs Less Than Stained
Wood Shingles

Endorsed by Leading Archi-
tects

For Particulars Ask for
Sample and Booklet

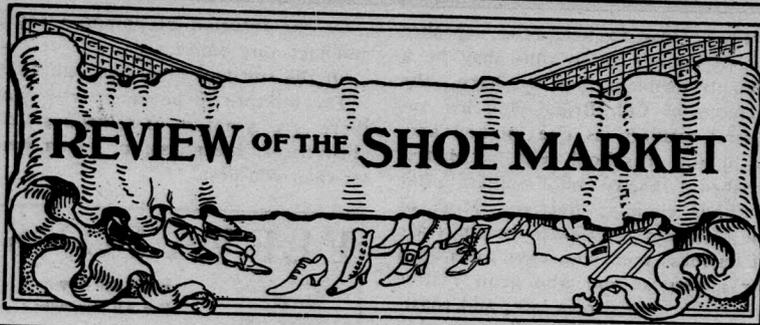
We Are the Original Asphalt
Shingle Co.

Manufactured by H. M. REYNOLDS ASPHALT SHINGLE CO., Grand Rapids, Mich.

DISTRIBUTING AGENTS AT MOST ALL IMPORTANT POINTS

ESTABLISHED 1868

WRITE US FOR AGENCY PROPOSITION



Joint Responsibility For Too Many Shoe Styles.

The charge of responsibility for too great multiplicity of shoe styles has been tossed back and forth between the dealer and the manufacturer for sixteen years, to the writer's direct personal knowledge; we imagine that it may have been a topic of discussion for a few generations prior. It is only recently, however, that we have ever seen the charge shifted from both and the public accused of being altogether to blame.

We have a communication in which the writer says: "It is entirely the fault of the public who demand these fantastical and unusual and freakish styles."

Do you mean to say that men and women come into your store with fantastical patterns of freak shoes, and tell you to order and stock them? Did you ever sell a freak shoe in your life that you hadn't seen yourself and ordered, before the customer saw it? Some designer planned the freak, some manufacturer made it up and some dealer put it in his store, before the public ever saw it or imagined it.

It is ridiculous nonsense to say that the public is wholly to blame for freak shoe styles, and it is equally nonsense to say that the public can not be guided towards common sense and good taste in shoe styles.

Notice that we say "guided;" we do not say compelled, or driven, or coerced. The same principle applies to the matter of styles in shoes as applies to every other line of merchandise on earth, whether it be jewelry or carpets, hats or automobiles, women's skirts or the building of summer bungalows. The people who have sense enough, guide and influence public demand. The man who waits for the public to come and tell him what styles to stock is missing a big opportunity.

The strong and successful shoe stores of this country DO take pains to lead their customers along toward the buying of the shoes they want to sell. Does anybody imagine that such firms as J. & J. Slater, in New York, or Twaddell, in Philadelphia, or "Andy" McGowin, in both cities, or Tuttle or Thayer, McNeil & Hodgkins, in Boston, or Swope or Ed. Powers, in St. Louis, wait for the public to come in and select their stock for them?

Not one of these firms, of course, can afford to neglect or ignore popular approval; not one of them ever

tries to. (Nobody wants any shoeman to try to.)

But every one of them, without exception, has an influence on its trade and can, to some extent at least, enforce the principle of "sell what we've got."

Any store and every store, good or bad, has a certain amount of influence on the public. The dealer who puts freak styles in his windows will influence the uninformed or tasteless portion of the public toward the buying of freaks. That is where the mainspring of freakology lies. Several years ago it began to be the smart thing to put freak shoes in the windows as "eye-catchers." Strange to say, and wholly unexpected to the shoemen, people came in and wanted to buy those men's yellow shoes with green suede quarters, red button-flies and brass buttons, and the dealer had to send for another pair.

The indirect influence of these crazy, extreme freaks (that were not intended to be sold at all in the first place) was to encourage the whole of the public in the direction of extreme styles. Even a conservative dresser looking at such a thing would say to himself: "Well, I shall never wear that fool contraption, of course; but evidently styles are getting to be fancier; I shall have to dip into something a little flossier, the next pair of shoes I buy."

The public never see freaks until they are made up and some shoeman shows them.

They can be guided toward common sense by any dealer who really tries to so guide them; and all dealers, for the good of the trade in general, should be trying just about now.

It is not necessary for anybody to rise up and tell us: "Why, we have to have new styles! We can't do business without changing occasionally; it is bad for trade to confine it to staples, etc." It is not necessary to hand us this elementary lesson in the very A, B, C of shoe sense. We really feel that we have outgrown the need of it.

That is not the question at all; nobody proposes to make styles "staple," or do away with changes; the only proposition is this, that changes are being made with unnecessary rapidity, with unnecessary resort to extremes and unnecessary expense, and that the public are more in the position of enduring these freak styles than of demanding them.

The thing to do is for every shoeman, in whatever capacity, to at least try to check the money-wasting tendencies of the present, and to

use his influence, with due sense and judgment, in promoting the use of styles which are less freakish, and in working against the excess of rapidity in making changes. "We can't do it" ought not to be the sit-down-and-quit attitude of any business.

There are three elements to be considered with reference to styles in any and every kind of goods: The manufacturer, the dealer and the public. No one element is supreme; and certainly the first two can not avoid responsibility if they weakly allow the third to utterly dominate any situation.—Boot and Shoe Recorder.

Chrome Sole Leather a Staple Product.

It is only during the last two years that chrome sole leather has graduated from the class of specialties into the line of staple products used in the manufacture of footwear. Of the various leading distributing agencies of sole leather there are now comparatively few not supplied with a line of chrome sole.

While no figures are available which permit of actually estimating the quantity of chrome tanned sole leather now being consumed annually, some idea of this consumption may be gained from the fact that a single St. Louis concern cuts between 12,000 and 15,000 sides of chrome sole per year, and those intimately connected with the sole leather trade of the big Missouri market conservatively estimate the consumption there as ranging from 50,000 to 60,000 sides per year. Incidental to these figures, the mere fact that a single purchaser recently counted over 6,000 sides of chrome sole leather on order at one time constitutes a very pronounced contrast with conditions obtainable even two years ago. By far the great bulk of chrome bottom stock now being tanned is used in Goodyear welts or on loose nailed work.

The main growth in the sale of chrome tanned bottoms has been in working shoes, the artisan and the man on the street recognizing their economy and utility. While the ordinary consumer is unable to realize the difference between bark and chome tanned leathers, the remarkable wearing qualities of the latter appeal to the wearer from the standpoint of economy. A teamster, for example, who formerly purchased perhaps shoes cut from satin side upper stock and bottomed with dry hide hemlock sole leather and found that subjecting these shoes to the strenuous strain of his vocation permitted them to look well, at least so long as the treeing lasted, found when giving trial to shoes cut from chrome sole, and combined with unlined chrome upper leather, that he enjoyed a degree of ease and durability, plus a saving of dollars and cents, which caused him as an individual, or collectively as a class, to apply for another pair, cut from similar leathers.

From the preceding remarks it is not to be inferred that chrome sole leathers are restricted to the production of work shoes. A well-known

Wisconsin manufacturer devoting special attention to the production of high-grade welts for several years has produced a line of men's welt shoes advertised as constructed along special scientific principles, bottomed with chrome sole leather, which retail to exclusive trade at \$6 and \$7 per pair.

In connection with the increasing popularity of this stock it is interesting to note that even so conservative a buyer as the United States Government is looking with favor on chrome tanned bottom stock, as evidenced by an advertisement recently placed by the quartermaster's department inviting bids on 15,000 pairs of shoes for the marine service, specifications stipulating strictly No. 19, iron, waterproof chrome sole leather.

Incidental to the production of chrome sole leather a few enterprising tanners have materially popularized their product with the shoe manufacturing trade by furnishing this leather in the form of cut stock of the exact substance required by the purchaser. This movement has done as much, if not more, as any one other single effort on the part of chrome sole tanners to further the interests of such stock with the makers of footwear.—Shoe Retailer.

Bows For Pumps.

The large sales of pumps in recent years have caused a corresponding large demand for bows, and has led to great improvement in the methods of manufacturing bows. Formerly bows for pumps, in common with all other forms of slipper bows, were made by sewing them together, but the need of some more expeditious method of making these bows has led to the invention of machinery by which the bows are made quite automatically, and for the most part stapled together rather than sewed together.

There are several advantages of the machine-made flat bow that is used on pumps over the hand-made bow. One is that the automatic machine-made bow is more uniform in size and general appearance. Another point of superiority is the fact that the bow made by machinery and stapled together is held together more firmly and will retain its intended shape longer than the average bow sewed together by hand.

In making the machine-made bow, the two loops are formed exactly of even length and placed on a piece of stiff bruckram and these loops are then stapled in that position, the staples also engaging one end of the short piece of ribbon which forms the band around the center of the bow. After this stapling operation, the band is passed around the center of the bow in front covering the staples, thus making the bow complete.—Superintendent and Foreman.

Did His Best.

She (gushingly)—What a magnificent great Dane! And, of course, his name is Hamlet?

He (the owner)—Not exactly; you see, I—er—couldn't consistently use that name. The best I could do was to call her Ophelia.



Make the Retail Shoe Business Grow

The Mayer line of Quality Shoes will help you to more business. It will increase the number of your customers and enable you to largely extend your reputation as a quality dealer.

Mayer's Honorbilt Shoes

have the style and wearing qualities that bring customers back to your store for the next pair. There is no guess work about it. Mayer Shoes "make good." More than that—they are known among the people. Twenty successive seasons of advertising have spread the fame of **Mayer Shoe Quality**.

We make a complete line of Honorbilt Shoes for men, women and children, also Yerma Cushion Shoes and the famous Mayer Martha Washington Comfort Shoes.

With this line, you can do a bigger and better business. Write for particulars. Our salesman is now in your territory.

F. Mayer Boot & Shoe Co., Milwaukee, Wis.

Largest Manufacturers of Full Vamp Shoes in the World

VALUE OF GOOD WILL.

Railroads Have Learned It—Theatres Have Not.

To-day nearly every business institution has awakened or is awakening to the value of good will.

Nearly every business has become honest or is becoming honest by reason of its value in establishing good will.

One of the very late sleepers in the matter of honesty and good will is the theatre.

If the average store should lie to its patrons through its clerks and its advertising as the average theatre does, through the man in the box office and its advertising, there would be a receiver's notice on the door in less than a year.

There is a play at a certain theatre you wish to see.

You go to the box office.

You are told that there is nothing left except box seats. You do not want box seats by reason of their conspicuousness, the fact that from them you can not see so well as from those in the center of the house, and finally for the reason that they cost more than those on the main floor of the theatre.

But you buy the box seats and on the night of the play, at the end of the opening of the third act, you look around and find a hundred seats vacant exactly in the locality where you wanted them when you enquired at the box office.

How long would the average merchant remain in business whose clerk told you that they didn't have the goods you wanted, who sold you inferior or higher priced goods and then have you discover the exact goods of your quest in stock, in front of you, while awaiting your change?

You go to the box office, say, of a theatre in Chicago.

You are told that there is nothing doing—all sold out.

You go to the girl in the news-stand, say, the Hotel La Salle; she telephones to this same theatre in your presence and the reply comes that she can give you two in the fourth row—just where you requested them directly from the theatre, the only difference being that you pay 50 cents more for them through the hotel news-stand than the price advertised by the theatre.

How long would the average manufacturer last, for instance, who advertised his product for sale direct at a certain price and then lied to you about not having them in stock in order to force you to order them through a broker at 25 per cent. increase?

The theatrical business is the most and the worst advertised business in the world.

The reason that it is the worst advertised business is that they lie more than any other advertisers in the world.

The theatres of the country not only lie in their display advertising in the newspapers but they pay the highest rate for their display space in

order to obtain reading notices in which they also lie.

Yes, and the theatres employ liars in the form of press agents.

The whole theatrical business is not immoral in its relations; it is unmoral, that is, it does not see the wrong in lying; it believes that lying is a legitimate part of the business.

They simply have not awakened to the fact that there is more profit in the truth than in lying.

For instance, when there are two competing theatres in a town each seems to have in mind that the success of the management of one over the other is in their lying ability, rather than in the honesty to the public, one over the other.

Discourtesy is an almost sure sign of dishonesty.

Did you ever notice the almost universal discourtesy of the men in box offices of theatres?

He looks at you with that superior air that seems to say:

"I'm in the show business, don't you wish you 'was?'"

He stands there and leers at you with a smile of contempt that can be seen on the face of the man behind the tripod and the three shells on the county fair grounds—that confidence-man air of contempt to his brother-man.

That a company is known by the men it keeps is quite as true with a theatre as any other institution.

Think of it, the man in the box office is practically the only point of contact between the public and the management of a theatre.

There isn't a business in this country but what has awakened to the commercial value of courtesy and there isn't a store of any size that would tolerate the smallest suggestion of the spirit that the public finds within the man in the theatre box office.

Often these fellows in box offices of theatres do not get much in the way of actual money for their services. They pay their obligations largely with theatre tickets, including their tailor, cafe bills, barber, carriage hire and even down to their tips.

In value received through giving out passes the average box office job is worth what is equal to \$150 per month.

Broad-minded institution, the theatre?

The theatres in this policy of paying its help is a reminder of the old days when newspapers paid their printers and reporters with orders on advertisers for goods.

The railroads of the country awakened to the value of common courtesy to the public after discourtesy had cost them untold millions.

A farmer's wife who was mistreated by a ticket agent or a conductor required just one generation to get even with the railroads. She went home and taught her children to hate a railroad; the boys grew up, some of them went to the legislature and others became county commission-

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.

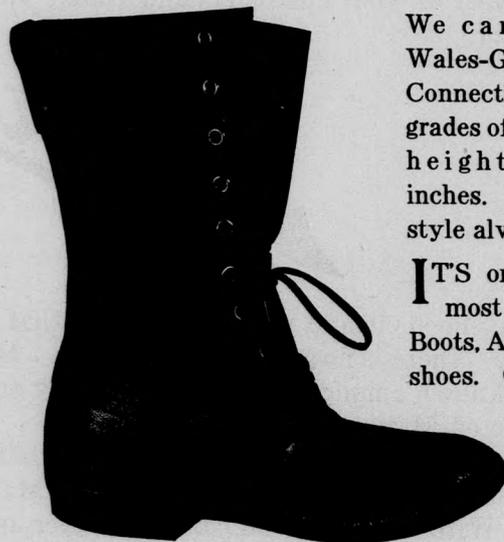
The quality is unexcelled and the prices are right. See our catalog and order now while you can be sure of getting the sizes you want.

Hirth-Krause Company

Shoe Jobbers and Manufacturers

Grand Rapids, Mich.

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 Over-shoes. 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

ers, and you know the rest—at least the railroads do.

To-day, around railroad stations and among train crews, you will find men who are positive geniuses in common courtesy.

Common courtesy is akin to genius.

Some day, and not at a very distant day, all the sleepers in the beds of dishonesty will be awakened and then they will know what their sleep has cost them.

To-day nobody is honest for any moral reasons, but they are honest because it is the efficient way, because it pays.

Those who have awakened to the value of honesty look upon the dishonest sleepers with the same contempt as the inefficient man.

Instead of the shell-workers of business looking on the honest man with contempt, the honest man is looking on the shell-worker with contempt.

The dishonest man is simply a fool.

David Gibson.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Young Men's Business Association of Port Huron secured ninety new members during October. Two important matters before the Association now are good roads leading to the city to draw the farmer trade and improved railway service into the Thumb territory.

The Detroit Board of Commerce is having plans drawn for a new building at Lafayette boulevard and Wayne street, to cost \$200,000.

A conference on transportation matters in the Muskegon, Oceana, Manistee and Mason district will be held at the city hall in Muskegon Nov. 17. The chief end in view is the opening of a steam or electric line through this territory to give an outlet for fruit and produce, particularly in Eastern Oceana and Western Newyago counties. The initiative step was taken by Mayor Rietdyk, of Muskegon, and he is receiving the cordial support of Manistee, Ludington, Walkerville and other towns.

The manufacturers and shippers of Grand Haven are being given better service by the Pere Marquette Railroad, thanks to the organized effort of the Grand Haven Association, acting through E. L. Ewing, traffic expert of Grand Rapids. Switching conditions have greatly improved and hereafter all loaded cars will go directly through to Grand Rapids, instead of stopping at Waverly and being subject to more or less delay.

Vet S. Maloney, of Cheboygan, President of the Northeastern Michigan Development Bureau, has resigned because his home county would not appropriate more than \$200 for the Bureau this year. Bay county appropriated \$2,000 and other counties are expected to levy a tax of one-sixth of one mill, except Arenac, which has withdrawn from the Bureau.

The city of Charlotte is taking time by the forelock and is asking for bids for snow plowing this win-

ter. Two plows will be used in each ward.

The Fair Association of North Branch ran behind \$75 this year on account of bad weather, but business men of the village promptly contributed that amount, so there is no debt to carry over.

Eaton Rapids is gaining prominence as a fruit shipping point. Many carloads of apples have been sent out during the past few days.

Jackson held its first apple show last week under the auspices of the Jackson County Fruit Growers' Association, and over 600 samples of the kind of fruit were exhibited.

The new Lake Shore freight house at Kalamazoo, now under construction, is nearly completed. The new building and yard improvements will cost nearly \$100,000.

A large amount of excavating is being done at Flint for the city's new filtration plant. Concrete work will start early in the spring and pure drinking water is promised the city by next fall.

John D. Biggers, Assistant Secretary of the Detroit Board of Commerce, has resigned to accept the position of Secretary of the Toledo Commerce Club.

Bay City rejoices over the fact that the Grand Trunk will build a bridge across the river near Twelfth street. Following this work will come construction of freight and passenger station buildings and the establishing of terminal tracks. The station buildings alone will cost over \$60,000.

Bay county Supervisors will loan the County Agricultural Society \$15,000 for improvements to the grounds and buildings at Bay City and to pay outstanding debts.

Almona Griffen.

Some one has pertinently remarked that general business is very far from bad. Like everything else, the farther from bad, the nearer to good. The greatest distance from the abode of his satanic majesty, the nearer to the home of the blessed. Let us all rejoice and sing praises. A smile and tones of gladness will hasten the completeness of the jubilee. Each of us has his part to perform in refusing to admit the possibility of any further business stagnation. Banks are in a wonderfully comfortable position as to money, and are ready to assist legitimate enterprise. It is even reported, but this seems almost too good to be true, that legislators are rapidly becoming of the opinion that there has been enough lawmaking of a destructive kind and are going to pay more attention in the future to that which is constructive, so far as business legislation is concerned. This change of heart is a consummation devoutly to be wished. If true, and they understand its full meaning, it means no parcels post. It is to be feared, however, Congress will need some more enlightenment along that line. It will never do to let up on effort against the iron hand of the mail order trust that is inside the velvet glove of avowed interest in the consumer.



Any Healthy Boy

or girl either for that matter, needs stout rubbers. If you have a few customers of this "slam their rubbers to pieces in a week" character, you need the

Wales Goodyear Climax Brand Rubbers

to take care of them, because every time a boy or girl wears out sooner-than-expected a pair of rubbers bought at your store, it lessens your hold on the trade of the family that boy or girl belongs to.

The Climax Bear Brand rolled or plain edge rubbers have fairly won their reputation as one of the longest wearing rubbers ever made.

Bear Brand Rubbers are shipped the day we receive your order if it comes in before 3 P. M.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Distributors of
Wales Goodyear Rubbers

Makers of the famous
"Bertsch" and "H. B. Hard Pan Shoes"

This is Not a Fire Proof Shoe



Otherwise it will stand most anything and keep the feet dry. Foot comfort and length of service considered it is always an unregrettable purchase.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

THE COST OF LIVING

Can Be Increased by Trying to Reduce It.

Written for the Tradesman.

If you want to get a man where he will eat corn out of your hand like a billy goat don't make any propositions to him until you get him dissatisfied with his job, or his position in society, or the circumstances of his daily life.

When a Chicago crook who hasn't a second collar sets out to sell a sucker from the farm the Masonic Temple, or the Boyce building, the first thing he does is to get him in a spirit hostile to the life he is living in the country. This accomplished, he can sell him the Masonic Temple or the Chamber of Commerce building for seven or eight hundred dollars and get out of the country before the custodian of the building appears and boots the sucker purchaser off the premises.

If you want to get a merchant's customers away from him, don't place too much reliance on the plea of better goods. That will work in some cases, but the real whizz in snatching a dealer's customers is to make them believe he is trimming them. It angers a man to be trimmed. A buyer won't say a word when he pays two prices for sugar if he thinks the grocer isn't increasing his profit, but he will put up a yell that can be heard above the noise of a football game if convinced that his grocer is taking advantage of the sugar market and trimming him to the extent of half a cent a pound, that is, taking half a cent a pound profit above the profit of the previous year.

The mail order houses are working the fall trade on the ideas laid down in the above paragraphs. They are trying to make the buyers of the country believe that the merchants are trimming them. For instance, they are putting sugar away down just to show how much cheaper they can sell goods. Talk with a consumer about the mail order houses and he will look wise and address you as follows:

"But look at their prices on sugar!"

You may point with pride to the fact that your home merchants invest their small profits in your town, that they build handsome buildings, assist in getting factories, help you to put up school houses and pay teachers, help pave the streets and pay the firemen, but the discussion will probably conclude with a remark from Mr. Bonehead something like this:

"I don't care! Our home merchants are trimming us! Somewhere between the refiner and the retailer there is a profit of one and one-third cents a pound on sugar—that is, a profit that much greater than the profit of a year ago."

And there you are. No use to explain that the retailer is not the guilty one. The consumer has the notion that he is being trimmed, and that settles it. He is ripe for a mail order catalogue. Some writers who

get their scads by the word and make the words as short as possible write that catalogue, but I do not approve of such methods. Anyway, the consumer is ripe for the mail order catalogue, or for any other plan which promises to reduce the cost of living.

But the mail order houses are not the only ones who are working this cost of living racket into large green and yellow bundles and stowing them away in boxes and barrels in the basement iron rooms of the trust companies. In every city or town of size you will see people working the graft. It is easy to excite a man when you show him how much he is paying for his eats, and an excited man is easy to handle, whether you aim to give him a clout on the jaw or transfer his wad to your own jeans.

There was Gladman. I have heard it said that his name should have been Gladhand, but we will let that pass. As a matter of fact he would have made a success as a glad-hand man. That is, he could have successfully met prosperous out-of-town people at railway stations, took them by the hand, learned that their names wasn't what he supposed them to be, and what they really were, and turned them over—all tagged—to the man who knew their father when he lived in the weather-beaten house under the hill—the house with the roses climbing over the door! But Gladman preferred the outside of the penitentiary and so kept within the bounds of the law in working on the feelings of his acquaintances.

When the conversation concerning the high cost of living became so common in the street cars of Fannell that the provision men took to walking, Gladman put his feet a notch higher on his desk, too an extra cigar and mused:

"I ought to make something out of this. These suckers who believe that their merchants—the men who have done business here for years, and who have always been on the square with their customers are trimming them, and I ought to find some way to encourage the belief and turn it into a profit."

So Gladman studied the proposition over for a night and a day, and finally reached a decision. He thought he saw a way to capitalize the feeling against high prices in the provision market. He knew that most of the kickers had received increases in pay, and that employers were really the ones who were footing the extra bills, but he also knew that a kicker will kick anyway, whether he is touched or not. Give a man flour at forty cents a sack and a dollar and a half a day, and he'll preach contentment. But you give him flour at seventy cents a sack and two dollars and a half a day and he'll howl until—but what's the use!

So when Gladman got his scheme in shape, rounded out at the corners and trimmed with brass on the edges, he went to Denton, who owned a large warehouse on the wrong end of the business street—on the wrong end,

and also on the wrong side. Half a dozen firms who did not know how to bring buyers to them had bursted up there, and the old building was fast going into the discard. Benton had been trying to sell it for several years, but had never found a buyer. So the roof was tipping just a little, and there were zigzag lines between the bricks under the windows. People shook their heads when they passed it and predicted an early collapse.

Gladman stood before the building for half an hour, one evening, waiting for Denton to pass by in his automobile on his way home from his office. Denton saw him take out a pocket rule and measure the front when he came up and told his chauffeur to pull up. He thought there might be something in it for him, so he asked Gladman to step in and ride home. Gladman stepped into the back seat and sighed.

"I was thinking," he said, "that I might find a use for that building, but it is too big—can't do anything with it."

"You can run a small business in a big building," Denton suggested, "but you can't operate a big business in a small building. The thing you have in mind might grow."

"Yes, it might," replied Gladman, tentatively, "but the expense of repairing the structure would be too great, even if I could find the money to buy it with."

"Look here," said Denton, leaning forward to look Gladman squarely in

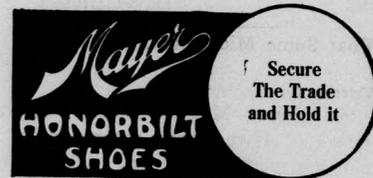
his evil eyes, "you've got something in your mind. What is it?"

"Oh, I might use that building, if I could get it right," Gladman said, "but I'm afraid I couldn't touch it at anything like its real value."

"That lot," Denton broke in, eagerly, "is worth one hundred a foot—that is five thousand dollars. That building cost me ten thousand dollars, net cash. I have fifteen thousand invested, so it is costing me over a thousand a year to hold the property. Now, you may make any proposition you like concerning it."

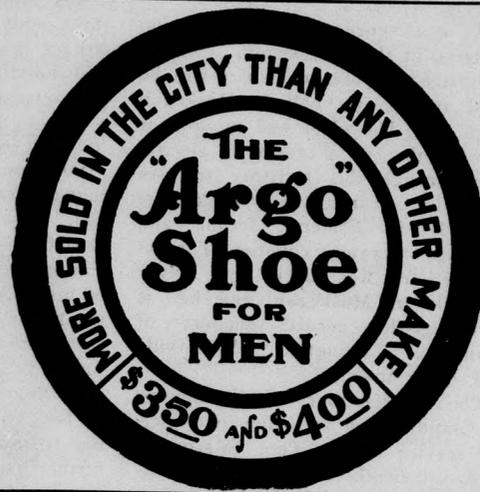
"You're mighty frank about it," Gladwin said, "and I'll meet you halfway. Give me two options on the building, one for twenty thousand and one for ten thousand, the little one holding over the big one, and I'll see what I can do."

Denton pshawed and snorted at the suggestion of selling the building for ten thousand, but he finally gave the options and promised to say nothing



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

**THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO**



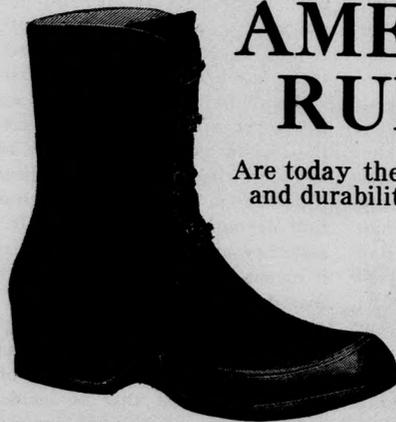
**AMERICAN
RUBBERS**

Are today the leaders where strength and durability are the requirements

All Styles

See our Catalogue

**Detroit
Rubber Co.**



about the transaction. After that the high cost of living was talked everywhere, and one night there was a meeting of skilled mechanics who proposed to start a co-operative store. They had been told that their profit on a five-hundred-dollar share in the co-operative store would amount to half of their provision bill. He was a friend of labor, he said, and it was a shame the way the merchants were slamming it to the boys!

"I have an option on the big Denton building for \$20,000," he said, "and I'll exercise the option and buy it. We'll start a store there. I'll buy the building and sell it to the co-operative company for \$16,000 cash and \$4,000 stock. We'll see if we can't take a fall out of these dealers!"

The anger at the price of things was high, and the co-operative company was formed, the store bought, the stock put in. Gladman exercised his \$10,000 option and took \$6,000 in cash from the company, which sum was raised on a mortgage on the building. The man who loaned it said it wasn't worth the \$6,000, but he wanted to help out. Before very long he helped the co-operative company out of the building and took over the stock—that part of it which had been paid for.

The people of the town took to the co-operative store, and the profit was good for a time, for the buyers paid full price for their provisions, being promised a rake-off when the dividends came. In all, about five hundred people—all thinking to reduce the cost of living—put money into the store—from \$10 to \$600 each. Most of the goods were bought for cash, and things sailed high for a time.

Then, one bright morning when the birds were singing in the branches of the trees over by the pond, the manager "went South" with the hoarded wealth of the company, and the stockholders were out what they had invested. They had paid the full price on what they had bought, too. So Gladman had his \$6,000, the mortgagee had the building for the face of the mortgage and the suckers had the bills to pay out of future earnings.

When a man comes at you with a co-operative store proposition, showing how you can live off your profits, just put him under the pump. He's trying to make you believe that inexperienced men can sell you provisions cheaper than can merchants who have been in the business all their lives. He is trying to make you believe that the men who promote such schemes will do better by you than the dealers who have helped you build up your town.

As modestly stated above, if you want to get a man where you can make him eat oats out of your hand, like a billy goat, just make him think the circumstances of his life are all wrong, that everybody is trimming him! A man who wouldn't put up a nickel to keep a family from starvation will pull his savings out of bank and hand them over to

the fellow who convinces him that he is being trimmed, and who promises to burst the trimmer up in business.

The talk is now all about the high cost of living. Be sure that you do not make the cost higher by trying to make it less! Alfred B. Tozer.

The Cause and the Remedy.

In a public address a few days ago a gentleman who is interested in one of the modern economic movements tending to make life easier for the masses of the people, made a statement that condensed within a few words a truth that has far-reaching implications. He said: "Aside from Canada, America is the only country in the world where all the people eat the same kind of food."

If one will only stop to think about this for a moment, he will see what a wonderful statement it is, and how in it is expressed most of the explanation why the cost of living is so high, as well as the reasons why it is imperatively necessary at this time to take measures to reduce the cost.

In the first place, if all of the people of America are to eat of the same dishes, it is evident that there must be an enormous demand all of the time for those viands that so many people consume. This is indeed the case. In no other country on the face of the globe is there the same constant demand for meat products and for white flour, taking these as examples. In most of the countries of Europe the masses of the people are satisfied, if not contented, to partake of meat once a week, and in the most favored instances, no more frequently than once a day. In this country it is almost unknown for any family to be deprived of meat upon any single day, and most may have it twice or even thrice a day, if they so desire. The same is true of white flour. Abroad flour from the blacker grains is the rule.

Such being the case, it explains easily why the cost of these American necessities have increased so greatly in price. There has been a constantly increasing demand, which has grown faster than the supply. If we could come down to the European standard of feeding, there would be a great sufficiency of these foods, and the prices would be correspondingly lower. The fact is that we neither will nor can come down to that basis. We have always had meat and white flour and we always will have them, regardless of the price.

The only relief from this condition will come from an increase in the available supply, and this can come only by an increased yield per acre under cultivation. This is evident from the well understood fact that the land available for either wheat or meat raising is almost exhausted. Neither one of these industries can be much extended beyond their present limits in area. More intensive methods must take the place of expansion.

This it is which gives emphasis to the efforts that are now being made to interest the masses of the people

in agricultural subjects, with the end that soil fertility conservation, more intensive farming methods and greater yield per acre may result.

The fact that lies behind all of the present agitation for education along these lines, is the absolute hopelessness of any other solution. We are now in the place where consumption is following so closely upon the heels of production, that to accumulate a surplus is entirely out of the question. It will not be very long until there will be an actual deficit in production, unless something is done.

The motive that is actuating the men who are active in the propaganda of education is the desire to awaken the people to the necessities of the case before the actual pinch comes. Taken in hand at this time, it is possible to avert that which present methods will make inevitable, if they are persisted in. Far-sighted men in every walk of life are getting their eyes open to these facts, and they are earnestly striving to get the rest of the people awake. It is fit, therefore, for every medium of publicity to take cognizance of the matter and to tell as frankly and as forcibly as possible just what the conditions are; what must be done to relieve them.

Fortunately there are under way two or three nation-wide organizations that will make this matter an especial mission. The results will undoubtedly be good. It is a matter that will vitally affect everybody, and everybody must contribute to the only remedy that is possible.—Implementation Age.

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.





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

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



Detroit Department

Would Raise Fund For Prosecuting Fraudulent Debtors.

Detroit, Oct. 31—Referee in Bankruptcy Lee E. Joslyn has written to William A. Petsold, President of the Detroit Credit Men's Association, suggesting a line of action whereby the fraudulent debtor will come upon hard days. Mr. Joslyn suggests, among other things, that a fund at the disposal of the committee to be used in the prosecution of all cases of fraud would have a salutary effect. His letter follows:

"May I be permitted to call your attention, and through you, the attention of your valued Association, to a line of work which appeals to me to be one which should be pushed? I refer to the investigation and prosecution of fraudulent debtors. This has no special reference to acts which are brought forward in bankruptcy proceedings, but in other courts and in other lines. In the performance of the duties of referee cases which should be investigated and in some cases prosecuted are occurring from time to time, and the daily papers indicate a similar condition in other courts, and in cases not coming before any court.

"I fully appreciate that fraud can not, in every case, be either detected or, if detected, successfully prosecuted. But every case that arises where there is sufficient proof should be vigorously prosecuted. This can not be successfully accomplished by the prosecutor's office without a considerable amount of preliminary investigation; this investigation costs money. You already have an efficient committee, but the Committee is largely inactive; this inactivity is probably for at least two reasons: First, because cases are not brought to the attention of the Committee, and, second, because the Committee has no funds, or not sufficient funds at their disposal to make the desired and necessary investigation and secure the evidence to lay before the prosecuting officers.

"There is no more effectual manner of preventing frauds upon the merchants than a clear and distinct purpose and understanding that wherever such fraud is discovered it will be reported and followed up by active and sufficient investigation and prosecution. In cases arising in bankruptcy the facts are often brought out on examinations before the referee and I have made it a practice to direct the trustee, in every case, to lay the matters, where they are such as to warrant so doing, before the U. S. District Attorney, and during the past years

there have been no less than three investigations with one indictment, with others liable to follow.

"I am firmly of the opinion that a fund of several hundred dollars placed at the disposal of your Committee, together with a report to the Committee of every case of fraud, would result in the return to the Association of many times the expense within a few years, as the result of less of such practices."

W. S. Kinnear, formerly of this city, now President of the Kansas City Terminal Railway Co., has been elected a director of the Missouri Savings Bank, which is the second oldest savings bank in Kansas City. It was established in 1876.

Objections raised by a minority of the stockholders have caused directors of the Old Detroit National Bank to reconsider and withdraw their recommendation that the bank's capital be increased to \$3,000,000 and the surplus to \$1,000,000 by the issue of \$1,000,000 of new stock, 50 per cent. of which it was proposed to place with desirable new stockholders at 150. The meeting of stockholders called for November 7 is indefinitely postponed.

In less than a year 3,000,000 voters will be working together to defeat any attempt at establishing a Federal parcels post and to put laws on the statute books forbidding wholesalers and manufacturers from selling direct to the consumer, according to Martin J. Maloney, President of the Detroit Retail Grocers' Association, and President of the National Federation of Retail Merchants of the United States.

"This Association was formed in Chicago week before last, and of course I was much gratified that I, a Detroit man, should be elected President of it," he said.

"There were 233 delegates from fourteen states, representing approximately 212,000 merchants in various associations throughout the country. There are about 500,000 merchants in the United States and we expect them all to join inside of a year. Each merchant, as closely as we could figure, controls six votes. That gives our Association a strength of 3,000,000 votes in National elections. It would be a brave political party that would declare in favor of parcels post when we had that many votes to cast solidly against it.

"We shall also work to secure the enactment of laws forbidding the wholesaler or manufacturer from selling direct to the consumer. Our

Detroit Association can not force the wholesalers to discontinue this practice because the Prosecuting Attorney would be on our backs in a minute for blacklisting or restraining trade, and we want this situation changed.

"There will be compact organization, and skillful men directing it, in this movement. We shall have \$250,000 yearly to spend and employ a secretary at \$10,000 a year. The record of each congressman throughout the country will be looked into closely to see how he stands on the parcels post question. If he favors it, every vote that the retail merchants can swing will be against him. It will be the same with candidates for the United States Senate. Our Secretary will have charge of this and every retail merchant in the country will know just how to vote.

"The candidates for state and municipal offices will be scrutinized in the same way as to how they stand on the question of passing laws forbidding the wholesalers and manufacturers from selling direct to the consumer. We can control enough votes, when organized, to accomplish our ends, I am confident. Just how many votes in Detroit and Michigan we can control I do not know, but I soon shall know

"There is an immediate necessity for such organization on our part; everyone knows that the retail merchant will be forced out of existence unless we take steps to protect ourselves. The parcels post would flood the retail merchants' territory with the product of the mail order houses and the local industries would go to the wall."

"Back-to-the-Land" News of Interest.

Written for the Tradesman.

Aroused by the exodus of farmers from many counties of Illinois, the Bankers' Association of the State, which includes at least 600 land owning bankers, is taking the lead in a movement to make farm work and life more remunerative and attractive. The bankers have appointed a Committee on Agriculture and Vocational Training and a plan of action is being prepared to increase the earning capacity of the land by securing State and National aid in farm demonstrations conducted largely through the University of Illinois. Federal assistance of this kind is now given in the Southern and Southwestern States.

The "back-to-the-land" movement has reached New York City and the children in the public schools are being taught agriculture. It is very



The Cigar

Your father used to smoke

Green Seal

Ask for the Standard Size—

3 for 25 cents

or a REGALIA Straight Ten Size

Detroit Cigar Manufacturing Co.

Detroit, Mich.

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)

BOOTH COLD STORAGE, DETROIT, MICH.

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

meager instruction, to be sure. The farms are small school gardens in the parks, and classes of 100 pupils are formed in squares. The work is just starting and at the first lesson each class was shown a stalk of corn, which was described in every particular. The city children are as ignorant of the rudiments of country life as new-born babes.

"Stay in Ohio" is the injunction that is being sent out into every nook and corner of that state by the Ohio State Board of Agriculture. There are abandoned farms, even in the glorious old Buckeye state, and the State Board of Agriculture says that of the 141,500 acres of worn-out soil five-sixths of it may be reclaimed and rejuvenated.

Arkansas is reaching out after settlers and a train of eleven coaches of boosters, with an exhibit of the varied products of the state, will make a tour of Northern States this month. Arkansas swamps have been drained and her farming lands are among the richest in the world.

Scarcity of farm labor was discussed at the closing session of the Farmers' National Congress at Columbus. It was proposed in a resolution that Congress be asked to enact a law exempting farm labor from contract labor laws, which prohibit contracting of laborers in foreign countries.

A total of 1,323 students were registered during the past year in the New York State College of Agriculture at Cornell, or an increase of 355 over the previous year. Prof. Bailey, head of this school, is urging the necessity of a business farm, a real farm, to show a man how to run his business in order to make that business pay.

Prof. Hurd, of the Amherst Agricultural College, urges that the boards of trade in cities study the conditions in the rural communities surrounding them and to assist in their development and to stimulate production by promoting good highways and electric roads.

Almond Griffen.

Somewhat Peculiar Idea as to Church Going.

Evansville, Ind., Oct. 20—I read the following in your Oct. 11 issue of the Tradesman, "Confidence is the sheet-anchor of all successful business," and I thought that this applies to everything else in life.

If we have confidence in ourselves we will not beg, steal nor pray. Confidence is that thought which creates everything in and around us. It makes us useful, wise and happy and it does not ask any questions, nor does it want us to thank it for what it has given us. All it wants is for us to follow it each day, and if we do we will not need to pray.

Just as soon as we begin to pray, just that soon confidence says to us, "You're foolish, get up and sin no more."

It is really surprising to see so many people go to church every Sunday. It proves, without a doubt, that they all have lost confidence in themselves and are going to ask God to help them.

The church is a good place for people to go to reveal their characters. "A man's character seldom changes—it is merely revealed." This is another quotation from the Tradesman, taken from the same issue as the above.

When we learn to have confidence in ourselves, we will not run around looking for some one who knows more about us than we do.

Why should a man whom we have never seen before know more about us than we know ourselves? Still the world is filled with just such people. They think we are a lot of ignorant fellows who do not know anything. Some want to teach us how to run our business. These fellows are generally traveling men. Others want to advise us how to manage our home affairs and there are a whole lot of fellows who want to sell us a seat in the sweet by and by, and every one of the above advisers have not the least bit of confidence in themselves, except that they know that they can pull the wool over our eyes.

If we were as sure that we knew our business as our advisers are that they know theirs, we would all be successful, not only in making money but in being a blessing to humanity as well as to ourselves.

Any man who has confidence in himself has confidence in humanity. What he knows is true for him he knows is true for every other man, woman and child.

Let us all be real ashamed of ourselves and admit that we are all cowards and that there are but few who have confidence in themselves. I guess we had all better go to church and show the world who and what we are.

It is really a shame that there is a church anywhere.

Sinners built them and they go there to let the world know what a wonderful thing they have done.

It pays to advertise.

Edward Miller, Jr.

Indiana has started on an anti-typhoid vaccination campaign and the first to submit to the process was the head of the educational work in Indiana's schools. This will give the others confidence and was a wise move. Statistics show that out of every one hundred thousand people in Indiana 34.6 persons have died annually of typhoid fever during the last ten years, while only 13.3 persons have died of diphtheria and only one person in over three hundred thousand have died of smallpox. Of the 25,000 men mobilized at San Antonio during the recent Mexican rebellion not one died of typhoid, and all were vaccinated against the disease. This is a splendid showing and if it is good to vaccinate men in the army against typhoid it is good to use the same treatment in the public schools, among workingmen and in every place where the dread disease is likely to be. It has been tried in the British army and men thus treated have been immune from typhoid germs for at least three years, perhaps longer.

Fine Calendars

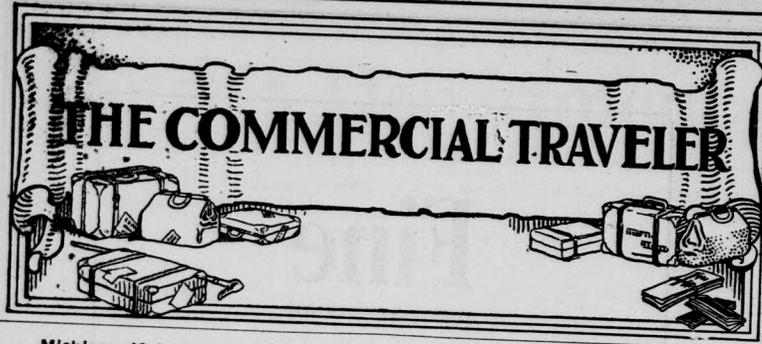


NOTHING can ever be so popular with your customers for the reason that nothing else is so useful. No good housekeeper ever has too many, and they are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship.

Tell us what kind you want and we will send you samples and prices.

**Tradesman
Company
Grand Rapids
Michigan**



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.
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 Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Craw, Petoskey.
 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, Petoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

The Scarlet Thread That Attracts Attention.

I rode into Toledo the other day on the Lake Shore, sitting back of two gentlemen, the one a salesman for a large automobile manufactory, the other a prospective buyer.

It was some time before I noticed that the salesman was using a lot of cleverness in directing the conversation. It was automobiles he wanted to talk about, and he did it, too.

The customer, naturally interested in other things besides automobiles, side-stepped every now and then, but whether he landed in politics, religion or weather, there was the salesman, courteous, affable and well-posted, carrying the conversation along his companion's line, but getting back in short order to automobiles.

"Is it not wonderful, this weather of ours; never saw an other winter like it," exclaimed the customer.

"Nor have I," replied the salesman, "and the roads are fine, too. I came in from Sandusky the other day. It is sixty miles by wagon road, and a little low in places, particularly just west of Fort Clinton, but I made the run in ninety minutes, clear up to the steps of the Boody House. That was our four-cylinder car, vertical motor, 35-horse-power. It has a roller bearing engine. And how I did spin along! Had to come slow through the towns of course."

"Cold, was it not?" asked the customer. "I came across Canada on the Pacific in November. They could not keep the cars warm; had to put on an extra locomotive just for steam heat. Were you ever in the Canadian Rockies? Talk about your scenery!

"Take from Banff west, and you can't beat it. Is it not disgusting to think we charge over Europe like an army of locusts every summer and don't see anything of our own coun-

try? I saw mountains up there that Switzerland can't hold a candle to—and colors! Why, it just looked as if some one had blotched the rocks with a billion barrels of vermilion, of purple, of green and of a thousand other shades to which names have never been given."

He went on for twenty minutes, giving some excellent descriptions of

I felt like reaching over and patting him on the shoulder. Not one salesman in a thousand could have carried the thought through from end to end as he did.

When I got on the street car in Toledo to ride up town, I heard the two still discussing the merits of different machines. When I jumped off at the hotel it was to hear the salesman say:

"Our engine is roller bearing, has a master clutch with no wearable surface. You never know when it takes hold; there is no jerk and the transmission prevents burning. The roller pinion and rear axle overcome every objection to a shaft-driven car."

I dreamed that night that I was bound for Paradise in a blue automobile touring car; that the tires were punctureless; that there was no stripping of gears and that the total repair expense for the entire trip was

truth, for ability like his is sure to make its way anywhere, any time.

So, my boy, cultivate the ability to carry on conversation with customers, making it chatty and spicy, but all the time weaving into it the scarlet thread that attracts attention to your line. That is the kind of talk that pays. The man who is an adept at it is pretty sure to have a full order book. And a full order book means a plethoric pocketbook, and a plethoric pocketbook means an easy conscience. Daniel Louis Hanson.

Be sure you are right, and then don't make a fuss about it.

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Reproduced and Bound, 5,000 Original Bills, 5,000 Duplicate Bills, 100 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it. Always for full in duplicate charges close. For description of covers, samples and special prices on large quantities, address The CEDER-THOMSON CO., 1928 Webster Ave., St. Paul, Minn. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of print- ing secured. It takes from 10 days to 2 weeks to execute orders.

THE SOUL OF THE ROAD

NOT so long ago people said I was "The Limit." This was doubtless because I wined about so much to get there with none of my ways good. A fagged-out horse or a stalled wagon brought scowling and grumbling and sometimes cursing. I was helpless. Finally came Public Spirits who proclaimed that I must be reformed to make men and my community better. I didn't know I meant so much to public morals and welfare as that, but I was glad.

My transformation has come. The words of my benefactors ring true, for clouds have turned to sunshine. I see smiles and hear happy voices—and these must be better than frowning and swearing. I rejoice in this service. But men must care for me. My bruises must be healed. That adage about an ounce of prevention being better than a pound of cure applies to my case. If men will be true to me I will reciprocate in kind; I am helpless except as they give me grace to be.

the scenery. This I felt was the test of the automobile salesman. If he could gather up the lost thread and again weave it into the fabric of his conversation he certainly would be entitled to a medal.

"Yes," he responded, "our country does not have to take a back seat for any other in scenery, either. It only needs to be exploited, and automobiles will do that more than anything else. No, I was not cold on the Sandusky trip; the car had a glass wind break. Some machines can't stand one; they haven't enough reserve power. But, you see, our Type R has individual and special lubricators. There is no lost power, the universal joints prevent wear on pins. The loss through using the wind break is more than made up in the greater power of the machine, gained, however, at no greater expense for gasoline."

He was in the saddle again, having brought the conversation back to his own subject without being abrupt.

only \$1.50. Beside me sat the salesman telling about the popularity of the Celestial Route since the introduction of automobiles.

"I'm not going in this time," he said. "I have a pass good for eternity." And I knew he spoke the

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

MACAULEY SAID

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

USE THE BELL

And patronize the service that has done most to abridge distance

AT ONCE

Your personality is miles away

Every Bell Telephone is a long distance station.



News and Gossip of the Traveling Boys.

Ward Morton, representing the Keystone Type Foundry of Philadelphia, is a new addition to the local travelers. Morton formerly made his headquarters in Detroit, which is in the charge of John Taylor, a former Grand Rapids resident and member of the local Council.

Another addition to the new crop of U. C. T. babies. Born to Mr. and Mrs. Pete Damstra, an eight pound boy.

Jim Massie, with the Woodhouse Co., is seriously ill at St. Mary's hospital. Jim has the sympathy of all the boys and the hope of a speedy recovery.

Frank Cummings, of this city, who is assisting in the dissolution of the oil trust and Bruneau of Hemmeter Champion fame, held a reunion in the depot at Clarksville last Friday, while waiting for the P. M. train. They went back over old times together. Frank also "went back" 35 cents.

We wish to thank the Committee of Council 43, Saginaw, for the invitation to "Ye Old Tyme Fyshe Supper" to be given at their hall Nov. 4. Would advise that any of the traveling boys who happen to be in Saginaw on this date to be sure and attend. A fine time promised.

Ed. Bottje has Little Nemo of comic supplement fame backed off the stage—his home excuses are surely "dreams."

John Putt, former Grand Rapids boy and department manager for the I. M. Smith Co., was in Grand Rapids last week. John represents Carson, Pirie, Scott & Co., of Chicago.

To set several curious minds at rest we wish to state that Al Windt is still selling tobacco and is not a picture agent. The large picture he was carrying down the streets of Muskegon was an advertising picture for a customer.

Other curious ones—the clerical appearing salesman whom you say you saw talking to himself and waving his arms on the train was not crazy. It was John Christensen, chaplain of the famous 131 Council, committing to memory the "Ray of Hope" lecture which he intends to give at the next regular meeting.

Next meeting of Grand Rapids Council 131, U. C. T., will be held on Saturday night, Nov. 4. Usual good time and U. C. T. ladies invited.

Fred Coninger went to Flint on the Grand Trunk last week. Fred's baggage consisted of a pocket full of "131" cigars and the glad hand for every body.

Landlord Brown, of the Bailey House, at Ionia, says he has run a hotel for fifteen years and as yet no one has ever found fault with the coffee he serves. Pretty good record that. Of course, Brown doesn't mention that he has served other things besides coffee.

Jim McMahon, Geo. Gibson and Harry McIntyre, all representing different cigar concerns, are working the trade together these days. Fine chance for anything to slip by that bunch.

Doesn't it jar you to pay 80 cents for about 20 cents worth of eats and

then have to give the "waitah" the 20 cents change?

If the boys would organize an anti-tipping society, perhaps they would have enough left when they get home to take wife out for a lunch occasionally.

Fred Read, landlord of the Stearns, Ludington, had John Martin write an advertisement to be placed in the Griplet, a new magazine published by the Knights of the Grip. In part the advertisement quoted Fred as "The best natured landlord in the world." Knowing Fred very well and not receiving any money for the notice as the Griplet had, we stated through these columns that we thought he was "The biggest 'crab' in the world." The Tradesman sent him a sample copy, as it usually does when it says anything about a non-subscriber—good, bad or indifferent—enclosing a subscription blank. Now he thinks Martin or the writer owes him a refund. If Read subscribes to this magazine, we will withdraw our statement, although in our own mind we will always know he is a crab. Surely this advertising should be worth a dollar, besides the privilege of reading our gossip each week.

H. G. McWilliams carried an umbrella with him last week. He guarded it very zealously—in fact, so much so that the boys got next to him. When his head was turned one of them sneaked the umbrella away from him. When he discovered the loss he nearly threw a fit and started down the train aisle swearing vengeance on the robber who swiped his umbrella. He went through the train without finding a clue. In the meantime, his passion rose to fever heat. He walked back to his seat—and there was the umbrella in its original resting place. Wonder who did it?

Why do the railroads and hotels single out trunk men to pay off their dividends? The fare to Muskegon on the G. R. & I. is 50 cents—trunk men excepted. If there is baggage to check the fare is 79 cents, notwithstanding the fact that there is an excess rate of 15 cents per hundred pounds with a minimum rate of 25 cents. Now comes the New Burdick at Kalamazoo—fairly reasonable rates to men without baggage. But listen to this: Rooms for the men with sample trunks are from two to three dollars more than those without. The lowest rate for sample room is \$3, but the \$3 room is not half large enough for a man with an ordinary sample line. It is a veritable hold up game and worth investigating by the Knights of the Grip and the U. C. T.

Will some kind philanthropist please send Gus Andree, manager of the Andree Hotel, at Scottville, two cents. A certain traveling man left word with Gus to mail a key to a Grand Rapids hotel, but neglected to leave the required postal fees. Do not send more than two cents.

Don't forget the U. C. T. meeting next Saturday night, October 4. Visiting members invited.

If you hear Claude Ballard whistling "Every little movement has a meaning of its own" do not let it surprise you. Claude occupied a \$2 seat in the Temple Theatre, at East

Jordan, recently and enjoyed Madame Sherry. Hope the Tradesman doesn't go to Claude's house, as he doesn't want his wife to get next.

The party who recently moved out of Fred Richter's barn took Richter's lawn mower with him. Will he return it next spring?

Wm. Godfrey has moved out of Richter's Barn in Traverse City, owing to the fact that the barn was not steam heated. Will recently had an operation performed on his cat and he thought the barn too cold.

We wish to remind Geo. Harris, with Edson-Moore & Co., Detroit, that a few more shocks like the last and he can remit the balance to the undertaker.

Ray Thacker has been appointed assistant to Secretary Hurley, of Traverse City Council, Hurley having removed to Rockford.

John Edwards, landlord at Mesick, has taken unto himself a partner. On behalf of the boys we wish to extend hearty congratulations and sincerely hope John will now keep the fires going this winter.

Al Ford has severed his connections with the Puritella Cigar Co., and has accepted a position with the Weaver Cigar Co., of Traverse. The Traverse bunch wish him success, as they say he has the greatest line in the State. J. M. Goldstein.

News and Gossip From the Saginaw Valley.

Saginaw, Oct. 31—Two hundred and fifty invitations have been sent out for the U. C. T. fish supper, to be given Saturday, Nov. 4, by Saginaw Council.

H. E. Vasold, Secretary and Treasurer of Saginaw Council, was called to Ann Arbor Tuesday by the death of his brother-in-law.

J. C. Sonnenberg, representing A. Krolik & Co., is moving his office and sample room from 717 Genesee avenue to one of the new stores in the Sherman House block, on Tuscola street. He will also have his cigar factory in the same store.

In reply to J. M. G.'s enquiry regarding the Saginaw correspondent, am pleased to advise he sold an order week before last and could not get time to send in any news.

The writer noticed Adams, from Alma, making a purchase of a box of bon bons last week. Suppose they were sent to Grand Rapids.

J. B. Hill, representing the Diamond Crystal Salt Co., reports a fine catch of fish from Bay Port, and when Jim says he got them everybody believes him, as he is well acquainted with Bob Gillingham, manager of the Gillingham Fish Co., of Bay Port.

It is reported that the Owosso business men were successful in getting a certain railroad to build a new depot. There are a lot of other towns in Michigan which would do well to follow the example of Owosso.

Lyman Russell, with Hibbard, Spencer, Bartlett & Co., who formerly lived in Saginaw, but for the past six months has made his home on the farm near Merrill, reports the crops as doing finely. Rube Russell, as he is now called, is still on the

road and his brother works the farm, but Rube manages to get home for Sunday and enjoy a good fry of springers.

Don't forget that Saginaw Council wants all visiting travelers to be with them at their fish supper Saturday, Nov. 4, if you happen to be in the city.

Bay City U. C. T.'s have arranged for a big time at their next regular meeting on Nov. 11, at which time they have about ten candidates to take the work. Two Grand officers of Michigan have promised to be present, and the Saginaw boys expect to go down in a special car, as over thirty have promised to make the trip.

We expect to have several good feeds of venison before long, as several Saginaw travelers have started north with excess baggage and guns.

The Ann Arbor Railroad has remodeled the depot at Ithaca, also given it a coat of paint, which was very much needed and will be appreciated by the traveling public.

"I told you they would win," is all you could hear on the train Friday morning. Of course, everybody bet on the Athletics, now that the world's series is over. C. S. F.

E. P. Walter Unconscious From Apoplexy.

Kalamazoo, Oct. 31—E. P. Walter, 57 years old, 909 West Main street, was found unconscious in his bed this morning by his wife, who went to his room to call him for breakfast. She summoned a doctor, who stated that Mr. Walter was suffering from a stroke of apoplexy.

Up to a late hour this afternoon he had not recovered consciousness and but little hope is held out for his recovery.

Mr. Walter received an apoplectic stroke eight years ago. It was not severe enough to cause him any alarm. He is a traveling salesman for the Willis A. Coleman Provision Co. and has spent practically all of his life in Kalamazoo. His wife and daughter Marjorie are in attendance at his bedside.

Referred To Mr. Goldstein.

Grand Rapids, Oct. 31—If the Pere Marquette fast train from Detroit is reported 2 hours and 67 minutes late, and organizer MacFarlane is trying to unionize Mr. Stowe and the Tradesman, how long will it take Jimmie Goldstein to put a new face on his dummy boxer?

A Member of No. 131.

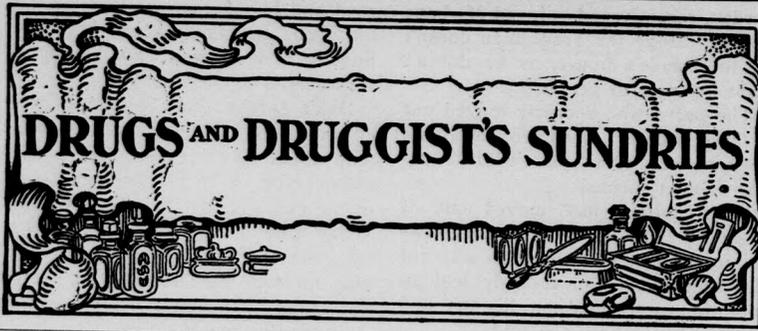
P. S.—Long may you live and prosper.

Ann Arbor—Christian E. Overbeck has filed a voluntary petition in bankruptcy. Liabilities, \$2,603.11; assets, \$250, which are claimed to be exempt.

Manistee—L. N. Roussin is succeeded in the meat business by H. A. Stonnab.

Hash contains secrets that we know not of; and so do most other styles of cooking.

The dentist should never hurl defiance in the teeth of a patient.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

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—Roland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Profitable and Best Selling Hot Soda Drinks.

More druggists than ever will dispense hot soda this winter. The following have proven most profitable and popular at hot-soda counters:

Hot Malted Milk Coffee.

Malted milk 2 teaspoonfuls
 Coffee syrup 1 oz.
 Hot water 7 ozs.

Mock Turtle Broth.

Beef extract 2 ozs.
 Barley, oatmeal or starch... ½ oz.
 Gelatin ¼ oz.
 Tincture of bitter orange peel 3 drs.
 Tincture of capsicum 18 dps.
 Lime juice 3 drs.
 Worcestershire sauce 3 drs.
 Salt ¼ oz.
 Water, hot to make 16 ozs.

Make a thin paste from the starch or other material; swell the gelatin in cold water; dissolve the beef extract in hot water with the salt; add to the hot mixture and starch paste and softened gelatin and bring all to a boil; strain through a wire strainer; add the flavorings and hot water to finish. Use 1½ ounces of this broth to an 8 ounce mug.

Hot Orange.

Orange syrup 1½ ozs.
 Hot water to fill an 8 ounce mug

Make the syrup for this drink of stronger flavor than for cold "soda."

Hot Orange Phosphate.

Orange syrup 1 oz.
 Solution of acid phosphates .. 1 oz.
 Hot water .. to fill an 8 ounce mug

Prepared more acceptably by mixing the juice of half an orange with "acid phosphate," sugar and hot water.

Hot Oyster Juice.

Take 1 fluid ounce of fresh juice or liquid from oysters, add a table-spoonful of cream, fill the 8 ounce mug with hot water, add a small piece of butter and season with pepper and salt. Serve with soda crackers.

Hot Pineapple.

Pineapple syrup 1 or 1½ ozs.
 Hot water to fill an 8 ounce mug
 The syrup for this drink must be made of stronger flavor than for cold "soda."

Hot Raspberry.

Prepare a syrup as follows:
 Raspberry juice 6 ozs.
 Syrup, "soda" to make 32 ozs.
 To serve put 1½ fluid ounces in an 8 ounce mug and fill with hot water.

Hot Raspberry Vinegar.

Raspberry vinegar ½ oz.
 Raspberry syrup ½ oz.
 Hot water 7 ozs.

Hot Tea.

The only correct way to serve hot tea is to make it as wanted, using one of the small china tea pots with a strainer in it. Several varieties of tea may be kept on hand to suit different customers. The customer should be allowed to pour out the infused tea into the mug, and to add the cream and sugar.

Hot Tomato Bouillon.

Beef extractteaspoonful ½ to 1 Or
 Liquid beef extract, about 1 oz.
 Tomato catsup, about ½ oz.
 Hot waterto fill 8 ounce mug
 Season to taste.

Egg Bouillon.

Into a mixing glass break an egg and add two teaspoonfuls of extract of beef. Season with pepper and salt. Add an ounce of hot water and shake thoroughly. Strain into a 10 ounce glass and fill with boiling water.

Hot Gingerade.

Pour an ounce of ginger ale syrup into a glass; add dash of soluble extract of ginger and fill with boiling water.

Celery Tomato Bouillon.

This is prepared by adding a few dashes of celery extract to a cream of tomato bouillon.

Egg Cherry.

Into a mixing glass draw two ounces of cardinal cherry. Sweeten to taste with powdered sugar and add an egg. Shake thoroughly and strain into a clean glass. Fill with boiling water and serve.

Tomato Clam Broth.

Tomato bouillon 1 oz.
 Clam bouillon 1 oz.
 Draw into a hot soda mug and

add a dash of cream. Season to taste and fill with hot water. Into this place a small piece of butter and serve.

Cream of Tomato Bouillon.

Into a mug pour one ounce of tomato bouillon and add one teaspoonful of extract of beef and one-half ounce of sweet cream. Season to taste and fill.

Hot Lemonade.

Into a hot soda mug draw one ounce of lemon syrup. Into this squeeze the juice of one lemon and fill with hot water and serve.

Hot Egg Orangeade.

Orange juice from half an orange, one egg, two teaspoonfuls of powdered sugar, enough grated nutmeg to season, enough hot water to fill a mug.

Hot Blaze.

Loaf sugar 4 cubes
 Extract ginger ale 3 dashes
 Lime juice 3 dashes
 Hot soda 1 cupful
 Stir and serve.

Hot Malted Milk.

In a cup place two teaspoonfuls of Horlick's malted milk, add small amount of hot water and sugar to suit taste, then add hot water enough to fill cup, stirring meanwhile. This can be topped with small amount of whipped cream or served plain.

Hot Golden Fuff, or Fizz.

Orange syrup 1 ounce
 Angostura bitters 3 dashes
 Egg 1
 Spicesto suit taste
 Hot waterenough to fill mug

Hot Egg Snap.

Ginger syrup 1 ounce
 Egg 1
 Jamaica ginger 3 dashes
 Hot waterenough to fill mug

Hot Gingerette.

Ginger syrup 1 ounce
 Egg 1
 Sweet cream ½ ounce
 Jamaica ginger 1 dash
 Hot waterenough to fill mug

Should Respect Their Own Laws.

All the states have laws requiring that for the trafficking in and the dispensing of drugs and medicines, only duly qualified pharmacists shall be employed. The National Association of Pharmacologists (an organization of drug clerks) has discovered that many states and state institutions, such as prisons, hospitals, sanitariums, and the like, have placed their drug departments and dispensaries in charge of men who are not registered pharmacists. This Association, therefore, calls for a reform in this respect, and demands that states shall apply their own laws to the conduct of their own officers. This is a logical position to assume, and it is to be hoped that the contention of these clerks will be upheld and reform follow. The Association has passed formal resolutions calling upon the state authorities to clean up and requesting national, state and local organizations of pharmacists and the pharmaceutical press to join in demanding this reform.

Working yourself and others to death is not the purpose of life.

Hot Soda.

The season for hot soda is upon us. It is time for the druggist to stop and think! What was done with the fountain last winter? Was it neglected or did it pay a profit throughout the cold weather? Hot soda is becoming better established with every season. The hot drink pays if the fountain is run right. There should be no dull season. The profit is greater from the sale of hot soda than that derived from ice cream soda, sundaes and other cold drinks. With so small an expenditure as \$15 to \$60 a hot drink business may be started. The first essential in preparing for hot beverage dispensing is the selection of a hot water heater or urn. This should be attractive, for advertising reasons. Let the china be neat in design, the silver bright. The same rules of cleanliness, attractive appearance of fountain, dispensing counter and dispenser apply to hot soda dispensing as well as to cold. For the hot soda service there should be a variety of beverages. One can not expect to build up trade by serving only chocolate and coffee, although these are most frequently called for. Advertise other drinks. Have a number of specials. With all hot drinks serve wafers or crackers; they cost but little and more than repay the small outlay. Serve each customer with a napkin; if a paper one, have it without color or of a neat design. In order to build up trade in any department, the customer must be pleased, and this business is no exception. In fact, here patrons are apt to be more observant. They have come to satisfy their palate rather than actual need. The passer-by who would not think of going out of his way for a hot drink can be attracted by a showy fountain and a white-coated attendant standing ready to promptly serve him.

Salicylic Acid Solution.

Lafay calls attention to the comparative insolubility of salicylic acid and the inconvenience that results when prescribers order the acid in lotions and gargles in an amount that can not be retained in solution. The difficulty is overcome by using equal parts of salicylic acid and borax, the boro-salicylate of soda formed being very soluble in water and it does not require the addition of alcohol or glycerin.

Government Hog Cholera Cure.

Wood charcoal100 lbs.
 Sulphur100 lbs.
 Sodium chloride200 lbs.
 Sodium bicarbonate200 lbs.
 Sodium hyposulphite200 lbs.
 Sodium sulphate, dried100 lbs.
 Black antimony100 lbs.
 All in powder.

The Drug Market.

Menthol—Has advanced.
 Gum Thus—Is almost out of the market and very high.
 Balsam Copaiba—Is higher.
 Jalop Root—Has declined.
 Oil Rosemary Flowers—Is higher on account of light stocks.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Aniline, Baccas, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum. Includes a large advertisement for Hazeltine & Perkins Drug Co. with the headline 'Our New Home' and 'They Will EAT More and BUY More Groceries Instead of Coffee and Tea'.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Flour and Feed Stuffs
Cheese

DECLINED

Provisions
Vinegar

Index to Markets

By Columns

Ammonia	1
Axle Grease	1
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
Candles	1
Canned Goods	1-2
Carbon Oils	2
Catsup	2
Cereals	2
Cheese	2
Chewing Gum	3
Chicory	3
Chocolate	3
Cider, Sweet	3
Clothes Lines	3
Cocanut	3
Coffee	3
Confections	4
Crackers	4
Cream Tartar	6
Dried Fruits	6
Flour	6
Flourishing Goods	6
Fishing Tackle	6
Flavoring Extracts	6
Flour	7
Fresh Fish	7
Fruit Jars	7
Gelatine	7
Grain Bags	7
Grains	7
Herbs	8
Hides and Pelts	8
Horse Radish	8
Jelly	8
Jelly Glasses	8
Mapleline	8
Mince Meats	8
Molasses	8
Mustard	8
Nuts	8
Olive	8
Pipes	8
Pickles	8
Playing Cards	8
Potash	8
Provisions	8
Rice	9
Salad Dressing	9
Saleratus	9
Sal Soda	9
Salt	9
Salt Fish	9
Seeds	9
Shoe Blacking	10
Snuff	10
Soda	10
Soda	10
Spices	10
Starch	10
Syrups	10
Table Sauces	10
Tea	10
Tobacco	10
Twine	11
Vinegar	11
Wicking	11
Woodenware	11
Wrapping Paper	11
Yeast Cake	12

1

ARCTIC AMMONIA	Doz.	75
12 oz. ovals 2 doz. box		
AXLE GREASE		
Frazer's		
1lb. wood boxes, 4 doz.	3	00
1lb. tin boxes, 3 doz.	2	35
3 1/2 lb. tin boxes, 2 doz.	4	25
10lb. pails, per doz.	6	00
15lb. pails, per doz.	7	20
25lb. pails, per doz.	12	00
BAKED BEANS		
Beutel's Michigan Brand		
Baked Pork and Beans		
No. 1, cans, per doz.	45	
No. 2, cans, per doz.	75	
No. 3, cans, per doz.	85	
1lb. can, per doz.	90	
2lb. can, per doz.	1	40
3lb. can, per doz.	1	80
BATH BRICK		
English		95
BLUING		
Sawyer's Pepper Box		
Per Gross		
No. 3, 3 doz. wood bxs	4	00
No. 5, 3 doz. wood bxs	7	00
Sawyer Crystal Bag		
Blue		4 00
BROOMS		
No. 1 Carpet 4 sew	5	00
No. 2 Carpet 4 sew	4	75
No. 3 Carpet 3 sew	4	50
No. 4 Carpet 3 sew	4	25
Parlor Gem	5	25
Common Whisk	1	25
Fancy Whisk	1	50
Warehouse	5	50
BRUSHES		
Scrub		
Solid Back, 8 in.	75	
Solid Back, 11 in.	95	
Pointed Ends	85	
Stove		
No. 3	90	
No. 2	1	25
No. 1	1	75
Shoe		
No. 8	1	00
No. 7	1	30
No. 4	1	70
No. 3	1	90
BUTTER COLOR		
Dandelion, 25c size	2	00
CANDLES		
Paraffine, 6s	8	
Paraffine, 12s	8 1/2	
Wicking	20	
CANNED GOODS		
Apples		
3lb. Standards	95	
Gallon	2 75	3 00
Blackberries		
2 lb.	1 50	1 90
Standards gallons	65	00
Beans		
Baked	85	1 30
Red Kidney	85	95
String	70	1 15
Wax	75	1 25
Blueberries		
Standard	1	30
Gallon	6	50
Clams		
Little Neck, 1lb.	1 00	1 25
Little Neck, 2lb.	1	50
Clam Bouillon		
Burnham's 1/2 pt.	2	25
Burnham's pts.	3	75
Burnham's qts.	7	50
Cherries		
Corn		
Fair	90	1 00
Good	1 00	1 10
Fancy	1 45	1 45
French Peas		
Monbadon (Natural)		
per doz.	2	45
Gooseberries		
No. 10	6	00
Hominy		
Standard	85	
Lobster		
1/2 lb.	2	40
1 lb.	4	25
Picnic Tails	2	75
Mackerel		
Mustard, 1lb.	1	80
Mustard, 2lb.	2	80
Soused, 1 1/2 lb.	1	80
Soused, 2lb.	2	75
Tomato, 1lb.	1	50
Tomato, 2lb.	2	80
Mushrooms		
Hotels	16	
Buttons, 1/2s	14	
Buttons, 1s	23	

2

Oysters		
Cove, 1lb.	85	90
Cove, 2lb.	1 65	1 75
Plums		
Plums	1 00	2 50
Pears in Syrup		
No. 3 cans, per doz.	1	25
Peas		
Early June	95	1 25
Early June sifted	1 15	1 80
Peaches		
Pie	90	1 25
No. 10 size can pie	3	00
Pineapple		
Grated	1 85	2 50
Sliced	95	2 40
Pumpkin		
Fair	85	
Good	1 00	
Fancy	1 90	
Gallon	2 50	
Raspberries		
Standard	@	
Salmon		
Warrens, 1 lb. Tall	2 30	
Warrens, 1 lb. Flat	2 40	
Red Alaska	1 75	1 85
Pink Alaska	1 30	1 40
Sardines		
Domestic, 1/4s	3 25	
Domestic, 1/2 Mus.	3 50	
Domestic, 3/4 Mus.	7	
French, 1/4s	7	14
French, 1/2s	18	23
Shrimps		
Dunbar, 1st, doz.	1 35	
Dunbar, 1 1/2s, doz.	1 35	
Fair	85	
Good	1 00	
Fancy	1 25	1 40
Strawberries		
Standard		
Fancy		
Tomatoes		
Good	1 15	1 20
Fair	1 10	1 15
Fancy	1 40	
No. 10	3 50	
CARBON OILS		
Barrels		
Perfection	9	
D. S. Gasoline	13	
Gas Machine	20	
Deodor'd Nap'a	12	
Cylinder	29	34 1/2
Engine	16	22
Black, winter	8 1/2	10
CATSUP		
Columbia, 25 pts.	4 15	
Snider's pints	2 35	
Sinder's 1/2 pints	1 35	
CEREALS		
Breakfast Foods		
Bear Food Pettijohns	1 95	
Cream of Wheat 36 2lb	4 50	
Egg-O-See, 36 pkgs.	2 85	
Post Toasties T No. 2	2 80	
24 pkgs.	2 80	
Post Toasties T No. 3	2 80	
36 pkgs.	2 80	
Apetiao Biscuit, 24 pk	3 00	
18 pkgs.	1 95	
Grape Nuts, 2 doz.	2 70	
Malta Vita, 36 1lb.	2 85	
Mapl-Flake, 24 1lb.	2 70	
Pillsbury's Vitos, 3 dz.	4 25	
Ralston Health Food		
36 2lb.	4 50	
Saxon Wheat Food, 24	3 00	
pkgs.	3 00	
Shred Wheat Biscuit,		
36 pkgs.	3 60	
Kellogg's Toasted Corn		
Flakes, 36 pkgs in cs	2 80	
Vigor, 36 pkgs.	2 75	
Voigt Corn Flakes	4 50	
Washington Crisps		
36 pkgs.	2 80	
Rolled Oats		
Rolled Avena, bbls.	5 80	
Steel Cut, 100 lb. sks	2 85	
Monarch, bbls.	5 50	
Monarch, 90 lb. sacks	2 65	
Quaker, 18 Regular	1 45	
Quaker, 20 Family	4 40	
Cracked Wheat		
24 2lb. pkgs.	2 50	
CHEESE		
Acme	16	
Bloomington	16	
Carson City	16 1/2	
Hopkins	12 1/2	
Riverside	16 1/2	
Warner	16 1/2	
Brick	14 1/2	
Lelden	15	
Limburger	13 1/2	
Pineapple	40	
Sap Sago	20	
Swiss, domestic	13	

3

CHEWING GUM		
Adams Pepsin	55	
American Flag Spruce	55	
Beaman's Pepsin	55	
Best Pepsin	45	
Best Pepsin, 5 boxes	55	
Black Jack	55	
Largest Gum (white)	55	
O. K. Pepsin	65	
Red Robin	55	
Sen Sen	55	
Sen Sen Breath Perf.	1 00	
Spearmint	55	
Spearmint, jars 5 bxs	2 75	
Yucatan	55	
Zeno	55	
CHICORY		
Bulk	5	
Red	7	
Eagle	5	
Franck's	7	
Schener's	6	
Red Standards	1 60	
White	1 60	
CHOCOLATE		
Walther Baker & Co.'s	22	
German's Sweet	31	
Premium	31	
Caracas	31	
Walther M. Lowney Co.		
Premium, 1/4s	30	
Premium, 1/2s	30	
CIDER, SWEET		
"Morgan's"		
Regular barrel 50 gal	10 00	
Trade barrel, 28 gals	5 50	
1/2 Trade barrel, 14 gal	3 50	
Boiled, per gal.	60	
Hard, per gal.	25	
CLOTHES LINES		
per doz.		
No. 40 Twisted Cotton	95	
No. 50 Twisted Cotton	1 80	
No. 60 Twisted Cotton	1 60	
No. 80 Twisted Cotton	2 00	
No. 50 Braided Cotton	1 00	
No. 60 Braided Cotton	1 25	
No. 80 Braided Cotton	1 85	
No. 80 Braided Cotton	2 25	
No. 50 Sash Cord	1 60	
No. 60 Sash Cord	1 90	
No. 60 Jute	80	
No. 72 Jute	1 00	
No. 60 Sisal	85	
Galvanized Wire		
No. 20, each 100ft. long	1 90	
No. 19, each 100ft. long	2 10	
Baker's	37	
Cleveland	41	
Colonial, 1/4s	35	
Colonial, 1/2s	33	
Epps	42	
Huyler	45	
Lowney, 1/4s	36	
Lowney, 1/2s	36	
Lowney, 3/4s	36	
Lowney, 1s	40	
Van Houten, 1/4s	12	
Van Houten, 1/2s	20	
Van Houten, 3/4s	40	
Van Houten, 1s	72	
Webb	33	
Wilber, 1/4s	33	
Wilber, 1/2s	32	
COCOANUT		
Dunham's		
per lb.		
1/4s, 5lb. case	29	
1/2s, 5lb. case	28	
1/4s, 15lb. case	27	
1/2s, 15lb. case	26	
1s, 15lb. case	25	
1/4s & 1/2s, 15lb. case	26 1/2	
Scalloped Gems	10	
1/4s & 1/2s, pails	14 1/2	
Bulk, pails	13 1/2	
Bulk, barrels	12	
COFFEES, ROASTED		
Rio		
Common	17	
Fair	17 1/2	
Choice	18	
Fancy	19	
Peaberry	20	
Santos		
Common	18	
Fair	19	
Choice	19	
Fancy	20	
Peaberry	20	
Maraicao		
Fair	20	
Choice	21	
Mexican		
Choice	21	
Fancy	22	
Guatemala		
Fair	21	
Fancy	23	
Java		
Private Growth	23@30	
Mandling	31@35	
Aukola	30@32	
Mocha		
Short Bean	25@27	
Long Bean	25@27	
H. L. O. G.	26@28	
Bogota		
Fair	21	
Fancy	23	
Exchange Market, Steady		
Spot Market, Strong		
Package		
New York Basis		
Arbuckle	24 00	
Lion	23 50	
McLaughlin's XXXX		
McLaughlin's XXXX sold		
to retailers only. Mail all		
orders direct to W. F.		
McLaughlin & Co., Chica-		
go.		
Extract		
Holland, 1/2 gro boxes	95	
Felix, 1/2 gross	1 15	
Hummel's foll, 1/2 gro.	85	
Hummel's tin, 1/2 gro.	1 43	

4

CONFECTIONS		
Stick Candy	Pails	
Standard	10	
Standard H H	10	
Standard Twist	10 1/2	
Jumbo, 32 lb.	10 1/2	
Extra H H	12	
Boston Cream	14	
Big stick, 30 lb. case	10 1/2	
Mixed Candy		
Grocers	7 1/2	
Competition	8	
Special	10	
Conserve	10	
Royal	9	
Ribbon	14	
Broken	14	
Cut Loaf	10 1/2	
Leader	10 1/2	
Kindergarten	12	
French Cream	11	
Star	11	
Hand Made Cream	17	
Premio Cream mixed	15	
Paris Cream Bon Bons	12	
Fancy-In Pails		
Gypsy Hearts	15	
Coco Bon Bons	14	
Fudge Squares	14	
Peanut Squares	11	
Sugared Peanuts	13	
Salted Peanuts	12	
Starlight Kisses	13	
Lozenges, plain	12	
Champion Chocolate	13	
Eclipse Chocolates	15	
Eureka Chocolates	16	
Quintette Chocolates	15	
Champion Gum Drops	15	
Moss Drops	12	
Lemon Sours	12	
Imperials	12	
Ital. Cream Bon Bons	13	

6

Soda Crackers N. B. C. 1 00
 Soda Crackers Select 1 00
 S. S. Butter Crackers 1 50
 Uneda Biscuit 50
 Uneda Jinjer Wayfer 1 00
 Uneda Lunch Biscuit 50
 Vanilla Wafers 1 00
 Water Thin Biscuit 1 00
 Zu Zu Ginger Snaps 50
 Zwieback 50
In Special Tin Packages.
 Per doz.
 Festino 2 50
 Nabisco, 25c 2 50
 Nabisco, 10c 1 00
 Champagne Wafer 2 50
Per tin in bulk
 Sorbetto 1 00
 Water 1 00
 Nabisco 1 75
 Festino 1 50
 Beut's Water Crackers 1 40
CREAM TARTAR
 Barrels or drums 33
 Boxes 34
 Square cans 36
 Fancy caddies 41
DRIED FRUITS
Apples
 Sundried 12@13
 Evaporated 14@16
California
 Citron @16
 Corsican @16
Currants @ 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
Peel
 Lemon American 13
 Orange American 13
Raisins
 Connasior Cluster 1 lb. 3 17
 Dessert Cluster, 1 lb. 4 21
 Loose Muscatels 3 Cr
 Loose Muscatels 4 Cr
 L. M. Seeded 1 lb. 7 @ 9 1/2
California Prunes
 L. M. Seeded 1 lb. 9 @ 9 1/2
 Sultanas, Bleached 12
 100-125 25lb. boxes @ 11 1/2
 90-100 25lb. boxes @ 12
 80-90 25lb. boxes @ 12 1/2
 70-80 25lb. boxes @ 13
 60-70 25lb. boxes @ 13 1/2
 50-60 25lb. boxes @ 14
 40-50 25lb. boxes @ 14 1/2
 1/4c less in 50lb. cases
FARINACEOUS GOODS
Beans
 Dried Lima 7
 Med Hand Picked 2 60
 Brown Holland 3 20
Farina
 25 1 lb. packages 1 50
 Bulk, per 100 lbs. 4 00
Original Holland Rusk
 Packed 12 rolls to container
 3 containers (36) rolls 2 85
 5 containers (60) rolls 4 75
Hominy
 Pearl, 100 lb. sack 1 75
 Maccaroni and Vermicelli
 Domestic, 10 lb. box 60
 Imported, 25 lb. box 2 60
Pearl Barley
 Chester 4 50
 Empire 5 00
Peas
 Green, Wisconsin, bu.
 Green, Scotch, bu.
 Split, lb. 04 1/2
Sage
 East India 6
 German, sacks 6
 German, broken pkg.
Flake, 100 lb. sacks 6
 Pearl, 130 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. 7
 2 to 3 in. 9
 3 in. 11
 3 in. 15
 3 in. 20
Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet 10
 No. 5, 15 feet 11
 No. 6, 15 feet 12
 No. 7, 15 feet 15
 No. 8, 15 feet 18
 No. 9, 15 feet 25
Linen Lines
 Small 20
 Medium 26
 Large 34
Poles
 Bamboo, 14 ft., per doz. 55
 Bamboo, 18 ft., per doz. 60
 Bamboo, 18 ft., per doz. 80
FLAVORING EXTRACTS
Foots & Jenks
 Coleman Vanilla
 No. 2 size 14 00
 No. 4 size 24 00
 No. 3 size 36 00
 No. 8 size 48 00
 Coleman Terp. Lemon
 No. 2 size 9 60
 No. 4 size 18 00
 No. 3 size 21 00
 No. 8 size 36 00
Jaxon Mexican Vanilla
 1 oz. oval 15 00
 2 oz. oval 28 00
 4 oz. oval 50 00
 1 oz. flat 100 00

7

Jaxon Terp. Lemon
 1 oz. oval 10 20
 2 oz. oval 16 80
 8 oz. flat 68 00
Jennings (D. C. Brand)
 Terpeneless Extract Lemon
 No. 2 Panel, per doz. 75
 No. 4 Panel, per doz. 1 50
 No. 6 Panel, per doz. 2 00
 No. 3 Taper, per doz. 1 50
 2 oz. Full Measure doz. 1 25
 4 oz. Full Measure doz. 2 40
Jennings (D. C. Brand)
Extract Vanilla
 No. 2 Panel, per doz. 1 25
 No. 4 Panel, per doz. 2 00
 No. 6 Panel, per doz. 3 50
 No. 3 Taper, per doz. 2 00
 1 oz. Full Measure doz. 90
 2 oz. Full Measure doz. 2 00
 4 oz. Full Measure doz. 4 00
 No. 2 Panel assorted 1 00
Crescent Mfg. Co.
 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, 1/2 gal. per gro. 7 75
 Mason, can tops, gro. 1 65
GELATINE
 Cox's, 1 doz. large 1 75
 Cox's, 1 doz. small 1 00
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Nelson's 1 50
 Knox's Acidu'd. doz. 1 25
 Oxford 75
 Plymouth Rock Phos. 1 25
 Plymouth Rock, Plain 90
GRAIN BAGS
 Amoskeag, 100 in bale 19
 Amoskeag, less than bi 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 Flour in barrels, 25c per
 barrel additional, 25c per
 barrel additional
 Lemon & Wheeler Co.
 Big Wonder, 1/2s cloth 4 60
 Big Wonder, 1/4s cloth 4 60
 Worden Grocer Co.'s Branu
 Quaker, paper 4 10
 Quaker, cloth 4 20
Wykes & Co.
 Eclipse 4 40
 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 00
 Rye 4 80
Spring Wheat Flour
 Roy Baker's Brand
 Golden Horn, family 5 40
 Golden Horn, bakers 5 30
 Wisconsin Rye 5 10
 Judson Grocer Co.'s Brand
 Ceresota, 1/2s 6 70
 Ceresota, 1/4s 6 60
 Ceresota, 1/8s 6 50
 Lemon & Wheeler's Brand
 Wingold, 1/2s 6 30
 Wingold, 1/4s 6 20
 Wingold, 1/8s 6 00
 Worden Grocer Co.'s Brand
 Laurel, 1/2s cloth 6 35
 Laurel, 1/4s cloth 6 25
 Laurel, 1/8s & 1/2s paper 6 15
 Laurel, 1/2s cloth 6 15
 Voigt's Minnesota Co.'s Brand
 Voigt's Crescent 5 20
 Voigt's Flourigt 5 20
 Voigt's Hygienic 5 20
 Graham 5 50
 Voigt's Royal 5 70
Wykes & Co.
 Sleepy Eye, 1/2s cloth 6 00
 Sleepy Eye, 1/4s cloth 5 90
 Sleepy Eye, 1/8s cloth 5 80
 Sleepy Eye, 1/2s paper 5 80
 Sleepy Eye, 1/4s paper 5 80
 Watson-Higgins Milling Co.
 Perfection Flour 5 00
 Tip Top Flour 4 70
 Golden Sheaf Flour 4 20
 Marshall's Best Flour 5 50
 Perfection Buckwheat 3 00
 Tip Top Buckwheat 2 80
 Badger Dairy Feed 24 00
 Alfalfa Horse Feed 26 00
 Kafir Corn 1 80
 Hoyle Scratch Feed 1 60
Meat
 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 Meal 41 00

8

O P Laxo-Cake-Meal 37 00
 Cottonseed Meal 31 00
 Gluten Feed 30 00
 Brewers Grains 28 00
 Hammond Dairy Feed 24 00
Oats
 Michigan carlots 50
 Less than carlots 53
Corn
 Carlots 80
 Less than carlots 83
Hay
 Carlots 20 00
 Less than carlots 22 00
HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25
HIDES AND PELTS
Hides
 Green, No. 1 10
 Green, No. 2 9
 Cured, No. 1 11 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 @ 20
 Lambs 25 @ 50
 Shearlings 15 @ 35
Tallow
 No. 1 @ 5
 No. 2 @ 4
Wool
 Unwashed, med. @ 18
 Unwashed, fine @ 13
HORSE RADISH
 Per doz. 90
JELLY
 5lb. pails, per doz. 2 25
 15lb. pails, per doz. 5 50
 30lb. pails, per doz. 9 50
JELLY GLASSES
 1/2 pt. in bbis, per doz. 15
 1 pt. in bbis, per doz. 16
 3 oz. capped in bbis,
 per doz. 20
MAPLEINE
 2 oz. bottles, per doz. 3 00
MINCE MEAT
 Per case 2 85
MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20
 Half barrels 2c extra
MUSTARD
 1/2 lb. 6 lb. box 18
OLIVES
 Bulk, 1 gal. kegs 10 @ 1 20
 Bulk, 2 gal. kegs 95 @ 1 10
 Bulk, 5 gal. kegs 90 @ 1 05
 Stuffed, 5 oz. 90
 Stuffed, 8 oz. 1 25
 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 19
 oz. 3 75
 Queen, Mammoth, 28
 oz. 5 25
 Olive Chow, 2 doz. cs,
 per doz. 2 25
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 count 7 75
 Half bbis., 600 count 4 50
 5 gallon kegs 2 25
Small
 Barrels 9 04
 Half barrels 5 25
 5 gallon kegs 1 90
Gherkins
 Barrels 11 00
 Half barrels 5 00
 5 gallon kegs 2 75
Sweet Small
 Barrels 13 50
 Half barrels 7 50
 5 gallon kegs 3 00
PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D., full count 60
 Cob 90
PLAYING CARDS
 No. 90 Steamboat 85
 No. 15, Rival, assorted 1 75
 No. 20, Rover, enam'd 2 00
 No. 572, Special 1 75
 No. 98 Golf, satin fin. 2 00
 No. 808 Bicycle 2 00
 No. 622 Tom'm' whist 2 25
POTASH
 Babbitt's 4 00
PROVISIONS
 Barreled Pork
 Clear Back 16 50 @ 17 00
 Short Cut 16 00
 Short Cut Clear 16 00
 Bean 14 00
 Brisket, Clear 23 00
 Pig 23 00
 Clear Family 26 00
 Dry Salt Meats
 S P Bellies 14
 Pure in tierces .9 1/2 @ 10
 Compound lard .7 1/2 @ 7 1/2
 80 lb. tubs 1/2 advance 1/2
 60 lb. tubs 1/2 advance 1/2
 50 lb. tubs 1/2 advance 1/2
 10 lb. pails 1/2 advance 1/2

9

5 lb. pails advance 1
 8 lb. pails advance 1
Smoked Meats
 Hams, 12 lb. av. 16 @ 16 1/2
 Hams, 14 lb. av. 16 @ 16 1/2
 Hams, 16 lb. av. 14 @ 14 1/2
 Hams, 18 lb. av. 14 1/2 @ 15 1/2
 Skinned Hams 15 @ 15 1/2
 Ham, dried beef sets 18
 California Hams 15 @ 9 1/4
 Boiled Hams 24 @ 24 1/2
 Boiled Hams 21 @ 22
 Minc'd Ham 11
 Bacon 14 @ 14 1/2
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 bbis. 95
 1/4 bbis., 40 lbs. 1 90
 1/2 bbis. 4 00
 1 bbl. 3 00
Tripe
 Kits, 15 lbs. 90
 1/4 bbis., 40 lbs. 1 60
 1/2 bbis., 80 lbs. 3 00
Casings
 Hogs, per lb. 35
 Beef, rounds, set 17
 Beef, middles, set 65
 Sheep, per bundle 80
Uncolored Butterine
 Solid Dairy 12 @ 16
 Country Rolls 12 1/2 @ 18
Canned Meats
 Corned beef, 2 lb. 3 50
 Roast beef, 1 lb. 1 85
 Roast beef, 2 lb. 3 50
 Roast beef, 1 lb. 1 85
 Potted Ham, 1/2s 50
 Potted Ham, 1/4s 90
 Deviled Ham, 1/2s 50
 Deviled Ham, 1/4s 90
 Potted tongue, 1/2s 50
 Potted tongue, 1/4s 90
RICE
 Fancy 6 @ 6 1/2
 Japan Style 4 1/2 @ 5 1/2
 Broken 2 1/2 @ 3 1/4
SALAD DRESSING
 Columbia, 1/2 pint 2 25
 Columbia, 1 pint 4 00
 Durkee's, large, 1 doz. 4 50
 Durkee's, small, 2 doz. 5 25
 Snider's, large, 1 doz. 2 35
 Snider's, small, 2 doz. 1 35
SALERATUS
 Packed 60 lbs. in box
 Arm and Hammer 3 00
 Wyandotte, 100 1/2s 3 00
SAL SODA
 Granulated, bbis. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 36 pkgs. 1 20
Common Grades
 100 3 lb. sacks 2 40
 60 5 lb. sacks 2 25
 28 10 1/2 lb. sacks 2 10
 56 lb. sacks 32
 28 lb. sacks 17
Warsaw
 56 lb. dairy in drill bags 40
 28 lb. dairy in drill bags 20
Solar Rock
 56 lb. sacks 24
Common
 Granulated, fine 95
 Medium, salt 1 00
SALT FISH
Cod
 Large whole @ 7 1/2
 Small, whole @ 7
 Strips or bricks 7 1/2 @ 10 1/2
 Pollock @ 4 1/2
Hallbut
 Strips 15
 Chunks 16
Holland Herring
 Y. M. wh. hoops, bbis. 11 50
 Y. M. wh. hoops, 1/4bbl. 6 00
 Y. M. wh. hoop, kegs 72
 Y. M. wh. hoop Milchers
 kegs 85
 Queen, bbis. 10 25
 Queen, 1/2 bbis. 5 65
 Queen, kegs 62
Trout
 No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 3 25
 No. 1, 15 lbs. 90
 No. 1, 8 lbs. 75
 Mess, 100 lbs. 16 50
 Mess, 40 lbs. 7 00
 Mess, 10 lbs. 1 85
 Mess, 8 lbs. 1 50
 No. 1, 100 lbs. 15 50
 No. 1, 40 lbs. 6 60
 No. 1, 10 lbs. 1 70
 No. 1, 8 lbs. 1 40
Whitefish
 100 lbs. 9 75
 50 lbs. 5 25
 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

10

Hemp, Russian 4 1/4
 Mixed Bird 4 1/2
 Mustard, white 10
 Poppy 15
 Rape 6
SHOE BLACKING
 Handy Box, large 3 dz 2 50
 Handy Box, small 1 dz 2 50
 Bixby's Royal Polish 85
 Miller's Crown Polish 85
SNUFF
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rappie in jars 43
SODA
 Boxes 5 1/2
 Kegs, English 4 1/2
SPICES
Whole Spices
 Allspice, Jamaica 13
 Allspice, large Garden 11
 Cloves, Zanzibar 20
 Cassia, Canton 14
 Cassia, 5c pkgs. doz. 25
 Ginger, African 9 1/2
 Ginger, Cochia 14 1/2
 Mace, Penang 70
 Mixed, No. 1 16 1/2
 Mixed, No. 2 10
 Mixed, 5c pkgs. doz. 45
 Nutmegs, 75-80 30
 Nutmegs, 105-110 20
 Pepper, Black 14
 Pepper, White 25
 Pepper, Cayenne 22
 Paprika, Hungarian 45
Pure Ground in Bulk
 Allspice, Jamaica 12
 Cloves, Zanzibar 24
 Cassia, Canton 12
 Ginger, African 18
 Mace, Penang 75
 Nutmegs 75-80 35
 Pepper, Black 16
 Pepper, White 30
 Pepper, Cayenne 22
 Paprika, Hungarian 45
STARCH
 Kingsford, 40 lbs. 7 1/2
 Muzzy, 20 lb. pkgs. 5 1/4
 Muzzy, 40 lb. pkgs. 5 5
Gloss
 Kingsford
 Silver Gloss, 40 lbs. 7 1/2
 Silver Gloss, 16 3lbs. 6 1/4
 Silver Gloss, 12 6lbs. 8 3/4
 Muzzy
 48 lb. packages 5
 16 5lb. packages 4 1/2
 12 6lb. packages 5 7/2
 50lb. boxes 2 7/8
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 1/2lb. cans, 2 dz. in cs. 1 90
Pure Cane
 Fair 16
 Good 20
 Choice 25
 Michigan Maple Syrup Co.
 Brand
 Kalkaska, per doz. 3 25
TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 25
TEA
 Japan
 Sundried, medium 24 @ 26
 Sundried, choice 30 @ 33
 Sundried, fancy 36 @ 40
 Regular, medium 24 @ 26
 Regular, Choice 30 @ 33
 Regular, fancy 36 @ 40
 Basket-fired medium 30
 Basket-fired choice 35 @ 37
 Basket-fired, fancy 40 @ 43
 Nibs 28 @ 32
 Siftings 10 @ 12
 Fannings 14 @ 15
Gunpowder
 Moyune, medium 28
 Moyune, choice 32
 Moyune, fancy 40 @ 45
 Pingsuey, medium 25 @ 28
 Pingsuey, choice 30
 Pingsuey, fancy 40 @ 45
Young Hyson
 Choice 31
 Fancy 40 @ 50
Oolong
 Formosa, fancy 45 @ 64
 Formosa, medium 25
 Formosa, choice 32
English Breakfast
 Medium 25
 Choice 30 @ 35
 Fancy 40 @ 60
India
 Ceylon, choice 30 @ 35
 Fancy 45 @ 65
TOBACCO
 Fine Cut
 Blot 1 45
 Hiawatha, 16 oz. 60
 Hiawatha, 1 oz. 56
 No Limit, 8 oz. 1 72
 No Limit, 16 oz. 3 40
 Ojibwa, 16 oz. 40
 Ojibwa, 5c pkg. 1 85
 Ojibwa, 5c 47
 Petoskey Chief, 7 oz. 1 90
 Petoskey Chief, 14 oz. 3 80
 Sterling Dark, 5c 5 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 2 80
 Sweet Cuba, 1/2 lb. 2 25
 Sweet Burley, 6c 5 76

11

Sweet Mist, 1/2 gr. 5 70
 Sweet Burley, 24 lb. cs 4 90
 Tiger, 1/2 gross 6 00
 Tiger, 5c tins 5 50
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz. 5 22
Plug
 Am. Navy, 15 oz. 28
 Drummond, Nat Leaf,
 2 & 5 lb. 60
 Drummond Nat. Leaf
 per doz. 95
 Battle Ax 37
 Bracer 37
 Big Four 31
 Boot Jack 36
 Bullion, 16 oz. 46
 Climax Golden Twins 48
 Days Work 37
 Derby 21
 5 Bros. 63
 Gilt Edge 50
 Gold Rope, 7 to lb. 58
 Gold Rope, 14 to 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 43
 Kismet 48
 Nobby Spun Roll 58
 Parrot 28
 Peachey 40
 Picnic Twist 45
 Piper Heidsick 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. 47
 Square Deal 28
 Star 43
 Standard Navy 44
 Ten Penny 24
 Town Talk 14 oz. 30
 Yankee Girl 32
smoking
 All Leaf 30
 Banner, 5c 5 96
 Bull Durham, 5c 5 90
 Briar Pipe, 5c 5 95
 Black Swan, 5c 5 76
 Corn Star, 5c 5 76
 Cuban, 5c 5 76
 Dukes' Mixture, 5c 5 85
 Drum, 5c 5 76
 Glad Hand, 5c 5 72
 Grant, 5c 6 20
 Growler, 5c 4 40
 Hand Made, 2 1/2 oz. 50
 Honey Dew, 1 1/2 oz. 40
 I. X. L., 5c 6 10
 Lucky Strike, 1 1/2 oz. 94
 Myrtle Navy, 5c 5 94
 May Flower Shorts, 5c 5 76
 Nigger Hair, 5c 5 94
 Noon Hour, 5c 5 76
 Peerless, 5c 5 76
 Peerless, 10c 11 52
 Plow Boy, 5c 5 76
 Pilot, 5c 5 40
 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, 10c 11 75
 Summer Time, 5c 5 95
 Trout Line, 5c 5 95
 Tuxedo, 1 oz. 48
 Tuxedo, 2 oz. 96
 Union Leader, 5c 5 95
 Uncle Sam, 10c 10 80
 Yum Yum, 5c 5 85
TWINE
 Cotton, 3 ply 24
 Cotton, 4 ply 24
 Jute, 2 ply 14
 Hemp, 6 ply 12
 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 Cider 14
 State Seal sugar 13
 40 grain pure white 8 1/2
 Barrels free.
WICKING
 No. 0 per gross 30
 No. 1 per gross 40
 No. 2 per gross 50
 No. 3 per gross 75
WOODENWARE
Baskets
 Bushels, apple cider 1 00
 Bushels, wide band 1 15
 Market 40
 Splint, large 3 50
 Splint, medium 3 00
 Splint, small 2 75
 Willow, Clothes, large 8 25
 Willow, Clothes, small 6 25
 Willow, Clothes, me'm 7 25
Butter Plates
 Wire End or Ovals
 1/4 lb., 250 in crate 30
 1 lb., 250 in crate 30
 2 lb., 250 in crate 35
 3 lb., 250 in crate 40
 5 lb., 250 in crate 50
Churns
 Barrel, 5 gal., each 2 40
 Barrel, 10 gal., each 2 55
Clothes Pins
 Round Head
 4 inch, 5 gross 45
 4 1/2 inch, 5 gross 50
 Cartons, 20 2 1/2 doz. bxs. 58
 Egg Crates and Filters
 Kumpfy Dumpty, 12 ds. 90

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
 - Rat, spring 75
 - Tubs**
 - 20-in. Standard, No. 1 7 50
 - 18-in. Standard, No. 2 6 50
 - 16-in. Standard, No. 3 5 50
 - 20-in. Cable, No. 1 8 00
 - 18-in. Cable, No. 2 7 00
 - 16-in. Cable, No. 3 6 00
 - No. 1 Fibre 10 25
 - No. 2 Fibre 9 25
 - No. 3, Fibre 8 25
 - Washboards**
 - Bronze Globe 2 50
 - Dewey 1 75
 - Double Acme 3 75
 - Single Acme 3 15
 - Double Peerless 3 75
 - Single Peerless 3 25
 - Northern Queen 3 25
 - Double Duplex 3 00
 - Good Luck 2 75
 - Universal 3 00
 - Window Cleaners**
 - 12 in. 1 65
 - 14 in. 1 85
 - 16 in. 2 30
 - Wood Bowls**
 - 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

- AXLE GREASE**
- Mica, tin boxes .75 9 00
 - Paragon 55 6 00
- BAKING POWDER**
- Royal
 - 10c size 90
 - 1/4 lb. cans 1 35
 - 6oz. cans 1 90
 - 1/2 lb. cans 2 50
 - 3/4 lb. cans 3 75
 - 1 lb. cans 4 80
 - 3 lb. cans 13 00
 - 5 lb. cans 21 50

- SAFES**
- Small size, doz. 40
 - Large size, doz. 75

- COFFEE**
- White House, 11b.
 - White House, 21b.
 - Excelsior, Blend, 11b.
 - Excelsior, Blend, 21b.
 - Tip Top, Blend, 11b.
 - Royal Blend 11b.
 - Royal High Grade 11b.
 - Superior Blend 11b.
 - Boston Combination 11b.
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

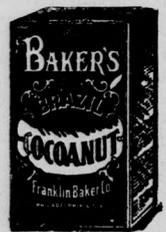
13

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
Perfection 35
Perfection Extras 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT
Baker's Brazil Shredded

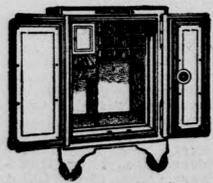


- SOAP**
Beaver Soap Co.'s Brand
- 
- 100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 35
50 cakes, small size .1 95
- Gowans & Sons Brand.**
- 
- Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots .. 2 85
- J. S. Kirk & Co.**
- American Family 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, 100 lbs. 3 50
 - German Mottled, 100 lbs 3 45
 - German Mottled, 10 bx 3 40
 - German Mottled, 25 bx 3 35
 - Marseilles, 100 cakes .6 00
 - Marseilles, 100 cks 5c 4 00
 - Marseilles, 100 ck toll 4 00
 - Marseilles, 1/2 bx toilet 2 10
- Proctor & Gamble Co.**
- Lenox 3 00
 - Ivory, 6 oz. 4 00
 - Ivory, 10 oz. 6 75
 - Star 3 85
- Tradesman Co.'s Brand**
- 
- Black Hawk, one box 2 50
 - Black Hawk, five bxs 2 40
 - Black Hawk, ten bxs 2 25
- A. B. Wisley**
- 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 50

JENNINGS CONDENSED PEARL BLUING



Small size, doz. 40
Large size, doz. 75



Full line of fire and burglar proof safes kept in

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago

St. Louis Minneapolis

And Dallas

WANTED

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

Inquire of
S. J. REDFERN,
Ovid, Mich.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



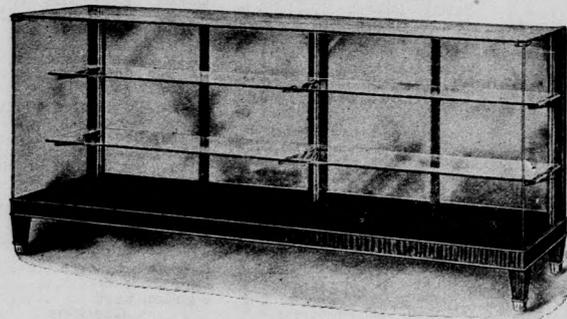
ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Registered, U. S. Pat. Off.

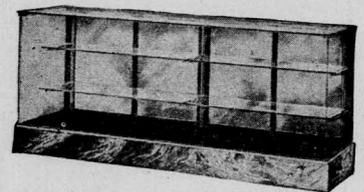
Walter Baker & Co. Ltd.
DORCHESTER, MASS.

The New Wilmarth Design in Show Cases



Are all Illustrated In our New Catalogue Just issued

This book should prove of interest to any merchant who is interested in high grade show cases and other store fixtures. We are showing it in one of the most complete and up-to-date lines in show cases and general store equipment that has ever been offered a merchant, and we would be pleased to furnish any prospective purchaser with a copy of the book and complete information in regard to our work.



Our Store Designing Department is at Your Service

Our Designs and Prices Will Interest You

Write for Catalog G

WILMARTH SHOW CASE CO.

936 Jefferson Ave.

Grand Rapids, Mich.

Chicago Salesrooms
218 W. Jackson Blvd.

Detroit Salesrooms
84 Jefferson Ave.

New York Salesrooms
732 Broadway

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.

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufner, Milwaukee, Wis. 92

For Sale—Up-to-date stock consisting of the three best paying lines of merchandise, drugs, groceries and hardware, situated on the main four corners of a thrifty live business town of about 500 inhabitants on the P. M. Railroad, in the best farming and fruit land in Western Michigan. This store has always been the leading store in the town and a moneymaker. Full prices for everything, not a cut rate town. Rent reasonable or can buy building if desired. Nice living rooms over store. Other business and wishing to retire from business reason for selling. Here is the chance of a lifetime for a couple of young men who are not afraid of work and have a small amount of money to invest. Full particulars given if interested. Address No. 754, care Tradesman. 754

For Sale—\$10,000 stock of shoes, clothing, furnishings and ladies wear in the best three story corner building in Port Huron, doing a business of \$50,000 per year. Could be increased to \$100,000. Good reasons for selling. Cash only considered. Now reducing stock, you can make one-half of purchase price between now and Christmas. New Enterprise, Port Huron, Mich. 752

For Sale—In thriving Illinois town, population 5,000, well-stocked gents' furnishing store. Profits from tailor-made clothing alone will net \$1,000 per year. Price, \$2,500 cash. Address No. 751, care Tradesman. 751

\$9,500 retail stock of clothing, shoes, men's furnishings and ladies ready-to-wear. A good part of stock was bought during 1911. Will exchange for timber lands, residence, lots or good farm and some cash. J. Hilger, 140 Reed St., Milwaukee, Wis. 750

Cigar and billiard parlor, good location and trade. Cheap rent. Lease. Good reasons for selling. Address 404 N. Burdick St., Kalamazoo, Mich. 749

First-class shoe salesman also Band director, would like to locate in Michigan. Address No. 748, care Tradesman. 748

If you are not selling pearl buttons, start something. When your customer sends you for sugar she sends to your competitor for pearl buttons. You want this profit, you can get it. See how on page 23. Address No. 747, care Tradesman. 747

Sealed Bids will be received on any department, or my entire stock of dry goods, clothing, furnishings, shoes, groceries and drugs, with store furniture used in connection. Brick building to sell or rent. Best location in city. Good chance for the right man to locate in a community worth while for either business or a home. Bids opened November Fourth. Right reserved to reject any or all bids. October twenty-fifth, 1911. John K. Frost, Clio, Mich. 745

A well-known and well-established Detroit manufacturer, manufacturing a staple line, desires to add from \$25,000 to \$50,000 to its working capital. He prefers to secure this increase from some party willing to and capable of entering actively into the business. The business will bear the strictest investigation. This is a good opportunity for the right man to get into an active business on an absolutely fair basis. This party is a client of ours and we will be pleased to give full information to any party interested. Clark, Lockwood, Bryant & Klein, Attorneys, 1301-8 Ford Bldg., Detroit, Mich. 744

For Sale—Bakery and restaurant, doing good business, in good town; \$500 takes it. C. W. Rowley, Williamston, Mich. 753

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

Good Bargains For Sale by Frank P. Cleveland

FARM IMPLEMENT BUSINESS AND RESIDENCE in Palo Alto Co., Iowa, \$6,000.

PROPRIETARY MEDICAL BUSINESS AND LABORATORY; business established in 1800 and a money maker; \$16,000. PARTNER WANTED to purchase half interest in Indiana stoneware and pottery works; \$10,000 required.

TELEPHONE PLANT in Mo., \$8,000.

TELEPHONE PLANT in Ohio, \$6,000.

FLORIST STORE in Philadelphia, Pa.; \$1,200.

CONFECTIONERY AND GROCERY STORE in Vernon Co., Mo., fine location for doctor or druggist, \$1,000.

120 BARREL STEAM MILL AND LARGE ELEVATOR in Crawford Co., Ohio, \$16,000.

MILLINERY STORE in South Bend, Indiana; \$900.

MEAT MARKET in Steele Co., Minn., \$3,600.

STOCK OF GENERAL MERCHANDISE in Hancock Co., Ills., \$5,500.

IMPLEMENT AND VEHICLE BUSINESS, store building and lot in Clay Co., Ills., \$3,500.

WHOLESALE BAKERY, CANDY AND ICE CREAM FACTORY in Porter Co., Indiana; a money maker, \$2,500.

HARDWARE STOVE AND PAINT STORE in Indiana city of 35,000; \$9,500.

GROCERY BUSINESS in DeKalb Co., Ind., an old established business and a money maker; \$3,800.

WALL PAPER AND DECORATING STORE in Iowa city of 20,000 population; established 35 years, \$2,800.

HARDWARE, PLUMBING AND HEATING BUSINESS, store building and lot in Butler Co., Iowa; about \$21,700 required.

SPECULATORS AND SUB-DIVIDERS ATTENTION! 140 acres adjoining Kansas city of 5,500 population. This tract can be bought for \$150.00 per acre. There is a fortune for anyone who will subdivide and sell this land.

MEN'S FURNISHING AND TAILORING BUSINESS in Barton Co., Kans., fine opening; about \$12,000.

GENERAL STORE AND STORE BUILDING in Sheridan Co., Nebr., fine opening for a merchant; about \$3,000 required.

I bring buyers and sellers together. No matter where located if you want to buy, sell or trade any kind of business or property anywhere at any price, write me. Established 1881. Frank P. Cleveland, 1261 Adams Express Building, Chicago, Illinois.

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

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, 713 Yates St., Toledo, O. 733

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 PRICES ALL THE TIME. NATIONAL FOOD PRODUCTS CO., BRIGHTON, MICHIGAN. 730

For Sale—\$25,000 stock dry goods, men's, women's furnishings, shoes, in 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—Good up-to-date stock of groceries or general merchandise. C. H. Smith, Libertyville, Ill. 708

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

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 \$80 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, Manton, Mich. 718

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

Drug and grocery stock for sale. Full prices. Finest location. Very little cash required. Address Dr. Pierce, Beaverton, Mich. 713

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. Sick-ness 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. 649

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, failing 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

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

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

Write us for plans and prices on a raising 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. 645

HELP WANTED.

Wanted—Experienced salesman acquainted with Michigan trade to carry line of woolen and cotton "Clare" hosiery with their regular line, through Lower Michigan. Goods have established reputation throughout Michigan. Salesman also wanted for Minnesota. Clare Knitting Mills, Saginaw, Mich. 746

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.

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.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, TRADESMAN
ENVELOPES, COMPANY,
COUNTER BILLS. GRAND RAPIDS

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 30—Last week the coffee market seemed to have been stricken with something of a "pain in its midst" and at this writing we have to record a market for spot coffee that is practically standing still. Speculatively, the article fell off several points and the spot market simply seemed to reflect this decline. In store and afloat the stock of Brazilian coffee aggregates 2,131,359 bags, against 2,758,423 bags at the same time a year ago. At the close Rio No. 7 is quoted at 15 $\frac{3}{4}$ c. Mild coffees are dull and sales individually are of limited quantities. Good Cucuta is held at 16 $\frac{1}{2}$ c. A decline of 100 points has taken place on the Exchange within a week.

The refined sugar market is very quiet at the recent slight decline to 6.70, less 2 per cent., and buyers are apparently bound to take only sufficient to keep them going. This quotation is about 2c above the rate of a year ago and, very naturally, trading is limited.

The tea market remains in a quite satisfactory condition, with the general trend rather in favor of sellers. Quotations show no material advance, but supplies are not extremely large and the probable increase in consumption are points which tend to help holders.

Rice is about unchanged. There is a fair call and rates are without perceptible change. Prime to choice to domestic, 4 $\frac{3}{4}$ @5c.

Spices are very quiet. Not an item of interest can be picked up and the condition of the past week seems likely to prevail for the rest of the year.

No change in quotations has taken place in molasses. There is a seasonal demand and supplies are fully equal to the call. Colder weather will certainly help matters. Good to prime open kettle, 25@32c. Syrups are in light request and without change.

We have had rather a quiet week in canned goods. Tomatoes are hovering around 95c@\$1, with quite liberal supplies said to be "in evidence" at the former quotation. Fine peas are in moderate supply and wanted. Corn is moving fairly well. This article will have to take the place of several other things this year. New York corn is quoted at 85@95c.

Butter has shown an advance of about 2c within a week for top grades and the end is not yet in sight. This is for creamery specials, the quotation for which is 32@33c; held, 31@31 $\frac{1}{2}$ c; factory, 18@21@21 $\frac{1}{2}$ c; packing, 19@20 $\frac{1}{2}$ c.

Cheese is without any particular change. The supply is large enough for all requirements and whole milk is quoted at 14 $\frac{1}{2}$ c.

Fresh gathered nearby eggs, 32@

33c, and from this down to 24@26c. The market in general is firm and tends to a higher level.

Wholesalers and Retailers in Action.

The wholesalers held a dinner meeting at the Pantlind Monday night, with Wm. B. Holden presiding, and C. W. Burroughs, of Cleveland, made a strong address in opposition to parcels post. The parcels post, he said, was demanded chiefly by the mail order houses and direct-to-the-consumer manufacturers and, as these concerns advertise extensively in the magazines, the magazines naturally favor them. England has the parcels post and, in spite of small area and dense population, the service is rendered by the government at a loss. In this country, with its great distances and sparse population, if the Government attempted to serve as a freight carrier the deficit in the postal revenues would be appalling, necessitating new forms of taxation to pay the bills. Sydney F. Stevens, Heber A. Knott and W. Millard Palmer cordially endorsed what Mr. Burroughs said and declared that a firm stand must be taken against any parcels post legislation.

The wholesalers last spring adopted a resolution favoring monthly meetings for the discussion of such topics as might be of trade interest and as a means of cultivating the friendly spirit. The meeting Monday night was the first to be held.

John Buys, chairman of the Retailers' Committee of the Board of Trade, has appointed Julius A. J. Friederich, F. E. Winegar, C. O. Lancaster, J. A. Solomons and Edward A. Rood as a special committee to arrange for a dinner meeting of the retailers to discuss the organization of a retailers' association, patterned after the wholesalers' organization or the Municipal Affairs Committee of the Board of Trade. Speakers will be secured from other cities in which there are successful retailers' associations, one to speak on organization and the benefits to be gained therefrom, another to tell how conventions are secured and others on such other topics as may be suggested. It is believed a permanent organization will follow the meeting, likely with a paid secretary to do the work. The retailers have nearly completed the raising of a convention fund of \$2,000, and success in this undertaking will in itself be an encouragement to further united effort.

Manufacturing Matters.

Saginaw—The capital stock of the Brooks Manufacturing Co., manufacturer of boats and knock down furniture, has been increased from \$130,000 to \$140,000.

Hastings—The Jordan & Steele Manufacturing Co. has been incorporated to manufacture sink and general press work, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,000 being paid in in cash and \$3,000 in property.

Detroit—A new company has engaged in business under the style of

The House of George, for the purpose of buying, selling and manufacturing coats, cloaks, caps and fur goods etc., with an authorized capital stock of \$18,000, all of which has been subscribed and paid in in property.

Detroit—The Cass Auto Livery has merged its business into a stock company under the style of the Cass Automobile Repair Co., for the purpose of manufacturing, purchasing, selling and repairing motor vehicles, with an authorized capital stock of \$10,000, of which \$5,810 has been subscribed, \$1,000 being paid in in cash and \$2,000 in property.

Winters—Furman Brothers, recently of Watertown, Wis., have lumber on the ground for a cheese factory which they are preparing to build. It will be two stories high, with a stone basement. Making cheese is not a new venture with the Furman brothers, who are operating several factories. The fact that the Chatham creamery closed several weeks ago because of an inadequate milk supply does not deter the Wisconsin men, who next spring will bring a large herd of Holsteins to Winters and will add to the number if necessary to keep the factory in commission.

Beans Lower—Demand Light—Consumption Curtailed.

The demand for beans during the past week has been exceedingly light. Wholesale grocers are receiving cars bought for October delivery and are not inclined to take on more at present price. It would seem from present indication that beans are too high, and the consumption has been curtailed more or less in the large markets. The present high price keeps us out of the Southwest, where the freight rates are high, and the New England states are buying their supply from the New York crop at 10@15c per bushel under the price of Michigan beans. November and December are always dull months, and for twenty years the price has declined during November, and never for twenty years has the price of beans been at its present level during this month.

The capacity for hand picking beans in Michigan to-day is more than four times that of five years ago and, even though some of the stock is damaged, it will come on to the market very rapidly.

Beans are now about 10c per bushel below the price of last week, although elevators have not lowered their paying price to farmers.

E. L. Wellman.

Conditions of the Potato Market.

Conditions in the potato market continue strong. The demand from receivers continues heavy, therefore there is practically no surplus of loaded cars any one day.

Pices in Michigan have advanced much more rapidly than they have in the distributing markets and in numerous instances have now reached the point where there is practically no margin between the buying and selling price. This is a purely speculative condition and entirely unwarranted.

Deliveries have been liberal all over the State.

The car situation is becoming a serious factor at a good many points. Naturally this will have a tendency to hold prices firm and there should be no especial change so far as the selling price is concerned, for a few days at least.

A. G. Kohnhorst.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Bugalo, Nov. 1—Creamery, 26@32 $\frac{1}{2}$ c; dairy, 20@22c; poor, all kinds, 15@20c.

Eggs—Fancy, fresh candled, 30c; choice, 27@28c; cold storage candled, 20@21c.

Live Poultry — Fowls, 10@13c; ducks, 13@15c; turkeys, 16@18c; spring chickens, 10@13c; geese, 13@15c.

Beans — Medium, \$2.50; marrow, \$2.75@2.85; pea, \$2.50; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, 60@70c per bu.
Rea & Witzig.

BUSINESS CHANCES.

Wanted—Good second-hand floor cases, wall cases, cash register, counters, cashier's desk, candy computing scale, safe, account register, post card rack, large mirrors. B. & H. East Lansing, Michigan, 760

Turn slow merchandise into cash. New plan. Boosts trade using dead stock for leaders. Big success everywhere. Endorsed by largest wholesalers. Clean modern business building sale. Circles immense crowds, largest results. Circulars, signs, window displays free. Write to-day. Two weeks open in November. Now booking Spring 1912. Apple-Voelz Sale Service, Milwaukee, 761

For Sale or Exchange—Woodworking plant in best railroad town in Central Michigan. Good power. Fine plant for manufacturing furniture or anything in wood. Excellent opening for lumber yard. Sickness reason for selling. Address F. E., care Tradesman, 755

For Sale—Fine 40 acre dairy farm and milk route within one mile of town and excellent shipping point; also 18 cows. For further information address Lock Box 481, Durand, Mich. 756

For Sale—Stock of general merchandise in good hustling town. On easy terms. Address Lock Box 102, Alma, Mich. 757

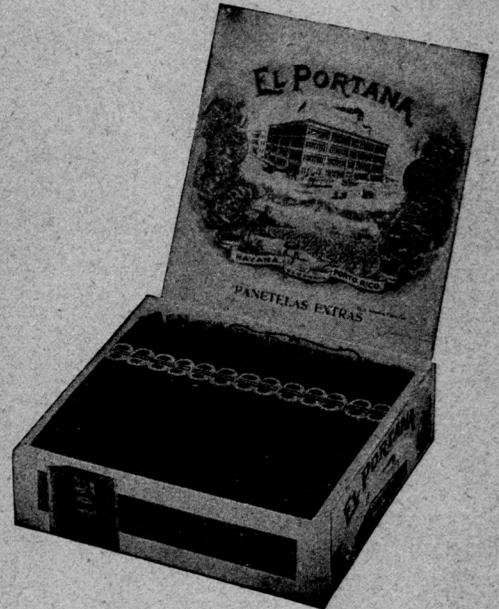
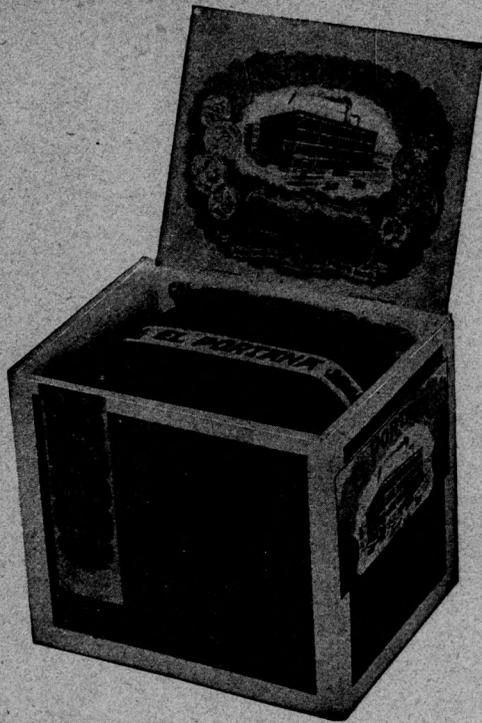
For Sale—Small grocery stock and fixtures with meat department in rear of store. Good location in a city of 40,000. Call or address J. L. Warner, 135 E. Bush St., Kalamazoo, Mich. 758

Manager Wanted—Man familiar with fruits, butter, eggs and chickens, to manage for co-operative farm company, a distributing station in Chicago, fair salary. Must be able to invest some money in the company. A moneymaker. Sunny Slope Farm Co., 743 1st Nat'l, Chicago, 759

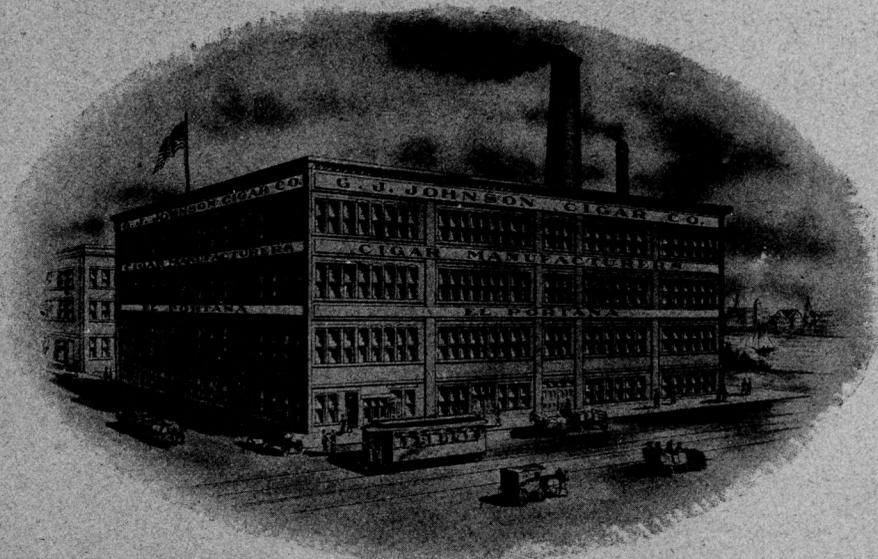
For Sale
Valley City
Milling Co.
Stock at 90c

For particulars address
210 Murray Bldg.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions

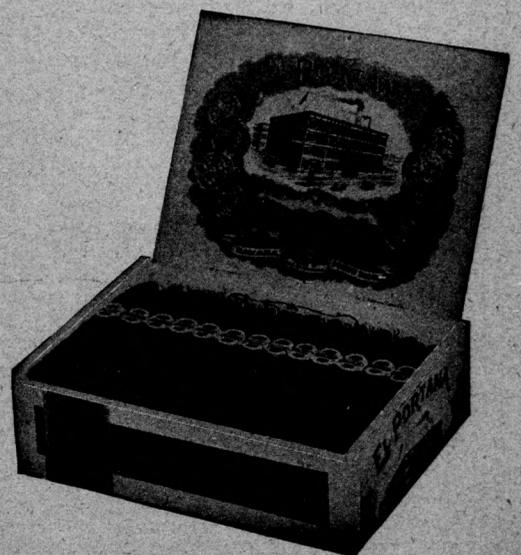
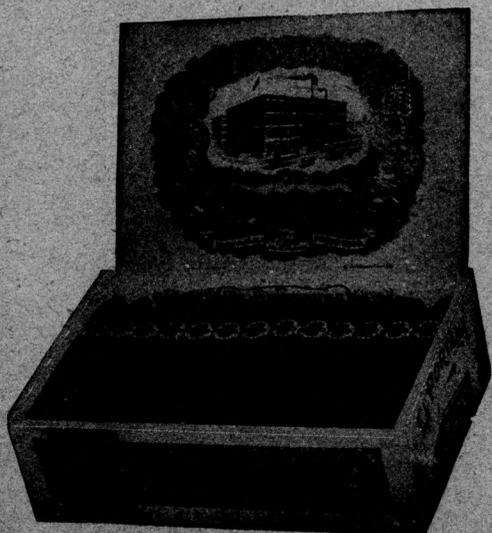
Made in

Five Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



Michigan Wheat Makes Flour Sweet

Nowhere in the world is there flour made that has the flavor of the Michigan brand.

The big flour buyers of the east and south know this and pay a premium for the Michigan article.

There is something in the soil of Michigan and the climate tempered by the great lakes that produces wheat of more excellent quality than any other known.

Just as the Michigan apple and peach are noted for flavor, so likewise is Michigan wheat.

Any Michigan flour is better than the best outside flour, and the leader of the Michigan flours in taste, in color and in strength is

LILY WHITE FLOUR

“THE FLOUR THE BEST COOKS USE”

This famous brand is made for domestic use only. It is not sold to bakers. You cannot get the Lily White flavor in any baker's bread.

Most so-called bread flours are made for the baker's use—not for domestic use—and consequently are not adapted for home baking.

They are too strong in the tough, glutinous elements of the wheat which makes the use of unwholesome quantities of lard absolutely necessary.

Lily White is packed in sanitary, sewed sacks.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.

This is a reproduction of one of the advertisements appearing in the daily papers, all of which help the retailer to sell Lily White Flour.