

MICHIGAN TRADESMAN

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Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 28, 1906

Number 1175

Where to Look for Satisfaction

EVERY workingman who is worth his salt—I care not whether he works with his hands and brains, or with his brains alone—takes satisfaction, first, in the working; second, in the product of his work, and, third, in what that product yields to him. The carpenter who takes no pleasure in the mantel he has made, the farm laborer who does not care for the crops he has cultivated, the weaver who takes no pride in the cloth he has woven, the engineer who takes no interest in the working of the engine he directs, the author who takes no pride in his book, the business man who is not deeply engrossed in the business he is building—these are monstrosities.

The Oriental, hot-climate figment that labor is a curse is contradicted by the experience of all the progressive nations. The Teutonic stock owes everything that is great and inspiring in its destiny to its faculty of overcoming difficulties by hard work, and of taking heartfelt satisfaction in this victorious work. It is not the dawdlers and triflers who find life worth living; it is the steady, strenuous, robust workers.

President Eliot of Harvard University.

95% of Your Capital

is tied up in your stock!

The other 5 per cent. is in your daily cash balance.

Thrifty merchants believe it pays to invest \$200 to \$600 in cash registers to keep an accurate check on 5 per cent. of their investment.

How about the other 95 per cent.?

Have you a daily check on your *merchandise*?

No! And furthermore have you ever been able to estimate how much of a loss you are sustaining through your use of the old-fashioned, inaccurate scales?

Moneyweight Scales

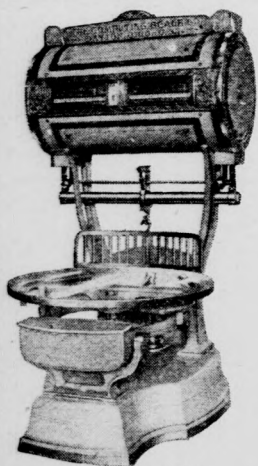
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales will do this.*

MONEYWEIGHT scales are demonstrating every day that they save more than they *cost* while being paid for, therefore in reality they cost you *nothing!*

Although they cost the merchant but a *trifle* compared with a cash register, MONEYWEIGHT scales are the *only accurate check* on a stock worth *many times* the amount of the daily cash balance.

Drop us a line and let us explain how MONEYWEIGHT scales prevent *overweight* and in this way alone pay for themselves in a very short time.

MONEYWEIGHT SCALE CO., 58 State St., Chicago



Scale No. 95



No. 84 Pendulum Automatic

Pure Apple Cider Vinegar

Absolutely Pure
Made From Apples
Not Artificially Colored

Guaranteed to meet the requirements of the food laws of Michigan, Indiana, Ohio and other States

Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers

Detroit, Michigan

MICHIGAN TRADESMAN

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 28, 1906

Number 1175

We Buy and Sell
Total Issues
of
State, County, City, School District,
Street Railway and Gas
BONDS
Correspondence Solicited
H. W. NOBLE & COMPANY
BANKERS
Union Trust Building, Detroit, Mich.

The Kent County
Savings Bank
OF GRAND RAPIDS, MICH

Has largest amount of deposits of any Savings Bank in Western Michigan. If you are contemplating a change in your banking relations, or think of opening a new account, call and see us.

3 1/2 Per Cent.
Paid on Certificates of Deposit

Banking By Mail
Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.
OF MICHIGAN
Credit Advances, and Collections
OFFICES
Widdicombe Building, Grand Rapids
42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

GRAND RAPIDS
FIRE INSURANCE AGENCY
W. FRED McBAIN, President
Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR
Late State Food Commissioner
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.
2321 Majestic Building, Detroit, Mich

Collection Department
R. G. DUN & CO.
Mich. Trust Building, Grand Rapids
Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made every where for every trader.
O. E. McCRONE, Manager.

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLY OR IN QUANTITY
TRADESMAN CO. GRAND RAPIDS, MICH.

- IMPORTANT FEATURES.**
2. The Selling Temperament.
 4. Around the State.
 5. Grand Rapids Gossip.
 6. Window Trimming.
 8. Editorial.
 9. Plain Truth.
 10. Unemployed Rich.
 12. New York Market.
 14. Good Salesmen.
 16. Just Keep Watching.
 18. Butter and Eggs.
 20. Woman's World.
 22. Quality Fruit.
 24. Clothing.
 26. Waters Was Late.
 28. Absolute Honesty.
 30. Looking Backward.
 32. Shoes.
 34. Next Step Up.
 36. Maintaining Prices.
 40. Commercial Travelers.
 42. Drugs.
 43. Drug Price Current.
 44. Grocery Price Current.
 46. Special Price Current.

THE ONLY TRUE PULL.

There is the chap who sees the new moon over his left shoulder and has no money at the time in his left trousers pocket, and there is the other chap who passes under a ladder and, like the other one, bewails his ill luck. And when we hear of it we, not being at all superstitious, size up those people as weak-minded, timid and unfortunate slaves to silly traditions. And they are just that. But they are no more in error than are the people who are continually crying out against their own lack of opportunity, their own inability to secure a "pull" somewhere and somehow.

One of the commonest of declarations is voiced when some sorehead, seeing a successful and prosperous acquaintance of long standing, observes: "I knew that man when he didn't have a second shirt to his back," or "He needn't be so 'chesty,' I knew him when he was as poor as Job's turkey."

One might go about from now to doomsday hawking such nonsense without working even the suggestion of harm to anyone except himself, and if he harmed himself it would be of no importance to anyone, because such grumblers cut no figure socially, commercially, industrially, mentally or otherwise. They are mere ciphers and when rubbed out they are not missed.

There is but one place where a "pull" counts, and that is in connection with some sort of graft or other crooked work, and it is short lived and unprofitable. When a man by virtue of energy, force, ability and rectitude secures influence which pushes him ahead and upward it is the influence created by merit and not the power which comes simply through good will and friendship. It is a result inevitable and not a consequence of luck. It is genuine capital and not a "pull." "If this be true," asks someone, "how do you place the son, brother, son-in-law, nephew or cousin who either inherits wealth and power or attains an opportunity through the

influence of father or brothers or other kinsmen?"

True, such things happen very frequently, but the bequest or the opportunities do not count for much unless the recipient has the character, the mind and the determination to make such things count full value. Somewhere in the good book there is the information that we, each one of us, must work out our own salvation. The assertion applies with equal force to our earthly achievements as to our spiritual welfare, and the man who forever depends on others or waits for something to turn up never gets there. It is not in the books and will never happen.

Forty-seven years ago a lad named Dyer obtained a position as errand boy with the Dennison Manufacturing Co., of New York. Only a few days ago H. K. Dyer—the boy of 1859—announced his retirement as President of the company in question, a company having a capital of one million dollars. And Mr. Dyer is succeeded as President by J. F. Talbot, of the Chicago office, who began his career as errand boy in the company's offices thirty-nine years ago.

Were all the records of such cases to find their way as they take place into the public prints there would be scarcely a day without the appearance of some such history of the certainty that real merit will win and that luck, superstition and "pull"—in the common acceptance of the term—have no bearing whatever on the subject.

It is stated that William Alden Smith's experience with Ralph H. Booth cost him about \$25,000, that being understood to be the price that Mr. Booth charged him for the controlling interest in the Herald which Mr. Smith gave him ten months ago. It came high, but under the Booth management the Herald was rapidly deteriorating in value and influence and Mr. Smith felt that, to save the large interest he retained in the property and the investments of his friends, he had to pay. Besides there was no knowing when Booth might have sold to somebody else and thus left Mr. Smith without an organ. Having regained control, it is Mr. Smith's present intention to give the paper his personal attention. He will shape its policies and manage its business affairs. Associated with him will be Arthur H. Vandenburg as Vice-President and manager under Mr. Smith, Frederick Terry as business and advertising manager and Lewis G. Stuart as managing editor. This re-organization will give the Herald the local management and control that it has so badly needed the past year and put it in touch with local sentiment. How long the pres-

ent arrangement will continue, however, may be open to some speculation. The Herald has become a pretty big institution—too big to prosper to the fullest extent under long-distance management. It may be added, also, that the instances are not numerous of newspapers meeting high success conducted as personal organs. Mr. Smith's mistakes—and he makes them—will be laid up against his paper and the mistakes that the Herald may make will be charged to Mr. Smith and the net results will not be satisfactory to either. The re-organization certainly puts the paper on a much better footing than it had before and its improvement in both appearance and contents is marked.

All business men of Grand Rapids will rejoice that the Rev. Mr. Randall is to remain with the Fountain street church, and this pleasure is particularly intensified because he remains with us in the belief that the people of Grand Rapids have a clear, fair and sincere conception as to what the church as an entity stands for to-day. Such a faith, developed after years of most intelligent, forceful and sincere effort on his part demonstrates the character of the man, and that the faith is well founded is assured by the fact that it possesses Mr. Randall. Young, scholarly, eloquent, broad minded and fearless in his good work, this minister is in truth one who performs his duties, both as clergyman and citizen, to the limit of his great ability; and the fact that he declines an important—and in all probability of greater material profit—invitation to the American metropolis, in favor of Grand Rapids, provides unqualified evidence as to his estimate of the intelligence, sincerity and good citizenship of the metropolis of Western Michigan.

Anomalous as it may seem, there is a man in Milwaukee who has made stealing pay, although caught at it. His name is Charles Ross, and by tapping a main, it is alleged, he has stolen \$26,000 worth of gas, but if convicted can only be forced to pay a fine of from \$5 to \$100, which, as will be seen, will leave him a handsome balance.

Several governments, including our own, are said to have plans in readiness for an invasion of China in case the celestials begin anything like a massacre of foreigners. The Chinese are not prepared for war, but a few years hence the invasion of their country will be a dangerous undertaking.

The same clothes that make a woman often break her husband.

THE SELLING TEMPERAMENT.**Cheerfulness the Best Asset in the Race for Success.**

"He is the best salesman in the city." The remark was seconded by several of a group of coal men, who had drifted together on the street and were discussing the members of their craft. Every one was glad to pay tribute to the young man who at 27 had won a pre-eminent place for himself in the coal trade. Competitors might envy, but none would begrudge the result; all were interested in talking about the secret of it.

"Works like a steam engine," ventured one.

"Is a tip-top fellow," chipped in another.

"Never disappoints his customer," said a third.

Other plausible reasons were offered, but every one felt them insufficient to explain so unique a success. Older men had possessed these same qualifications, separately and combined. There was, indeed, some individual secret about it. Presently an old timer spoke up, deliberately and gravely.

"I have long studied that young man," he began, "and long wondered at him. We were in the same office together. His sales were large. In seasons of hard sledding his work was phenomenal. If there was no demand he would create it, bring in orders for coal marked 'urgent' by the dealer, when the tracks were loaded with 'hold' stuff. There was a dash, a daring about his operations which astonished and then attracted the average buyer.

"I remained one summer several years ago when 'Hocking' was a 'drug,' he sold trainloads of it about town. His method was a mystery, but we felt he was honest, and when the facts leaked out later, both the mystery and honesty were well founded. He had undertaken what no normal temperament would have ventured to do, or could have succeeded in doing. He had sold the coal broadcast among dealers and manufacturers at mine price on the specious plea that a large tonnage was being secured, large enough to influence a special rate. Enough coal was sold, and the rate was secured. The beauty of his work consisted in the fact that he had made no assurances to any one, had won people over by his own contagious enthusiasm and belief. That is his secret—a subdued enthusiasm, which shines in his eyes and vibrates in his voice. It is never extravagant nor artificial, always subdued and effective.

"One season we had a bad run of coal. The stuff was marked below standard, but he sold it persistently. I never knew him to say it was good or mislead any one to believe so. Complaints rained into the office. People would come in loaded with resentment, and, incredible as it may seem, would go out at peace with the world after having bought some more coal. They seemed eager to deal with him, to feel in a vague sort of way that he could do them a great deal of good; and when they awoke to the fact of a loss they could not

blame the salesman. He had not induced them to buy in so many words; he has assumed they would buy as a matter of course, and that assumption seemed to be irresistible. In other words he had a selling temperament."

The story was characteristic. Every one recognized the brilliant young salesman in the old man's analysis of him. They had thought so themselves, but never quite understood it, so clearly. It was a singular instance of a temperament suited to its work. There are many more instances of business careers being wrecked by unsuitable temperaments.

A bright young fellow keeping records in an office made little progress. He was clear headed and alert, a manly, amiable disposition, whom every one liked and wished to aid. He worked hard. But somehow he accomplished little. His work fell behind. When his employers began to study him the difficulty gradually dawned upon them. They observed that he was easily distracted by any commotion; if a fire engine passed by he was the first to reach a window, and it took him a long time to settle down after the excitement. His muscles were forever twitching, his legs forever shifting. The fellow was using up energy continually, to keep his energy down. It soon became evident that he had no book-keeping temperament.

One day he told the boss he was going to quit; he could not stand it any longer.

"Stand what?" queried the boss. "Reading in the papers about boxing—my muscles itch to get at it every time I read of a fight. I can't stay here any longer."

"But, Jack, that is a poor game in the end; it is hazardous, and after you fall in it no business wants to employ you."

"Can't help it. I am as hard as nails and have trained all my life. I have got to have a rap at somebody soon."

Remonstrance had no effect on him and he entered the ring. He was a clean boy, well kept, and made some money with the gloves. It was his temperament to fight, not to keep books.

There are clever accountants who have a gambling instinct. The steady routine of figures is uncongenial. They love to take chances. Figures are a stone wall to that sort of men; if there is anything certain in life it is figures. It is a mistake to think that such men are shiftless. They may have strong wills and do their work well. But it is never congenial. They should be in some business which depends upon chance tempered by judgment; mere gambling is no business.

The fellows who go wrong and "take a chance" with their employers' money are just the ones whose temperament is always at war with their trade. If they were in a legitimate business of chance their gambling instincts might be reasonably satisfied. Behind a set of books they grow restless and gamble for relief.

Some people are of the oversensitive sort. They can not stand being jarred. In a business organization

many separate wills can not be expected to get along without friction. Rivalries will arise; preferences will be shown. Fairly or unfairly, one man will be promoted above another, one man will be favored over another. Under the stress of chance and business exigency such things can not be avoided. A crop of sore-heads results. They stand in their own light. Sometimes they make trouble and get themselves into trouble, all because they are not the people "whose blood and judgment are so well commingled that they are not a pipe for fortune's fingers to play what stop she please."

The story is told of a young man who had worked his way up to the head of an office in St. Paul, when a change of management occurred. A new manager was appointed and brought him his office assistant. The young man was retained at his old pay in a slightly inferior capacity. His pride was hurt; he did nothing to aid the new chief in his work, sulked when he should have smiled. The manager was fair; warned him several times of his mistake, and finally offered him a place on the road for the good of all concerned. The foolish boy fancied he was being plotted against—put out on the road to be rid of—and made himself and his employer so uncomfortable that dismissal resulted. It was the ruin of a capable man whose temperament was too sensitive for ordinary business.

The harmony and effectiveness of an organization depend much upon the temperament of its executive. The tendency to carp or find fault with the employes is fatal to influence. Many an able leader has failed to carry out his plans because he could not control himself or inspire his men. The fussy man has no place at the head of a business.

This is a world of compromises, and there are people in it who never can adjust themselves to them. They are the overscrupulous sort. Men skilled in their own trade often spoil their usefulness by a narrow absorption in it.

After the formation of a certain combine of producing interests at Pittsburg a well known auditor was appointed to reduce to uniformity the individual accounting systems which had been in use. It was a mathematical problem, and he was an expert at figures. But he made a mess of the undertaking. To his mind figures were all there was to business, and to compromise in the least with his pet methods seemed unthinkable. The various heads of the offices he sought to reform were valuable men in their way—able salesmen, etc.—who were not always modern in their book-keeping methods. Like all of human nature, they prided themselves on the things they were least proficient in doing, and resented some of the minor improvements made in the accounting. It seemed a case of safeguarding essentials by tactfully yielding on minor points, but to the auditor's notion such compromises were a breach of that fine spun logic—the harmony of figures—in which he had been reared, all forgetful of the more essential harmony of facts. There

resulted friction with the heads, and the auditor was recalled.

In life insurance service temperament plays so large a role that it is a decisive qualification for an agent. If his temperament is not proof against the uncertainties, sudden successes, and protracted periods of failure in insurance soliciting it is useless to venture in the business. His other abilities will not avail him.

Whatever may be said about the fitness of temperament for this or that occupation, it is true of them all that cheerfulness wins and the low spirited lose in the race for success.

John Benson.

Colder Weather Checks Spring Hardware Trade.

Although the sudden reappearance of cold weather has checked the buying movement in many of the spring lines of hardware there is still a moderate demand for these goods, as well as for the staple lines, and with the advent of real spring weather it is expected that jobbers and retailers will resume their purchasing operations. Manufacturers report that the volume of orders for heavy hardware which they are booking is considerably in excess of that taken at the corresponding time for many years, and most of the mills and factories are experiencing great difficulty in filling the numerous new orders which call for early shipments. Stocks of many wholesale dealers are so depleted that they are being compelled to replenish their supplies along most of the staple lines.

With the reopening of the building season it is believed that the demand for paints and painters' materials will also increase materially. The demand for screen doors and windows, wire cloth, lawn mowers and other spring and summer lines is still satisfactory in the Central West, and fairly so in the East. Business in binder twine is not especially active, but it is too early in the year to expect an active buying movement in this line. Bale ties are beginning to move freely, and a much heavier demand is looked for within the next few weeks. The wire mills report that there is no cessation in their business, and all indications are now for a continuance of great activity in wire products throughout April, May and June.

Prices are being firmly held, despite the development of some weakness in scrap iron, and no changes are expected to be made in heavy hardware for several weeks to come. The black and galvanized sheet market is fairly active and prices are being well maintained.

Anderson, Ind., florists have been producing green carnations for several years by steeping the stems of white blooms in a chemical solution. They are now trying to develop a rose with the American flag distinctly portrayed for use on Memorial day, Fourth of July and other holidays. A jet black carnation is also being developed.

To some people the good things of life come with very little in the way of work and worry.

EGG-O-SEE

"Square Deal"

Great Concentration Plan

Special Offer to Retail Merchants

We Pay the Freight!

From March 15th to April 30, 1906, inclusive, we will make drop shipments to retailers, to be billed through your jobber, we prepaying freight to nearest railroad station, and on all such shipments we will make the following:

Special Free Offer

With 10 Cases of EGG-O-SEE . . . 1 Case **FREE**

With 5½ Cases of EGG-O-SEE . . . ½ Case **FREE**

Since making this offer, we have received thousands of letters from Wholesale and Retail Grocers from all parts of the country, endorsing this Great Concentration Plan Offer. They all call it the "square deal" and are unanimous in its favor. **SEND IN YOUR ORDERS** during the life of this Great Offer and take advantage of it for your summer requirements.

REMEMBER WE MOVE THE GOODS. EGG-O-SEE is sold on its merits and its popularity is builded upon a solid foundation of intrinsic value and judicious advertising. Its sale is not dependent upon schemes, such as crockeryware, cheap jewelry, furniture, etc.

The Full Value is in the Food

REMEMBER WE MOVE YOUR STOCK. EGG-O-SEE is now advertised in over forty thousand street cars, which daily carry over forty million consumers of EGG-O-SEE. We are using large space in all the popular magazines, such as Ladies' Home Journal, Munsey's, Everybody's, McClure's, Saturday Evening Post, Collier's, Harper's, The Delineator, The Designer, and the New Idea. We have just paid \$5,000 for full back cover pages in the Butterick Trio and have contracted for full back cover pages in other magazines, the campaign to extend through the entire season. The combined circulation of these magazines is over seven million copies per month and fully thirty-five million consumers will read the EGG-O-SEE ads. each month.

Our newspaper campaign will be the most complete ever attempted by any cereal company and there will be a liberal use of bill boards and outdoor advertising of every description.

Do not hesitate to buy EGG-O-SEE now. We create the demand. We move the goods. We **GUARANTEE EGG-O-SEE** to remain sound and saleable and to **meet all the requirements of the pure food laws of every State.**

SEND IN YOUR ORDERS NOW. You save 1-10 the cost and make a profit of 33⅓ per cent. or \$1.20 per case. **NOW** is the time to buy for your summer requirements and take advantage of this great offer.

EGG-O-SEE CEREAL CO.
Quincy, Illinois

AROUND THE STATE

Movements of Merchants.

Hancock—A. J. Scott, the veteran druggist, will retire from business in June.

Saginaw—Campbell & Brater will open their new clothing store here on April 2.

Clarksville—J. A. Clum is succeeded in the grocery business by J. R. Norcutt.

Union City—F. E. George, grocer, has sold his stock of goods to S. G. Newman.

Kalamazoo—Stamm & Corset are succeeded in the cigar business by E. M. Lawn.

Nashville—Imes & Co., of Vermontville, will soon open a new millinery store.

Houghton—J. G. Real and Edward Real, of Baraga, will soon open a new drug store here.

Coldwater—A new wall paper store has been opened here by John Gage and F. A. Mellen.

Snover—G. H. Clark has purchased the drug stock at this place, paying \$900 cash for same.

Lake Odessa—A new meat market will soon be opened here by W. L. Johnson and M. Curtis.

Vanderbilt—D. E. Winer has purchased the drug stock of Charles Garipey and will continue the business.

Alaska—A. I. Barnum has moved his general stock from Middleville to this place, where he has re-engaged in business.

Ludington—A new stock of dry goods, notions and furnishings will be put in here shortly by D. Wigderon, of Antigo, Wis.

Yale—Wm. Sanford has removed to this place from Port Huron to take the management of the plant of the Empire Produce Co.

Olivet—Elsworth Long, of Eaton Rapids, has purchased an interest in the lumber and coal yard here and will be ready for business soon.

Ludington—Apostle Bros., confectioners of Ishpeming, have rented a location here preparatory to commencing a confectionery business.

Ishpeming—Miss Helen Lidberg has resigned her position with Jos. Sellwood & Co. and will open a millinery store shortly before Easter.

Charlotte—B. L. Mansfield has purchased the interest of his partner in the grocery stock of Wygant & Mansfield and will continue the business.

Flint—Will Buckrell, of Stanton, and James P. Buckrell, formerly with Crampton & Litchfield, will engage in the drug business in the early spring.

Reed City—P. H. Hoonan has sold his drug stock and store building to Joseph Sahlmark and Peter Torberson, who will continue the business under the style of Sahlmark & Torberson. Mr. Sahlmark has been engaged in the drug business at Ludington for several years and will continue to conduct his store at that place.

Union City—The grocery stock of Fred E. Maxon is being disposed of, the present manager, Norman Gleeson, desiring to leave for the West this spring.

Coldwater—Randolph Bros. are succeeded in the flour and feed business by J. B. Perry & Co., who have taken possession. Randolph Bros. intend to go West.

Dimondale—E. S. Harris & Co. have purchased the property of the local branch of the Island City Pickle Co. and will use the building for a warehouse for lumber.

Houghton—Charles V. Hendrickson, of Calumet, and August Schlaak, will soon embark in the grocery and provision business under the style of the Hendrickson-Schlaak Mercantile Co.

Middleville—E. A. Burton and J. D. Murdock have bought the lumber and coal business of W. H. Chase, at Delton. Mr. Murdock will remove to Delton to take charge of the business.

Eaton Rapids—The Rochester Clothing Co. stock has been shipped to Hillsdale to be merged with the stock of the two other stores controlled by the Manheimer Bros., who have merged their business into a stock company.

Plainwell—After having been engaged in business for thirty-three years, James Smith, dealer in produce, seeds, hides and wool, has sold his office building and transferred his seed business to Ingraham & Travis and will retire from trade.

Detroit—A new corporation has been formed for promoting financial industries under the style of the Fidelity Agency Co. The company's authorized capital stock is \$10,000, all of which has been subscribed, \$500 being paid in in cash and \$9,500 in property.

Holland—A new corporation has been formed under the style of the Cash Bargain Store, Inc., for the purpose of conducting a general retail department store. The authorized capital stock of the new company is \$2,000, all of which has been subscribed and paid in in cash.

Corunna—Grant H. Bilhimer, of the grocery firm of Bilhimer & Co., has been adjudged a bankrupt by the U. S. District Court at Bay City. The order was made on petition of A. E. Richards, representing creditors. The petition shows that there are thirty-nine creditors, with claims aggregating nearly \$4,000.

Battle Creek—Geo. L. Kelner & Co., who recently engaged in the clothing business at this place, have turned over their stock to trustees representing their creditors. Before doing this the firm uttered a chattel mortgage for \$2,500 to Geo. B. Caldwell, of Chicago. The failure is attributed to the open winter.

Hartford—Ollie Smith has purchased the interest of his partner, Frank Burbank, in the feed store and dray line of Smith & Burbank and will continue the business. He will also retain the local agency of the United States Express Co. Mr. Burbank will hereafter devote his entire time to the local management of the Standard Oil Co.

Holton—Herbert O'Connor, Manager and Secretary of the Holton Rural Telephone Co., has purchased the half interest in H. S. Henderson & Co.'s general stock, owned by Mrs. H. S. Henderson, of Muskegon, and the business will be continued by Herbert and Herman O'Connor under the style of O'Connor Bros.

Calumet—The People's Store Co., Ltd., has been merged into a stock company under the style of the People's Store Co. for the purpose of continuing the general merchandise business. The company has an authorized capital stock of \$6,000, of which \$3,320 is already subscribed. Of this amount \$2,320 has been paid in in cash and the same amount has been paid in in property.

Manufacturing Matters.

Saginaw—The Morris Auto Co. has increased its capital stock from \$12,000 to \$25,000.

Menominee—The capital stock of the Menominee Bay Shore Lumber Co. has been increased from \$150,000 to \$300,000.

Nahma—The Bay de Noquet Lumber Co. is building a big tug to be used at this place. A 150-horsepower marine boiler has been built at Menominee to be placed in the boat.

Manistique—The sawmills of the Chicago Lumbering Co. and the Weston Lumber Co. are ready to start on the spring and summer cut and, weather permitting, will start sawing this week.

Delton—A copartnership association, limited, has been formed under the style of the Delton Brick & Tile Co., Ltd., to manufacture brick, with an authorized capital stock of \$8,000, all of which has been subscribed.

Detroit—H. W. Rickel & Co., manufacturers of malt, have merged their business into a corporation under the same style with an authorized capital stock of \$150,000, all of which has been subscribed and paid in in property.

Manistique—A burner is being erected by the White Marble Lime Co. at its shingle mill. It will be seventy-three feet high, resting on a stone foundation eight feet high. The sheet of iron is twenty-five feet in diameter.

Calumet—The Superior Washing Machine Co. has been incorporated for the purpose of conducting a manufacturing business. The authorized capital stock of the company is \$7,000, of which \$3,500 has already been subscribed and \$1,000 paid in in cash.

Flint—The assets of the Auto Brass and Aluminum Co. will be taken over by a new organization to be effected here, and the business will be resuscitated and continued at the old location as soon as the present bankruptcy proceedings have been closed.

Sheldrake—The Calumet & Hecla Mining Co.'s sawmill at this place will start on the spring run April 1 and continue until the freezeup. Enough timber in that section is owned by the company to supply the mill for ten years. At present only white pine is cut; after this shall be exhausted hemlock and hardwoods will be cut. Everything that will make a 4x4 stick is used.

Somerset—The cheese manufacturing business conducted by the Somerset Cheese Co. has been merged into a stock company under the same style. The new corporation has an authorized capital of \$1,000, all of which has been subscribed and paid in in cash.

Marquette—F. W. Sambrook & Son will install a lath mill and sash and door machinery in their saw mill plant. The lath mill will have a capacity of 50,000. The sawmill will cut 2,500,000 feet of hemlock and pine lumber this season, besides 500,000 feet of lumber for other parties.

Deerton—The new sawmill of the Tyoga Lumber Co. is in commission. It is one of the most modern in the Upper Peninsula and has a capacity of 50,000 feet, exclusive of the tie and shingle mill, which is operated separately. A large stock of logs is decked and the tramways and yards are in good condition.

Detroit—The manufacturing business formerly conducted by Jos. Rosenweig & Co. under the name of the Eagle Brass Works has been merged into a stock company under the same style. The company has an authorized capital stock of \$100,000, of which amount \$72,820 has been subscribed and paid in in property.

West Branch—The Gale Lumber Co. has finished cutting logs and the camp crew, with the exception of a few men retained to skid and load the logs, has been discharged. The mill will run until May on the logs to come in from the woods and deadheads brought up from the pond. With this work finished the operations of the company in the Lower Peninsula will be at an end.

Muskegon—The Continental Motor Co., one of this city's new industries, began operations last week with fifteen men. This force will be gradually increased until about 100 are employed. The factory equipment installed is all new machinery, and before the old machinery is moved from its Chicago plant new buildings will be built. The company manufactures gasoline auto motors.

Holland—The business formerly conducted under the style of the Walsh-DeRoo Milling Co. will be continued by a new company to be known as the Sunlight Milling & Cereal Co. The new company will organize for \$25,000, and the mortgage of \$18,000 on the plant will be continued. The new company will then own the mill and cereal plants, the elevator, the good will and brands and will have over \$18,000 in cash for working capital.

The advertising manager should not be merely a writer. Emphasis must be placed on the managing quality as well. He must be earnest and forcible without exaggeration. Force and enthusiasm are not necessarily exaggeration.

A druggist can sell a woman a postage stamp in a manner that will insure her coming in again to have her face-bleached recipe filled, or so that she will walk two blocks out of her way to patronize a hated competitor.



The capital stock of the Valley City Pharmacal Co., 108 Commerce street, has been increased from \$10,000 to \$20,000.

Ensley & Haines have engaged in the hardware business at St. Louis. The stock was furnished by Foster, Stevens & Co.

The John D. Raab Chair Co., which conducts a manufacturing business at the corner of Mason and Canal streets, has increased its capital stock from \$20,000 to \$50,000.

Peck Bros. will have nearly twice as much floor space as formerly when the improvements now in process are completed. New steel ceilings, new tile flooring, new fixtures and a \$4,000 soda fountain will be introduced.

The John Timmer general stock, at Fremont, was bid in at bankruptcy sale last Tuesday by John Snitzler, whose bid was 56 cents on the dollar of the appraised value, which was \$4,547.52. The purchaser subsequently sold the stock to Auspach & Mayer, of Manton.

The Produce Market.

Apples—Good fruit commands \$6@6.50 per bbl.

Asparagus—California fetches \$1.65 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The cold weather is still interfering somewhat with the banana business, but there is a good movement and they are rapidly going into consumption.

Butter—Creamery commands 27@28c for extras; 24@25c for No. 1 and 19@20c for storage. No. 1 dairy fetches 21c and packing stock fetches 13c. Renovated is in fair demand at 20c. There is comparatively little dairy butter coming in and there is somewhat of a scarcity of good packing stock.

Cabbage—\$3.25 per bbl. for home grown. New stock from Florida fetches \$3 per crate.

Carrots—\$1.50 per bbl.

Celery—California fetches 75c for Jumbo and 60c for Blue Ribbon.

Eggs—Local dealers pay 13c for case count. While there has been no change in price since last week, the market shows a decided improvement, due principally to lighter receipts, which are attributed to the cold weather. The egg market throughout the country seems to have a healthier tone. The cold weather has had little effect on prices as yet, but many of those in the trade are looking for an advance next week, as it is generally considered that prices are low for this season of the year. It is believed by many that were it not for the cold weather speculators would begin to put eggs in storage, but they are afraid of chilled eggs and are holding off.

Grape Fruit—Florida is in fair demand at \$7@7.50 per crate.

Green Onions—25c per doz.

Grapes—Malagas are steady at \$6@6.50 per keg.

Honey—13@14c per lb. for white clover.

Lemons—Californias command \$3.50@3.75 per box and Messinas fetch \$3.50.

Lettuce—15c per lb. for hot house.

Onions—On account of the strong demand from the South for Michigan stock, local dealers have advanced their price to 60c for red and yellow and 75c for white. Spanish are steady at \$1.75 per crate. Reports from Texas are to the effect that the Bermuda onions grown in that State will not be ready for market much before May 1, on account of the cold weather which has prevailed there for the past two weeks. The crop is said to be fine, the acreage large and the yield satisfactory. The growers have formed an association and will probably market 90 per cent. of the crop through a representative at San Antonio.

Oranges—Quotations have been advanced 15@25c per box and the market is strong. Floridas are in good demand at \$4 and California navels fetch \$3.50@3.65.

Parsley—40c per doz. bunches.

Parsnips—\$2 per bbl.

Pieplant—Southern stock is now in market, commanding \$2.25 per 40 lb. box.

Pop Corn—90c per bu. for rice on cob and 4c per lb. shelled.

Potatoes—Country dealers generally pay 35@40c, which brings the selling price up to about 55c in Grand Rapids.

Poultry—The demand is moderate and the supply light. Refrigerator stocks are being drawn upon heavily and poultry dealers say that good frozen stock is better than the fresh stock coming in at present. Prices on fresh and frozen stock are practically the same, the refrigerator stock having been put into storage at comparatively cheap prices and when the chickens were young and tender. Fresh turkeys have practically quit coming into the market and the few that have been received are selling at the highest prices during the year.

Sweet Potatoes—\$3.50 per bbl. or \$1.50 per hamper for kiln dried Illinois Jerseys.

Tomatoes—\$5.50 for 6 basket crate.

Grand Rapids has developed a worthy successor to the late Paul Davis in the person of J. Frank Quinn, whose ability as a story teller, especially in the Celtic and French dialects, is conceded by all who have had the pleasure of hearing him. Mr. Quinn "told some" at the last meeting of the Grand Rapids Credit Men's Association and was kept responding to encores until he nearly gasped for breath.

Some time ago a Traverse City man purchased a maleable-top steel range manufactured in St. Louis, and in a short time it was warped out of shape. So the Traverse City man wrote to the St. Louis manufacturers, telling of his trouble, and received a reply instructing him to "turn the lids over and let them warp back."—Mancelona Herald.

The Grocery Market.

Sugar—Advices from Cuba are to the effect that there is no lack of cane in the field for making the full crop estimates but the weather and labor troubles combined may prove more efficient than lack of cane or small density in reducing the crop estimates. A better demand for refined and a further advance in Europe have contributed not only to maintain the improvement in our raw sugar market but have caused the prices to rise nearer the European parity. Weekly receipts in the United States have again been larger than the requirements, so that the refiners' stocks keep on the increase, thus making refiners independent of the producing country for the time being.

Tea—There has been absolutely no change in the conditions of the market; buyers are buying for wants only and at ruling quotations. The entire list is steady.

Coffee—The Brazilian government is keeping rather secret regarding the valorization project. It is said that the Minister of Finance in his last report points the difficulty of arranging a fixed rate of exchange at a low figure and the President sustains him in this respect. Congress will assemble in May, and it is expected will find a compromise figure on the rate of exchange in which both the planters and the Government will be satisfied. Receipts in Brazil continue small and in Santos the present crop is nearing its end. The decrease in the visible supply during February was again of considerable magnitude, but its publication has apparently exerted no influence on market values. During the last three months the visible supply has decreased one and three-quarter million bags.

Canned Goods—There is a somewhat firmer tone to the tomato market. It is reported that the so-called syndicate has been a large buyer of the low offerings from outside holdings, which have been a disturbing element in the market, and the gradual absorbing of these outside lots has had a strengthening influence. There is a wide divergence of opinion as to the quantity of stock remaining in first hands outside of the holdings of the so-called syndicate. There is a rather stronger tone to corn, due apparently to the recent large consumption of cheap goods of desirable quality, for which there is a steady demand based on actual current needs of consumption. Peas are also firmer in tone, with the cheaper grades pretty well cleaned up. Canned fruits are in fair demand, with stocks generally light and holders firm, and the general tendency is toward higher prices. Salmon of all kinds is firm. Supplies of the finer grades are light and the holdings of pink and similar qualities are unusually small for the season.

Dried Fruits—Apricots are moving well and are getting stiffer as they get scarcer. There are very few fancy cots about. Prices have probably reached about their highest point for the season. Currants are fairly active and firm. Apples are firm and fairly active. Prunes are practically unchanged, both on the coast and in

secondary markets. The demand is moderate. Peaches are quiet at fully maintained prices. Seeded and loose raisins are dull and unchanged in price. A price of 5½@6c on future seeded raisins has been made during the week by certain independent packers, but the trade seem uninterested. The future price is about on a par with the old.

Cheese—Fancy cheese is selling fairly well at full ruling prices, but the under-grades have to be moved at concessions. The general condition of the market is satisfactory, but speculators have about given up hope of making any money on cheese this year. The trade do not look for any material change in cheese until the new comes forward.

All grades of rice continue very firm, with broken rice very scarce, particularly at prices which will admit of profitable retailing.

Fish—Cod, hake and haddock have been in somewhat better demand, by reason of the continued cold, but the improvement has not been sufficient to give the market much strength. Sardines are unchanged and quiet. Salmon is fairly strong, but not in much demand. During the week some independent packers have named a price of \$1 on future red Alaska. This is last year's opening price. The Alaska Packers' Association is not expected to name prices before late summer. Mackerel is not particularly wanted, except as to some sizes of Norways. The balance of the list is dull and lifeless.

The Grain Market.

The wheat market has been quiet the past few days and prices have shown a slight decline. The movement has been more liberal. Demand for flour and feed is somewhat improved both for domestic and export shipment, and the mills generally report an increase in output.

The visible supply of grain the past week has shown the following changes: An increase in wheat of 8,000 bushels and decreases as follows: Corn, 1,677,000 bushels; oats, 768,000 bushels; rye, 74,000 bushels; barley, 47,000 bushels.

The corn market has been active, cash corn advancing about 2c per bushel to 47¾c for No. 3 yellow; but there has been a slight reaction from top prices. To-day's quotations are 47c.

Oats have advanced and declined in sympathy with other grain. Cash oats are now selling at 33½c for No. 3 white in Detroit, the high point being 34c. There has not been a free movement of oats from country points, as the roads are in bad condition, but as soon as the weather settles we look for free movement at present prices.

The advance in coarse grains has caused an improvement in the ground feed trade, and with prices below that of bran and middlings there is a tendency to feed more corn and oats.

L. Fred Peabody.

The plaintiff and defendant in a lawsuit are like two boys ducking their heads in a tub of water—each daring the other to remain under the longest.

WINDOW TRIMMING

Light Woolen Textiles Are Sure Favorites.

It's a sure case of "The more the merrier" with ribbons for the coming two seasons. And how beautiful they are. The designers were assuredly artists, so delicate and harmonious are the shadings. Some of the flowers on the dainty backgrounds are so pale as to be almost indistinguishable. Made up into the new style in sashes, which the windows of the dry goods stores are showing as worn with white and flowered organdies, they are very pretty. The ribbon is crushed flat around the waist, and there are four loops in the back, two short ones standing erect and two long ones lying below the belt, while two long ends trail their beauty down the skirt.

Ribbons run riot on the hats, none being considered complete unless loaded with five yards of it.

"A little ribbon doesn't count," remarked a popular milliner the other day; "it takes yards and yards of it to make any show at all. It is laid on in 'slathers' at the back. People are always surprised at the 'shocking amount' we can make way with, but the new style fairly eats it up!"

Flowers, too, are in the heyday of power—feathers as well. All three, feathers, flowers and ribbon, are used together, and the more stuff that is piled on the better satisfied is frivolous Dame Fashion. The indications are she will lead the women a merry chase the coming summer.

The lingerie separate waists exhibited by all the stores are dreams in embroidery and lace. Too much of these forms of decoration would be judged to be impossible by their appearance. Neither the foundation nor the trimming is cheap and \$25 is regarded as a small price for such a waist.

Everything seems to be running to extremes. If a few severely simple things are seen, the cost is made up to the consumer in their quality, so that "Those who dance must pay the piper" a sorry penny.

Steketee's windows are fine this week. I crossed the street to have a nearer look at them. White sateen curtains hang in graceful folds all around. At the back of each window are three immense odd-shaped scrolls covered with plain olive green and all around at the top and tumbling over them are sprays of vivid red roses—not American Beauty color but a bright "red red." No word but gay describes the ruling fashions.

A goods very like that of our grandmothers, called "barege," is again popular, and many others of the old weaves are seen.

The Steketees show several cloths of this quality. One window is all in soft white goods, with elegant

trimmings laid on them with telling effect. Also white gloves are here. A placard says:

Special Showing
of
Dress Goods and Silks
Spring 1906

A small section separated from this window, but with same background, has three organdy flowered patterns in pale pink, blue and yellow. Across the doorway the corresponding small space is given to the men, pleated-bosom white shirts, street gloves, business ties and canes being on display. Beyond these come lightweight wool goods in evening shades and a few darker ones, with all the new trimmings to be used with them. Three or four trig umbrellas and street gloves and harmonizing handbags are also exhibited. The goods are draped over triangles and oblongs, falling in long folds to the floor.

* * *

The Heystek & Canfield Co. this week introduces to the public a man dummy arrayed in the white blouse, overalls and skull cap of a paper-hanger, standing behind a craftsman's cutting table, on which are a couple of lengths of flowered wall paper and half a dozen paste brushes of different sizes and grades. On the floor are paste pail, rollers for taking out creases, after applying paper to the wall, and many other tools needed in this work.

* * *

Down at Foster, Stevens & Co.'s an innovation in a hardware store is a woman dummy, supposed to be laboring hard at the washtub behind which she is standing. Against the wall are alternately arranged bread boards and wash boards. At the left is one of these indispensables to easy cooking, a kitchen cabinet, stocked with a bread mixer and all sorts of little necessities in the way of handy culinary dishes and other receptacles. On the floor, which is neatly covered with what appears to be "Sanitas Oilcloth," are grouped kettles, frying pans, etc., in several kinds of wares, while mop sticks, brooms and feather dusters stand up bravely at the back. A fine ironing board is at the right, with an array of sadirons of various sizes. Such a window should prove a trade getter for the department represented. Mr. Arthur A. Haines, the former window dresser for this firm, has gone into the hardware business for himself at St. Louis, this State.

* * *

The Baxter Co.'s haberdashery windows are attractive to everybody. I have but one fault to find with them ever: they are sometimes too crowded, especially the trunk and suitcase spaces. This store stands for Quality, with a great big Q, which invariably appeals to careful dressers. One section of a window does not, this week, come under the ban of overcrowdedness, as there are only pajamas—Pongee ones, with silk frogs, breast pocket and silk-fringed draw-strings, gotten up "quite regardless." They envelop a papier mache "trunk," which rests on a draping of the Pon-

gee of which the garments are made. A placard reads:

Silk Pajamas
Made to Measure
The Baxter Co.

The generous sized cherry red ties in the next window can be seen a block off. These divide honors with those of Alice blue, gray, hunters' green, sage green and Havana brown. The accompanying card is as follows:

The Late Shades
In Plain Colors
50c
* * *

Women's silk petticoats have seemingly reached the acme of extravagance in decoration and price. Friedman shows two that are especially elaborate—one in apple green, the other in a rich red. The green petticoat has alternate inserts of lattice-work, formed of strips of the silk, and between the inserts are three round medallions of lace. Ruffles and ruches and insertions of lace form the foot adornment. The red skirt has large pointed ovals of red lace set in, outlined with a ruching of the silk. The foot ruffle is somewhat similar to that of the green skirt.

* * *

Rajah silk, for gowns, is given a prominent place in another dry goods store. It comes in the popular shades; looks like Pongee but the threads are coarser. It should prove a winner for shirt waist suits for those who prefer a clinging silk.

* * *

One of Mr. Bush's catchy signs, in The Giant's neckwear case, announces:

Ought to Sell Out
In
One
Day
50c

Woman's Care of Her Feet.

Women's shoes and hosiery grow more startling every day; also more expensive.

In the day of the long, trailing, germ-gathering skirt even very rich women would get along with one pair of boots, or at the most two. At least, that is what one of the fashionable bootmakers in town says.

Perhaps he is right. Results certainly point in his favor, for since the universal adoption of the short skirt, women are, if anything, more particular about their footgear than their headgear.

The showing of shoes and stockings for spring and summer wear is attractive enough to tempt the most prodish woman who sticks to plain black. To begin with, the stocking must match the shoe in color, and there must be a fitness as to texture and embellishment. The makers of these things talk long on the subject, and all well-dressed woman-kind drinks in what they say and abides by it.

Pumps are to be worn with colored linen gowns, and they are made of a heavy linen in all the smart new shades. They have high military heels, long vamps and thick soles, and with them are worn stockings in silk, lisle thread or sea

island cotton, exquisitely embroidered, many of them having insets of fine lace.

White corduroy pumps will be worn with white linen and serge gowns and are very chic indeed. No woman wearing a size larger than a No. 3 AA last should show her feet in these for they certainly do not tend to make the feet look small.

Low shoes of tan, calf or suede are the correct thing for wear with tailor gowns. The stockings to match them are certainly pretty. Many of them are two and even three tones.

Very few of the really up-to-date tan stockings show any open work. Many of them are woven with a thin and a thick stripe in two shades, and these give a trim appearance to even a not overslim ankle.

All the low shoes have sensible soles and heels which are—well, at any rate, not absurd.

No dealer in stockings will guarantee tan hosiery against the laundress. They always fade, and chiropodists say that they strike a Klondike whenever tan footgear comes into general use. There is something in the dye very trying to tired, tender feet, apparently. While white stockings, so much in use now, do not make the feet look small they are the most comfortable of all and are so wrought with handwork as to lose the clumsiness of those worn by our grandmothers.

Coal Tar Products Varied.

Mauve is the name of a coal tar product which perhaps more than any other discovery in applied chemistry has reacted upon the science itself to its lasting benefit. Half a century ago the first artificial coloring matter obtained from a coal tar product was discovered and manufactured. The subsequent development of the coal tar color industry has been a continuous series of triumphs, and the colossal scale on which organic compounds of great complexity are now manufactured—often in a state approaching chemical purity—can not fail to strike the future historian of scientific industry as one of the most marvelous achievements of applied organic chemistry of the present age. The marvel is enhanced when it is borne in mind that the whole of this industrial development which has been made possible by the intervention of pure science at every stage has taken place during the last half century.

Toasts are often drunk, yet they are never intoxicated.

MAKE MONEY ON YOUR NEW POTATOES THIS YEAR

No need to turn your fingers into "paws" or "potato diggers." Get a **Hocking Hand Scoop**. A mighty neat and quick way of handling peck and ½-peck quantities. It picks up the small potatoes with large ones, and two scoopfuls fills the measure. Price 65c. Order one or more of your jobber or **W. C. HOCKING & CO., 242-248 So. Water St., Chicago.**

THE BEST PEP SIN CHEWING GUM



No. 1022. \$2.00 Each.



No. 1002. \$1.25 Each.



No. 1073. \$1.25 Each.



No. 1013. \$1.50 Each.



No. 1007. \$1.25 Each.



No. 1010. \$1.50 Each.



No. 1052. \$2.25 Each.



No. 1025. \$2.25 Each.



No. 1056. \$2.25 Each.

Corl, Knott & Co., Ltd.

20-22-24-26 N. Division St.

GRAND RAPIDS, MICHIGAN

Manufacturers of TRIMMED HATS

If you haven't received our new Spring catalogue send for it. We solicit your orders.



No. 1047. \$2.50 Each.



No. 1011. \$1.50 Each.



No. 1003. \$1.25 Each.



No. 1015. \$1.50 Each.



No. 1024. \$2.25 Each.



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E. A. STOWE, Editor.

Wednesday, March 28, 1906

IMPENDING CONVULSION.

We live in a country in which the people are entitled to take part in the election of their public officers and law makers. We have a press which never fails to criticize public affairs, and in many cases to indulge in violent denunciation, with or without good reason.

We do not have universal suffrage, since the women vote in only a few of the states, and in some of the others illiterate and propertyless men are excluded from the ballot. Nevertheless, in the presidential election of 1900 about fourteen million votes were cast which would come near to representing all the males 21 years of age and over. It should seem that under these conditions there should be a reasonable degree of comfort and welfare except in some season of general public disaster like that caused by a failure of the crops, war, revolution and the like, and the fact remains that at no time in the history of this or any other country were the conditions more favorable for general prosperity.

But of course there is no general contentment. The more opportunity there is for the bettering of one's condition, and the greater the number of individuals who have been successful in raising themselves from humble stations to eminence, and from comparative poverty to wealth, the greater the amount of dissatisfaction among those who are left behind in the stations where they started. That this dissatisfaction is constantly increasing and that it will continue to increase with the greater diffusion of education and the progress of civilization may be considered certain.

Relatively, there is more of this dissatisfaction in a free country like this than in any other, and it is leavening the population with sentiments, and it is setting in operation motives which are going to have far-reaching results. F. B. Thurber, in the March issue of Moody's Magazine, takes note of this general uneasiness and dissatisfaction and labels it socialistic. He declares that few people know or appreciate the propaganda which the professional Socialists are carrying on in this country. They have a publishing house in Chicago, with over 1,200 stockholders distributed over thirty-five states and territories;

they have a college for the education of socialistic speakers, and the New York local Socialists are building a "labor temple" in East Eighty-fifth Street, costing \$130,000, which is to be the Eastern headquarters.

A professor in an Iowa college whose radical views on socialism and free love occasioned his resignation there, divorced his wife and married a young woman, whose mother had just died, leaving a legacy of \$200,000 as the foundation for a socialistic college, of which he is to be the head.

There is a socialistic college society of which a talented author is president, and who in a recent lecture before 3,000 students of Yale College denounced the Constitution of the United States and said: "To hell with the Constitution." One of the younger members of the honored Stokes family of New York is an officer of this college society.

That socialism is making some way in the country with a certain class of thinkers is true, but that it is at the bottom of the general, the almost universal uneasiness is not at all probable.

Socialism is based upon the to a large extent benevolent idea that all the individuals in a community should enjoy a perfect equality in political, social and financial conditions. There should be no rich people and no poor people, and indeed there should be no difference in the conditions of life attending them so far as any political, financial, industrial and social arrangements can bring them to an equality. This is certainly conceived in a spirit of regard for the welfare of all, but it proposes something that has never been realized in any age of the world, and which all human experience has demonstrated is wholly impracticable and absolutely impossible.

Any scheme to divide out all the wealth in the world so as to give each individual an equal share would necessitate a strong government, backed by thorough organization and all the power required for so colossal an undertaking. It would involve not only the getting possession of all the accumulated wealth, but of all the industries and means of production. Under such a government the masses of the people would have no more freedom than they enjoy today. They would have to work at the various occupations in which they are now engaged, and they would, after all, get only wages, since the business could not be carried on for profit, but merely to pay expenses of the governmental system required to conduct it.

The various articles of consumption so produced would have to be sold to the entire population at the lowest possible prices, and the dream indulged in by not a few that the money and other property of the rich men and corporations would be divided out equally and each individual would have nothing to do but enjoy the newly acquired wealth would soon be dissipated.

The necessity that all who are able to work should be made to do so for the support of the children, the sick and disabled and the aged and infirm

would be as it is to-day, a most urgent proposition, and there would have to be, as has already been stated, an organized and strong government to enforce all requirements and control all the conditions of the social state. There would be, as at present, an immense number of government officials; all the entire population would be government employes.

But what assurance would there be that the new government and its officials would be any more honest and any more free from corruption and graft than the old? The same difficulty to secure an honest government and a faithful administration of the laws would continue to exist as long as human nature is what it is.

As has been said before, such a situation as is contemplated by benevolent socialism addresses itself only to the favor of a few persons. The average individual, filled with natural selfishness, is desirous, not of advancing and elevating the entire population on terms of equality, but of raising himself and those that are dear to him to the highest positions of honor and prosperity. Every intelligent person knows that if all the money in any community or country were divided equally there would be so little to each individual that nobody would be advanced very far on the road to fortune. Nobody thinks of dividing broadcast the wealth of any very rich man, but each individual would most desire to be the possessor of it.

Equality is dreamed of only by those who are at the bottom and desire to rank with those above. Throughout the entire system of human, social and political organization the desire is to raise one's self to a higher station. It is true that the unrest and dissatisfaction that move so many people might impel some at the moment to assist in a revolution to pull down the existing order, so that in the general commotion they might rise to better conditions, but the masses of the people would soon realize the necessity of a restoration of some law and power that could give them protection in their lives and rights.

In every social and political revolution the most desperate, depraved and criminal classes manage, in the midst of the commotion, to rise to the surface of affairs, and they make themselves felt in the perpetration of the most frightful bloodshed and shocking crimes, but they are soon recognized and made to feel that they are enemies of society and are worthy of the extermination to which they are usually condemned. It is entirely possible that discontent and dissatisfaction with conditions in this country may grow to such a pitch that a revolution will be generated, but if so, it will result, as every such convulsion always has, in the pulling down of one system of government and the setting up of another.

Order is Heaven's first law, and it is also the foundation of all human society.

The only place for a man to knock is on Opportunity's door.

UNJUST DISCRIMINATION.

A leading wholesale house of Detroit writes as follows:

The mercantile agencies of Dun and Bradstreet have for some time past discontinued sending their daily report sheets to the Detroit merchants and we wish to enquire of you if you have experienced the same thing at your point? We have learned that in Toledo and other places the daily report sheets are still being sent out and, in consequence, changes in the trade have been reported at those places several days before the information has been imparted to us, coming as it does in this city through reports sent out in the regular way. If the same course has been prevailing in your city, we would like to know if the change is satisfactory to you.

When the notification sheets were discontinued by the mercantile agencies on Jan. 1, it was stated by both of the local managers that the action was due to an arrangement entered into between the agencies and that it applied to every office in the country. Subsequent events prove that this statement is untrue, because the Chicago customers of both Dun and Bradstreet receive a large sheet every day giving all the changes from Maine to California. The same is true of all the other large markets of the country and even smaller markets like Toledo are not deprived of the sheets which have so long been an essential feature of the agency subscription.

In view of the fact that the last sale of stock in the Bradstreet Co. was at six times its face value and that the company has paid annual cash dividends of 40 per cent. every year since 1893 and also in view of the fact that the Detroit manager of R. G. Dun & Co., who receives a rake-off on all the Michigan business of the Dun agency, claims to have received personally \$18,000 as his share of last year's profits, it will be readily seen that the elimination of the sheets was not due to the necessity of retrenchment, but to a spirit of avarice which ought not to exist in the mercantile agency business.

The discontinuance of the sheets in Michigan and the continuance of the sheets in other competing markets places the manufacturers and jobbers of Michigan at a decided disadvantage, and the Tradesman believes that it is now in order for every subscriber of the two agencies to insist on the immediate return of the sheets or the cancellation of their contracts.

The United States Senate can act expeditiously when it chooses. The other day it voted the public funds away at the rate of \$7,000,000 a minute, continuing at that rate for 20 minutes, or until the total amounted to \$140,000,000. The sum was carried by the pension appropriation bill, which, being a brief document, was made the subject of very little discussion.

A man who knows declares there is nothing like a wife and an automobile for running a man into debt.

The Union City municipal lighting plant ran behind \$1,232 last year, and the water works \$538.

PLAIN TRUTH.

When It May Be Worse Than a Lie.

Here is a proposition which came to me some time ago, a discussion of which ought to carry at least a few suggestions to the young man who is starting out in business life. A young man just out of school had taken hold of a line of special work connected with the sales department of a publishing concern. He had taken hold by degrees as he could prove himself fitted for the work, but this proof of fitness had been rapid. He had started in at \$10 a week. Within a year he was head of the department and familiar with every detail of the sales problem, backed up by a thorough knowledge of the printing routine. Perhaps it was enough in that particular house that he could command \$20 a week. To an extent the house had been taking certain risks of business because of his inexperience. He had been afforded the opportunity to develop himself there.

It was just at this juncture that the house decided to go out of business. It was a sudden decision, but notice was given out to customers and to employes preparing for the dissolution. News of the closing out reached some of the firm's competitors, with the result that the manager of a competing house 500 miles away went to look up the manager of this department. He wanted and needed the manager of the department of the dissolving house which had made him such sharp competition in that specialty.

This head of the house was surprised at the youth of the man. He showed it in his face. But as a business man he wanted results only, and before seeking out the young fellow he had a business man's confidence that he was after the right man.

Talk between the two was satisfactory in every way. Each had sized the other up as mutually agreeable in a personal way. Then came the question of questions from the proposed employer:

"How much money are you getting here?"

The young man in question replied without hesitation, "Twenty dollars a week." What would you have said? Do you think the young man was acting a good business part when he told the truth?

The condition was this: The young man had been doing the work of his department as successfully as could have been desired by his employers. He had been doing the work well enough to bring the head of the house 500 miles in search of him that he might take up a similar work. There was no reason for this man to have imagined that the department manager was under 35 years old or that he was commanding a salary under \$35 a week.

But the net result of the interview was that the prospective employer, taking his cue from the frank statement of the young man, offered him the same \$20 a week that the young man had been receiving. The young man brought the subject up to me,

when, in speaking of the offer, he said, regretfully:

"I only wish I had been getting more money!"

It had not occurred to the young man to SAY that he was getting the more money which he felt he ought to have. That, in his rule of life, would have been a lie and impossible. Yet in telling the plain truth the young man did himself a possible double injustice.

This business man had left his business and gone 500 miles in search of the employe whom he had never seen. It is not to be supposed by any one that he was particularly flattered at finding the proposed employe a \$20 man! There is an impulse in human nature to value a thing to some extent merely because it has come a long distance or has cost much money and much effort. In my judgment of men of business, I should say that this prospective employer would rather have taken back with him a \$40 man than a \$20 man. Probably he would have refused to pay this young man \$40, but if the young man had said he was getting \$35 a week it is almost a certainty that he would have had the same salary offered to him. But the young man said he was getting \$20, and he was offered \$20 and no more, with a little disappointment in his employer, somewhere, that he had gone 500 miles for a \$20 man.

But should the young man have lied about his salary in order to have made a better deal for himself and to have started in at a new field with the prestige that a good salary gives to a man? As I feel that I have shown, the young man injured himself doubly by telling the truth. Should he have told a "business lie" and let it go at that?

No! He should have told the truth! But I am going to qualify the assertion. There is so much unqualified cant about truth that in such a problem as this I hasten to lay emphasis upon the qualification, too. Ordinarily a lie of any kind is the subterfuge of a resourceless person. I my young friend were tempted for the fraction of a second to tell the lie it was because of his resourcelessness. He was talking with a business man who had been driving business. That business man had come after him, although with the knowledge that the young man soon was to be out of a position. At the same time the young man had the older one at a disadvantage. Yet, telling the bald truth, he ended by putting himself where the other man had been a moment before.

When the question of salary was asked, the young man should have told the truth, but as an incidental, inconsequential something—now! In consideration of the possibilities of the work and the chance of learning it, he had been working at an almost nominal salary. From that time on, however, he was a qualified manager of the department work. No new employer was to run the risks taken by the house with which he learned. He had hired to this first house, saying, "I'll try." He was prepared to say to his next employer, "I'll do it."

What was it worth to the proposed new employer to have it done? Was he looking for \$20 worth of expert work, or would he rather have \$40 worth of it?

The old business man always has the young employe at a disadvantage. He may not exact his pound-of flesh, but most likely he will. It's business. That's what he is there for; that's why he's there as an employer rather than an employe looking for a job. To any young man in the reversed situation of having an employe come to him seeking an employe I would say with emphasis, tell him the truth—but learn how to do it first.

John A. Howland.

How About Your Insurance?

There is nothing new about this question, but it is an ever-recurring one, and its importance, instead of diminishing, is constantly on the increase; hence it is always a live question for the dealer to consider.

It is plainly unwise to neglect keeping one's buildings and stock insured, and it seems equally unwise simply to pay the current premium demanded by the regular insurance companies, regardless of whether the rate demanded is higher than one can afford to pay or whether really good insurance can be bought cheaper. There is no question that most of the old line insurance companies, along with the life insurance concerns, are charging not only more than they can afford to carry the risks for, but that they are pocketing the difference between what should in reason and fairness be charged and the excessive premiums forced from their patrons. The only remedy the people seem to have lies in the mutuals. If well managed—and there seems, judging from experience, to be nothing difficult in the way of successful management—these companies are able to carry insurance at a reasonable rate and to meet all losses promptly; two features that are not always connected with the idea of insurance with those who have suffered losses by fire.

An instance of advantage taken by the insurance companies was related a few days ago by a Western shoe dealer. The rates on this risk were considered exorbitant, and when protest was entered the company was informed that the only way to get the benefit of a lower rate was to install

certain fire protection. "What are you going to do about it?" About the only thing to do about it, since it is admitted that we can not get along without insurance, is to take up the mutual insurance idea, and perhaps extend it considerably further than has heretofore been done.

In any case, a dealer can not afford not to carry a good, safe amount of insurance, even if he has to submit, for the present, in a large degree to the arbitrary and exorbitant rates demanded by the old line companies; but he should not neglect, at least, to identify himself, if eligible, with the reciprocal underwriters of his own association or territory, and to investigate the question of extending the mutual idea so as to meet his full needs in that direction.

A woman who goes to work in a dress more suited to a drawing-room than the work-room does not have the true business atmosphere, says Charlotte Geering in *Woman's Welfare*. She should be neat and tidy, but not overdressed. Her sense of the practical is shown in dress as well as work.

The laurels of fame never yet brought any real fragrance into a woman's life.

ALABASTINE

\$100,000 Appropriated for Newspaper and Magazine Advertising for 1906

Dealers who desire to handle an article that is advertised and in demand need not hesitate in stocking with Alabastine.

ALABASTINE COMPANY
Grand Rapids, Mich. New York City

Traveling Men Say!
After Stopping at
Hermitage European Hotel
in Grand Rapids, Mich.

that it beats them all for elegantly furnished rooms at the rate of 50c, 75c, and \$1.00 per day. Fine cafe in connection. A cozy office on ground floor open all night. Try it the next time you are there.

J. MORAN, Mgr.
All Cars Pass Cor. E. Bridge and Canal

H. M. R.
Asphalt Granite Surfaced
Ready Roofings

The roof that any one can apply. Simply nail it on. Does not require coating to live up to its guarantee. Asphalt Granite Roofings are put up in rolls 32 inches wide—containing enough to cover 100 square feet—with nails and cement. Send for samples and prices.

All Ready to Lay

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.
Established 1868

UNEMPLOYED RICH.

They Are a Menace To the Public Welfare.

How the unemployed rich shall spend their time is a question that is interesting the minds of the world at large. Money is being accumulated so rapidly that families which yesterday had a few thousand dollars today have hundreds of thousands, and the immensely rich are increasing daily in number.

It is an undeniable fact that a man should have employment whether he be a millionaire or a pauper, and the question of how the rich man should spend his time is of more importance to the advancement of the best interests of the country than how the poorer one should spend his.

The rich young man controls the stock in this railroad or that corporation. He is a necessity and it is therefore important that he be doing something that tends to helping his fellow man instead of wasting his time in idleness and frivolity.

There are a great many ways by which a rich American may be of service to his people and his country. First and foremost is the field of diplomacy. The United States is the most backward country in this respect in the world, England the foremost. The men she sends to this country are men of culture and breeding. They speak French and usually another language, and are given a comfortable if not luxurious house to live in. With our great system of diplomacy a man must be a millionaire to hold his position abroad and maintain the standing of his country.

This is where the young millionaire should make his entrance. He has nothing to do but to study questions pertaining to diplomacy. If he is only an average man he is at least filling some position and is able to respond to the many invitations that are showered upon him and to reciprocate in a lavish manner, which always impresses foreigners favorably.

The unemployed millionaire can well be used by us and aid his fellow man if he will study international law. This is not only a great thing for the improving of the individual mind but it is a form of education that may be of great service to his country, as only a handful of men are conversant with this all important study.

The idle rich young man would do well to turn his attention to this question; he need not spend a great many hours a day on it. He will still have plenty of time for his automobiles and his horses and will derive all the more pleasure from them if he spends a certain portion of his time in study.

The field is unlimited for the rich young man. There is no business which he can not go into, through the influence of his great wealth. However, it is a fact that the rich young man does not care to work. In other words, he does not want to start in at the bottom and sweep out the office and dust things. He thinks such work beneath him; that he would be looked down upon and

thought badly of by his friends. It would be a mortifying experience for him to be seen back of a cage in a bank by one of his rich friends.

He could not become a newspaper man, because he would feel embarrassed if seen in out of the way places. He could not do anything that would in his own opinion affect his social position. The field of literature is the one which usually appeals to the rich young man, as he can write short stories or squibs if he has any intelligence, and what he is lacking in that respect can be supplied by an efficient stenographer.

Playwriting is a subject that could be taken up by the idle rich. It is interesting. It is as much of a study as architecture, puts one in touch with people of brain, so that if one starts with an inferior mind he will gather a great deal by absorption. Then, that field needs recruits more than any other realm of literature. The rich young man does not have to be in a hurry to get a play produced. He does not have to think about getting that ham sandwich for lunch or picking out the most comfortable bench in the park, as is the custom of many dramatists who are budding, most of whom never bloom. The rich youth can begin by studying under one of the best play readers in the country. Then he can begin to write plays and have this man correct them for him. As he goes on with his work he becomes more and more interested in it, and, if he is lucky, after he has been writing about eight years he may get a play accepted. Should it be a success he will make a lot of money and a reputation as well; and if he will then write plays that tend to discourage immorality without wading through great filth to get to a moral he will have done some good in the world, however slight it may be. At any rate, he has done more than his brother who has spent his time cruising in the southern waters, becoming bloated with food, and drink, and lack of exercise, gambling until 2 in the morning, and making love to every married woman on board and in every port that his floating palace of immorality touches.

When one sees the young men who are moderately well off, but who have to work in order to support their families, eking out their existences over ledgers day in and day out, young men whose minds are alert and who only lack pull, money, or influence to push them to the fore, is it to be wondered that so many people in this country become socialists? They feel that they could be so much more of a benefit to the community in which they live and the world at large if they had some of the advantages that the rich young man throws aside. The unemployed rich are a menace to the country at large. They become filled with ideas of amusing themselves at the sacrifice, oftentimes, of good taste if not of common decency.

It has been suggested that the people endeavor in some way to influence the lives of the unemployed rich. That is possible in a measure. Public opinion is becoming more and



Some people look at their watches and guess at the time—their watches are not reliable. Some use flour with the same uncertainty. Better use CERESOTA and be sure. This little boy on the sack guarantees its contents.

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.

Every Cake



of FLEISCHMANN'S
YELLOW LABEL COMPRESSED
YEAST you sell not only increases
your profits, but also gives complete
satisfaction to your patrons.

The Fleischmann Co.,

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Ave.

Leading the World, as Usual

LIPTON'S CEYLON TEAS.

St. Louis Exposition, 1904, Awards

GRAND PRIZE and Gold Medal for Package Teas.

Gold Medal for Coffees.

All Highest Awards Obtainable. Beware of Imitation Brands

Chicago Office, 49 Wabash Ave.

1-lb., ½-lb., ¼-lb. air-tight cans.



more rampant concerning the behavior of the unemployed rich. They are gradually coming to the idea that the licentiousness and vulgarity which are being flaunted in their faces must cease and that some legitimate means of employment be provided for those who are overlaid with this world's goods.

The most important step in this direction was the establishing of a school of diplomacy in Washington, which institution is now thriving and daily teaching young men of great wealth questions of state.

A rich young man comes out of college and thinks only of going abroad or having a good time in his own country. He will not go into his father's business; it is plebeian to work, so he must spend his life in idleness. Some one then informs his father of the diplomatic school in Washington, and the young man is naturally taken with the idea. There are a number of reasons why this is the case. He is going to live in one of the most attractive cities in this country; he is to have a suite of apartments fitted up in the most luxurious fashion; he is to have several hunters; he is to have his automobile; in fact, there is nothing he wants that his willing father will not give him in order to see him at work, so to speak. The boy, on the other hand, has nothing to do beyond attending the school a few hours daily and spending the remainder of the time in amusing himself. While it is not to be supposed that this type of youth will be a great diplomat, yet he may at some time be of service to his country; at any rate, he is likely to be of more service than if he did not attend the school. In the last few years there have been a number of young men who went into the school with an idea of doing nothing and of making nothing of themselves—simply using the school as a subterfuge. A number of these have been attracted more than they thought by the fascination of the work, and have studied quite hard, filling minor positions in some of the various embassies.

If the unemployed rich do not change their mode of loose living they must not sit back when they reach the meridian of life and blame their children for the outrageous acts which they are committing, as they will have only themselves to blame.

It seems such a simple matter for a man to interest himself in something that would be of benefit to the people and himself. There are a few cases of this kind. Some of the unemployed rich are interested in forestry, the head of the bureau in Washington being an example of what a rich young man can accomplish without much effort if he will take the initiative himself. Another example is a man who has brought to this country the most remarkable species of plants from all parts of the world and who is now trying to see if he can not succeed in cultivating the stalk from which the Japanese make their remarkably strong paper. This latter venture would revolutionize paper in this country, because the Japanese paper is made at much less

cost than our own and is both lighter and stronger.

Another one of the unemployed rich has given a great deal of his time to inventions. He has improved the modern locomotive and invented a number of other useful things. This does not prevent his taking long trips in his yacht and getting as much pleasure out of life as the ordinary mortal wishes for.

A man in this country does not have to seek long to find methods of spending his time in other things than play. There are fields that have never been entered which the unemployed millionaire can explore with impunity and derive good from the venture. It is essential in this country that every man be occupied other than in cutting off coupons. The fact that the race of Americans has become dominant in the world, and that the nation has risen from a petty power to be the greatest in the whole world, is because they have been workers and spent their time in the upbuilding of the country and not upon their own pleasures. The most successful way, in a measure, of destroying this class of unemployed rich is to look down upon them and have as little to do with them as possible. If it were considered to be unmanly to be idle, and the people at large frowned upon idleness, there would be a change of conditions, for no man likes to have the ill opinion his fellowmen. Carl Johnson.

Good Report from the Muskrat City.

Monroe, March 27—Considerable new up-to-date machinery is being added to the Radtke concrete factory to meet the increasing demand for their product this summer. A large quantity of stock was manufactured this winter and will be delivered to the builders as soon as weather permits.

Indications are that this will be the banner year in the building line in this city, since a large number of Detroit and Toledo men who expect to make their future homes here will build new residences.

The Boehme & Ranch Co., manufacturer of folding paper boxes, is falling short of room and will greatly enlarge its plant this spring.

Five carloads of machinery, to be used for the new Amendt mill, arrived here last week and are being installed. Four carloads will follow this week.

Harnessing the River Rhone.

The French river Rhone is a subterranean stream near Bellegarde, vanishing in a subterranean gulf and there remaining for a considerable distance. The engineers propose to change this romantic geology by damming the river and turning the water into two parallel tunnels which will conduct the river two miles and a half to two power generating stations. Here a fall of 200 feet will yield 150,000 horse power for 300 days in the year. The cost is placed at about \$5,000,000, and the use of the power is estimated as equivalent to working an inexhaustible coal bed supplying 1,600,000 tons a year.

Many a man has won a woman's love and later lost her respect.

The Quaker Family

The Standard of Standards

Quaker Corn

- It has the value inside the can.
- It's always the same high grade.
- It pleases the customer.
- It pays a profit.

What more can you ask?

WORDEN GROCER COMPANY

(Private Brand)
GRAND RAPIDS, MICH.



Destroys Soot

- In Cook Stoves
- In Heating Stoves
- In Furnaces
- In Boilers
- In Ranges
- In Parlor Grates
- In Stove Pipes
- In Chimneys

Does It or Money Back

Makes the burning of Soft Coal Clean, Pleasant and Profitable. An essential guaranteed household article that meets a long felt want—a repeater.

Put up in neat circular tin boxes.

- 4 doz. 25c size, \$8.00 per case.
- 2 doz. 50c size, \$8.00 per case.

Advertising matter accompanies each case.

ORDER OF YOUR JOBBER

or Claude P. Wykes & Co., Sales Agents, Grand Rapids, Mich.

We refer to the Michigan Tradesman as to the merit of BURN-SOOT.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 24.—We are having some weather that for this winter can be called "intensely" cold—so cold, indeed, that the shipment of fruits and vegetables is attended with a good deal of risk. There have been few if any days that have "stung" more than to-day and yesterday, and we may find March going out like a veritable lion.

Coffee, both speculative and spot, is having a mighty quiet time. Orders have been for small quantities and both sides, buyers and sellers, appear to be waiting to see what will turn up. Quotations are without any particular change, Rio No. 7 being held at 8¼c. In store here and afloat for this port, Baltimore and New Orleans there are 3,932,818 bags, against 4,226,586 bags at the same time last year. Mild grades seem to sympathize with Brazilian and entirely lack animation. Good average Cucuta is worth 9¾c and washed Bogotas 9¾ @ 11¾c. Little is doing in East India, but quotations are well held.

Quietude prevails in the sugar market and maybe the cold has something to do with this. Orders have been few and those almost altogether covering withdrawals under previous contract, new business being almost nil.

The tea market has been in quite a satisfactory condition and sellers are confident as to the future. Pingsueys are especially strong, as are country greens, the entire line, in fact, being firmly sustained.

Rice is doing a little better, although we have the same story of minimum quantities being taken. Quotations are pretty generally well held and sellers are not inclined to make any concession—if they can help it.

More activity this week has been shown in spices and ginger is getting to be especially interesting, with quotations about 1c advanced. Sellers are very firm and the buyer is fortunate if he runs across any job lots of spices.

Molasses is still in pretty good demand, especially for the better grades of New Orleans grocery stock. Supplies are not at all excessive, either here or at primary points, and no surprise will be occasioned if an advance takes place. Syrups are in fair demand and supplies are moderate. Good to prime stock, in round lots, 18@24c.

Buyers of canned goods are taking only enough to meet current requirements and are not at all inclined to speculate. The weather is conducive to a greater consumption of canned goods and retailers all report a good call for almost everything on the list. Holders of tomatoes want \$1.05 for standard 3 lb. Marylands. Buyers, however, are loath to meet this view and there matters stand. While our dollar would bring a good

amount of trade, sellers are not inclined to shade and matters stand as they have been for some little time. A pretty good volume of business has been done in spot peas, but there might be a good deal more if there were larger supplies of really desirable stock. Salmon is firm and spot pink is now quoted at 92½c—an advance from 90c on Friday.

Top grades of butter are well sustained. There is an inclination to advance prices, but the very near approach of warm weather will probably prevent this. Grades that are "not half bad" and which are still without the pale which includes the best are doing well and bring full value, but lower sorts seem to be in abundant supply and work out for any old price. Extra creamery, 27@

27½c; firsts, 24@26c; seconds, 19@23c; imitation creamery, 17@20c; factory, 14@16c; renovated, 17@19½c.

Notwithstanding the fact that exporters have taken liberal supplies there still seems to be enough cheese left to meet requirements and there is no change to note in quotations. Full cream, small size, N. Y. State, 14@14½c.

The egg market is rather easy. The effects of the cold wave are hardly felt yet and at the worst there may be no special disturbance, although some advance may take place. At the moment there seems to be enough stock to meet requirements and not over 20c can be named for fancy near-by stock. Western firsts, 15½ @ 15¾c; seconds, 15@15½c; refrigerator stock, 12@14½c.

Good Excuse.

Angry Creditor—What excuse have you? You promised me faithfully yesterday that you would pay me to-day.

Abashed Debtor—Well, it's because my brother is such a doggoned truthful person.

Creditor—What! How can that be the reason?

Abashed Debtor—He told me he wouldn't ever let me have any more money, and when I asked him for enough to pay you he kept his word.

How To Divide an Apple Easily.

When you have cut an apple in two, and the job wasn't a very good one, give the halves a little twist or rotary wrench, when the pieces will come apart in a trice.



Let's Get Together Mr. Dealer

When it comes to a question of stocking the BEN-HUR CIGAR there really ought not be a moment of hesitancy.

Yes, we know your case is pretty crowded but you're keeping a dozen brands no doubt which are mere driftwood without the merit which would warrant your placing them out before good judges of quality. You really can't afford to let your case do without this cigar of paramount goodness. It will build up a trade and hold it for you that no other nickel cigar is capable of doing. Place a trial order today with your jobber and write us for advertising matter.

WORDEN GROCER CO., Distributers, Grand Rapids, Mich.

GUSTAV A. MOEBS & CO., Makers, Detroit, Michigan

Citizen Has Duties As Well As Rights.

We sometimes forget in the individual effort, in the push, the hustle of the moment, that every other individual has the same right to exist that we have.

It is not wonderful that this should be the case. Think of it, 3,000 miles from the Atlantic to the Golden Gate, a long ways from the northern boundary to the gulf!

The population has doubled and half as much more since Lincoln took the oath of office; our great industries have multiplied, have increased until we have become the greatest producing nation on earth.

Did you ever stop to think that these, 80,000,000 people of ours produce and consume one-third of all the products of human effort in the civilized world? Is it strange, in the light of this fact, that sometimes we do not pause to take an account of stock?

The pessimist says we grow worse, less patriotic. No, we have been so busy that here and there we have neglected, perhaps, our duties to the man and the brother, and as we neglect our duties to all the people of all the country we suffer the penalty, and the time comes when we have got to take an account of stock, retrace our footsteps, turn over a new leaf as to our action for the common good, and perform our duties as individual citizens of the republic.

Constitutions and laws are of no advantage unless there is a public sentiment that demands their enforcement. The constitution and laws do not make sentiment—sentiment makes and enforces them.

In my judgment the greatest danger to the republic comes from the citizen who refuses or neglects to participate in governing the local, State, and national affairs, and seeks protection from the government to which he does not contribute according to his ability or means.

The government of the United States is one of limited power, but in the domain of its jurisdiction it is supreme, while the great jurisdiction—the supreme power not granted by the constitution to the United States—remains with the respective States.

The danger now to us is not the weakening of the federal government, but rather the failure of the sovereign States to exercise their function, their jurisdiction touching all matters not granted to the federal government. This danger does not come from the desire of the federal government to grasp power not conferred by the constitution, but rather from the desire of citizens of the respective States to cast upon the federal government the responsibility and duty that they should perform.

It is seemingly so easy to devote our time to our respective callings—avoiding the party primary, and later on the burden involved in casting our ballots, many of us saying that we will not dabble in the dirty pool of partisan politics. It is so onerous to exercise our duty in ruling. The result is the minority sometimes may practically rule.

The federal government is not

equipped to govern 80,000,000 of people, settled over our vast territory, reaching from the Atlantic to the Golden Gate, in their local affairs. If the federal government continues to centralize, we will soon find that we will have a vast bureaucratic government, which will prove inefficient if not corrupt.

The governor of one of the States a few days ago wrote to a senator in congress that his State is powerless to compel the railways within its borders to extend to its citizens facilities by proper connection, switching, and the furnishing of cars to enable its people to have equal and fair treatment under similar conditions with other favored citizens—and that this condition comes from inability to enforce law in existence and to enact additional legislation, and in effect appealing for relief to the federal government.

The federal government has no power to intervene, except by virtue of its power to regulate commerce among the States, and the people of the State would not be relieved as to traffic within the State.

Let us understand once for all that if we fail to exercise the sovereign jurisdiction of the several States we must suffer the penalty that comes from a refusal to govern. If we, as individuals, would receive protection of person and property, we must see to it that all others must by our action under law fairly administered receive the same protection, and with such protection each individual will, under God's law, living in the sweat of his face, work out his own salvation.

What are some of the bills brought to the attention of congress? They run from the sublime to the ridiculous—from the suppression of the octopus to the prevention of barber's itch—from the regulation of the trusts to the whipping post for the wife beater. They may all be meritorious in their place, but the place of many of these bills is not in congress.

During my time, and I have lived beyond the three score years that are ordinarily allotted to man, I have noticed that the hardest criticism has been against the most efficient and worthy public servants, who in carrying out the will of the people have had the courage of their conviction and the ability to lead the people in writing the policies of the majority upon the statute book.

Greater than laws, greater than written constitutions, is an intelligent and righteous public sentiment.

And as we neglect our duties to the republic we pay the penalties as individual citizens.

Joseph B. Cannon.

Some Curiosities.

- Dit you ever see a catnip tea?
- Did you ever hear a dogwood bark?
- Did you ever find the airflue open,
- Or an ordinary horsefly, mark?
- Did you ever see a wheelwright well?
- Did you ever hear a baseball shout?
- Did you ever watch a clambake dinner?
- Or listen to a tin roof spout?

Summer Goods

Our new illustrated price list of Fly Nets, Horse Covers, Cooling Blankets, Lap Dusters, etc., is now ready to mail out. Our line of these goods is very large. Everything new and bright. Ask for illustrated price list.

Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

Their First Thought

When people think of oat foods they naturally think first of

QUAKER OATS

WHY IS IT?

Because—

- It has been longest on the market.
- It is the most extensively advertised cereal.
- It is unequalled in quality and flavor.
- It pleases all the people all the time.

These are the best reasons why you should not tie up your money in a lot of other brands.

The American Cereal Company
Chicago, U. S. A.

Heystek & Canfield Co.

The Leading Jobbers of

Wall Paper & Paints

Our wall papers are shipped to the far West and South. We Show the largest assortment. Our prices are always the lowest. Send for samples or visit our wholesale house. We are agents for

Buffalo Oil, Paint & Varnish Co.'s Paints

Complete line of

Painters' Supplies

Wholesale, 56 and 58 Ionia St., across from Union Depot
Retail, 75 and 77 Monroe St.

BALLOU BASKETS ARE BEST

A Conundrum For You

Why are Ballou Baskets like hard boiled eggs?

Because they can't be beaten.

STOP GUESSING

You've hit it and many another has solved it before you. Our baskets have a reputation, national in its scope, and we want YOU to "let us show you."



BAMBOO DISPLAY BASKET

See that DISPLAY basket? That will sell you more goods in a week than a pasteboard box will in a year. Try it.

BALLOU BASKET WORKS, Belding, Mich.

GOOD SALESMEN.

Why Waste Them To Make Poor Floorwalkers?

A floorwalker has many things to do. He must know all about the many things directly under his charge, and he must know the people who handle the many things. He must know the many kinds of people who come into his department to buy goods. He must know why they come and why they leave, if they do leave. He must know what is required to pacify the angry "lady" who has been offended by the black clad "sales woman." But first, and most of all, he must know just how to dress, how to carry himself, and how to talk in order to carry out the effect which is designated as "a floorwalker."

For that is what the floorwalker amounts to. He is an effect. The world—especially the business world—is full of effects, anyhow, although the aforesaid world is extremely loath to admit the truth of this. Everything above the grade of a clerk is an effect. The head of a department is merely an effect. It is necessary, in order that there be cohesive action on the part of the men who do the real work of the department that there be a head. In other words, it is necessary that something effect the complete concentration of the department. So there is the head of the department, who is the effect.

This is the way it runs all the way up to the chair of the general manager, aye, even up to the chair of the Head of The Firm. All effects. All touches to the complete picture. All daubs in the work that is called Industry. But most typical of all in these effects is the floorwalker, who only has one great reason for being and that is that he be a first class effect.

Of course many things go together to make up the effect that the floorwalker stands for. First of all there is the prestige of his position. But then, this is true of all positions, for when you take away the prestige that a name attaches to anything, you take away the larger part of it. After this come Appearance and Personality, which are two separate and distinct things, and these are the things which the floorwalker—that is, the individual who fills the position—must look well to if he is to be efficient and hold his job.

Floorwalkers get their position in many ways. If you ask the general manager he will tell you that the proper recipe for one is One Merchant Who Has Failed and who seeks employment in a big department store. Take him and dress him up, and you have the ideal individual for the position. But the number of floorwalkers needed in this world are many, and the number of Merchants Who Have Failed are comparatively few, despite the efforts of the trust, and many of those who are available prefer to be in that condition technically termed "soused" than otherwise. So often it is necessary to take for the position some one who is not ideal. Thus it happens that there is a standing opportunity for the salesmen in

most stores to win a position on the floor; and with this the preamble to Larsen's story is ended and the telling of the tale begins.

"Larsen of the ladies' dress goods"—the rest of the people on the floor knew him thus for fifteen long, steady years. "Larsen of the ladies' dress goods"—"the corner window"—"the main aisle"—"the firm name"—all were one; all were reckoned along in the same category. It would have been as easy for the people of the department to reconcile themselves to the loss of any of the three last mentioned institutions, nay easier, than it would have been for them to reconcile themselves to the loss of Larsen. He was a fixture, a corner stone, a piece of the house. More people knew of him than knew of the head of the firm; more people remembered his name and position than they did those of the general manager. "Larsen of the dress goods"—even the phrase was a part of the big store.

He came to the store as a bundle boy. That was in the days when the city was not as large as it is now, when the firm had fewer delivery wagons, when more packages were delivered by boys, and when the firm, which now occupies one solid block, was boasting of the fact that it had recently erected a gigantic six story building. He was a bundle boy for a year, a stock man for three, and then, when he was 20 years old, he came to work in the ladies' dress goods department he remained year in this department he remained year after year—as a salesman.

Patience is a remarkable quality. It is most often lauded as a virtue. The olden proverbs are full of allusions to its power as a maker of men and opportunities. But nowadays—and even twenty years ago—things in this country were and are of such sudden change and movement that patience, instead of being a desirable quality, comes near to being a drawback to the man with ambitions.

Larsen had patience in plenty. He had more of it than is usually accounted desirable in the young business man of the day. He had so much of it that it did not trouble him to see the years fly backward one after the other, to see other men come and go upward in the climb for position, to see that he himself was growing old and with no position of worth coming his way. It did not trouble him at all. He simply stood behind the counter and showed dress goods, drew his small salary each week, and was content.

Salaries were a little better in the big stores in the day that Larsen became a salesman. That is, a man who was considered capable of selling goods behind a counter was paid a man's salary instead of being offered the pay of a capable messenger boy, as the case is to-day. Larsen drew \$12 a week when he became a salesman. Five years later he was earning \$16. In ten years he drew \$20, and at \$20 he staid, year after year, until the time when this story opens. He was made head salesman of the dress goods department, but his sal-

**At It
33 Years**



When it's a question of the right product at the right price

**Jennings'
D. C. Vanilla
Jennings'
D. C. Lemon**

are the extracts to put in your stock first, last and all the time, are worth 100 per cent., and your customers are always satisfied. Be sure your order calls for Jennings'. Direct or through your Jobber.

**JENNINGS
FLAVORING EXTRACT CO.
Grand Rapids, Mich.**

How to Keep Eggs 10 Months

You can keep eggs fresh for 10 months and longer with Acme Egg Keeper, the most successful egg-preservative made. Better and far cheaper than water-glass or other liquid egg-preservatives. Buy eggs when cheap, use

Acme Egg Keeper

and sell them when prices are high. Endorsed by State Experiment Stations. Absolute guarantee with each package. Write now for circular and prices. Regular discounts to the trade.

**Acme Egg Keeper
1214 Southport Ave. CHICAGO**

SPECIAL

Do you sell or do you use Typewriter Ribbons? We are offering to the trade ribbons of guaranteed high quality in any color and for any standard typewriter at \$2.90 per dozen. If interested send 25 cents for sample.

**W. MILLARD PALMER
COMPANY
Grand Rapids, Mich.**

Merchants

Exploit a Special Sale Now

My personally conducted sales succeed where other plans fail. Get the early Spring trade coming your way.

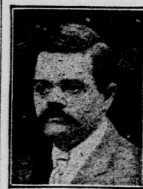
There's no gainsaying the fact that my clean, concise, convincing methods mean business. The stronger the effort the greater the business.

I expect to make Spring business jump with merchants who wish to make the activity of the Spring season doubly active. My plans build up your trade and act as a powerful trade magnet. If you want a sale of any kind write me today.

Closing out stocks and reduction sales a specialty. High grade references.

**B. H. Comstock, Sales Specialist
933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN**

PUSH, ETERNAL PUSH



is the price of prosperity. Don't let January be a dull month, but let us put on a "Special Sale" that will bring you substantial returns and will turn the usually dull days of January into busy ones. Goods turned to gold by a man who knows. I will reduce or close out all kinds of merchandise and guarantee you 100 cents on the dollar over all expense. You can be sure you are

right if you write me today, not tomorrow.

**E. B. LONGWELL, 53 River St., Chicago
Successor to J. S. Taylor.**

You don't have to explain, apologize, or take back when you sell

**Walter Baker & Co.'s
Chocolate
& Cocoa**



Registered, U. S. Pat. Off.

Grocers will find them in the long run the most profitable to handle.

They are absolutely pure; therefore, in conformity to the pure food laws of all the States.

45 Highest Awards in Europe and America

**Walter Baker & Co. Ltd.
Established 1780, DORCHESTER, MASS.**

ary remained the same, and eventually he came to be regarded as an institution in the establishment, as has been mentioned before.

He was a good salesman of the old fashioned school. He knew how to treat a certain class of customers in order to get and hold their patronage, and he knew how to display goods to fine advantage. He knew this from the beginning—the instinct was in him—and he never improved one whit upon it. He was just so good, just good enough to be the best of his kind, and not good enough to be anything else.

His sales averaged about the same, week after week and year after year. His tickets were always made out in the same fashion. He wrote with an old fashioned "s" and made his figures in the style that was taught thirty years ago. His manner and appearance changed not one whit—and so there was Larsen at 41, middle height and thin of build, solemn and obsequious of countenance, black and somber of apparel, with just a little gray beginning to mark the hair on his temples and with the manner of the salesman stamped upon him from toe to top. He was mild and humble, and, although he was head salesman of the department, he looked like a minor employe and nothing else.

It was at this stage of his career that an old friend of his—a man who had worked with him as a bundle boy and who was now general superintendent of the store—decided to do something for him. He called to his office the head of the department.

"I want to do something for Larsen," said he. "Tell me what there is that we can give him." There was only one thing—a position as a floor-walker.

Larsen was sent for.

"Jim," said the superintendent, "you've been a salesman long enough. I want you to get something better. You know too much about the business to waste your time behind the counter any longer. I want you to take a floorwalker's job in your department."

It was a surprised—even a shocked—department that came to work the next Monday morning. There was no Larsen in his well-known position behind the counter. Instead there was Larsen out in the aisle before the counter and it was easy to see by the long frock coat that he had substituted for his well-worn sack that he was now floorwalker. And the buzz that took place in the department lasted fully two hours, and then dropped to the monotony of everyday work.

It must be said that the salespeople in the department liked Larsen as a floorwalker. They liked him—for salespeople are indifferent folks, and they believe, sincerely, that floorwalkers are created only to annoy them unnecessarily and that the proper thing to do is to deceive them at every turn of the road. So they had much fun with Larsen. They were polite to him—and true to their work when he was face to face with them. After that they held their hands before their mouths as they re-

garded him walking up and down the aisle.

"Larsen a floorwalker!" they said, and then they snickered.

And the customers who came into the department—well, they never went to Larsen to ask questions, they never came to him with complaints of the clerks. They went to other floorwalkers with their troubles, but seldom to Larsen. They actually rubbed against, walked around him and over him, while looking for a floorwalker, and never paid the slightest attention to him.

"Why is this, I wonder?" said Larsen to himself. Then one day a "lady" grew angry at the manner in which a tired saleswoman waited upon her. "I'll call a floorwalker and have you discharged at once!" she cried. Larsen was standing nearby.

"I am the floorwalker, madam," he said. "What is the trouble here?" The "lady" eyed him up and down, and down and up, and crosswise. "You are the floorwalker?" she said, accenting the "you." "Don't think that you can fool me that way. I'll go and find the real floorwalker, and have you both discharged!"

Larsen sorrowfully wended his way to the office of the general superintendent. The superintendent was busy and Larsen coughed twice before he attracted his attention.

"Hello, Jim," he said. "How d'you like to be on the floor?"

"Mr. Harriman," said Larsen, "if you please, I don't want to be a floorwalker any more. I want to go back to my old job."

"Why, what's the matter? Work too hard on you?"

"No, it isn't that. The work is easier. But somehow there is something wrong between me and the job. I told a customer that I was a floorwalker and she—she wouldn't believe me. Give me back my old job, please."

The superintendent looked at him as he stood. He pondered a minute and then he said: "Very well." And Larsen went back to the counter.

H. A. Harper.

Compelled to Run Nights.

Pontiac, March 27—The sale of the carriage factory of R. D. Scott & Co. to C. V. Taylor marks another step in the progress of the vehicle business of the city. Mr. Taylor has sold his plant to the National Body Co., of Mt. Pleasant, which will move here May 1. This plant will employ a large number of men and the forces now employed in the Taylor and Scott factories will be combined in the plant of the latter at that time.

Heavy receipts of cars this week have done much to relieve the congested condition of shipments. Car-load shipments to the Western Coast are now being made daily and many cars of buggies are also being sent east. Several of the plants are still running nights to keep even with the demand for quick shipments and this will likely be continued through April at least.

The greatness that is overpowering soon becomes tired of its abiding place.



Hart Canned Goods

These are really something very fine in way of Canned Goods. Not the kind usually sold in groceries but something just as nice as you can put up yourself. Every can full—not of water but solid and delicious food. Every can guaranteed.

JUDSON GROCER CO., Grand Rapids, Mich.
Wholesale Distributors

"Handy" Swinging Typewriter Stand



Always handy, never in the way. Can be locked solidly in any position—no knee-rest needed. A pull brings it into position—a push and it is out of the way. It gives you the needed desk room for reference books, card boxes, typewriter and a thousand other things. Attaches to roll and flat top desks. The points of its excellence and superiority are a Positive Locking Device, the Construction and Finish. By one turn of a large screw the stand is positively locked—no knee-rest or braces needed. The rods and hinges are finished in full bright nickel where priced as nickel-plated and three coats black enamel priced as enamel finish. These stands are positively superior in Finish and Construction to anything else produced.

Price, Full Nickel Finish, freight prepaid, \$4.00. Price, Enamel, Three Coat Polished, Freight Prepaid, \$3.50. Shipped on 10 DAYS TRIAL to reliable parties.

The SHERM-HARDY SUPPLY CO., Grand Rapids, Mich.
Complete Office Outfitters 5 and 7 So. Ionia Street



Wolverine Show Case & Fixture Co.

Grand Rapids, Michigan
Bank, Office, Store and
Special Fixtures.

We make any style show case desired. Write us for prices. Prompt deliveries.

We have the facilities, the experience, and, above all, the disposition to produce the best results in working up your

OLD CARPETS INTO RUGS

We pay charges both ways on bills of \$5 or over.
If we are not represented in your city write for prices and particulars.
THE YOUNG RUG CO., KALAMAZOO, MICH.

Store and Shop Lighting



made easy, effective and 50 to 75 per cent cheaper than kerosene, gas or electric lights by using our

Brilliant or Head Light Gasoline Lamps

They can be used anywhere by anyone, for any purpose, business or house use, in or out door. Over 100,000 in daily use during the last 8 years. Every lamp guaranteed. Write for our M T Catalog, it tells all about them and our gasoline systems.

Brilliant Gas Lamp Co.
42 State St., Chicago, Ill.



600 Candle Power Diamond Headlight Out Door Lamp

100 Candle Power

JUST KEEP WATCHING.

Why Everybody and Everything Needs Watching.

Written for the Tradesman.

"So," remarked the clerk, poring over the evening paper, "this insurance muddle is likely to implicate a lot of big fellows."

The merchant grunted.

"I'm glad of it," observed the clerk, looking over the top of his paper, "and for two reasons. I want to see the men who squandered other people's money punished, and I want to see corrupt officials brought to time."

The merchant sat down by the stove and lighted a cigar.

"It beats all how much corruption there is," added the clerk. "In this one paper there is the claim of public graft in the insurance cases, there is the story of a big boodle gang in a western city, there is an account of a bank cashier gone wrong, and a dispatch showing how a business man believed to be above reproach has gone away with a lot of cash belonging to those who trusted him."

"Say," said the merchant, pulling at his cigar, "when you buy a ton of coal you see that the dealer does not deliver you a cord of rock, don't you?"

"Of course," said the clerk, with a grin. "I am on the spot to see that I get what I pay for."

"And when you employ a man to trim the trees on your lawn you see that he doesn't cut the trees down and lug them off for firewood, don't you?"

"You bet I do."

"And when I hire you to sell goods for me I see that the money you handle goes into the cash drawer, don't I?"

"I haven't noticed you overlooking anything in the cash line," said the clerk.

"There you are," said the merchant. "Eternal vigilance is the price of a bank account, and also an honest government, whether city, State or national. My son, you will find as you pass through life that you must watch things in which you are interested. If you don't you will be swindled on every hand."

"For instance?" asked the clerk.

"For instance," replied the merchant, "people have an election called, and they talk about honest men and economic measures. Well, the day of election comes, and what do they do? They leave it to the slums and the men who own no property to choose the officers. Now, these electors to whom I refer have a right to vote, and I am glad to see them exercising the right. I wish men having large interests would follow their example. But they do not. I object, not because the poor and the lazy vote, but because the others do not. That is the first fault in municipal management."

"I should call it the fault," said the clerk.

"But it is not," responded the merchant. "The real fault is in not watching the trend of city affairs. We elect men, hand over city affairs to them, and go on about our business.

We don't watch them. If aldermen, members of the legislature, representatives in congress and United States senators understood that the people were weighing and verifying the count of the good they deliver to the people things would not be so rotten."

"That would be a tough job."

"Oh, I don't know about that. When there is a suspicion of graft the people should get up and howl. When an official is associating with men who have private interest in legislation he should be watched, just as I would watch you should I find you in the company of porch climbers or professional drunkards."

"But many of the men who receive undue benefits from legislation are believed to be above suspicion," said the clerk.

"Of course, but when they want something from the people the whole deal should be watched. Just now there is a howl over alleged life insurance frauds. Who is to blame? The policy holders themselves. They did not take the pains to learn whether the officers of the company were working on the square. They just let things drift along, and now when troubles comes they lay the blame on others. People who handle other people's money must be watched, whether the man who handles it is in a bank, in the council, or in congress."

"I reckon you do not believe in common honesty."

"An honest man may become a thief if he is given too many chances. Why do we have sealers of weights and measures? To make sure that the grocer is not using light weight and shallow measures. Yet, grocers, as a rule, are honest, and it is to their interest to give as much for a certain price as any other dealer. The way to keep people honest is to let them know that they will be caught if they go wrong."

"But how can all this be done?"

"By watching and by punishing offenders. How many officials, public or private, have ever been punished for crimes against property? How

many bribers have ever been sent to prison? Property owners howl about their taxes, but after they pay the money they forget about it. They turn it over to officials who, in too many cases, have secured their own election by questionable methods and let them handle it without protest. This is a rambling talk, my son, but back of it all is the idea that if the people—the tax-payers, the policy-holders, the depositors—do not look after their own money no one will look after it for them."

"Right you are."

"The way to keep people honest is not to give them a chance to be dishonest. The way to secure good officials is to get every man who owns property to the polls on election day. Elect good men, select honest officers for private companies, and then keep them good and keep them honest by watching them. If you lie down in the road and permit a thief to pick your pocket don't blame the thief. Blame yourself."

And the merchant arose to go through the cash items of the day.

Alfred B. Tozer.

Greatest Timber Area.

One billion dollars is the price tag on the standing timber in Washington, Idaho, Oregon, California, and Montana. These timber lands are said to constitute the most important forest area in the world. In extent they are unapproachable, in the measure of production they are unequaled, and they surpass all other forests in the universal adaptability of their products. California has the fir, the western spruce, and the red cedar. Eastern Washington has the yellow pine, which also is abundant in central and eastern Oregon and northern California, surpassing in size and equaling in quality the product of the pine belt of the Great Lakes. The amount of timber standing in the five States is placed at an aggregate of 700,000,000,000 feet. While the average is more than \$1 per 1,000 feet, there are many districts where the quantity per acre, quality, and accessibility more than double this figure.


When philosophers can offer us something more comforting than will be time enough to quit believing in heaven's angels.

YOU CAN BANK BY MAIL



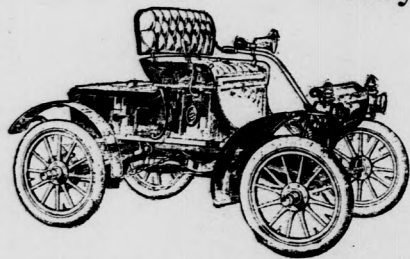
What are you going to do when you are old and have saved nothing? One dollar makes the start then it comes easy—start today in

The Old National Bank
50 Years at No. 1 Canal St.
Grand Rapids, Michigan
Assets Over 6 Million Dollars

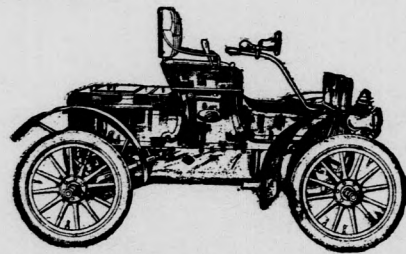


Oldsmobile Runabouts

You see them wherever you go.
They go wherever you see them.



Either Style
at
\$650



For over six years the Oldsmobile Curved Dash Runabout has been the acknowledged leader in the two-passenger, light car class, and its exploits have astonished the world.

For 1906 the Oldsmobile Runabout is furnished with either straight or curved dash, as shown above. For winter use or stormy weather either style can be fitted with top and storm front for \$25 extra, and makes a comfortable closed car. This equipment is well adapted to the requirements of physicians, rural mail carriers, and others whose duties call them out of doors in all sorts of weather.

Oldsmobiles are also built in two styles of touring cars, at \$1,250 and \$2,250. Ask for descriptive books.

Adams & Hart, West Michigan Agents

47-49 North Division St., Grand Rapids

Personal Affairs and Ambitions Often Conflict with Good Work.

It sometimes happens that even an experienced and successful salesman finds himself falling behind in results without any apparent cause. He asks himself why his orders are not so large or so numerous as they used to be; and fails to account for it by any fault with the line he carries or by any market conditions. Often he is at a loss for any feasible explanation.

In nearly all such cases the reason for this condition lies in the fact that the salesman is not concentrating his mind on his work. Perhaps he has become so accustomed to succeeding that he has fallen into a mechanical habit of work, or perhaps he is thinking too much about the promotion he desires, or some fancied grievance against the house, or of personal trials. Whatever it is that is bothering him you may be sure that it is quite irrelevant to the business in hand. It is probably true that the salesman himself is unaware of the havoc it is playing with his work.

If it were once brought to his attention that he is failing to concentrate his mind, he would rouse out of this condition, collect his thoughts and apply himself to as good purpose as formerly.

My advice to you, salesmen, is to think exclusively of the business in hand when you are engaged in the performance of it. Do not allow yourself to be distracted by any outside considerations. If you have financial or other worries do not allow yourself to think of them while you are trying to get business. Your prospect will read in your face that something is wrong; and even if he were to guess the nature of the trouble and to extend his cordial sympathy, you would still be the loser inasmuch as his mind is diverted from the consideration of your selling talk and the merits of the goods, of which you wish to convince him.

Do not busy yourself with thoughts about what you will do when you are promoted to that higher position which seems just within reach—because you will never attain it, or at least you will never make yourself worthy of it, except by doing the very best you can in your present position. You can not do your best unless you give your undivided attention and interest to each detail. Concentrate your efforts to "make good" wherever you are, and by so doing you will prepare yourself to assume greater responsibilities. And such responsibilities, with the advantages that go with them usually fall to the share of the men who are best prepared.

The salesman whose thoughts are far afield makes a disastrous impression on his customer. The latter feels instinctively that he is not getting the services from that salesman to which he is entitled. If it were merely a question of the customer selecting certain goods with which he is already familiar and expecting nothing of the salesman except to record his order, it would make very little difference whether

or not the salesman were wide awake, interested and capable. But in the majority of sales the purchaser has need of information which the salesman can give him on all sorts of points about the quality of the goods, their price and the means of displaying and advertising them. He feels that the money he pays for the goods is expected to cover not only the cost of manufacture and a fair profit to the makers, but also includes the cost of good salesmanship. He feels that he has the right to be well sold just as he has the right to demand goods of a high class quality. If a salesman is not making concentrated efforts—if he is not doing his best—the customer is aware that something is lacking and resents the fact.

The good salesman is, of course, ambitious—has hopes and plans for succeeding to some responsible and lucrative position—but it is important that he should do his best, not for the sake of some immediate reward, but for the sake of building his own character substantially.

I knew a man who once held a very high position capably, and was well known for what he had been able to accomplish in it. Several years of illness and various other misfortunes reduced him in later years to the level of the common worker. He obtained employment on trial at a small salary as a canvasser for a new concern. He felt, however, that the work was beneath him. He did not concentrate his mind upon it, but dragged on regretting his lost affluence and spending a great deal of his time in scheming to get his concern to promote him to a managership.

One day he brought up this subject with the head of his department for about the sixth time, urging it more persistently than before:

"Why should the President of this business appoint young and inexperienced fellows to high positions—the man he sent last week to Milwaukee as a manager of the force there doesn't know anything about the business. He is hardly out of school. I ought to have had that position. With my experience of the world and business ways I could get forty times the results that that chap can. Why should my services be wasted by keeping me in this small, insignificant place where I haven't any chance to show what I am capable of doing? Won't you use your influence to get me a better job?"

The head of the department was sympathetic, but sensible. "The President can not make you a department manager on the strength of what you used to be," he said, "but he will be very glad to promote you as rapidly as your work will justify it. If you have so widean experience and consider yourself so able a man, go to work and prove it. Prove it by showing yourself as responsible and loyal in a small position as you were when you were at the head of affairs. Such a proof is the strongest claim you can have to a high office—but mere egotism isn't any sort of a claim at all."

The salesman saw the point and reformed his methods of work. He

lived at a cheap hotel, wore his threadbare but well-kept clothes without any further complaint, and concentrated all his efforts on getting results. He went at it in dead earnest, and no prospect was too insignificant or too difficult to be made the object of his most thorough and most intelligent canvass. At the end of a few weeks he had gotten more results than in all the two months previous. Very soon he was making considerable money, and was so well satisfied with his remuneration and so deeply interested in his work that when the President voluntarily offered him a place as manager in the Rochester office, he smilingly declined it.

He is a man who can testify that it is worth while to concentrate one's mind on one's work, and try to work as well in a small and unimportant position as if he were holding a high office or place of trust.—Alexander H. Ravell in Salesmanship.

Insomnia.

"You look as though you had not had enough sleep," we say to our friend, noticing his pale face and haggard eyes.

"I haven't," he answers. "I got up pretty early this morning."

"Ah, up with the sun, eh?" we enquire merrily.

"Just so. Got up with him at 1 o'clock and walked the floor the rest of the night. He's cutting a lot of teeth."

We are about to say something else, but suddenly remember that he has a thriving baby at his house.

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 ½, 1 and 5 gal. cans.

Standard Oil Co.
Grand Rapids, Mich.

Always Something New

When our customers want something fine they place their order with us. The best line of chocolates in the state.

Walker, Richards & Thayer
Muskegon, Mich.

Why You Push Yeast Foam

Because

It Is the Best

Quality Guaranteed
to You and
Your Customers



Observations of a Gotham Egg Man.

During the past week the point of interest in the egg trade has been drawn away from the spring storage basis to some extent, and the dominant question has become one of immediate necessities. Instead of speculating as to where the normal decline would be stopped by speculative withdrawals to cold storage the egg men have been wondering whether or not there would be enough stock available to supply actual current necessities of consumptive trade without checking these necessities by an advance in prices above any prospective storage basis. This change in the sentiment and objective of the market has been the result of the unseasonable weather conditions which have prevailed throughout a large part of the producing sections during the past ten days.

Old Winter seems to have been trying to make up for his earlier forgetfulness. When cold waves and snow storms were naturally in order he gave the country the grand laugh, but now, when spring buds and flowers have been coaxed into a mistaken belief in spring, he comes along with zero temperatures and snow banks to burn.

There is no doubt that the weather conditions prevailing during the past ten days have materially interrupted the increase of egg distribution normal to the season; and there is little doubt that without this abnormal interruption the consumptive outlets in all parts of the country would have been overstocked and prices made dependent upon the willingness to accumulate surplus. But the anticipation of these conditions for some weeks past, when all of the distributing markets have been groaning under a heavy surplus, put the markets upon a spring basis of consumption at an unusually early date; and the interference with normal March supplies has not only caused a practical absorption of reserve stock, but made it very doubtful that the requirements of the markets could be supplied on the recent basis up to the time when a normal distribution is again assured.

Our own market has had supplies large enough to have tided over any probable decrease in arrivals if all had been available here; but the East has been shy of direct shipments for a couple of weeks and merchants in that section have drawn away so much of our surplus that we are now getting down pretty close to bare ground. Of course if our market runs short of eggs enough for actual consumptive requirements there is no telling where prices might be forced to—but it should be clearly understood that any advance resulting from such conditions of momentary scarcity is no criterion whatever as to the spring storage basis, and that as soon as collections and distribution again reach a normal point the latter basis

alone will fix the bottom of the market.

* * *

I have received a letter from a prominent shipper calling attention to the fact that last year, for 42 days following March 13, our receipts averaged over 22,000 cases a day with prices ranging 17 to 18½c; and he says: "Will they average over 18,000 a day this year?"; and, "Will the price be less than 16@17½c this year?" Now it appears to me that last year's experience is no criterion whatever of the prices to be expected during the season of surplus this year, even if the surplus should be less. There is no question that we shall soon get into a period of heavy surplus beyond consumptive demands at any price within reason, or that the willingness to accumulate this surplus in cold storage will then be the sole factor determining the bottom of values. It would certainly seem to be the height of folly if speculators should absorb this surplus at anything like the prices suggested by this shipper in view of the results of last year's storage operations, and it is not reasonable to suppose that they will do so. It may prove that the April and May production will be less than last year, owing to the much larger southern and southwestern production during the earlier part of the season; but it must be remembered that the poultry crop is universally considered to be larger than ever before and that our April and May storage accumulations last year were unprecedented. It is certainly to be hoped that the present spurt in values, caused entirely by abnormal weather conditions, may not blind the trade to the possibility, or to the necessity, of conducting the later storage operations upon a low and safe basis.—N. Y. Produce Review.

The Wild Pig of Australia.

The "wild" pig of Australia is not indigenous to the colony, and the wild droves that infest such districts as the Murray, in Western Australia, are the progeny of a few domesticated pigs which the early settlers imported and let loose to shift for themselves in the bush when they had not space on their homesteads to keep the animals in captivity. More than fifty years of freedom have made the Australian feral pig very like the wild ancestor common many centuries ago in Britain, and still plentiful in many of the forests of Europe. In the wild state the hair is thicker than in the domestic pig, and in the boars the tusks are very large, constituting formidable weapons of defence. The colonists hunt the wild pigs with dogs, rifles and knives.

Some Compensating Advantage.

Husband—What do you do when you hit your thumb with a hammer? You can't swear.

Wife—No; but I can think, with all my might and main, what a perfectly horrid, mean, inconsiderate, selfish brute you are not to drive the nails yourself.

A cynic is a man in whom the milk of human kindness has turned to clabber.

This cut shows our

Folding Egg Cases



complete with fillers and folded. For the shipping and storage of eggs, this is the most economical package on the market. Why maintain a box factory at the shipping point when you can buy the folding egg cases that meet the requirements at a merely nominal cost? No loss of profits in breakage, and if you handle your customers right you egg cases cost you nothing. Let us tell how. Also, if you are in the market for 32 quart berry boxes, bushel crates, write us, or enquire of the jobbers everywhere.

(Patent applied for)

JOHN F. BUTCHER & CO., Mt. Pleasant, Mich.

Clover and Timothy Seeds Field Peas

Send US your orders. Prompt attention.

MOSELEY BROS., Grand Rapids, Michigan.

Office and Warehouse Second Avenue and Railroad.

Philadelphia Wants Fancy Creamery Butter

W. R. BRICE & CO.

As the leading receivers of Michigan Creameries, we solicit your shipments on the following terms: Quick sales and prompt returns at top of-the-market prices. Ref. Michigan Tradesman.

Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers, Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich.

Butter, Eggs, Potatoes and Beans

I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

R. HIRT, JR., DETROIT, MICH.

Redland Navel Oranges

We are sole agents and distributors of Golden Flower and Golden Gate Brands. The finest navel oranges grown in California. Sweet, heavy, juicy, well colored fancy pack. A trial order will convince.

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, MICH

We also sell (at wholesale) our own make of Frankforts, Bologna, Minced and Pressed Ham, Boiled Ham, etc., Yankee Breakfast Sausage and Genuine Holland Metworst

Ship us your Meats, Poultry and Produce. You'll get top prices and quick returns. No commission.

WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.
Both Phones 1254 71 Canal St.

Advocates Shipping Undrawn Poultry for Sanitary Reasons.

The Storrs, Conn., Agricultural Experiment Station has issued a bulletin on marketing poultry and it contains the following on drawn poultry:

As stated elsewhere, practically all dressed poultry should be shipped to market undrawn. Most commission men and dealers prefer to handle undrawn stock, claiming that it keeps much better. The basis for this claim is that the incision in a drawn fowl readily admits molds and germs of different kinds into the body, where they find ideal conditions for rapid multiplication. The cavity is dark, damp, and not easily accessible, and frequently a drawn bird which outwardly appears all right is really unfit for food. As it requires considerable time to draw the birds contained in an ordinary shipment, and there is a decided loss in weight as well, stock should be shipped undrawn whenever the market will accept it.

When birds are to be drawn, the operation should be performed immediately after the pin-feathering is finished or after they have become slightly cooled, as it is more difficult after they are thoroughly chilled. A sharp knife is essential, although some dressers prefer to make the necessary incision with curved scissors similar to those used by surgeons. Drawn fowls usually have the head removed also, and this should be done first. Sever the neck close to the head, taking care not to cut the windpipe and gullet, which can be more easily pulled out if left attached to the head. Draw the neck skin back and remove a short section of the bone, thoroughly washing out any blood which may collect. Finally draw the skin forward, and tie firmly. Remove the intestines through a small opening, as a large aperture is unsightly as well as unnecessary. Cut carefully through the walls of the abdomen, making the incision entirely around the vent, then hook the first finger into the loops of the intestines and thus pull them out. Usually the heart, liver, lungs and gizzard are left attached in their natural position, as ordinarily the removal of the intestines is considered sufficient. After this has been accomplished the cavity should be thoroughly rinsed to remove all blood and other secretions.

A select private trade often demands that poultry be even more carefully prepared, in which case the giblets should be removed and cleaned. Cut the gall-sack from the liver, the blood vessels from the heart and remove the contents of the gizzard. Cut off the shanks after first removing the strong sinews which run up through the leg and injure the quality of the "drum stick." To take out these sinews run a knife blade down the back of the bone of the shank, between it and the sinews. Remove the skin above the sinews, and pull the latter out singly by means of a strong fork or skewer. A still easier way is to have a strong hook fastened to the wall at the proper height. Place the point of the hook under each sinew, which can then be

easily drawn out. The bird is now ready for tying up. Replace the giblets in the body cavity, draw the end of the drum sticks down to the "Pope's nose," and there tie firmly. Finally fold the wings behind the back. Birds so tied are unusually attractive, always appearing plump and chunky, due to the absence of sprawling legs and wings.

Broilers may be attractively prepared for private trade as follows: Pluck carefully, and remove the legs and sinews as above. With a heavy, sharp knife make a cut each side and the entire length of the back bone, severing the ribs. Let these incisions meet in front of the neck and below the vent. This permits the removal of the head, neck, back bone and entire intestinal tract, and the bird opens out flat in most convenient form to be placed upon the broiler. The giblets should be cleaned and should accompany the remainder of the carcass.

Swindling the Dentists.

"I ask you, how could I help it?" was all Alphonse Ducroit's defense when called on in a Paris court to explain why he had played a new trick on a poor dentist. "It was so easy; he bit like a pawnbroker." Here is what he did:

The dentist, Hugues Holer, was eating his lunch when a patient called with, according to the servant, such a terrible toothache that human pity could not resist. The dentist left his chops and put the man in a chair.

He found a hard substance in one of the teeth in the back of the jaw which looked like a metal filling ready to come out. He touched it lightly with his instrument and the next instant had a good sized pearl in his hand.

"Sapristi! but it's a pearl! Who's put a pearl in your tooth?"

Ducroit, for it was he, explained in a mystified way that he had indeed been eating oysters before, and had thought he had broken a tooth by biting on a piece of shell. He at first seemed delighted and discussed with the astonished dentist the probable value of the gem. Then:

"I am sorry I have no money to pay you with; I went off in such a hurry that I did not pick up my pocketbook."

"Oh, that's all right," said the dentist, "you can—"

"Tiens! here's an idea," said Ducroit suddenly. "You keep the pearl till I come to-morrow, and, for form's sake, you might let me have 50 francs as pledge of fair dealing."

The dentist thought that was all right, too. He gave Ducroit the fifty and put the pearl away. Next day, when the lucky owner did not come back, he thought he would take a look at it. The microscope showed it a vulgar imitation that, said the magistrate, ought not to have taken in a baby.

Ducroit was found having a great time with the last louis of his ill-gotten money.

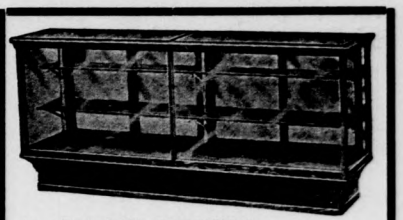
"It was only the eighth time I'd played that trick," he declared sorrowfully. "There should have been 500 francs more in it. Brains don't bring the reward they deserve."

Sent Money in Advance.

A man who patronizes the mail order houses when he has the cash allows the children to play with the big catalogues. One morning the nurse came out and told them there was a new baby in the house. "Who brought it?" asked the children. The nurse replied that it just came. "Oh, I know," said one little tot, "it's a Sears, Roebuck baby and I'll bet it's adulterated just like the pepper and strawberry jam was, and papa will have to keep it because he sent the money in advance."

"Experience is the best school," remarked the man who comments on things.

"That's right," replied the sage. "But you can't graduate."



A CASE WITH A CONSCIENCE

is the way our cases are described by the thousands of merchants now using them. Our policy is to tell the truth about our fixtures and then guarantee every statement we make. This is what we understand as square dealing. Just write "Show me" on a postal card.

GRAND RAPIDS FIXTURES CO.
136 S. Ionia St. Grand Rapids, Mich.
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We Want Your Eggs

We are in the market for twenty thousand cases of April eggs for storage purposes and solicit your shipments. Returns made within 24 hours after eggs are received. Correspondence solicited.

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We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

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SEEDS WE HANDLE FULL LINE QUALITY AND PRICES RIGHT

If you have not received our price list for dealers ask for it. If you do not receive our regular quotations let us know.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.

WE BUY EGGS

same as any other commodity. Buy from those who sell the cheapest—price and quality considered.

If you want to do business with us write or wire price and quantity any time you have a bunch—if we don't accept the first time—don't get discouraged for we do business with a whole lot of people—and the more they offer their stock—the more they sell us.

COMMISSION DEPARTMENT—When you pack an exceptionally nice bunch of eggs—and want a correspondingly nice price—ship them to us on commission—and watch the results.

L. O. Snedecor & Son, Egg Receivers

36 Harrison St.

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We honor sight drafts after exchange of references. We try to treat every one honorably and expect the same in return. No kicks—life is too short.

A GOOD INVESTMENT THE CITIZENS TELEPHONE COMPANY

Having increased its authorized capital stock to \$3,000,000, compelled to do so because of the **REMARKABLE AND CONTINUED GROWTH** of its system, which now includes more than

25,000 TELEPHONES

to which more than 4,000 were added during its last fiscal year—of these over 1,000 are in the Grand Rapids Exchange which now has 7,250 telephones—has placed a block of its new

STOCK ON SALE

This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids
E. B. FISHER, SECRETARY



How to Be Happy in the Marriage Relation.

If, as the proverb tells us, "marriages are made in heaven," the conclusion is inevitable that they become fearfully mixed up in the transit to earth. One continually is meeting couples the reason of whose pairing is a mystery to all of their acquaintances. Few persons marry their first loves, and of those who do a large proportion, probably, later on wish they had waited and taken sober second thought. Even on Olympus matings were not always managed with discretion. Venus marries Vulcan, and, objecting to the smoky atmosphere of the forge, finds amusement in giving mistaken aid to Cupid; Jupiter weds Juno, every inch a queen, yet finds her too stately for every day, and wears her, like his crown, only in public and for show. Which is merely a parable of the way the world wags from that day to this. We need not go a-hunting with a lantern to find ill-assorted couples in our midst. Even if one marries one's ideal, one's opinions change.

The heroes of romance, over whom unsophisticated maidens rave, doubtless, outside of a novel, would be most uncomfortable to live with day in and day out, while any man may find himself mistaken if he marries a woman who is too good to sympathize with the weaknesses of human nature in ordinary life. It is not perfection, fortunately for us all, which is needed in the "holy estate of matrimony" so much as affectionate sympathy and the power to understand which comes from mutual love. These, with the oil of patience, the salt of common sense, and the spice of good humor, go far to furnish the food which strengthens and nourishes human happiness. If the wife is to "love, honor, and obey," the old fashioned formula, which meant what it says in the days when it was written—if this be her duty, through all the vicissitudes of earthly life, equally it is that of the husband to "love, cherish, and protect," and to cherish includes much more tender regard than the simpler obligation of obedience to lawful authority. The two who walk together must be agreed; harness invariably galls when those yoked together pull different ways.

In no relation of life is the Christian injunction, "Bear ye one another's burdens," more fitting than in that of marriage. The ideal couple must be in entire sympathy with each other, must make allowances, and believe all good of one another. However commonplace the wife may appear in the eyes of other people, to her husband she must be the loveliest of her sex, the one of all the world for him; while the ordinary man whom a woman has married must seem to the spectacles of wifely devotion the noblest and wisest of mankind. True husband or wife, perceiving flaws in the other which were unsuspected be-

fore marriage, covers them with the mantle of love, and makes the best of the good qualities which are sure to exist, and which, in most people, largely overbalance the ill. The best way to encourage virtue and love is to expect them, to take them for granted, and, inasmuch as it is possible, to act as if they were there, even though nonapparent. Too many begin married life with a blind worship, which cools as the years pass on, and the discovery is patent that the human is not the divine, ending in mere tolerance, which, alas, is sometimes impatient.

The late D. L. Moody once said that, "The phraseology in which we speak of a person's falling in love is significant of the abruptness with which a young person discovers an attachment for another. And yet there is no decision in a man's life, after his relations with God, which is so important as the choice of a wife. To make a wise choice is to find reinforcement for all that needs strength; to make a mistake, in all but most exceptional cases, means disaster to the best possibilities of life's career. Many men have been made by a wise choice, and, alas, many others have been ruined by a wrong one."

It is a much mooted question whether the man or the woman who has wrecked life and happiness by an ill advised union suffers more—which is more to be pitied. The question must forever be an open one, with depth and breadth, to be measured only by individual capacity for suffering. One the one hand it is urged that the man who has made such a mistake has always the power of at least partial escape; as long as he finds money to provide for the bodily needs of his household, he may seek diversion in his club, in various places of amusement, and always he may absorb himself in his business; while the woman, if she be wife and mother, must in the vast majority of cases stay at home and bear her burden as best she may. For her there is no escape saving through the narrow gate of death or the miry and briery one of divorce, which, for the sake of her children, she usually is averse to take. Still, the man can not always forget the skeleton in his closet. He may keep the door locked, but the key of the closet is worn heavily over his heart. Moreover, if he has children, not infrequently neither bolt nor bar may avail to prevent the ghastly object from stalking forth to rattle its bones at the feast, from piercing him through his daughters and sons. It is possible—nay probable—as shown by statistics, that the children of a good mother will be valuable citizens, however worthless their father; while, if the mother is irredeemably bad, the salvation of her children lies only in taking them entirely away from her. Thus the shuttlecock of argument is tossed back and forth, and "Every heart knoweth its own bitterness."

That there are unhappy marriages, unions which are little short of a living purgatory, every one will agree; the columns of the daily newspapers, the records of the divorce courts,

tell the story plainly, over and over again. Nevertheless, matrimonial misery is the exception, not the rule, and any one of us who will reckon up the couples whom we know will find many more who agree than who disagree. Most married people apparently jog along together comfortably, and not a few of them seem to find each other the chief comfort and pleasure of their lives. Especially as one grows old the love of husband or wife and of children becomes the great solace of age. The one recalls the past, the other gives interest to the future, and in one's children the father and mother live a second and better life. Life is largely made up of compensations:

There are gains for all our losses, There are balms for all pains.

If nature has made the wife more dependent upon the husband than he on her, in return for this, and as an offset for the social code which decrees that "a man may choose, but a woman must wait to be chosen," is the undeniable fact that women are more easily won than men—that they give love for love more readily. The average woman learns in time to cling to and to be fond of any husband who loves her and invariably is kind to her, while community of interest forms a tie which is not easily broken. Even though there be no absorbing passion to begin with, people who like each other well enough to marry usually find life together more or less agreeable. They learn to assimilate their tastes and habits, the one to the other, and, being ordinarily sensible, adapt themselves to circumstances

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your customers have for you when you sell them a good, satisfactory, pleasing brand of flour is worth a good deal of money.

It means a good business; more from them and more from others.

"Seal of Minnesota" Flour

"The Great Flour of the Great Flour State"

Is the Flour

New Prague Flouring Mill Company
New Prague, Minn.

Capacity 3000 Barrels

Leading Wholesale Grocers Distributors

and make the best of what fate gives them. And where there is mad infatuation at first, too intense to endure, one comes by degrees to understand that the beloved object is human, and passion cools into tender and earnest affection, which, for all practical purposes, is better. All but the foolish soon understand that quarreling in such a partnership is worse than folly, and, even where they find that the bed they have made is a hard one, are careful to plant no unnecessary thorns therein.

Life for every one is to a great extent what one makes it. One may not choose the materials, perhaps, but one can always use them to the best advantage. There are not many evils so bad that they might not be worse, and, although the knowledge that other people have frozen to death may not avail to stop one from shivering, it may at least prevent one from tearing the roof from an already cheerless habitation to let in the winter's wind, with its sleet and snow. It may be hard for the hungry heart, expecting a feast, to sit down content with fragments; yet even these may be better than nothing. The fact that others fail in their duty excuses no one. One always is accountable to one's God and one's self, and the doing one's part patiently and as cheerfully as possible will always bring its own reward—not happiness, perhaps, but blessedness, which is better.

Dorothy Dix.

Had To Go Calico Hunting Another Day.

"It is perfectly annoying the way people act at these sales," commented the young thing in the sealskin coat. "Positively vulgar," asserted the girl in the picture hat, "but I presume there is money to be saved by buying cheap stuff."

"It's perfectly awful, the things people buy," said the girl in the sealskin coat. "Just see the rush about that calico counter. Frightful patterns, too."

"My, but I don't see how they dare carry such goods home," declared Miss Picture Hat. "Why don't you ever come over? I'm dying for a long visit with you. See you later, if I ever get out of this crush alive."

Miss Sealskin stepped aside, and Miss Picture Hat made a dive for the elevator. Then Miss Sealskin turned back and made for the calico counter, where the battle of the day was being fought out. Half way across the room she saw Miss Picture Hat pushing her way through the crowd in the same direction.

"Why," thought Miss Sealskin, "she must have turned right back from the elevator. I just think she wants to buy calico. The deceitful thing!"

Then she backed away into the crowd and waited for developments. But Miss Picture Hat is an old campaigner. She saw a girl she knew, and was obliged to move away from the calico department. Then she started in again, pushing this way and that, until she caught sight of Miss Sealskin. She turned up her nose and walked over to another department.

"I wonder what that creature wants here," she thought. "I just think

she wants to buy calico. The deceitful thing!"

Just as Miss Sealskin had secured precedence over a fat woman with a large basket, she saw Miss Picture Hat moving toward the storm center again.

"I just think she's watching me," she thought, "and I'll never hear the last of it if she sees me buying calico at a sale. She's a sly one!"

"There she goes," mused Miss Picture Hat, as Miss Sealskin moved away. "She has an idea that she'll catch me. I'll fool her by going across the store and up another aisle. The impertinent thing!"

She pushed her way through the line of shoppers and came to a little spot by a post where she could at least breathe. The calicos were within reach now, and Miss Sealskin was nowhere in sight. So she swung around the post and came upon a girl in a sealskin coat, and Miss Sealskin dropped a piece of calico as if it had been hot iron and gave her a cunning little hug.

"Why, you dear thing, how did you ever get here?" Miss Sealskin said. "I've been looking for you everywhere, and at last I thought I'd try the calico counter."

"Awfully glad I came upon you," said Miss Picture Hat, sweetly. "I just could not get to the silk counter, and so I'm going home. I'll have to try it some day when there are not so many cheap people out after calico."

"Yes, there are a good many calico buyers to-day," observed Miss Sealskin, with a lovely smile. "I wonder if they will all get what they came for?"

And the young things looked into each other's faces and smiled, and at the calico with longing eyes, and went away together like two kittens in a basket of wool, each resolved to return later.

But it was so that neither could get away from the other all afternoon, and they will go calico hunting on another day.

But each wonders how much the other knows!

Some Hat Hints for Feminine Readers.

Written for the Tradesman.

Always when you wear feathers out of an evening, or in damp or rainy weather in the daytime, on entering the house immediately take off your hat and dry them thoroughly. This may be easily accomplished, either by lighting the gas or gasoline stove and turning the blaze down to a perfectly safe-for-the-feathers distance, or hanging the hat from a chairback in front of a stove or register all night or several hours. If you have a radiator tilt the hat on it, on top of a little bunch of clean cheesecloth, to prevent creasing of any part of the hat or trimming.

In putting hats away in boxes line the bottom with neatly folded, freshly-printed newspapers, against moths. Then crumple a small newspaper into a cone-shaped bunch on which to rest the hat. Put two sheets of blue tissue paper over this, to completely hide it from sight. White may

look daintier, but 'tis said to turn goods yellow. Place two or three sheets of the blue tissue lightly over the hat, being careful not to mash feathers, flowers or other trimming.

With a velvet or straw hat, where there are all plain surfaces, you may with comfort wear fancy hatpins, as they can be removed easily. But if you value your peace of mind don't wear to an entertainment a hat that has fussy trimming on it, or an inaccessible bandeau, and put hatpins in that have stone sets, for if the prongs holding these are at all loose they will invariably catch on the trimming and cause you great annoyance and embarrassment in a frantic endeavor to remove the pins. J. T.

The Chinese Minister at Washington is credited with this story: There was once a Chinaman who had three dogs. When he came home one evening he found them asleep on his couch of teak-wood and marble. He whipped them and drove them forth. The next night, when he came home, the dogs were lying on the floor. But he placed his hand on the couch and found it warm from their bodies. Therefore he gave them another whipping. The third night, returning earlier than usual, he found the dogs sitting before the couch, blowing on it to cool it."

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

Window Displays of all Designs
and general electrical work.
Armature winding a specialty.
J. B. WITTKOSKI ELECT. MNFG. CO.,
19 Market Street, Grand Rapids, Mich.
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AUTOMOBILES

We have the largest line in Western Michigan and if you are thinking of buying you will serve your best interests by consulting us.

Michigan Automobile Co.
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Send Us Your Orders for

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Paints, Varnishes and Colors.

Brushes and Painters' Supplies of All Kinds

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Jobbers of Paint, Varnish and Wall Paper

Facts in a Nutshell

BOUR'S COFFEES MAKE BUSINESS

WHY? They Are Scientifically PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio

QUALITY FRUIT.

Michigan, If She Will, Can Take First Rank.

Written for the Tradesman.

"What's in a name?" Everything or nothing much, it depends what is behind the name.

During his five years in a file shop as a boy, the writer well remembers the stamp, "Wade & Butcher, Sheffield, Eng.," on many files that came to our little shop to be recut. The files, as well as the same firm's razors, were imported, in spite of the tariff and greater cost, long after American shops turned out products as good in every way. What was in the name? The name meant "quality." Every file was cut and tempered right or it would not leave the factory.

While connected with a prominent Chicago cemetery, and having to buy tools for our men, it was interesting, and sometimes amusing, to note the attachment of the old hands for certain makes of tools. These old fellows wanted "Ames" shovels and spades and felt disappointed if they could not have them. Were there no other makes as good as "Ames?" Of course there were, but for years and years "Ames" stood for "quality." Their tools made their name, afterwards their name sold their tools, if these did and do cost more. Anything will do for the common laborer? Beg pardon, it won't; a good workman, even if a common laborer, wants the best.

Let us see—they say now that the supremacy in furniture manufacture has passed from Grand Rapids to Chicago. That's partly true, they do turn out more furniture at Chicago. But has the Grand Rapids' "name" passed over to Chicago? No, buyers still come and will come to Grand Rapids for "quality." It's queer how lots of people will stick to a good thing, the real article, when they can get cheaper grades or kinds that look as well.

Has the erection of cotton factories in the South, nearer the source of the raw material, stopped New England production? In common goods, yes. But the finer grades, the best fabrics, still come from the East, and will come from there until the Southern mills raise, train or import workmen the equal of those in Eastern mills and until they can capture or keep pace with Yankee inventive genius.

We hear a great deal about "shoddy" goods. An adulterant or substitute for wool in woolen goods has come to be used as a general term expressing any kind of product that looks well and is cheap but doesn't wear, or "pan out," to use another Americanism. On the other hand, we have and use another very significant expression, likewise from the woolen or clothing trade, viz., "All wool and a yard wide." This most expressive phrase means and is applied to what? Well, to everything that is "honest, just and of good repute." And we apply it to men. "He's all wool and a yard wide;" that's an Americanism for Shakespeare's, "The elements so mixed in him that Nature might stand up and say to all the world. 'This was a man'." There

are mills that stick to the making of "all wool," whose name and cloth are synonymous. The honest trade is hurt because—and chiefly because—the inferior or "shoddy" stuff is not compelled to be marked and shown and sold for what it really is.

Using the term "shoddy" in its general sense, there are sneering and cynical statements current that that is what the American public want—cheap tools, cheap implements, cheap goods, cheap fruit, etc. A worse slander never was uttered against a people. The great American public do not like to be humbugged, Barnum or anybody else to the contrary. There are no people more liberal spenders or consumers, there is no place or country where there are so large a number who want and would have the "best"—if they could get it.

What has all this to do with fruit and fruit culture, and especially Michigan fruit and growers? This: Shall we raise and sell "shoddy" fruit or the "all wool?" Shall we produce anything or everything to supply the so-called popular demand, or shall we go in for "quality" and cater to those who want the "best?" Our answer is: Michigan for "quality" fruit, Michigan for "all wool and a yard wide."

Anybody can raise cull fruit, and sometimes make money at it; but there's no credit in that. Good growers can raise honest fruit anywhere, but it takes good growers and a good place to raise honest "quality" fruit. What would we think of a fine musician giving up his violin or piano to go to turning a hand organ or with his violin or piano giving us "ragtime" music, supposing he could thus make more money? Any difference between him and the intelligent Michigan grower who can raise the choicest of Baldwins, Northern Spys or Greenings, for example, and is content to plant, grow and sell Ben Davis or inferior stuff of the better varieties? If size and appearance are everything, and if it were true that size and appearance count for everything with the consumer, we might drop our various and exquisite juices and flavors in Michigan apples, pears and peaches and raise only Wolf Rivers, Kiefers and Elbertas. This would be about as wise, however, as to organize bands composed of drum majors, cymbals and base drums.

Now, this State is peculiarly favored for the raising of fruit. Michigan strawberries, Michigan peaches—why, people used to wait for them. "Land of the big red apple," too, is Michigan, but the apple is a good old-fashioned honest Baldwin, a rich, juicy, aromatic Northern Spy. Better almost the memory of one "gentleman apple" than barrels of "gay deceivers." Anything in the way of fruit that grows in the temperate zone grows and is grown in Michigan. Outside of a few special places for a particular fruit or variety there is no section or State that can surpass, and most can not equal, this State in the richness, the quality of fruit grown; and if Michigan berries, grapes, plums, peaches, pears and apples are not Number 1, choice or fancy, and if the Michigan name is

not Number 1, above reproach, it is not because all the excellencies that go to make a Number 1 can not be produced here. The name, too, can be grown, if we will, as well as the fruit behind the name. Michigan can and does grow the "best." And no one will say this is not as true of her men as of her fruit.

Signs are not wanting that our Southwestern friends, the apple growers especially, will be "up against it," as we say, and the time may not be far away. Articles that appear occasionally from their prominent and far-seeing growers show how disturbed they are at that most tremendous setting of trees of which Ben Davis is a type. And the cull grower everywhere will be in the same boat. I have sent apples every fall, since coming on the farm, to my folks in Western Illinois and, knowing now what a real apple is, they're spoiled for those raised near them. "You can fool all the people some of the time, you can fool part of the people all the time, but you can't fool all the people all the time." It is all right to originate and to try new varieties, but these newcomers must present first-class credentials to be admitted and to move in the society of our old rich-blooded and time-tried fruit friends. Character, not appearance; "how you eat," not "how you look," are—or should be—the conditions of admittance.

"The fancy trade," some one will say, "is limited." Yes, that's true; but we are not referring especially to the fancy trade in this paper. We

Gillett's D. S. Extracts



Conform to the most stringent Pure Food Laws and are guaranteed in every respect.

If you do not handle them write for our special introductory proposition.

Sherer-Gillett Co.
Chicago

Keep In Touch With

**"Quaker"
Brand
of
Coffees and
Spices**

Worden Grocer Co.

Grand Rapids, Michigan

Whose Coffees and Spices are "built" along the lines of the best family requirements—the full weight, full body, full flavor kind that appeal so strongly to discriminating housewives.

"A word to the wise," etc.

are talking about the great "bread and butter, potato and meat trade." But it's the wholesome and light, not heavy, bread; butter that's first-class, not butter grease or oleo; mealy potatoes, not soggy; meat from young butchered cattle, not from "old canners." It isn't the rich only that in winter buy our fresh eggs and early vegetables, our turkeys, chickens, lambs and bacon. No, we farmers would soon come to grief were that the case. The great common people of America average up a pretty good table. The city sister likes to put up and get out for you nice canned fruit and your city brother likes good old-fashioned apple pie just as you do. I'm a city man—or was—and having seen, let me tell you that the dinner pails of the great "overall brigade" as a rule are no cheap lunch counter affairs. The Sunday dinners of many, many American mechanics are equal to those of millionaires except as to appointments, service and super-extra things like blue points, terrapin or \$1.00 per quart Florida strawberries.

What has all this to do with Michigan fruit and growers? I answer that it is the tables of the great middle class upon which we must put our fruit, and these tables will take the "best"—our "best"—if we can get it to them. If we can get it to them—there's the rub. Between the anxious producer and the no less anxious consumer comes the most serious part of our business, the transportation and distributive problems. There will be no cry of over-production when these problems are solved, and when we get to advertising our "wares," our "quality goods," as other products are advertised, through associated effort, the response will be so great as to keep our bushes, vines and trees and the nurserymen's ground working over-time to meet the demand. Fruit? Why, it has only begun to be used. It is yet treated partly as a luxury, instead of a necessity, because grower and consumer can not come closer and quicker together. Now, we are going to get closer—we are getting closer—together. It is time for the fruit growers of Michigan to begin to conduct an active and regular propaganda of their fruit, their "goods," an essential part of which will be making known the names of "quality" fruits. As a former city man I say that you will be rendering the consumer the highest kind of service in simply informing him what to call for. Who can estimate the benefit of the annual Fat Stock Show in Chicago? What's the matter with an annual Fine Fruit Show there, a place to show the difference between "fine-blooded" and "well-bred" fruit and scrubs or culls?

Near us is a great market for the "best." Somebody is going to furnish the "goods"—the fruit wanted—if we don't we can be assured our Eastern friends will. Indeed, they are thoroughly alive to the situation and have been—and are—on the field; they and our faroff brothers in Oregon and Idaho, whose three and four dollars per bushel box apples make us rub our eyes.

Michigan for quality fruit. Quality? Yes, the kind you natives were raised on, the kind you still raise, especially in the home orchard, the "all wool," something that has juice and flavor, richness, tenderness, delicacy. We won't say, "Is it right?" but we do say, "Is it quite fair to raise and sell something we don't want to eat ourselves?" How many of those large, beautiful Elbertas do you peachmen eat—for, of course, you wait until they are ripe before satisfying your peach hunger? Not any, hardly, if you also grow Cranes, Crawford, Conkling, Engles, Fitzgerald, Smock, and many other "quality folk." Then you bring in these nice Elbertas for your wife to can, eh? Not much. If you please, she will take Barnard, Gold Drop or Lemon Free when she wants to put up a really nice article. We will not risk being summoned and tried for heresy by saying one word against that deservedly-popular summer apple Duchess of Oldenburg, yet which of us will eat it or use it for sauce if we have Early Harvest, Puinate, Strawberry or Sweet Bough around? Here's a plate of fall apples—how are those Alexander and Wolf River? "Fine," you say, "look splendid." "Have one?" "No-er-excuse me; if it's all the same to you I'll try one of those little Jersey Sweets—and say, by George, just hand me one of those yellow Pippins, they're my kind." "Your kind?" you say. What reason have we to think it wouldn't be the poor city man's "kind" if he could get it and come to know how rich, tender and delicious it is? Talk about pears! One of the "old kind" is good enough for us—a Bartlett, Nujou, Clapp, Seckel, etc. Yes, good enough for anybody—the "other fellow" we ship to as well as ourselves. Then let us give him these

and not something whose principal qualifications are that they are easy to grow and are "good shippers," that is, able to endure lots of rough usage, yes, even resist being eaten. The kind of apples you put in your cellars for winter, they are the kind your city cousins will enjoy, and pay for, too. Not the sort whose recommendation is that they are "good keepers" are these but the kind that "won't keep" when there are good healthy eating folk around. And what a number of old tried and true "quality folk" we have: Baldwin, Golden Russet, Guines Golden, Hubbardston, Jonathan, King, Northern Spy, Rhode Island Greening, Shiawassee, Snow, Spitzenberg, Steele's Red, Tolman Sweet, Wagener and others. Here are flavors and juices to suit the most varied and fastidious tastes.

If greater reference has been made to apples in this paper it is only because of greater familiarity with that fruit. Those engaged in other lines of fruit culture can easily substitute for these names others that call up everything that is rich, tender, delicate and choice in other fruit.

It is especially incumbent upon those who make fruit growing their business to raise and sell a first-class product, one fine in quality and strictly and honestly put up. 1st. Because this is the evidence, the mark, of a fine workman and an honorable man. 2nd. Because other sections of the country will always turn out the common grades and poorer varieties, as their soil, climate or altitude will not produce the best. 3rd. Because there will always be enough cull stuff from those with whom fruit growing is only a kind of side issue and from those regular growers who are lazy, slack and ignorant workmen. 4th. Because, unhappily, there are those—and will be those—who find it hard to

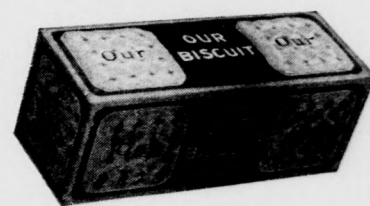
be honest, who seem to derive their greatest satisfaction in getting something for nothing.

To produce the "all wool" is good, but that is not enough. The "yard wide," after all, is the more important as it stands even more for character and a good name. In fruit culture the "yard wide" means strictly Number 1 fruit, smooth, sound, free from imperfections. Above all, however, it means showing and disposing of what we do raise for exactly what it is. There may be, there are differences in skill and intelligence, but there should be no differences in honesty. The individual name and that of our State, when applied to any of its products, depend mostly upon honesty, the "square deal." Michigan for "quality" fruit! Michigan for the "all wool, a yard wide, and warranted not to rip, ravel or run down at the corner!"

L. A. Bregger.

Use your best conversational powers occasionally at your own dinner table.

"Quality"



Best 5c package of Soda
Biscuit made

Manufactured by
Aikman Bakery Co.
Port Huron, Mich.

IF A CUSTOMER

asks for

HAND SAPOLIO

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

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

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



Status of the New York Hat Market.

Inclement weather, including quite a heavy fall of snow and sleet on the 15th inst., has retarded the selling of spring headwear with the local retail trade, but the belief is generally entertained that as soon as we have some settled weather the spring business will proceed in an entirely satisfactory way, for labor is well employed and the citizens generally have the ready cash for which to purchase a new hat as soon as weather conditions encourage such a purchase.

The jobbers are very busy shipping, as well as selling. A good many retail buyers have lately been in from the Carolinas, Georgia, Alabama and other southern sections, and bought freely. They report having low stocks on hand. A pleasant feature of the situation is the absence of countermands. In the displays of children's goods an ornament that is found quite freely displayed on the crown of tams shows a circular life-buoy, inside of which is an anchor, and above which is a coil of rope.

The announcement recently made in this paper that a well-known specialist retailing \$2 hats exclusively, in New York City, had concluded for next season to place on sale in his chain of stores also a \$3 grade, has caused considerable comment, and the outcome of this course of action on the part of the \$2 hat specialist will be watched with a great deal of interest.

As usual, opinion is divided as to the wisdom of this deviation from what has heretofore seemed the man's fixed policy to specialize exclusively on a \$2 grade. Indeed, there are those who regard this as an indication that the exclusive sale by a retailer of a hat in a \$2 grade or thereabouts has reached a point where it is perhaps no longer a method that can be pursued by an exclusive hat store with adequate profit, whereas the sale of hats exclusively, provided they are of various different prices, is thought to have been demonstrated to be a success beyond a doubt.

Some of the reasons cited in taking this view of the question are the excessively high rents paid by some of the stores handling low-priced hats, and the scramble for this patronage, so to speak, added to the fact that there is in New York City to-day more than one group of stores specializing on the \$2 grade, and also a group of stores specializing on the \$1.90 grade, not to speak of those that specialize on the \$1.50 grade and even on the \$1 grade.

This speculative comment is not heard with regard to those stores that handle grades at \$3 or over, and for two reasons. In the first place, the margin of profit on the \$3 grades is naturally greater, and in the second place the stores that specialize on the \$3 grades handle also a \$4 or higher grade.

By the time this is off the press

some of the jobbers will have their travelers out with sample lines for next fall. The jobbers complain about the slow deliveries from straw hat factories.

Stiff hat manufacturers catering to the retail trade exclusively are now very busy; some of these have their far distant traveling men out with lines for next fall. Stiff hat manufacturers catering exclusively to the jobbing trade continue to be exceedingly busy. Representatives of these factories will probably be making their filling-in trips with fall goods about the first of April. The orders booked by the stiff hat factories show a continuance of the popularity indicated earlier in the season for flat-tish set brims, many of them being cut close at the sides.

In our last issue we again called attention to the increased cost of raw materials, and indicated, as a necessary result, that manufacturers must either lower their grades or raise their prices. This, of course, applies more particularly to low-priced goods, and we can now state as a fact from correspondence that has been shown to us between a factory and its New York representative that the deliveries on spring derbys in low-priced goods will show a lowering of the grades. As a matter of fact, some of the factories in Danbury are temporarily refusing orders on stiff hats, and it is not unlikely that before the next issue of this paper is published a meeting of manufacturers in Danbury will have taken place and this will probably result in concerted action by the members of the association and a consequent raising of prices on the lower grades for the fall deliveries.

It must not be understood from the above that these factories have refused initial sample orders from jobbers on the same grades and at the same prices as heretofore for fall, but it is a fact that they seem to be holding off from the acceptance of quantity orders with any guarantee of delivering the same grades at the prices of to-day.

As the season advances the sale of colored derbys does not seem to be encouraged, and therefore there are those who predict that just as soon as the weather is such as to encourage men to wear their new light colored spring suits or topcoats, there will be a large sale for colored soft hats. It is to be hoped that this will come true.

At this early writing we do not hear of any new style tendencies in stiff hats for next fall. Of course, there is the usual change from the light curls of spring to the heavier curls for overcoat hats, but we have not as yet heard of any radical tendency toward a real change of character of the blocks for next fall.

Conditions in the straw hat market show no material change, and manufacturers continue behind on deliveries. Some of them are working overtime and orders are being refused daily; so are orders being refused for Panamas by some houses. It is important for any dealer who places orders for Panamas at the present time to make sure that he does so with

Spring



of 1906

Wear Well Clothes

We make clothes for the man of average wage and income—the best judge of values in America, and the most critical of buyers because he has no money to throw away. Making for him is the severest test of a clothing factory. No clothing so exactly covers his wants as **Wile Weill Wear Well Clothes**—superb in fit—clean in finish—made of well-wearing cloths. You buy them at prices which give you a very satisfactory profit and allow you to charge prices low enough to give the purchaser all the value his money deserves.

If you'd like to make a closer acquaintance of Wear Well Clothing, ask for swatches and a sample garment of the spring line.

Wile, Weill & Co.,
Buffalo, N. Y.



The condition of the fabric market necessitates caution by the retailer in selecting his lines for fall.

Hermanwile Guaranteed Clothing

—tried and tested—with its unequalled style and fit—it's record of unparalleled success—and its guarantee of absolute satisfaction is the retailer's surest safeguard.

Line For Fall Will Be Out Early

Hermanwile
GUARANTEED CLOTHING

some house known to be reliable and that will fulfill promises, otherwise the purchaser is likely to meet with grievous disappointment.

The sale of Panamas continues good, and while New York has been laboring in blizzard weather accompanied by a low thermometer during the past week, one of our traveling representatives from Florida writes us of an 85-degree thermometer and daily sales of straw hats and Panamas in places like St. Augustine and Tampa.

The telescope seems to be selling freely in this southern country; so also do straw hats with black braid-bound edges. Window signs in Tampa announce Panamas from \$10 to \$100, and sales at \$50 and \$60 apiece are said to be not uncommon. This again brings home with force the great extent of territory and variation of climate in this country of ours, with its 80 million of population, and makes plain that most any kind of a hat is a seasonable article in some part of the country most any day in the year, and that those houses who have carefully studied the problem of distribution and know how to handle it should be always in a position to sell goods—Apparel Gazette.

A Wreck from Heredity and No Training.

Given a boy with heredity drawn from a father who was himself a scion of non-money making breed and with the ingraining of a certain penuriousness fixed by unsuccess on one side; on the other from a pleasure loving, cream lapping sort of a mother—the handicap is a fact.

Given a measure of vital neglect in the three or four formative years of the boy's life, the father busy with going from one mistake to another, missing chances of competition and success through timidity and weak judgment, finally accepting misfortune as a settled issue in advance, while the mother dully frets over the limitations that her old fashioned creed of domestic impeccability walls her in with—what of the boy?

The boy is learning, too, that he does not get what he wants, but is not spurred, urged, lifted to any clear view of what he might accomplish, to an effort that might fruit in victory later on.

Then the boy, with a sense of going to the immurement of useless drudgery, is "placed" by a father incapable in most things but determined in forcing a restless, passionate and sensitive boy into the narrow and unpromising path of underpaid business employment at just what he was not suited for.

Result, revolt. Further results, silly profligacy and foolish pleasures, foolish because they always fell short of cost and anticipation.

Then the boy tooth the bit and runs away to sea. Then and there, in fact, a real chance opens for him, but he lacks the schooling of high spirit that might have been given him or born in him, but was not, neither one nor the other. He has, however, a year of hard healthy work, brightened a little here and there by the

interest that comes from seeing new peoples and things that must fall to the dullest and most homesick of all that go over the hill of the sea and across the dale of latitudes and longitudes, with the horizon rimming unbroken.

The boy runs from his ship on a barbarian coast. The play of fortune upon him was then so sharp with peril that it stood to make a man of him. It only cowed him and spewed him out, trembling and weakened. His return occurred. It was not the repentant approach of the prodigal, rather the edgewise sneaking of the whipped.

Pity for his uncut hair and the hard spots on his hands stirred a mother's heart to welcome. Beneath his father's cold inspection there lay an understanding of the boy's waste of time and a return from a wide ramble without any gatherings. Still there was a tacit enfolding by his family. A little time on and he accomplishes marriage, purely for money. It loomed large in a side branch of the family stock. It looked like luck at last.

A berth was handed down to him by rich papa-in-law in a concern already loaded to the waterline with family hangers-on. The old man, who was a spender, was cheerfully exploited through ten years by the young couple; in that time three children and \$30,000 were reaped from the marriage. The children stayed, the dollars all flew away. Then death stepped out suddenly from behind a bush in the old man's path and soon after the young couple awoke with equal suddenness from a dream of a \$300,000 estate to the reality of one of only \$35,000. That was all papa-in-law left. It was a case of the birdies again. A lady appeared from some mysterious side embowering. Deficiencies were at once largely accounted for and a shocked and horrified lot of close relatives, including a religious widow, richly met the threatenings of this lady of the left hand. Silence was bought and so only the \$35,000 lay dry and clean after the storm.

Our pair took the \$8,000 falling to their share and spent it in a year, mostly abroad. They ran so close to the hounds in London that money had to be cabled to get the fools home.

Now down hill begins in earnest and the sharp nose of the moral of the story peeps out. Money was still in sight and within reach on madame's side of the family. Uncles and aunts, brothers and brothers-in-law were ransacked, pumped, milked. In all a steady siege and our man led the way into one venture after another. A farm in Virginia, peach orcharding in Georgia, a chicken ranch in Jersey, a hotel in Denver, a book shop in St. Louis, a matrimonial agency in Indianapolis—a steady slide. It was from decency to meanness, from above board, daylight sorties down to rat-hole swindles. Back of all indecision, incapacity, ill training and a thick streak of laziness. Moral comes plainer in view now. It is that the world does owe livings to her children, but that she

pays more certainly and cheerfully to those who have clean hands and hearts, bright ambitions, courage, willingness and patience.

Chicago shows the finish, mean lodgings, wife—no longer young—attendant in the waiting room of a State street store, servant of the passing wants of a thousand cold eyed women daily. The man—no longer young—suping at the theaters for thirty-five cents a night, sometimes in the torture chambers of the addressing bureaus, where sixty cents a day looked a large background for two meals and a ravage of a lunch counter under the sign of "the largest in the city."

Below all this what remains now for soft hands, unused muscles, untrained brains, and the silvering of hair? The emblazonry of the future does not hang in high colors. The preachment lies in the wasting of abilities. Almost any one can afford to stop and think it over.

To come back to our man for a moment. He owned imagination and it had been sufficiently fed by his changing experiences. In one halt of his slide down it seemed as if it might furnish him with a tool with which he could hew steps upward. He threw some stories and sketches into the sated mouth of a magazine editor. They were digested and paid for. A bitter regret for the wastings of the foolish past and an impregnable craving for the now unattainable smothered every fancy and so his useful pen idled. He said he had too much trouble himself to create fictional difficulties for lovers and so from such work he drifted into the ir-reclaimable. Howard L. Stokes.

Effect of Scotch Whisky.

Nat C. Goodwin affirms that he was in the shaving parlor of the Carlton Hotel in London when the razor in the unsteady hand of an inebriated Scotch barber slipped and cut him.

"There, you see what Scotch whisky does!" cried Mr. Goodwin, testily, wiping away the warm American blood which followed the track of the Scotchman's blade.

"Aye, aye, sir!" assented the barber thickly. "It do make the skin verra tender, sir!"

If wishes were horses the world's supply of horsefeed wouldn't last five minutes.

Wm. Connor

Wholesale Ready Made Clothing

for Men, Boys and Children, established nearly 30 years. Office and salesroom 116 and G, Livingston Hotel, Grand Rapids, Mich. Office hours 8 a. m. to 5 p. m. daily. Mail and phone orders promptly attended to. Customers coming here have expenses allowed or will gladly send representative.



Lot 180 Apron Overall

\$7.50 per doz.

Lot 280 Coat to Match

\$7.50 per doz.

Made from Stifels Pure Indigo Star Pattern with Ring Buttons.

Hercules Duck

Blue and White Woven Stripe.

Lot 182 Apron Overall

\$8.00 per doz.

Lot 282 Coat to Match

\$8.00 per doz.

Made from Hercules Indigo Blue Suitings, Stitched in White with Ring Buttons.

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

WATERS WAS LATE.**Summarized Record of An Extraordinary Occurrence.**

There is such a beautiful system observed at Gappon & Waters' that there doesn't seem much chance for anything to happen. Of course, things do happen, but only in a business way. The house is just a big machine, one row of roll-top desks operating on another from the impetus gained from the very biggest desk of all—that belonging to Mr. Waters—and the desks in turn connected with the dry-goods, notions, stacks of clothing, hardware—everything, on shelves and counters in the upper floors.

A customer comes in and a boy conducts him to Mr. Peterson, who is, so to speak, the hopper of the mill. Mr. Peterson smiles receptively and in a few moments the customer has disappeared. Hither and thither he is hurried, and cog after cog in the machinery takes a grind at him and passes him on, until in due course his order is executed and he is smoothly ejected. Then the order goes through its own process of selection, checking, packing and shipping. Sharp voices chant it, typewriters click it, presses bear savagely down on it, it is wrapped, boxed, crated, branded and skidded on to the wagons, and off it goes, north, south, east or west, without a hitch anywhere, or the slightest waste of material, energy or time.

System does it.

Things used to go at haphazard once on a time, but that was before Waters came into the concern, saved it from bankruptcy and made it what it is to-day. He introduced system—regularity, punctuality. He fitted one man to another as a clockmaker does the parts of a watch. There was to be no independent action anywhere. Each gib, gudgeon screw, escape-ment had its own function, but that function was co-operative and to be properly so it had to be regular. He was the mainspring as well as the creator, and he wound himself up every morning at 7:30 o'clock to the second, and had done so for fifteen years without a break.

A hard sort of man, Waters. He looked it. There wasn't a clerk, salesman, stenographer, warehouseman or office boy in the place who did not stand in awe of him. If that sharp gray eye of his ever detected anything wrong in the work that was done nobody could ever guess it by any expression in his leathery countenance. Sometimes there was a harsh, incisive admonition to the offender, but never more than one; generally none. The defective part was thrown out on the scrap heap at the week's end and a new one fitted in its place. Let a man be five minutes late and he might be excused once, but not twice. That was where Mr. Waters really was cranky—where he carried his love of punctuality to excess.

But something happened the other day. It has not been discussed, of course, yet the whole office knows it. In some mysterious manner the knowledge has spread to the upper

regions, too. It has been said that Waters was exemplary in the matter of punctuality, but perhaps it has not been insisted upon sufficiently. Fifteen years was his record. Six days in the week and fifty-two weeks in the year. Other men took vacations, but not the mainstring. Other men got sick, but he could not afford the time. One day the city newspapers announced his marriage and shortly after that, and for perhaps a year after, his wife appeared at the office at intervals and accompanied him when he left, but that was the only evidence sustaining the report. It must have been a Saturday-to-Monday honeymoon. But—

Seven thirty-five, and Mr. Waters had not appeared. Seven forty, and still the roll top of his desk was down. There was a stir almost of uneasiness in the office. Furtive glances were stolen at the big clock that hung in the corner above the vault and at the door. Seven forty-five, and Gappon, pink-faced and ponderous, opened the door of his office and looked around in a puzzled way and withdrew. The clock ticked on steadily, the minute hand crept up and up past its shorter fellow and neared and gained the 12. Nine o'clock and still no Waters.

The buzzer sounded from Gappon's room and every man who heard it started. Henry, the office boy, whose signal it was, jumped for the door and knocked over a stool in his haste. In a moment or two he came out of the room with a telegram in his hand and everybody knew to whom that telegram was addressed.

But Henry had not put his cap on when there came a quick clatter of horses' hoofs on the gravel outside, the door flung open and Waters appeared. Appeared unshaven and disheveled, paler even than usual, his brows knitted and, yes, one shoe lace was untied and trailing behind him as he walked with rapid stride to his desk.

Henry went back with the telegram and Gappon again looked out as if to assure himself. Waters looked up at him, nodded, and pulling a pile of letters toward him began to look them over.

At the third letter Waters stopped and seemed to consider. As he looked rather vacantly before him his leathery features relaxed into a smile. Then he frowned and, looking at the letter again, penciled something on the back. Three others he scanned in rapid succession, penciling his notes on them, and once more he lapsed into thought. With a seeming effort he picked up one of those he had laid aside, reread it and with an exclamation of impatience ran his pencil through what he had written and made a new notation. For ten minutes he occupied himself in this way, reading, rereading, erasing and writing anew, and smiling queerly at the card cabinet.

At last he came out of one of these reveries and, gathering up the letters in a bunch, carried them into Gappon's room. The partitions are thin and anything said in a loud voice within may be easily heard outside. What Waters said was in low tones,

Talk is Cheap

Experience is the best teacher.
Send in a sample order for
Hanselman Candies and watch
the results.

Hanselman Candy Co.

Kalamazoo, Mich.



This is a photograph of one of the jars in our

Scientific Candy Assortment

24 fine glass display jars holding 120 pounds of high-class candies. One of the best propositions ever put out by a candy manufacturer.

Send us a postal for further particulars and price. It will pay you.

PUTNAM FACTORY, Mfrs.
Grand Rapids, Mich.

Orange Jelly

Manhattan Jelly

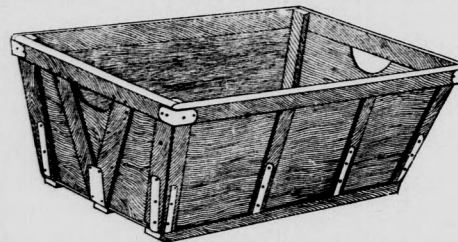
Lemon Jelly

Gum Drops

WE MAKE THEM. BEST IN THE MARKET.

Straub Bros. & Amiotte
Traverse City, Mich.

Can You Deliver the Goods?



Without a good
delivery basket you
are like a carpenter
without a square.

The Goo Delivery Basket is the Grocer's best clerk. No tipping over. No broken baskets. Always keep their shape.

Be in line and order a dozen or two.

1 bu. \$3.50 doz. 3-4 bu. \$3.00 doz.

W. D. GOO & CO., Jamestown, Pa.

but Mr. Gappon shouted: "What!" And then, "You don't tell me!" and a laugh.

Nothing more could be heard, though you may believe that some ears were strained, but after a few minutes Waters came out, Gappon following him to the door and standing there. Waters slipped into his coat again, resumed his hat and nodded at his smiling partner.

"Well," said Gappon, "I hope everything will continue to progress favorably."

"Thanks," said Waters, starting off.

"By the way," said Gappon, "you didn't say what it was?"

"It's a boy," said Waters.

Kennett Harris.

Health-Giving Qualities of Albuminous Food.

A cablegram from London, Eng., under date of March 17, will prove of special interest to those who believe in an egg diet:

Is Cambridge to win the varsity race this year and are eggs to give the light blues the victory? That is the question which is now being discussed with animation on the riverside.

The situation which has arisen is interesting as well as amusing. From the time that the rival varsity crews began practicing the riverside experts were almost unanimous that there was this year only one crew in it, and that was Oxford. But that idea has got a rather rude shock by the startling performance by Cambridge, that crew rowing on Wednesday from Marlow Point to Cookham bridge, a

distance of three miles and a half, in the record time of 16 minutes 7 seconds, which excels the previous best Cambridge "mystery" performance of 1899. Report has it that eggs are responsible for this remarkable row.

The pro-Oxford chorus, which was loud enough at the outset, became more pronounced on the news that the light blues had thought it wise to depose their original stroke in favor of a young man who had made an aquatic name on the lower reaches of the Thames as a sculler pure and simple.

But this remarkable practice spin of Wednesday has quite changed the tone of the critics.

Those responsible for Oxford's welfare are treating the matter of the egg theory lightly on the surface, but all the same most of their talk is about Cambridge's surprising row, and many private inquiries have been made in the total regarding Cambridge's egg diet. In anticipation of Oxford's demand, for eggs, Henley tradesmen have put up the price a penny on the dozen, but there are, it must be confessed, two rather serious obstacles to the adoption by the dark blues of the lead the light blues have given in the matter.

First is the unconquerable Oxford men's aversion to be suspected in the slightest degree of imitating their sister university in any gastronomic or sartorial detail, and second is the fact that Thames field, Sir John Edwards Moss' pretty riverside place, where they are his guests for the next week

or so, is famed far more for its orchard than its henhouses.

Of course there are many who are scoffing at the egg theory. Even the Cambridge men themselves are very much amused at the interest taken in their diet since Wednesday, but it is recalled that the famous St. Leger winner, Birmingham, that beat the Derby winner Priam for the great Doncaster race in 1830, was trained for the race on an egg diet. The course on the day race was in a terribly boggy state, and Birmingham, a big, powerful horse, won by sheer strength.

Dr. Willoughby, a well-known lecturer on food products, when interviewed, said: "Eggs are really the only concentrated food known. When I am pressed with work I find nothing better than a few eggs broken into milk and swallowed."

"In sustaining power, in all that goes to repair the waste and supply fuel, they are as a big dinner."

Dr. Willoughby was not surprised that the Cambridge crew should be doing so well on egg diet, eggs being practically all food and easily digested.

On His Own Recognizances.

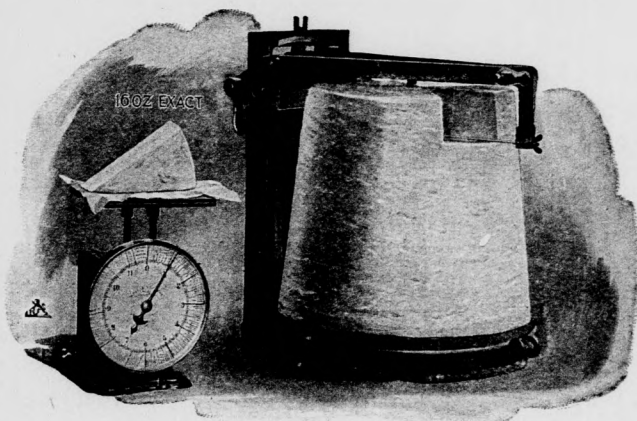
Peter Smith had fallen from an elevator in Kansas City and was somewhat shaken up and bruised, and when he picked himself up the only bystander, an utter stranger, seeing the frown on his face and noticing that he was not hurt laughed at him, whereupon Peter promptly called him a "lunkheaded old fool," and walked off.

A few months later the damage suit of Peter Smith against the elevator company was tried in the Circuit Court, wherein said Peter claimed that he was greatly injured by the fall aforesaid, was picked up unconscious, etc. The aforesaid stranger was a witness for the defendant, and testified that plaintiff was not picked up unconscious but that he "picked himself up and walked off." When asked how he knew that plaintiff was not unconscious, he replied, "He recognized me." He was then asked if plaintiff had ever seen him before and replied in the negative, whereupon he was asked what plaintiff said to him that caused him to think that plaintiff recognized him. His answer quoted plaintiff's language to him given above, his reply being, "He called me a 'lunkheaded old fool.'" It is needless to say that it took some time to restore solemnity in the court room.

Business promotion is a science and not a circus. Don't try to be an acrobat. Don't juggle either words, phrases or facts. When you advertise don't be a clown. Don't be such a fool as to think everybody else is one, when you solicit. Talk intelligently and straightforwardly. Don't hide figures or smuggle through tricks. Put yourself in the place of the man with whom you are talking and make him do likewise. Don't talk yourself—talk your goods, and above all, realize that a science is built on facts not fuss. And business promotion is a science.

How Much do You Lose on Butter?

Can't Tell Exactly—Eh?



THE NEW KUTTOWAIT

You know there is a loss, if you handle tub butter, and yet you know it is the best butter, and cheaper than somebody's brand of print butter.

Well, if you knew of a machine that would save you all loss, stop your troubles, that would cut out a neat piece of butter exactly to weight, no waste, no scraps, please your customers, reduce labor and time—such a machine would be worth your consideration.

Our Kuttowait Butter Cutter Will Do the Work

Why not write us? It is certainly worth a two cent stamp to make sure.

Let us show you.

CUT OUT. MAIL AT ONCE.

Name

Street

City State

General Agents in Your Territory
 C. D. Crittenden, Grand Rapids, Michigan
 J. B. Peterson & Co., Detroit, Michigan
 Saginaw Produce & Cold Storage Co., Saginaw, Michigan

KUTTOWAIT BUTTER CUTTER CO.

UNITY BLDG., CHICAGO

ABSOLUTE HONESTY**The Foundation Rock of All Successful Advertising.**

Statistics tell us of the millions upon millions which are spent annually for printers' ink and for other forms of publicity and promotion, more, as I remember, than is required to pay for the annual corn crop or the wheat crop, or for America's entire iron output, or for the whole cotton crop of this country. We are told the annual bill for advertising is one of the very greatest of all of the expense items of the American people, and yet the question of uniting with this enormous expenditure the quality of honesty, of highest integrity, the question of putting this great expenditure at par value is sufficiently important and seemingly debatable as to warrant an article defending or advocating the adoption of such a policy.

Advertising in large cities, as the merchant so well knows, is an expensive necessity, a small announcement in the daily papers costing many dollars. The object of any particular advertisement may be individual and intended to create a sale for the article immediately advertised without thought or reference to a future good will of the customers whom the announcement may create. Such advertising is fearfully expensive in the per cent. of gross cost, and few occasions warrant such expenditure.

Or its object may be to create a sale of articles by which customers will be attracted for the future to the advertiser's place of business. From the standpoint of the permanent merchant such is the only kind of advertising which can pay, if we may include in this class such general advertising which, while specializing no items, attempts to gain in a general way advantage or prestige for the advertiser's business.

Now, does it not follow that that merchant who attempts to gain permanent customers by fooling those customers and by hoodwinking them, by telling them something which is palpably false, and which only the unintelligent or the uninformed will accept as true, must surely fail to get the best out of his advertising expenditure?

The merchant who goes to the banker and sells his note must give exactly what the paper calls for; he must pay when due; must pay the full amount; must pay the interest as indicated, and if he does not do so he sacrifices the confidence of the banker and has great difficulty in making further sales of notes to this man. This same merchant goes to the banker's wife and offers at a certain price goods which he claims are worth more than their real value—are better quality than they actually are—are better style than they are—and expects to hold that customer's future confidence and patronage. If the banker's wife knows one-tenth as much about her purchase as the banker knows about his the chances are against holding her as a customer—and then, too, the merchant has spent large sums in bring-

ing to the attention of his customers those certain goods which fail to equal his claims. Such a policy can not and does not win in the end.

And yet you say nearly everyone exaggerates—very little advertising is strictly true—and, nevertheless, many merchants all over the country seem to thrive by a policy of dishonest or transparently false advertising. This is quite so, but they succeed only after a fashion in spite of their advertising rather than by getting their full value from this enormous item of expense. The buying public is often not critical, and is often poorly informed as to values, qualities, etc. Furthermore, it has grown to expect exaggeration and discounts it, just as you and I take our children to the circus, knowing well that the bearded lady is a man who has tried to disguise himself behind petticoats, and that a rhinoceros mouth only opens two feet wide instead of ten feet, as the advertisement states.

We know we're being fooled, if we want to believe it, so we look at the pictures and discount them, feeling that if we are getting two-tenths of the wonders claimed we are getting our money's worth.

Did it ever occur to you what would happen if the public really believed fully the statements of the merchants? Let us see. The combined circulation of the Chicago Sunday papers runs perhaps over a million copies. Most papers have more than one reader. May we therefore estimate that Chicago Sunday papers in total are read by a million and a quarter people? A merchant advertises conspicuously and in a way to be glanced at by at least four-fifths of the readers an item which will appeal to, say, a large share of the readers. Suppose one million readers glance at the advertisement. Half of them become interested and read the advertisement. Perhaps a tenth of this number want and can afford the article and one-fifth of this tenth seek the article the next day. If such were to take place 10,000 customers would throng that department of the merchant's store, and the result would be a great event in commercial history. As a matter of fact, I have been told repeatedly by merchants who have tried just this and have then placed the goods out of sight awaiting calls from customers that the number of calls were so few as hardly to be worth mentioning. One merchant recently told me of such an effort as above described in which but six calls resulted. This merchant had failed to impress the public with his honesty in his advertisements. He had by exaggeration reduced the drawing power of his statements nearly 100 per cent.

The first inducement to exaggerate is great. The merchant finds a stock too large and people don't seem to care for the goods. The season is slipping by. He puts in a "strong" advertisement. He exaggerates a little or a great deal, and finds some people seem to believe his statements and buy his goods. He sells without reducing his prices

COFFEE

We are the largest exclusive coffee roasters in the world.

We sell direct to the retailer.

We carry grades, both bulk and packed, to suit every taste.

We have our own branch houses in the principal coffee countries.

We buy direct.

We have been over 40 years in the business.

We know that we must please you to continue successful.

We know that pleasing your customer means pleasing you, and

We buy, roast and pack our coffees accordingly.

Do not these points count for enough to induce you to give our line a thorough trial?

W. F. McLaughlin
& Co.
CHICAGO

"You have tried the rest now use the best."

If Bread is the Staff of Life

then the flour from which it is made is the most important thing you can buy

Golden Horn Flour

is the product of scientific milling. If we could make it better, we would. It is not only the best flour we can make, but the best flour made.

The test is in the baking.

Manufactured by

Star & Crescent Milling Co., Chicago, Ill.
The Finest Mill on Earth

Distributed by

Roy Baker, Grand Rapids, Mich.

Special Prices on Car Load Lots

because he instead elevates the assumed value of the goods, and thus seems to offer as great a bargain. Goods may have cost one dollar. They are marked one dollar and twenty-five cents. They don't sell. Now, the merchant may reduce them to one dollar and claim they are worth a dollar-twenty-five, or he may leave the price where it is and claim the goods are worth two dollars. If the customer does not know values she feels more elated at getting a two-dollar article for a dollar-twenty-five than in getting a dollar-twenty-five article for one dollar, and the merchant has saved his gross profit at the expense of a lie. If he needs the money—and many of them do—he appeases his conscience by thinking that nearly everyone else does the same thing.

But after awhile two-dollar articles for one-twenty-five don't seem attractive, and then he must again jump his values. He therefore offers goods for one dollar twenty-five, claiming them to be worth two dollars fifty or three dollars, and this keeps up. We have seen goods frequently advertised in Chicago claiming to be "worth" twenty or more times their selling price.

Exaggeration in advertising acts like morphine. The first small dose exhilarates and gives pleasing results. It is repeated, but it is found that a little larger dose is required. The next time a still larger dose is required, until finally the limit is reached—no more morphine can be used. No further exaggeration can

be thought of, and the edge is off; the morphine victim is a wreck, and the merchant's customers have grown to entirely disbelieve, and many businesses, as you so well know, have through this cause become wrecks—failures—victims of dishonest advertising.

Advertising, too, may be likened to paint. Paint may cover a good article and add to its beauty, may attract attention to the article, and may assist in its sale. Advertising, also, may attract attention to a good article and assist in its sale. Paint may be used to cover a worthless article and by its attractive appearance cause this article's sale, but paint wears off, and the weakness which the paint covers becomes evident to the purchaser. The customer did not buy only the paint, but a supposedly sterling article underneath the paint. He was fooled, and if he is wise he will remember the article and the one who fooled him, and let both alone in the future.

So the advertisement causes the sale of a worthless article, and by its attractive statements the purchaser thinks he is getting more than he is. As the paint wears off so the effect of the advertisement wears off, and the purchaser finds himself fooled. The Indians say, "If the white man fool Indian once, shame on white man. If he fool Indian twice, shame on Indian." Every advertisement which misleads marks down to a certain extent the value of the advertiser's statements. It should be the effort of the advertiser to place

his statements way above par. It is wiser. It is more economical. It builds for the future.

Honesty is in advertising what strength is in steel. It is like the bone, the substance of the matter. It gives character to itself and to him who issues it. It gives dignity. It is like the roots of the tree. That tree whose roots are poor can not survive. That advertising which has not honesty as its root can not win lasting advantage for its master. No great institution, no great principle, no great thing ever continued to live long if built upon a foundation which was other than honest. Advertising, one of the great factors in to-day's commercial life, is richer in wealth, greater in character and dignity, nearer everlasting in its accomplishment if made dependent first of all upon that unshakable foundation rock—absolute honesty.

Henry G. Selfridge.

Personality Comes First.

A salesman who knows his goods and has mastered the art of presenting them is confidently aggressive in his work. He is said to have a forceful personality.

Now this seems a case of putting the cart before the horse. It is not alone because he knows his goods and the art of presenting them that the salesman becomes a confident and aggressive worker. Neither is it because of any such evolution that he attains a forceful personality. The reverse of these things is nearer to the truth.

It is in the process of upbuilding a forceful personality that the salesman gets the knowledge of his goods and how to present them and thus gains the spirit of real self-confidence, said a trade publication recently. The personality is the root of all, because it is the expression of the man's high character in body, mind and spirit. It is in developing this character that he wins the mental force of influence which enables him to "make good" in every emergency.

It is a small matter this, but it shows that we can not begin building a house at the roof. The structure of science must start with a foundation and the walls must go upward in an orderly manner and be buttressed on every side by law and principle. This is not a teaching that may be crowded into shreds and scraps of rhetoric. The science of business is worth gold to him that masters it, but he will always have to pay the price in studying a complete system and giving it time for mental assimilation. The day is not yet come when "fixin's" can take the place of turkey.

Auto Talk.

"There's lots of automobile talk nowadays."

"Yes; there are three stages of auto talk."

"So?"

"Yes. First you talk about buying one; next you talk about running one; lastly you talk about selling it."

A System to Increase Trade

Put aside detail work when the same result may be obtained in less time and at less cost by automatic machinery. The hustling retailer of today must have time to look after the wants of his customers and keep his stock up-to-date to attract trade.

A National Cash Register handles accurately, cash sales, credit sales, money received on account, money paid out and money changed, and leaves the mind of the retailer free to interest his customers and plan a larger business for the future.

Retailers are invited to send for our representative who will explain N. C. R. System.



Tear off here and mail to us today

N. C. R. Co.
Dayton Ohio

Please explain to me what kind of a register is best suited for my business. This does not obligate me to buy

Name

Address

No. of men

LOOKING BACKWARD.

Trade Methods That Obtained Before the War.

Written for the Tradesman.

During the first half of the nineteenth century New York, Boston and Philadelphia were the three principal distributing points for merchandise of every kind that found its way to the great undeveloped Western World.

The jobbers' season of active business was confined to the time of the opening and closing of navigation on the Erie Canal and the Great Lakes. The Canal Board was supposed to advertise this event, but sometimes great delays followed their announcement. In seasons like the present, giving promise of early opening, the month of March would enter a protest that would delay proceedings and upset the Canal Board's calculations by a month, during which delay the country dealers who had been lured by the hopes of an early opening were accumulating by the thousands. Hence these early birds were no better off than their neighbors who waited a month. They had only increased their expenses without gaining any advantage in time.

During the months of December, January and February the jobbing stores in these cities were practically closed except where the clerks were busy overhauling and renovating stock. The curtains were down and the only persons expected to be promptly at their posts were the book-keeper and financial manager, for the purpose of attending to the mail and banking. The jobbing streets were deserted and the business of the hotels was in a state of stagnation. By the first of April all this was changed and every boarding house and hotel in Lower New York was filled to its utmost capacity, every jobbing street piled with boxes and bales amounting almost to a blockade.

Southern merchants came but once a year, which usually occurred during the fall meeting of the Jockey Club on the Long Island race course. It was their custom to make all their purchases at one jobbing house, if possible, and to make the firm their broker for the sale of their crops of cotton and tobacco, with instructions to sell at the very best price whenever they ordered, or at their own discretion. Upon receipt of sales they would send a list of their creditors, with orders to pay specified sums to each. When in New York the Southern merchants were generally too busy seeing the sights and attending the races to spend their time in looking at goods, but left their order book with their merchant brokers to fill.

At the time of which I write the styles of goods manufactured for the Northern and Southern trade was as different as between the United States and South America or any other foreign country. Their orders used to specify, "Goods suitable for the Southern trade," and the seller was supposed to know the difference. Hence the dry goods jobbing was at that time divided between jobbers for the exclusive sale of goods suitable

for Northern or Southern trade. Southern goods meant gay colors, large figures and best quality. Their orders would read: "Best 4-4 English calicos." "Best American prints," "Best French muslins or lawns." Nothing was said about price, all was left to the discretion of the merchant who filled the order. Sometimes one merchant would have in charge the orders for goods of two or three of his neighbors; but he seldom saw the goods that filled those orders; all was left to the merchant where he made his own purchases. All his settlements for goods purchased of outside parties were made there and the goods sent there for packing. This insured a uniform date of shipping. Especially was this the case in goods by vessel via Charleston, South Carolina. In all cases the goods were amply insured. With the exception of Negro cloths, the profits charged the consumer were enormous. The Southern people, especially the better classes, seldom asked the price of what they were buying as they were always bought on credit, to be paid for when their cotton or tobacco was sold in the market. I was told by an extensive dealer in a large town in Georgia that all his articles in general stock of dry goods were marked at from 50 to 100 per cent. profit. Negro cloths were sold to the planters at a mere nominal profit above cost and transportation. It was their custom to give their local dealer a list of the number of pieces of Negro cloths each would need for the year, which would depend upon the number of his slaves. A bill directly from the New York dealer accompanied each invoice. Practically each planter got his Negro kerseys at cost, with transportation added.

I wish I could describe this fabric that was manufactured expressly for the use of the slaves. The warp was a white linen thread coarser than the thread now used for sewing carpets. The filling was double and twisted yarn, spun from the coarsest wool, mixed with goats' hair and any other material that could be spun and add to its strength—coarser than the twine now in use in tying up packages and rough enough to rasp the hide off a white man in twenty-four hours! I recollect enquiring of a Southern merchant planter if his slaves did not complain of its harshness. His reply was, "If there is anything in the world a nigger likes it is to be scratched!" It seemed to me that those Negro cloths must greatly add to the black man's burden.

But all those conditions changed more than a generation ago. The crack of the slave-driver's whip is no longer heard in this land of liberty. The fertile fields and broad savannas of the South now echo with more pleasing music. Schools for the exclusive education of the colored people are opening all over the South—not alone in the primary branches but along the lines of higher education. Truly the black man's burden is gradually falling off.

W. S. H. Welton.

THE FRAZER

Always Uniform

Often Imitated

Never Equaled

Known Everywhere

No Talk Required to Sell It

Good Grease Makes Trade

Cheap Grease Kills Trade



FRAZER Axle Grease

FRAZER Axle Oil

FRAZER Harness Soap

FRAZER Harness Oil

FRAZER Hoof Oil

FRAZER Stock Food

DO IT NOW

Investigate the

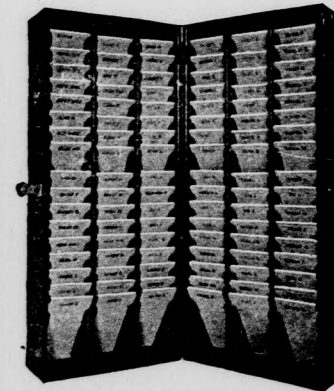
Kirkwood Short Credit System of Accounts

It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



pat. March 8, 1898, June 14, 1898, March 19, 1901.

Glass and Paint Lore

"The Shrewd Buyer Makes the Successful Merchant"

Glass will surely advance this month. This will be a banner year from the building standpoint and you will need the glass.

Order now for spring and summer while the price is right.

New Era Paint
"Every Atom Pure"

There is nothing manufactured like the "Acme quality" goods, either in paints or specialties. We are Western Michigan distributors for the Acme White Lead & Color Works, of Detroit, and have put in an enormous stock, so that shipments will go forward without delay.

We carry a full line of Varnishes, Brushes, Specialties and Painters' Supplies.

VALLEY CITY GLASS & PAINT CO.

Successors to G. R. Glass & Bending Co.

30-32 Ellsworth Ave., Corner Island St.

Two Blocks from Union Depot on Holland Interurban Car Line

Bent Glass Factory, Godfrey Ave. and P. M. Tracks.

Standing on a Greased Plank.

A large business is like a steamship bound for the port called Success. It takes a big force to operate the boat and eternal vigilance on the part of the captain or the man at the wheel to keep it from being stranded high and dry on a shoal or sunk quite out of sight by the bumpings and joltings of rival lines.

To keep this steamship moving, the captain requires the assistance of hundreds of people who have a singleness of aim—one purpose—a desire to do the right thing and the best thing in order that the ship shall move steadily, surely and safely on her course.

Curiously enough, there are men constantly falling overboard. These folks who fall overboard are always cautioned to keep away from dangerous places. Still there are those who delight in taking risks. These individuals who fall off and cling to floating spars or are picked up by a passing craft usually declare that they were "discharged." They say the captain or the mate or their comrades had it in for them.

I am inclined to think that no man was ever "discharged" from a successful concern—he discharges himself.

When a man quits his work, say, oiling the engine or scrubbing the deck, and leans over the side calling to outsiders, explaining what a bum boat he is aboard of, how bad the food is, and what a fool there is for a captain, he gradually loosens his hold until he falls into the yeasty deep. There is no one to blame but himself, yet probably you will have hard work to make him understand this little point.

When a man is told to do a certain thing and there leaps to his lips or even to his heart the formula, "I wasn't hired to do that," he is standing upon a greased plank that inclines toward the sea. When the plank is tilted to a proper angle, he goes to Davy Jones' locker, and nobody tilts the fatal plank but the man himself.

And the way this plank is tilted is this: The man takes more interest in passing craft and what is going on on land than in doing his work on board ship.

So I repeat: No man employed by a successful concern was ever discharged. Those who fall overboard

get on the greased plank and then give it a tilt to starboard.

If you are on the greased plank, you better get off from it, and quickly, too.

Loyalty is the thing—faith!

Frank Stowell.

Utilize Your Awning For Advertising.

Comparatively few dealers ever think to put their awnings at work, as an advertisement for their business. In too many cases the awning is allowed to become weather-worn and dingy, while the advertising upon it is generally limited to the name and street number on the flap.

Now, as a matter of fact, an unfurled awning is the most conspicuous part of a store front, and if it is ragged and soiled is apt to give people an unfavorable impression of the store.

As a rule, the average dealer, especially in the smaller cities, would find it a good investment to have the awning renewed every season. The more trim and tidy the awning is kept, the more favorable would be the impression upon prospective customers.

Then the awning should bear an attractive permanent advertisement, sufficiently striking in character to attract the attention of persons on the opposite side of the street, or of those riding by. In addition to this permanent sign, the awning can be utilized from time to time for temporary advertisements, whenever the dealer has something special to which he desires to call attention.

The awning can be used to advantage for this purpose in exposing your shoes and slippers to the public. The awning, while used mostly in summer, is valuable for advertising purposes in all seasons. It is generally renewed in the spring—the season is now at hand. See to it that the one you have selected will be valuable beyond shading your window display.

Temporary signs for advertising purposes can be painted upon muslin or cotton by an ordinary sign painter at a comparatively trifling expense, and attached to the awning with safety pins, so as to tell their story boldly to all who walk or ride that way.

Originality a Practical Impossibility.

Originality in the writing of advertisements would be good were it not a practical impossibility. A really original advertisement is like a new word—the people don't understand it. They require time to familiarize themselves with it and grasp its meaning. And in the meantime a plain, every day, common sense sort of announcement that sets forth facts clearly may come along and capture both the attention and the cash of the man who has not quite made up his mind as to the meaning of the "original" advertisement.

There has not been, and there will not be, any sort of advertising so effectively written as that which tells the story of the goods and the store in the fewest, plainest words of simple English that will convey the exact meaning desired.

A college education can not make a man, nor re-make him; it merely teaches him, if it has been rightly acquired and applied, to make best use of what there is in him that is good. A simple course of instruction, by mail or otherwise, can not make a competent advertisement writer, nor accountant, nor lawyer,

nor artist, nor "methodizer" or master of system; but such a course may very materially assist in the development of such a one from the proper raw material.

A wise woman sometimes leaves her husband long enough to increase his appreciation, but not long enough for him to seek consolation.

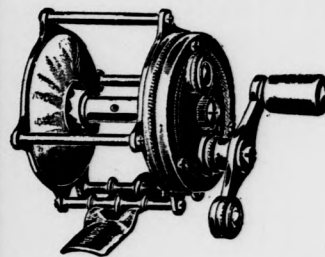
QUALITY

Our Harness

have a reputation for quality. They are correctly made and we guarantee them to give absolute satisfaction. It will pay you to handle our line. Write for catalogue.

Sherwood Hall Co., Ltd.
Grand Rapids, Mich.

Fishing Tackle and Fishermen's Supplies



Complete Line
of
Up-to Date Goods

**Guns and Ammunition
Base Ball Goods**

FOSTER STEVENS & CO.

Grand Rapids, Michigan

**A FEW POINTERS
ON THE
FAMOUS
"AIRO-LITE" LIGHTING SYSTEM**

It supplies from 600 to 1000 candle power pure white light at every lamp, at a cost of only one-third of a cent per hour for fuel—cheaper than kerosene lamps. It is perfectly safe and reliable. It is made of the best material, and is sold on its merits alone. It is positively guaranteed, and that guarantee backed by a reputation of many years' standing. It makes no noise—no dirt—no odor. We are not afraid to allow a fair trial of this perfect lighting system, and demonstrate that it will do all we claim for it.

If you are still using unsatisfactory and expensive lighting devices, and are looking to the betterment of your light, and the consequent increase in your business, write us today, giving length, breadth and height of space you wish to light, and we will make you net estimate by return mail.

188 Elm St. **WHITE MANUFACTURING COMPANY, Chicago Ridge, Ill.**

SHOES

One Way of Cleaning Out Old Stock.

Respected Courtiers Who Kneel at the Feet of Beauty—Greetings to you. And by the same token the advertising scheme we have just worked is the greatest in the history of the village. It was a fake and yet it wasn't a fake.

I presume it could be handled anywhere as a fake, pure and simple, and in a good many places as the same amount of fake we made it, which was really none at all, when rightly considered.

It was this way. Old man Laster had to take a little farm, about ten miles from Lasterville, on a mortgage. The farm really wasn't worth the mortgage, and the old man tried again and again to sell it, without success. Finally, he fenced the whole tract of about fifty acres, and turned a lot of cattle loose on it, and gave a family free rent of the house to look after things during the summer.

One day, we, that is the old man, Hi, Ball and I, were going over the place, when we ran across a curious spring away back in a wood lot. It had a little sulphur taste, a little salt, and was full of gas and sparkle.

The old man thought he had a bonanza right away and he lugged home a jug of it and sent it away for analysis.

Meantime he planned great things. He had a little house built around the spring, and tightly locked, and got prices on bottles and labels.

The analysis which came back was a pretty good one. There was a trace of sulphur, various salts, some lithia and a lot of other things in it. The combination, the chemist said, was very good for use in various complaints. "The spring, however," he wrote, in conclusion, "is in no way remarkable or unusual. There are, perhaps, a thousand springs which have come under observation of this laboratory of practically the same sort."

That was a sort of a facer, but the old man was not discouraged and he bought a couple of thousand quart bottles, and put up a few gross, and then began to try to market it. He named the spring "The Bubbling Health Spring," and had elaborate labels for the bottles, with full directions for taking, and what it was good for, prepared by the Old Man's friend, Doc. Mitchell.

When it came to selling the stuff, that was another matter. We did not try to boom it in Lasterville, for various reasons, but I took a skip out to a lot of towns and cities in this part of the State and tried to exploit it, but it didn't amount to much. "If the stuff was a regularly advertised water," they told me, "you wouldn't have to come to us, we'd be looking you up, but unless there is a demand for a thing like that we can't do anything." The best I could do was to get orders for a few cases

on consignment, and there wasn't enough of the stuff sold to pay the expenses, and bye and bye the Old Man gave it up, and the 2,000 bottles what were left of them, and the gaudy labels were charged to profit and loss.

It really is a pretty good water, and occasionally, all of this happened several years ago, occasionally we'd go out there and bottle up a few dozen for our own use.

We were cudgeling our intellects awhile ago to think of some scheme to boom trade. We didn't want to have a clearance sale, for Ball & Instep had had one of those, and Old Izensole runs one almost continuously, and besides our stock is getting so near standard, and we are so seldom overloaded that there really wasn't any use in trying to cut prices unless we really did it, all, and when we have a clearance sale we have to make cuts that knock out profits.

That's one reason why Izensole says that he doesn't believe in standard advertised lines.

But, then, we do.

"Let's offer a premium or something," suggested Hi.

"What'll we offer?" I queried. "We've offered about everything at one time or another, and we don't want to bother to work up one of the dead ones."

"Well," remarked the Old Man, quizzically, "we might give a bottle of Bubbling Health with every \$5 worth of trade."

We all laughed heartily, for the Old Man isn't sore any more, and doesn't mind, but A. Small laughed only for a moment, and then he leaned his head on his hand, with one finger up around his ear, in a way that he has, and looked as though he were thinking. "By golly," he said, "I believe that suggestion is no joke."

"You don't really mean that you think we could make it go," I said. "I mean just that," he said. "Nothing ever goes like novelty, and there's certainly never been anything done in Lasterville just like it. Mr. Laster couldn't afford to advertise the water to build up a demand for it alone, but he could afford to advertise it for the sake of the shoe store."

So that was the way it started. Almost nobody in Lasterville knew anything about the spring, and fortunately the labels gave the address of a New York office, which had promised to forward our mail for us.

We went out there and bottled up a gross or so of the stuff, and then began a campaign in the local papers. A. Small and I spread ourselves on that advertising. We used columns of reading notices in all of the local papers, announcing the great boon the Laster & Fitem firm was going to deliver to its customers and friends, before we allowed a single bottle to appear in the store. It was heralded long in advance. I'm sure that A. Small could be guaranteed a nice salary by any patent medicine house in the world by the way he wrote up the wonderful life-giving qualities of the waters poured out by the Bubbling Health Spring. We had people asking for that stuff in the store for several weeks before we got our great scheme in shape.

Reeder's

Have
in stock

Hip
Sporting
Storm King

Boots



We carry these goods in all gum, duck vamps and all duck.
Fishing season soon here.

HOOD'S

ALWAYS THE BEST

Geo. H. REEDER & CO., State Agents
GRAND RAPIDS

MICHIGAN SHOE CO DETROIT

Mayer's Working Shoes

Have achieved a splendid reputation for wear and reliability among the best **farmers, miners, mechanics, lumbermen and workingmen** of all classes. This line of working shoes will win the everlasting friendship of your customers and make your trade grow.

Have you noticed the striking advertisements of Mayer Shoes now appearing in leading publications throughout the country? Be prepared for the demand—send for a salesman.

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

The great thing was to know how to give it away. We finally decided that on the first day we would give a bottle free to every customer who bought of us to the amount of \$1 or more. Not to every dollar's worth of trade, but one to each customer by name who that day bought to exceed one dollar's worth during the day.

After that the scheme was to give a full quart bottle with every \$5 in trade. We had a lot of tickets printed in \$1 and 50c cent denominations, which read like this:

Laster & Fitem's compliments to their customers. Absolutely free. A gift. Bottles of the most potent mineral and rejuvenating waters ever discovered—the Famous Bubbling Health Spring. A full quart bottle given free with every \$5 in trade. Save the tickets. Laster & Fitem, the Footwear Folks.

We decided on giving \$2 worth of tickets on a \$1.90 trade, but only \$1.50 on a \$1.75 trade, and in that ratio. You understand? Not drawing the lines too close, but keeping close to the nearest half dollar. Then we gave an extra \$1 ticket for the return of the bottle. Why shouldn't we? That was the only thing that cost anything, except the new cork, and sometimes a new label.

Finally the great day came. For several days before we piled the show windows high with the bottled waters all in their bright labels, and in all sorts of designs. We kept the papers loaded with the write-ups of the marvelous things the water was supposed to do, besides being a splendid water to drink the morning after, any time you did not feel right, or as a table water when you didn't want to drink anything stronger, etc., etc.

Actually, we weren't prepared for the rush that came. The store was crowded all day, and mind you, we hadn't announced a single cut-priced article. Everything was at regular prices. We handed out a gross and a half of the goods that day. That was on Saturday. On Monday we started the tickets. I am morally certain that a good many customers that day bought more than they had intended to, just for the sake of buying enough so that they could lug home a bottle of the wonderful water but, of course, most of the sales were less than \$5, and we gave out tickets. Since then, these have been maturing, and the water must be in pretty general use in Lasterville and vicinity.

About the second week we ran against a proposition which sort of staggered us. Old Judge Maltby came in, and said he, "Look here, Laster, my folks have got to taking this gol-blomm Bubbling water of yours and I can't buy shoes enough to keep them going with the stuff, without buying a lot of shoes I don't want. What's the matter with selling me a case of it?" That put us face to face with a proposition. We had never put a retail price on it, because we didn't want to put the price down to what it was worth, on account of that price not seeming like a very great premium for \$5 in trade. So Laster took the judge, who is a personal friend, back into the office, and gave him a special deal on the water in

dozen lots. But that didn't end it. Other customers asked for prices on single bottles. It broke our hearts to do it, but we swallowed hard, and charged 75 cents a bottle, with the promise of \$1 trading ticket if the bottle was returned.

Then one day the bartender around at the Palace Sample Room came in and said he was having calls for the water over the bar, and wanted to know if we couldn't supply him instead of his having to send away for it. We could and did, making a confidential price. A little later a soda counter man said he was having calls, and we supplied him, and then one of the hotels looked us up, and the long and short of it is, that while proving one of the cheapest and best trade drawers we ever had, a trade has actually been worked up on the water, which is likely to make it worth while for itself. Last week two letters were sent to us from the man who gets our mail in New York, asking for prices on the water, the queries coming from cities several hundred miles from Lasterville.

Now, of course, this case is exceptional. We had the spring, and the outfit, practically going to waste. The only reason that I am writing this to my friends who read the Recorder is that it has occurred to me that there is hardly a town in the country that hasn't some sort of a medicinal spring somewhere in the vicinity that isn't being utilized, and that could be bought or leased for a song. Any good spring that has lithia in it, or some good analysis, would answer, and I'll bet a pair of lamb's wool soles against a bottle of corn cure that within ten or fifteen miles of where you are sitting reading this there is just such a spring as ours which you could do with just as we've done with this one, and bottles and labels don't cost much, and a swell name doesn't cost anything.

The great secret is, keep the glamour around the plan. Don't, on any account, let it be known that the water is from the spring out in the woods on Old Man Hickory's farm in Gaines township. It has been a big success with us, and I can't see why almost anywhere the same plan couldn't be developed.

If you do try it, I'd like to hear how it comes out.

With best wishes, and informing you that we have got an awful lot of rubber and warm goods to carry over, until next time.—Ike N. Fitem in Boot and Shoe Recorder.

Friendship is good to have in business, but don't depend on friends for business. That's like depending on success to become successful. It is a great thing to know who really are your friends in business. It is pleasant; keep them so. A wealth of friendship is an asset; don't mortgage it. To make friends by your business is better than to make business by your friends.

A man can go to perdition as easily in a milk cart as in a gilded automobile.

The devil is the longest-headed diplomat of us all.



Means That One Good Turn Deserves Another

The more

Hard Pan Shoes

You sell the more you appreciate us.

Then we do more business.

This mutual interest extends to the wearer—the person on whom we both depend.

For an example of Reciprocity try a case of Hard Pans.

The limit in value: Hard Pan Shoes are made only by the Herold-Bertsch Shoe Co. See that **our name** is on the strap of every pair.

Did you get a bunch of "Chips of the old block?"

THE HEROLD-BERTSCH SHOE CO.

Makers of Shoes

GRAND RAPIDS, MICH.

As You Know

You can buy Boston Rubbers a little cheaper now than you can after May the first. The saving of a few cents on one pair of rubbers is a small item, but that same few cents multiplied by the number of pairs it takes to supply the demands of your trade next fall is quite a sum. It's an amount you cannot afford to lose. Order now.

Boston Rubbers are always durable.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

NEXT STEP UP.

Man Who Wants To Rise Must Be Ready For It.

Do you seek responsibility? Do you know something of all departments? Are you ready to take the next man's place?

It was Frederick P. Olcott, the former head of the Central Trust Co., who advanced this as a rule of success to be most strongly emphasized. "The reason," says he, "that so many bright young men remain clerks all their lives is that they are content to just do their duty and let it go at that. The man who is determined to get on must be ready always to take the place of the man next above him. He must watch the work of his immediate superiors in order that when a vacancy arises he may be able to step in and do the work at once. Too many fellows close their desks as soon as 3 o'clock comes and scoot away to play billiards uptown. The honestly ambitious young man will be in no hurry to get away, but will find out if some other fellow needs a bit of help, and will stay awhile to give it. By doing so he is not only earning the friendship of the other man, but is learning for himself. That illustrates the chief trouble with labor unions today; they stipulate that each man shall do a certain amount of work and will not let him do any more; the consequence is that they make the poorest labor the standard, and prevent individuals who have ability from rising."

A question asked not long ago of James J. Hill brought out an answer along the same line: "Do you believe in a man curtailing his business endeavors and giving up part of his time to relaxation and exercise?"

"Perhaps I believe in it," answered Mr. Hill, "but I do not believe the average young man can afford it, unless he has been so fortunate as to get into business for himself and be his own boss, when he can take days off without interfering with his business success. When it does arrive, it is apt to be the case that he is too busy with his own affairs to give himself a half holiday."

"The young man who is fortunate enough to be his own boss has only reached that condition by sticking faithfully and conscientiously to his work. If he achieves success he achieves it because he knows what he is doing, because he has been prepared, because he is ready."

"He certainly can not make a business success by going at it blindly. If a man is going to fire off a gun and wants to hit anything he is sure to keep his eye on the gun barrel. He must squint along the hind sight and the front sight."

In the early days when Vreeland first worked for the Long Island Railroad Company he was considered "dead easy," because he could be gotten at any time to help any other man out with his job.

His first work was shoveling gravel on one of the night construction trains. He was even then enthusiastic at being a railroad man with all the term implied, and there was no

railroad work that he saw done that he did not observe intently. Soon after he was given the opportunity of inspecting ties at a dollar a day, and while doing this he made himself familiar with the duties of a switchman. "Although the position was humble enough," he says, "I felt that I was well on the road to being president."

"One day the superintendent asked my boss if he could give him a reliable man to replace a switchman who had just made a blunder leading to a collision, and had been discharged. The reply was, 'Well, I've got a man named Vreeland here who will do exactly what you tell him to!'"

He was called in to report, and asked a few sharp, short questions from the trainmaster. He wasn't given any time to post himself before going, but he had time to use to good advantage the information he had been picking up along the road. He was given the place and went down to the dreary and desolate marsh where he had to camp out at the switch. A little later the officers furnished him with the luxury of a two by four flag-house, and he settled down to work, in the meantime looking about to see how he could learn a little more railroading.

"The Brunswick station was not far away," he says, "and one of the company's division headquarters was there. I soon got into the good graces of all the officials around the station by offering to help them out with their clerical work at any and all times when I was off duty. It was a godsend to them, and exactly what I wanted, for I had determined to get into the inside of the railroad business from one end to the other. Many is the time I have worked until 12 or 1 o'clock in that little station, figuring out train receipts and expenses, engine cost and duty and freight and passenger statistics of all kinds. As a result of this work I quickly acquired a grasp of the details of railroad work in all its stages."

The next step in his career did not suit Vreeland at all, as his switch was a temporary one, and he was discharged. But what he learned in the offices came in later, and his next rise was accomplished by his old trick of having his eye on the job ahead of him.

While at this he learned something about another branch of work from a brakeman, and soon after was put on as one. From here he was jumped over the heads of older brakemen, and told to take out a train one morning when the conductor was off.

Soon after the road changed hands, and he was detailed to take out a train which was to convey the officers of the road. On the trip he was the only one who could answer questions that were asked, and when the knowledge he had picked up at the station came in he was retained with the new company in a position which was close to headquarters.

When Schwab got his first place as a stake driver he set to work to learn everything about him in its minutest details. He started early and worked late, and his work was

"The Glove"



Light Weight, Dull Finish Gum Boot

Just what your customers want for spring wear.

"They fit like a glove and wear like rubber."

Net \$2.90

Rhode Island Gum Boot \$2.48 net. Women's, Misses' and Children's Boots in Glove and Rhode Island Brands.

Hirth, Krause & Co., Grand Rapids, Mich.

The PROOF of the RUBBER is in the WEARING

Here's what one of Michigan's leading General Merchants voluntarily wrote us February 6th, 1906:

"I have handled the **Lycoming** rubber goods for five (5) seasons and same have given very good satisfaction; my bills for this season amounted to about \$700, and have had only **two (2) pair** go wrong."

(Name supplied upon request.)

WHAT MORE CAN WE SAY? ONLY THIS:

Send your orders for rubbers to

Waldron, Alderton & Melze, Saginaw, Mich.

Wholesale Shoes and Rubbers.

State Ag'ts Lyco. R. Co.

Something new! Not matches but

Noiseless-Tips

"They're made in Saginaw." No noise. No danger. No odor. Heads will not fly off. Put up in a red, white and blue box only.

C. D. Crittenden, Grand Rapids, Mich.

Distributor for Western Michigan

FOOTE & JENKS
MAKERS OF PURE VANILLA EXTRACTS
AND OF THE GENUINE, ORIGINAL, SOLUBLE,
TERPENELESS EXTRACT OF LEMON

Sold only in bottles bearing our address



Foote & Jenks
JACKSON, MICH.



always on his mind. He made up his mind that there should be nothing in the manufacture of steel that he did not know. In six months he had become chief of his department. He was then only in his eighteenth year, but he showed his knowledge of the details of the work ahead of him as well as his own. Soon an important work was intrusted to him—the supervision of construction of eight blast furnaces in the Edgar Thomson plant. Here he thought out an improvement to the rail mill, which gave the mills an output greater than any mills in the world, and brought American goods into successful competition in foreign markets. From the time he began studying chemistry, which was entirely outside his duties, he did not show the slightest idea of sticking only to his job.

Edison always had the gift of shouldering responsibility. Once the Western Union had need of a specially good man at Albany when the Legislature was in session, and Edison was sent there.

One day the line suddenly became blocked between Albany and New York. The manager was in distress, and after trying all known expedients went to Edison. The young man called up a friend in Pittsburg and ordered New York to give the Pittsburg man the Albany wire. "Feel your way up and down the line until you find me," were the orders.

Edison started feeling his way down the river, and in twenty minutes signaled: "The bug is two miles below Poughkeepsie—I've ordered the section boss there to take a repairer on his hand car and go ahead and fix the break." He wasn't anywhere within either his rights or his orders in ordering out a section boss, but he did it. And it was a common thing with him to take responsibility.

"Our young partners in the Carnegie firm," says its retired-head, "have won their spurs by showing that we did not know half as well what was wanted as they did. Some of them have acted on occasion with me as if they owned the firm and I was some airy New Yorker presuming to advise upon something I knew nothing about. Well, they are not interfered with much now. They were the true bosses, the men we were looking for." A. Wesley Underwood.

Growth of Mirror Plate Industry.

Saginaw, March 25—A little more than a year ago, largely through the influence of ex-City Treasurer John Stenglein, the Saginaw Mirror Co. was organized. It erected a one-story building, 40x80 feet in size, at the corner of Niagara and Lyon streets. In February, 1905, it began the manufacture of mirrors. Four men were employed. The industry was new in Saginaw. The factory was the only one of its kind in this part of the State, Grand Rapids, Detroit, Grand Haven and Jackson being the only other places in the State where mirror factories are located. From the first the business made a good showing, and it now requires and occupies just four times as much floor room as when it started, and instead of four men, twenty-five are employed.

One thousand feet of mirrors can be silvered in a day, and the factory is being run at practically its full capacity. Saginaw plate glass is used, and it is conceded to be a superior article for mirror work. The mirror factory in Grand Rapids, one of the largest, if not the largest, in the country, now uses Saginaw glass almost exclusively.

The Saginaw company manufactures all kinds of mirrors and does quite a business filling special orders for store mirrors. The Saginaw Show Case Co., an allied concern, gets all its silvered glass from the mirror works. The works employ skilled workmen almost exclusively, who earn from \$15 to \$18 per week. Of course, furniture factories are large consumers of mirrors, and Saginaw is proving a good distributing point. The fact that glass is made here gives the Saginaw plant an advantage over those which must ship in glass and ship out the finished product. The growth that concern has enjoyed in one year seems to warrant the prediction that it will develop into an important industry for the city.

Awaiting the Action of Congress.

Bay City, March 27—The Brooks Boat Building Co., which now has half a dozen buildings, including a four-story brick block and a former planing mill and box factory in use in the manufacture of launches and boat patterns, has leased another building formerly occupied by a lumbering concern. The company is unable to find room required by its rapid expansion. Just now the opportunities for securing the big building of the Michigan plant of the Bay City-Michigan Sugar Co. seem particularly bright. The directors of the sugar company will decide next week whether the factory shall be sold to Iowa parties, and if the deal goes through the Brooks Co. will probably get the factory building.

Plans for the erection of the \$200,000 chemical plant projected by Frank Buell and Eastern and Chicago capitalists are waiting on the proposed legislation removing the duty on denaturated alcohol. Such legislation would affect the wood alcohol manufacturers, and as the principal product of the plant would be wood alcohol, the projectors are not inclined to hurry matters.

The building outlook this spring is without a flaw and dozens of houses costing from \$1,500 to \$10,000 are planned. It is probable that in the near future two of the largest local industries will announce extensive additions to their plants, while numerous small concerns, particularly those engaged in the machine and other steel work, are making small additions. A new concern, the Rouse Heading & Stave Co., has begun operations in the south end on a fairly extensive scale.

Thus far not one of the two dozen factories which within the last year began working overtime or day and night has discontinued the extra work.

Usually when a man defends other people he is defending something in his own past experience.

A Mine of Wealth

A well-equipped creamery is the best possession any neighborhood in a dairy section can possibly have, for the following reasons:

1. It furnishes the farmer a constant and profitable market for his milk or cream.
2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.
3. It is a profitable investment for the stockholders.

We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

Hastings Industrial Co.
Chicago, Ill.

ZESTO CEREAL

Is the best coffee substitute on the market. It is not sold by any catalogue or mail order house and never will be. Grocers, stand by the goods that stand by you. Twelve one pound packages and 12 sample packages in a case. Manufactured by The Zesto Cereal Co., Ltd., Palo, Mich. The Judson Grocer Co. of Grand Rapids is General Wholesale agent for Western Michigan.

Kiln Dried Malt

The greatest milk and cream producer. \$10 per ton. Write and get our special price on carload lots.

C. L. Behnke, Grand Rapids
64 Coldbrook St. Citizens Phone 5112

Gasoline Mantles

Our high pressure Arc Mantle for lighting systems is the best that money can buy. Send us an order for sample dozen.

NOEL & BACON
345 S. Division St. Grand Rapids, Mich.



Money Getters

Peanut, Popcorn and Combination Machines. Great variety on easy terms. Catalog free.

KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE WESTERN DISTRICT OF MICHIGAN—SOUTHERN DIVISION. IN BANKRUPTCY.

In the matter of William E. Patterson, Bankrupt.

Notice is hereby given that the store building, the store furniture and fixtures, consisting of showcases, hay scales, cash registers, computing scales, refrigerator, gas plant and appliances, counters, etc., and the horses, carriages, wagons, harness and a number of other articles of personal property of the estate of said bankrupt will be offered by me for sale at public auction, according to the order of the U. S. Dist. Court for the Western District of Michigan, on Thursday, the 5th day of April, A. D., 1906, at 10 o'clock in the forenoon of said day, at the front door of said store building, in the village of Ravenna, Muskegon County, Michigan. All of said property is now at Ravenna, and the inventory thereof may be seen at my office in the city of Grand Rapids, Michigan.

Geo. H. Reeder, Trustee.

Peter Doran, Attorney for Trustee.
Dated Grand Rapids, Mich., March 24, 1906.



When a farmer can buy for one dollar a planter that is accurate, light, compact, perfectly balanced and durable, and that is equally well adapted for corn, beans, peas or melons, he is certainly getting a bargain. Such a planter is found in the

Segment Corn and Bean Planter

Manufactured only by the
Greenville Planter Co.
Greenville, Mich.

Fourth Annual Food and Industrial Exposition

Held under the auspices of the
Grand Rapids Retail Grocers' Association
At the Auditorium

For two weeks from May 7 to 19, inclusive

Prices for space, prospectus and all information furnished on request by

HOMER KLAP, Sec'y, Grand Rapids, Mich.

MAINTAINING PRICES.

Does It Pay the Retail Dealer To Do So?*

I don't believe that there was ever a man in the Inland Empire with intelligence enough to conduct an implement business, or a hardware business, but who did know that maintaining prices did pay. But the subject I wish to speak to you about now is "Who Are the Actual Bankers of the Inland Empire?" as it is in my estimation, one of the most comprehensive subjects and worthy of far more consideration, and far more thought, than anything which has been touched upon in the past, I believe. And I only regret that my oratorical ability is insufficient to impress it upon your minds as it should be. I hope before you leave the City of Spokane, or after you get to your home, that you will give this subject the consideration which I think it is entitled to.

The many years that I was on the road I had the pleasure of examining financial conditions of a great number of business houses that were my agents. And it was also my good fortune to have some friends in the banking business, from whom I got such information as would give me an idea of making a comparison between the money that was actually loaned by the banks, as against the money, or its equivalent, as extended by the dealers directly to the farmer, and I found, to my satisfaction, that over eighty per cent. was extended to the farmer or consumer, as against the actual money that would be loaned by the banks to those people.

Now, if we are the actual bankers of the Inland Empire—if you would only realize that we are conducting the commerce of the Inland Empire, I ask you, gentlemen, if we are not entitled to some compensation besides the mere profits we get on the goods we sell?

You all know that banks have a system upon which they loan money, and only in extreme cases will they change that system. They base their credits upon five classes; and those classes, first, is the individual, firm or corporation that has got capital or assets enough back of them that they will loan a certain amount of money to, or recognize sight drafts, without collateral. Then class second is that same individual, firm or corporation where up to a certain point they either demand collateral paper or security of some kind. Now class three, would be that same individual, firm or corporation of a little lighter caliber than the first or second classes to whom they will loan money, or recognize sight drafts, or upon individual notes properly secured—or before they will recognize overdrafts. I should say. Now the fourth class would be that same individual, firm or corporation that beyond that point—or beyond a certain point—they require collateral, or security of some kind. Class five is an individual, firm or corporation to whom the bank will not loan one dollar unless they put up security. Now, that is the system

which the banks have for doing business.

Now what is the system under which the implement dealers have been doing business? In ninety-nine cases out of a hundred, gentlemen, the individual will come into our place of business, buy our product and either give his note for future payment, or for cash at a loss, or it is charged to him. When an individual goes to the bank to borrow money he is immediately taken into the private office of the bank, or around to the little wicket gate, and after they have ascertained his financial condition thoroughly, they will then—generally—tell him that it is a rule of the bank that they must have a signer to that note, which they propose to give, or security—security which will make it absolutely good. Now, does the farmer get mad—does he tell the bank he will go down to the First National or to the Traders' National Bank and get the money on his individual note? When he walks out of the door do the bank officials follow him and grab hold of him and tell him "Oh, that is all right—I guess you can have the money on your individual note?" No, sir! The bank does not care if every man under the blue canopy of heaven will loan him that money—they won't do it! Now, did you have a system when you were in business—and do you now have such a system—by which you said to this man, when he told you he was going to your competitors, to go? Did you tell him to go? No, you didn't tell him that! You ran after him, caught him away up the street and sold him. Now, is that right? If so, as I say, if we are going to endeavor to conduct the banking business of the Inland Empire, should we not demand an equality—something the same as the bank would do?

Again, we don't consider that our business—that is, the commodity that we have got—is not different from any other commodity. We say to the bank, "You are dealing entirely in money." We overlook the fact that everything we have to sell is either money or its equivalent; it is money by which we get money.

I want to show you that we do make a difference, but we should not, and I want to show you how we do it by quoting a little instance, and I will leave it to every member in this hall if it is not true. I am not doing it to expose business methods, but merely to impress it upon your minds:

There was a farmer who lived in the vicinity of Moscow, Idaho, who was a renter. He did not own the land upon which he was living and cultivating. He wanted to buy a drill; and I don't know whether it was the superior salesmanship of our firm or the superior drill that was handled by us—in any event, we sold him the drill—sold it on future due paper. Now, the same farmer had to have wheat to sow. He didn't have any and had to buy some, and he got it from one of our competitors. How did he get it? By putting up security of above the amount of three dollars to one. Now, gentlemen, honestly, I

believe the same competitor of ours would have willingly and gladly sold this same man the drill on future paper without any security whatever—without one dollar's worth of security—but he would not let him have the wheat without putting up security. Now, why should we not consider our goods on a parity with any other commodity? Let it be drills or wheat, or anything else—there should not be any difference—none at all.

Now, here is another thing: We say we can not exact this security. Is there a community in the Inland Empire, that, during the year 1905, has not had a "farmer's sale" where the farmer has sold off his product? Is there an implement dealer in this room who has not seen a second-hand auction sale on the farm? I don't believe there is one. Did you ever look on the bottom of one of those bills advertising the sale—"Notes will be taken on approved security?" I don't believe you ever saw one but what was advertised that way. In other words, the farmer is coming to you all the time, buying your goods and giving you future due paper therefor, without security, but when he has an auction sale on his farm of his products and second-hand machinery, etc., he demands cash or well-secured paper—"notes will be taken with approved security."

Now, ought not we to be placed on an equality with the farmer who is selling his second-hand goods and demands security? I think we ought.

Now, there is another thing—and I understand from our secretary the subject of "Credit" will not be touched upon at this meeting—no paper on that subject to be read here; consequently I am going to, for a little while, bring the matter of credit in with this little talk of mine. I won't keep you too long.

We dealers have not got that degree of honesty among ourselves that we should have. It seems to be that we are altogether too much afraid of the "other fellow" up the street—that the other fellow up the street might sell a few dollars' worth more of goods than we sell; consequently we are anxious to sell and don't pin Mr. Farmer or the consumer down. But we should be more honest in this respect; that when we find we have got a customer who is "into us," as far as we will allow him to get, would it not be a good idea for us to go and consult with the other dealers tributary to where this customer would naturally buy his goods, and say to them, "Here, this man is owing us so much money; we want to get it out of him. Instead of you people putting a stumbling-block in our way, whereby we will never get our money from him, won't you help us by refusing to extend credit to him?" Let me illustrate this, and I am going to ask the indulgence of the gentlemen who are daily extending credit in their business—it is not done to hurt their feelings, but only to illustrate the subject about which I am speaking more than I otherwise possibly could by any language.

There was a fellow in our neighborhood who had got into us about

all we could stand. Now, he was considered a fair risk—that is, ordinarily good for a certain amount of credit—but we could not get any money out of him, and he had nothing by which we could get it out of him. But he rented a farm and came to us in the early part of the season and told us he had to have a mower and a rake. We knew he had to have a mower and a rake, because he had rented a hay ranch. We knew he had to have it, and were tickled to death, thinking, "Now, here is our chance to get even with him"—we were going to say to him, "Now we will sell you a mower and rake, but you will have to secure your other account with us first." So time went along, until we thought it was about time for the order for the mower and rake to materialize, and we met him on the street one day and asked him when he was coming in to get the mower and rake, and he replied that he had already got them—he went to a competitor, made a talk and got his goods. Now, gentlemen, that is not right. The other firm furnished the mower and rake, and neither one of us was paid!

Now, in this case, would it not have been better if we could have gone to this other firm and said to them, "Now, here is a chance to get even with this man; he is into us, and if you can't get your money out of him, give us a chance to get ours; he has got to harvest that crop, got to have a machine, and you folks stay out of it!" Would it not have been better for us to have that understanding with our competitor whereby we could have consulted each other in regard to the matter?

I am satisfied it would have been the better way.

I am satisfied there are no firms in this whole Inland Empire but what have some disagreeable person in regard to whom, when he goes home from this convention, he can go to his fellow competitor and say, "I have got a man I want to get my money out of; will you help me to get my money out of him—cut him out? It will do us both good. We will drift along in the same old way, and get each other's trade sometimes, but in the long run it will all even up."

Now, it may be honorable for us to stand by and see a competitor make a sale which we consider perfectly worthless. Now, gentlemen, before this association was organized it may have been all right; it was honesty, but it was not all right. I don't believe any man who signed the articles of this association would want to see his competitor done up in that way now—sell his goods and get nothing for them. That is, what I claim, dishonesty, and I believe we can prevent it. The class of men we have to guard against in this manner is not so numerous—they are not all rascals that we do business with. But I do believe we can go to each other in a brotherly way, like we do in Moscow, where we have three firms—where, when we have a man whom we feel shaky about, we go to our rival and say, "Can't we get together?" And we do get to-

*Address delivered by J. Nankervis at the annual meeting of the Inland Empire Implement and Hardware Dealers' Association.

gether and talk the matter over, and in ninety-nine cases out of a hundred we are both benefited.

I don't believe in calling our competitor in and saying, "Now, you may look over our ledger and in our note pouch to see whether we are telling the truth or not."

Another thing, I find we put too much dependence upon what the future crop will produce. I am going to illustrate that in a manner which I believe you will all understand, and that is this: Around Moscow, if a man has got one hundred acres of summer fallow, his credit is almost unlimited amongst the implement dealers, and I do not exclude our own firm, and I will tell you why it is almost unlimited.

Hardware Price Current

Table of hardware prices including categories like AMMUNITION, CARTRIDGES, PRIMERS, GUN WADS, LOADED SHELLS, GUNPOWDER, SHOT, AUGURS AND BITS, AXES, BARROWS, BOLTS, BUCKETS, BUTTS, CAST, CHAIN, CROWBARS, CHISELS, ELBOWS, EXPENSIVE BITS, FILES-NEW LIST, GALVANIZED IRON, GAUGES, GLASS, HAMMERS, HINGES, HOLLOW WARE, HORSE NAILS, HOUSE FURNISHING GOODS, JAPANESE TINWARE.

IRON

Table of iron-related items including BAR IRON, LIGHT BAND, KNOBS-NEW LIST, LEVELS, METALS-ZINC, MISCELLANEOUS, MOLASSES GATES, PANS, PATENT PLISHED IRON, PLANES, NAILS, RIVETS, ROOFING PLATES, ROPES, SAND PAPER, SASH WEIGHTS, SHEET IRON, SHOVELS AND SPADES, SOLDER, SQUARES, TIN-MELYN GRADE, TIN-ALLAWAY GRADE, BOILER SIZE TIN PLATE, TRAPS, WIRE, WIRE GOODS, WRENCHES.

Crockery and Glassware

Table of crockery and glassware items including STONEWARE, BUTTERS, CHURNS, MILK PANS, FINE GLAZED MILK PANS, STEWPANS, JUGS, SEALING WAX, LAMP BURNERS, MASON FRUIT JARS, LAMP CHIMNEYS-Seconds, ANCHOR CARTON CHIMNEYS, FINE FLINT GLASS IN CARTONS, LEAD FLINT GLASS IN CARTONS, PEARL TOP IN CARTONS, ROCHESTER IN CARTONS, ELECTRIC IN CARTONS, LABASTIE, OIL CANS, LANTERNS, LANTERN GLOBES, COUPON BOOKS, COUPON PASS BOOKS, CREDIT CHECKS.

goes to some other competitor and buys a hack—that is another hundred dollars. He now has four hundred dollars on his summer fallow crop. The grain grows, and when he gets ready to harvest it he buys a self-binder for one hundred and seventy-five dollars—making five hundred and seventy-five dollars. Then he has got to have twenty-five to fifty dollars' worth of binding twine to take care of it. Then he goes to work and harvests his crop—the one hundred acres, the basis upon which his credit was unlimited—and after he has got his grain cut, bound and shocked, and paid for the shocking of it with money borrowed from his neighbors, which he has got to pay back out of the money he gets for his crop, along comes the threshing machine, and then he has to have sacks—sacks that cost him eight and nine cents apiece. He buys these sacks and he takes them home—and, by the way, this is nearly two hundred dollars more. And we will say he gets forty bushels to the acre—and where is your money? Where is your money? Figure it up yourselves, gentlemen. Why, he can't buy so much as a box of crackers and pay you implement men. If he does, he has not got the box of crackers left. Now, that is a fair illustration of that kind of business that is being done.

There is one thing that we are all at fault about. When the man first came into your business place, the individual who sold him the drill should have compelled him to secure the drill in such a manner that the other dealers would have let him alone. Instead of his buying a binder, and a hack, he should have been compelled to pay for the drill, and he never would have thought about getting the other stuff.

There is a chance for us to improve on that method of doing business. Let the first man who sells the drill or the gang plow to the man who comes in there as a renter say to him, "You must give me security—something tangible—that you can not move out of the county when you harvest your crop and get the money for it. As it is, you have nothing tangible." Put the man on the same basis of credit the bank does. And if the wheat happens to be mortgaged, and we are foolish enough to extend credit on it without getting the mortgage company to absolutely protect us, we are taking chances that there is no other business on the face of God's green earth that will take but the implement man! They should not do it. The wholesale manufacturers don't ask you to do it, and there is not one of them but who will tell you he doesn't want you to sell one dollar's worth of your goods unless you get the money for them.

You can't pay taxes and insurance unless you get a profit, and that profit means what you are going to throw into losses and discounts during the year. Don't overlook that, gentlemen, because if your profits show you have made four hundred dollars, it will probably be reduced

until you have less than two hundred dollars profits.

Another thing that would help us out would be the date of maturity of our notes, and we could get that if we all agreed to it; no one firm could accomplish much in that direction, if anything.

Now, we sell a farmer an article with the understanding it is to be paid for after harvest, and that "after harvest" is taken to mean October 1. We say October 1—we have had a distinct understanding with the consumer and we are going to sell the article to him until after harvest, and we date his note October 1. He threshes his wheat on the 26th day of July. Now, what are you going to do with him between the 26th day of July and the first day of October? You can't say a word to him except in a friendly manner—the note is not due until October 1. Now, there is no reason why we should not have our notes mature before September 1st. We could have an understanding to the effect if the consumer hasn't got his harvest in, we would give him an extension of thirty days. But he wants to speculate on your money—wants you to take the chances. If he gets a market raise in wheat, why he would make a few dollars, perhaps, and if it went down—lost it—he could not pay you. Now that is the great trouble, and we ought to have our notes made payable on the first of September, and if he happened not to have his crop harvested at that time, we could have an understanding between us whereby we would extend the note until he could take care of his crop.

Why, I remember in this country ten or fifteen years ago we were given until January 1 to pay for all our headers, but when January 1 came we didn't have any money—and you fellows know we didn't—back in 1893. And I say we could help ourselves a whole lot by having our notes mature earlier; then we would have a hold on a man if we saw he was not doing right, and then we could say, "Here, we have got to have this money because it is due; and if it is not due, we have no recourse. Now, we can have our notes mature earlier if we only take hold and bring it about; and I think we ought to. When we sell anything the note for which is to mature October 1, let us make it September 1 instead of October 1, and he can have thirty days' grace.

I will touch on one more point:

A few years ago Bradstreet made the report that ninety-five per cent. of all the dealers were failures—not that they went under, but, taking a period of ten years, they were never any better off than when they started in business. Now, put your hands in your pockets and see how much better you are off than ten years ago. If you have not made money proportionate to the money you have invested, why, then, you are a failure.

Now, we are failures because we have been trying to do business on a marginal profit that would not justify our dealers in extending credit, or any loss or discount.

Now, when we organized the Pa-

Hosiery and Underwear

The Ideal Kinds for Spring and Summer Selling

Have you bought your full lines of these yet, or do you need some numbers to complete your assortments? We can supply you from a very large stock of the best, **reliable makes and can ship them to you without delay. Buy from our travelers, or mail us your orders direct**, in either case they will receive prompt attention. ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁

Boys' and Misses' Hose—The best makes in **black, tans and fancies**. From 62½c to \$2.00 per doz., according to size and quality.

Women's Hose—In plain **black, tans**, and all kinds of fancy figured, embroidered and lace effects. From 75c to \$4.50 per doz.

Men's Half Hose—In **black, tans** and fancy embroidered effect, ranging from 45c to \$2.25 per doz.

GLOVES—We're showing splendid assortments of **Men's and Women's Silk and Lisle Gloves** for summer wear, in **black, white** and assorted shades. Price \$1.25 to \$4.50 per doz.

Underwear

Men's Light Weight Underwear—Assorted, plain and fancy kinds. Excellent values from \$2.25 to \$9.00 per doz.

Ladies' Underwear—Vests (plain or fancy) \$0.45 to \$2.25 doz.
 " " Pants (plain or fancy) 2.25 to 4.50 doz.
 " " Corset Covers..... 2.25 doz.

Misses' Vests—Assorted kinds.... \$0.45 to \$2.25 doz.
 Misses' Pants 1.00 to 2.25 doz.

THE WM. BARIE DRY GOODS CO.

Wholesale Dry Goods

Saginaw, Mich.

Free of Charge



We include with every order for a case (2 dozen) of umbrellas, while they last, a good serviceable umbrella stand free of cost. Remember each case contains only two dozen—one of men's 28 inch and one of ladies' 26 inch. The handles are nobby and nicely assorted. Price only \$9.00 per dozen. It's a big bargain.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

louse Producers' Association in Moscow, Billy Chambers—everybody knows him—and in our discussions in the association Billy said: "Gentlemen, I will tell you what you want to do"—I trust you will excuse me if I use the exact words he used—I will use them anyhow—he said: "Gentlemen, you want to sell threshing machines; there is something you get a hell of a profit in and damn little cash."

Now that has been worth to me, in Moscow, a good many dollars. Now, that very thing that Mr. Chambers told us in a hotel in Moscow has been worth a good deal to me. We have got a whole lot of profit and very little cash. Now, it is the cash we want.

I was coming up on the train with a gentleman who was telling me a little of his experience in his business, and he says—after showing up his business he showed up a nice little profit—nice little conservative profit; and another gentleman whom he was talking to said, "You have done well, but where is it?" Now, that is the point—where is it? If you have so much money, where is it? That was the stumper—he could not tell where it was.

Gentlemen, that is the point. When you go home, you say, "Well, I have shown up a nice profit." But ask yourself, "Where is it—where is that profit?" And you roll over your note pouch—and you roll it over, and your profit is in that note pouch. Your merchandise is worth its face value as long as you have it in your store, but how about your profits? You may not think it, but your profits are in your note pouch.

I believe, gentlemen, I have sung you my little song, and told you my little story, and I have said my little piece, and if anything I have said is going to help you, or this association, or if there is anything I have said that will bring us together whereby we will be honest among ourselves, I will be satisfied.

Weekly Market Review of the Principal Staples.

Heavy Grays—Nearly every grade of sheeting and drills is slow and weak, while twills and sateens are in the same position. Converters are not interested in any price at present and jobbers seem to have filled their needs for a while. The cutting-up trades are buying only in a hand-to-mouth fashion, although in ducks and denims they are more active.

Flannels—The announcement of a reduction in price of Amoskeag Teazedowns and 1921 outing flannels of ¼c was unexpected in the trade, as flannels were supposed to have been in a well-sold-up condition for fall. It was given out with the above announcement that this reduction was not due to market conditions, but to the peculiar competitive situation. One or two other lines have been reduced in price. The flannels in general are unchanged.

Dress Goods—Woolen manufacturers in the main part are still dissatisfied with existing conditions. Several of these manufacturers have from the buyers of dress goods secured a

fair amount of business on recently shown lines. Many more cases of this kind, perhaps, might have arisen under different conditions than now rule in the dress goods market. Kerseys and broadcloths, which are still popular cloths, are producible in many of the mills which are now without orders, but the demands for these fabrics are such that their manufacture is a matter beyond the scope of every mill. The fact that at the present time in retail markets broadcloths are being sold at reduced prices shows that every fabric of this class is not desirable. These cloths, which are now being offered at the bargain sales, are not similar to those being taken in good volume in the primary market. The close-sheared goods and those finished only in the accepted manner are the only ones which are attracting buyers, and fabrics recently sent into the primary market have in several instances been refused because of the fact that they are too heavy and not finished close enough.

Hosiery—Conditions in the hosiery market are not unlike those in the underwear market, although the nature of the business is such that there are individual differences. The conditions in the raw material markets affect this as they do the other market under ordinary conditions and the fact that there have been changes in the cotton and cotton cloth market is responsible for minor changes here. A short time ago a decrease in the price of cotton goods was, we believe, foreseen by a large Western jobbing house and they were the first to scale down prices because of their belief. Following this other jobbers took a similar step and finally several manufacturers did likewise. But many of the larger factors, including both manufacturers and jobbers, declined to revise prices, so that at the present time conditions are not actually changed to any great extent. Cotton goods are selling in volume in the jobbing circles now as well as before the recent eruption and the fact that the demand for all classes of goods is attended by a corresponding scarcity of fabrics for filling this demand testifies to the lack of foundation for any fear of decreased prices in general in the piece goods or knit goods markets.

Underwear—Notwithstanding that on the whole the underwear market is in a generally prosperous condition, the present time, which ought to be "between seasons," is to a greater or less extent nearer the opening than otherwise. While there are individual lines of practically all classes of goods which are in a well-sold position and well taken care of, there are others which have done very little business and it is with them that the real opening of business is yet awaited. This condition, however, is not so remarkable, considering all of the vagaries of the season. The buyers are influenced in the stand that they take by the condition of the raw material markets rather than by the reports given them by manufacturers.

"It can beat you," said the cow to the horse as the machine flew by. "It auto," replied the horse.



Hosiery

White hose are the latest for spring and summer wear. We have them in plain white and lace effects.

Also a complete line of plain blacks, split sole and white feet,

lace effects and tans.

See our line before placing your order.

P. Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Don't Stand in Your Own Light

In other words, **don't imagine** it is economy to do without our telephone in your residence or place of business.

No Matter

where your interests are centered, you need our

Service. Why?

Because we can place you in quick and direct communication with more cities, more towns and

More People

than you could possibly be by any other means.

Try It.

Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids, Mich.



Care Killing Cigars

If you desire a divorce from sorrow and carking care smoke an

S. C. W.

5c Cigar

You will be surprised and delighted with the effect this excellent combination of tobacco will have upon you. Tomorrow may bring its troubles, but tonight—well let's be comfortable and serene over a long pull—without a strong pull—at one of those easy smoking S. C. W. cigars.

G. J. JOHNSON CIGAR CO., Makers

Grand Rapids, Michigan

PAPER BOXES

OF THE RIGHT KIND sell and create a greater demand for goods than almost any other agency.

WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

Prices Reasonable.

Prompt Service.

Grand Rapids Paper Box Co., Grand Rapids, Mich.



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; Treasurer, John B. Kelley, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, W. D. Watkins, Kalamazoo; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, Thomas E. Dryden;
Secretary and Treasurer, O. F. Jackson.

What Experience Has Proved to the Traveler.

It is true that the retail grocer more than the retail dealer in any other line has a habit of dividing his trade. He does this with an idea of protecting himself, feeling that by giving one house a small order he can keep in touch with its product in the matter of quality and price, and compare it with the other firms with whom he does business.

Of course, it is the part of every grocery salesman to get not only as many orders as he can but as large ones as possible. He wants to get all the trade in a certain line if he can, not merely a part of it, and his confidence in his house, his goods and the equity of his terms justifies in his own mind his opinion that he should have not only a proportion of the business but the bulk or all of it from his customer. The most effective argument that he can bring to bear upon his prospect is the fact that his house has always treated that prospect with more than ordinary courtesy and fairness. He can win the bulk of the business if he can establish absolute confidence in the prospect's mind, and this must be done by the utmost painstaking in catering to the class of trade with which that buyer has to deal.

Oftentimes the retail dealer will have had a limited experience in some line of groceries—for instance, tea. His knowledge of this department of his business is limited in comparison to that of the man who deals in teas at wholesale. The retailer knows that he wants perhaps three kinds of tea, which he can sell at 60, 50 and 40c, but how to get the best blends at these prices is more or less of an enigma to him. Now if he gets an inferior blend for his highest class of trade, his business will suffer in consequence. The salesman who can show him how to get exactly the right blend for the most fastidious taste is doing him a service which is worth money to him no less than the consignment of goods which that salesman's house furnishes. Some of our men go to the greatest extremes in thus instructing the buyer in his business. I have known them to take a long trip into Chicago at a considerable cost in time and money for the purpose of getting absolutely the best material of the class and price desired in order that the customer might be not only satisfied but might recognize an obligation and might feel that it is to his own interest to give the salesman not only his perma-

nent trade but the larger part or all of it.

The idea that a salesman can win the bulk of a man's business by enticing him with cut prices is altogether a mistake. Men in the grocery business are all intelligent, keen judges of human nature and of business conditions, and most of them know that if a salesman sacrifices his price to obtain an order in one case, he is going to even matters up by tucking on a little here and there, and in the long run a dealer will not only pay the difference but in some cases a usurious interest also. Every retail grocery dealer knows that a wholesale house can not stay in the business and can not afford to send salesmen out to increase its business without making a fair profit. If he has sense, he does not look for a reduction in price but he looks for the quality of service to decide him where to place the bulk of his business. If there is any way to get not only many orders but large orders, it is to avoid attacking competitors, avoid cutting prices and to exert yourself entirely to giving reliable and efficient service.

In order to give the dealer intelligent service—to assist him in getting exactly the right article at the right price for the conditions he has to meet—it is necessary for the salesman to have a very extensive knowledge of his line. It would be impossible for a man to equip himself as thoroughly as would be desirable with information about the various goods he handles. We couldn't expect him to spend years in studying the teas of Japan, India and Ceylon, or to take a practical course in coffee growing in some of the foreign countries, or to exile himself on the tropical islands where a good many of the grocery products are grown and cured. And yet a salesman can not approach the trade with success unless he has a fairly comprehensive knowledge of all such points.

Our plan has been to hire specialty salesmen to go out with the men for two weeks or a month.

The specialty man is one who has made a special study of some one line, and who has perhaps traveled through tea-growing countries and had experience in the business. He can be depended upon to know all about tea, and to represent it so intelligently to the customer that he will win the man's confidence, educate him in the methods of blending, and satisfy him as to prices, the result being that his trade is usually permanently secured. During the call on the prospect the general salesman has little to do except to improve the acquaintance of the customer and learn all he can from the methods of the expert. After being out for two or three weeks with the specialty salesman the general salesman should have benefited enough from such tuition to be able to talk intelligently to any one on the subject of that specialty. This is the next best thing to an actual study of the product in its native country; and after the salesman has made several tours with the specialty men in different lines, he can not help but be-

come proficient in talking his goods if he is adaptable at all.

In my experience the salesmen who have been most successful were the men who began working for a living very early in life and have had little opportunity for classical education. I would say, however, that they were well educated in a general sense, and most practicably, from contact with the world and its commercial conditions. Usually a man who has begun his career in a retail store has an advantage in starting out on the road. His familiarity with the retailer's methods puts him at ease when he meets his customer, and enables him to give the latter a good many helpful pointers which might not occur to a man who had spent all his life in the jobbing house or on the road.

As an instance: I know a bright, capable young fellow who after several years in a retail grocery store became connected with a jobbing house, and after getting familiar with its methods in the home office went out on the road to sell its goods. He was sent to one of the most difficult and one of the most important prospects of the firm—a prospect on whom experienced and clever salesmen from that house had not been able to make any impression.

The young man went into the store and found the prospect absorbed in opening his mail. He didn't interrupt him, but availed himself of the moment's leisure to get acquainted with the chief clerk in the establishment. The chief clerk was not particularly affable, but could not well repulse the winning overtures of the salesman; and his curiosity was aroused when the latter cast an eye up to the shelves behind the counter, and remarked:

"Why didn't you give those fancy jars of preserves a little better display?"

"What's the matter with them?" asked the chief clerk.

"Don't you notice what an uneven line they make with the different sizes scattered around like that? Suppose you let me show you how I would fix them." Hardly waiting for permission, the salesman went behind the counter and rapidly rearranged the goods. The effect was astonishing to the clerk, and he asked for advice about the display on other shelves in the store.

They were busily engaged and unaware that the proprietor had come over and was watching them with a great deal of interest, and also with entire approval. "Why didn't you ever think of that, Jim?" he asked. The chief clerk, Jim, said that it was never too late to learn and he was glad to take lessons from the salesman. The conversation became friendly, and when the young man introduced his line he won a favorable hearing and secured a large order almost immediately.

It is unfair to say that a college education is anything of a detriment to a man who wants to succeed on the road. Education will never hurt anyone. The reason that a greater number of salesmen are not graduates of colleges lies in the fact that

such schooling gives a man ambition along professional or literary lines, as a general thing. I have known some very clever and successful salesmen who were graduates of universities. They are the exception, however. What the salesman needs is not so much the trained qualities of a scholar as an eye to values and a keen instinct for trade.

Some years ago salesmanship was largely a matter of friendship. A man who was popular succeeded in introducing his line of goods and keeping the trade of his customers on the strength of their liking for him. He didn't need to be especially clever. There was not enough competition to develop his capabilities to the utmost.

Now, however, the idea of holding trade on a friendship basis is exploded. Merchants are doing business on business principles, and they will buy where they can get the best goods at the best prices, and secure prompt delivery and fair treatment. The salesman now holds his trade on confidence, not on friendship. This fact has developed his ability in the selling game, and at the same time has placed a higher value on his services. That is why there are at present so many opportunities in the selling field for the man who has the natural qualifications and makes up his mind that he will develop in salesmanship and succeed for his firm.

Although the salesman no longer holds his trade on a friendship basis, it is still true that on severing his connection with a firm and engaging with another in the same line of business, he can very often take a large part of his trade with him. This is not owing to the personal friendship of his customers, but to the confidence which he has inspired in them. They have felt that they were doing business with the salesman, and the house that he represented was a less particular consideration than the salesman himself. When a customer feels that a salesman has always given him the right kind of treatment, and when he has learned to rely upon that salesman's representations, he is very apt to wish to continue business with him, even on his changing from one firm to another. This is legitimate and only to be expected. It remains for the house which the salesman formerly represented to find the man who is capable of retaining that trade, in the face of the old salesman's competition.—M. A. Dean in Salesmanship.

Livingston Hotel Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

RURAL TELEPHONES.

Growth of an Independent Co-operative Company.

Saugatuck, March 27—The Saugatuck and Ganges Telephone Co., Ltd., was started in 1895 by a few fruit growers combining with local steamboat men for the erection of lines reaching into the fruit sections of the western part of Allegan county from shipping points. About two dozen telephones were first installed, each subscriber paying the entire cost of his connection. It soon became necessary that we associate ourselves and elect officers for the management of the little system, which was done in 1896. A provision in the by-laws was that each subscriber pay for all material required for the maintenance of the telephone, and that each should bear his pro rata share of the cost of the maintenance and operation of the system.

The management has since agreed that where several desire to connect to our centrals by party line the company will run the wire to the vicinity and allow the subscriber to connect thereto free of line charge.

All supplies and instruments are furnished at actual cost and the work is done by experts in the employ of the management at as low a rate as possible, looking forward to the benefits to be derived from the ability to reach as many as possible of the members of the community.

The system is purely co-operative and no dividends accrue, sufficient charges only being made for service to cover maintenance and operation.

Officers are elected from among the shareholders annually, which places control in the hands of people who have no object in the matter other than efficient service at as reasonable a figure as possible.

The growth and efficiency of the enterprise are too well known here to call for comment and to extend thanks to any one would be merely self congratulation, since it is the outgrowth of an enterprising community who operate it according to their own liking, through managers elected annually from among their own number and who are residents of the community.

When the little plant was first started no one knew anything about telephone matters and but very few in the community had ever talked over a wire. Accordingly, the general impression was given out that there would be no cost after installation. Switchboards were placed in stores and business places at the five centers—Saugatuck, Douglas, Ganges, Fennville and Glenn. The attendants agreed to do the switching for nothing, as it would be fine sport, and the instruments were supposed to be as free from troubles as the piano in the parlor or the colt in the pasture. The first lot of telephones were installed by the aid of the local telegraph operator and an expert from the factory set up the switchboards. Things ran smoothly during the fall of 1895 and the following winter, but in the spring of 1896 a dark cloud, soon followed by a hurricane, filled with Old Cain, rolled up over old Lake

Michigan, accompanied with a terrific electric storm. Well, our lines are mostly grounded and any telephone man knows the rest.

Before six months had passed our attendants began to think it better to answer telephone calls when they could not sell goods, so the subscribers grumbled because their calls were not properly attended to. At the same time the fellow who had been obliged to leave his business to "see if he could find the trouble with the phone," began to "sit up and take notice" also. Another matter developed, that of having a head and a tail to this thing. There was no one who had authority over it and it was running wild, so a meeting of those who had donated to the enterprise was called and it was decided to organize. Three bright fellows were chosen to draft a set of by-laws. This, being of minor importance, only delayed the meeting twenty or thirty minutes, but we appreciated the fact by this time that there must be some expense attached, so a clause was inserted providing for a pro rata charge for maintenance and operation, as mentioned above. After the usual ordeal of criticism and changing—among which was a clause providing that all matters should be referred to the shareholders for final disposition—we all signed the articles of association which had been prepared by a local attorney and, after adopting the by-laws, the meeting proceeded to elect a board of five managers.

One of the first observations of the new board was that we would be under the necessity of paying our exchange attendants a stipulated sum and that we must employ an expert to look after trifling matters which seemed to creep in to disturb the perfect working of the instruments. So an assessment of \$2.50 was levied on each member, as a sufficient amount to settle all accounts to date. Things ran on in a hit and miss way until January of 1898. By this time our assessments had amounted to about \$9 per year for the two and a half years we had been running. This was considered exorbitant and there were rumblings of distrust to be heard from the members and, as the board of directors were serving gratuitously, they decided to let the honors of office fall upon other members, so at the annual meeting an entirely new management was elected. Just previous to this meeting, however, the manager had a new code of by-laws carefully drawn up and signed by three-fourths of the stock, to become operative at once, so that the new board might not be hampered as the old one was by having to refer every important transaction to the stockholders.

At this time there was a deficit of about \$300 and it was decided to place the business on the basis of an annual rental of \$12, payable quarterly. This sum was supposed to clear the indebtedness and allow the board sufficient funds with which to run the plant and clear up all accounts. It would doubtless have met all expectations had not the fact developed that many of the pole lines were already

overloaded, and more wires waiting to be strung, so that much work had to be done, and expense for material had to be met, and at the end of the second year of the new management we were about \$700 deeper in the hole than when they took the reins of government. They were all good business men in their own line and strictly honorable, so our little community settled down to the conclusion that it took money to run a telephone plant as well as any other enterprise, and they voted it to be the sense of the meeting of shareholders that the board place the rental at \$15 per year, which was done immediately by the new board and we have dropped out of the fence corner gossip.

At the \$15 annual rental we have practically cleared our indebtedness—that is, we have sufficient amounts now due to finish doing so—and have added many improvements in the meantime. Our expense account has been swelled in the work of correcting errors in first construction and in reconstruction made necessary by over growth; in other words, in getting experience in a new business.

Our principal advantage in co-operative ownership lies in our peculiar situation. This being a fruit growing section, it is important that our subscribers, who are mostly fruit growers, have free access to all the local marketing points, since much of their output is sold at the surrounding stations, and telephone connection with but one of the stations would be of little advantage, while a toll rate would become burdensome. As our company is mostly made up of fruit growers we can, by this plan, allow ourselves the use of the entire system by paying a sufficient rental to maintain the plant, while an outside company would be obliged to charge toll between stations for interest on the investment.

In our five exchanges we have about 200 subscribers in winter and 250 in the summer months, or an average of about fifty to the exchange when all are working. Our rates are \$2 per month for three months, \$1.75 for six months, \$1.50 for nine months and \$1.25 for annual rental.

By the friendly toleration of the large companies who control the long-distance lines passing our section we are enabled to reach outside points over their wires and at the same time maintain our local institution to our own liking.

Were it not for the peculiar conditions, our perishable crops and the consequent necessity for free access to our surrounding shipping points, both by rail and water, I could see no advantage in co-operative ownership and management.

H. H. Hutchins.

Way of the Transgressor Is Hard.

Lansing, March 22—Oscar M. Elliott, the Lansing grocer who pleaded guilty Monday to selling colored oleomargarine in violation of the State pure food law, has been fined \$500 by Judge Wiest and given twenty-four hours in which to pay the fine, in lieu of one year's imprisonment in the Detroit House of Cor-

rection. The severity of the sentence was a matter of some surprise. Elliott was asked how much of the colored oleomargarine he had sold, and answered about 3,000 pounds. Judge Wiest said he had information that the grocer had sold 10,820 pounds. Elliott admitted that he purchased uncolored oleo and colored it himself, using the coloring furnished free by the manufacturers. Elliott had supposed that his fine would not be more than \$50.

Lansing, March 27—O. M. Elliott, the grocer who was fined \$500 for selling colored oleo, has received a demand from the Collector of Internal Revenue at Detroit for \$972 tax on the oleo sold. Elliott says that since he paid his fine he is "broke." His attorney advises him that having once been prosecuted on this charge no other criminal action can be started against him.

Gripsack Brigade.

O. F. Jackson (Foster, Stevens & Co.) has been placed in charge of the house furnishing goods and stove department of the house and will remain in the store for the present. His predecessor, W. W. Reddick, has gone on the road for the Detroit Stove Works in Southern Michigan and Northern Ohio.

J. J. Berg, who has been with H. Leonard & Sons for the past fourteen years, six of which have been spent on the road, has retired to engage in the manufacturer's agency business. He will carry a full line of crockery and glassware samples, spending a portion of his time at his headquarters in the city and the remainder on the road.

If his friends in Post H, Michigan Knights of the Grip, have their way Frank N. Mosher, of Port Huron, will be made President of that organization at its next annual meeting. They have proved their good faith as far as possible by making him Post President, and are already securing support for him throughout the State. Mr. Mosher is salesman for Farrand, Williams & Clark, wholesale druggists, of Detroit. Like most of that firm's salesmen, he has been with them a long time, his term of service being twenty-three years. During all that time his territory has been the "Thumb," and he is known to every retail druggist in the territory. Mr. Mosher is an enthusiastic Mason, a Shriner and a member of Michigan Sovereign Consistory. He is esteemed by his firm as a good salesman, and by the fraternity throughout the State as a royal good fellow.

Butter, Eggs, Poultry and Potatoes at Buffalo.

Buffalo, Mar. 28—Creamery, fresh, 22@27½c; creamery, cold storage, 18@21c; dairy, fresh, 17@21c; poor, 14@16c; roll, 17@20c.

Eggs—Fresh, 15@15½c.
Live Poultry—Fowls, 14@14½c; chickens, 14@15c; ducks, 16@17c; geese, 13@14c; old cox, 9@10c.

Potatoes—55@60c per bushel.

Rea & Witzig.

There's no fool just exactly like an old fool, but some are a lot worse.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck, Ann Arbor.
 First Vice-President—John L. Wallace, Kalamazoo.
 Second Vice-President—G. W. Stevens, Detroit.
 Third Vice-President—Frank L. Shiley, Reading.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo; D. A. Hagans, Monroe; L. A. Seltzer, Detroit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mar... Detroit; W. A. Hall, Detroit.

Interest the Stranger and Cheer the Friend.

Every druggist is neglecting his opportunities who restricts his canvas for the patronage of physicians to those only who are engaged in the regular practice of medicine.

There are others besides those engaged in the art of healing whose good will the druggist should seek and whose properly directed efforts may prove as valuable and remunerative to him as are those of many a prescribing physician.

Veterinary pharmacy is one of the most profitable fields which the pharmacist can possibly pursue. It appears strange, and yet it is a fact, that the man who registers a most strenuous kick at the very low price of a package of medicine intended for his wife or child will cheerfully pay a relatively fabulous man for the filling of a prescription for his horse or his cow.

Almost without exception all veterinary doctors love to write prescriptions and will do so whenever the occasion permits, if they are properly encouraged to do so.

Every druggist should make it his business to frequently call upon every veterinarian in his locality, personally if possible, by letter if not, and by argument and example endeavor to obtain his good will.

The druggist should not only solicit his regular business, but endeavor to interest him in his specialties, such as liniments, washes, salves, etc. The druggist who lives in a small community where there are no veterinarians will find it highly profitable to undertake the study for himself. He need not go into it very extensively, nor would he be expected to treat severe or complicated cases. He could, however, provided he had a fair knowledge of anatomy and symptoms, reinforced by several good reference books, get along very well, and the consequent sale of drugs would add greatly to his profits—for it is not likely he would charge for his services by any other method.

Dentistry provides an almost virgin field for the enterprising pharmacist who is upon the alert to take advantage of his opportunities. By this I

do not refer to the furnishing of dental supplies to the dentists for the dental work, for the majority of these are of such a technical nature that they must, almost of necessity, be procured from some one making a specialty of such articles. But I do mean the furnishing of dental supplies to the dentists' patients, this including such articles as antiseptic solutions, tooth pastes, powders and liquids, dental floss, tooth brushes and preparations for the care and treatment of the teeth and gums.

Hardly any two people have teeth of exactly the same composition or in the same condition, and for this reason the dentist, being acquainted with all the conditions, should prescribe the preparations best adapted to each individual patient.

Only the most modern of dentists understand the importance of this, but all are quick to grasp it when presented to them in its true light, and the first druggist in every community who is enterprising enough to do this will reap a goodly harvest thereby.

Even more profitable than this should be the sale of brushes upon a dentist's prescription. As the size and set of people's teeth vary, so should they be supplied with the brush best adapted to their individual conditions, and in this case, as in the preceding one, the dentist is the proper person to judge what one should be used.

To begin with, the druggist should first select the different styles of brushes which he considers the best and make them his standard models; then he should lay in a liberal stock of each of these in the different grades, as soft, medium, hard, etc., and at different prices.

A sample frame, enclosed in glass, bearing a sample of each of the styles, should be arranged for the dentist's convenience, and one of these frames presented to each dentist whom it is possible to interest in the scheme. Give each brush a number and have the dentist write his prescription for it by using that number. The prescription should also state what degree of stiffness in the bristle is required, quality of brush, curve of handle, etc., if desired.

Brushes ordered by prescription should command a better price and consequently more profit than those sold over the counter by the regular method. In communities where it is possible to interest all the dentists in the idea of prescribing brushes, the druggist should devote some of his advertising toward persuading the public that they should, upon their next visit to him, have their dentist prescribe a brush adapted to their particular need—of course, bringing the prescription to the advertiser to be correctly filled.

Considerable patronage can be secured by soliciting those engaged in manicuring, hair dressing, massaging, chiropody, etc. Returns from such sources may be in the nature of prescriptions or orders for certain favored preparations or specialties, or else in the furnishing of their regular supplies.

Energies expended in the direction

of securing such patronage and expansion of business are very inexpensive, because such work is usually undertaken at otherwise idle time and occasions very little outlay beyond carfare, and this is more than justified by the benefit derived by the relaxation from business and the change of occupation during a few hours each month.

Do not be disappointed if the first visit fails to bring results, nor do not expect those who do respond to your solicitation to keep at it unless you keep in touch with them. Try to make at least monthly calls upon all of them, endeavoring to interest the stranger and to cheer on the friend.—Spatula.

The Manufacture of Syrup of Licorice.

Syrup of licorice is a syrup that is constantly prescribed, and is, moreover, a preparation of great importance, for aside from its therapeutic properties it heads the list of all the preparations we have for disguising the bitter or saline taste in medicine. Unfortunately the National Formulary fails to give any suggestion whereby the preparation can be made either stable or elegant in appearance.

The whole difficulty lies in the first step of the process. After dissolving the mass licorice in the water, an insoluble residue remains which can not be separated by filtration in the ordinary way. If attempt at filtration be made the first portion that passes through is not clear, and as soon as it seems to be coming clear it ceases to come at all, the finely divided residue having massed itself against the paper so as to render the latter almost impervious. If the operator be willing to omit the filtration and put up with an unsightly preparation he is confronted with the fact that the inert matter immediately starts to ferment and spoil the syrup.

To overcome this difficulty I use the following method: After disintegrating the mass licorice on a water bath, with the full amount of water required to prepare the syrup and adding from time to time sufficient ammonia water to keep the glycyrrhizin in solution, but carefully avoiding excess, I remove the solution from the water bath and allow to cool. I then add the white of an egg, mix thoroughly and again heat on the water bath until all the albumen is coagulated. In this way much of the insoluble matter is surrounded by the coagulated albumen, though enough still remains to make filtration difficult. The method I use at this point is this: I take some clean excelsior and place it in the bottom of a percolator, making the surface as uneven as possible. Next I beat up some filter paper in a mortar with the solution until it is reduced to a pulp, after which it and the remainder of the solution are transferred to the percolator, returning the filtrate until it passes clear. The whole solution will then pass through in a reasonable time. The sugar may now be added and dissolved either in the cold or by the aid of heat. If heat is used it will be necessary to replace

from time to time the ammonia that is driven off.

Syrup made in this way is strictly in accord with the official formula, is elegant in appearance and will keep as long as the most stable syrups.

L. A. Seltzer.

Hyper-Samphire a Fraudulent Egg Preservative.

The Bureau of Chemistry Department of Agriculture, Washington, D. C., who had been requested to make an analysis of Hyper-Samphire, report through L. F. Kebler, chemist for the Department, that the preparation which had been extensively advertised as an egg preservative, was found to be a mixture of sodium chloride (72 per cent.), sodium salicylate and sodium sulphite. Other analyses show other results, so that Mr. Kebler concludes the composition varies in different samples. A fraud order was issued by the Postoffice Department against the concern.

Must Have a Pharmacopoeia.

The New York Board of Pharmacy has recently ruled that it will hereafter not issue annual renewals of store licenses unless satisfactory proof can be given in every case that there is in the store either the new Pharmacopoeia or some book like a late dispensatory containing the new pharmacopoeial text. The Board rightly assumes that no pharmacist can successfully and safely practice his calling unless he is abreast of the pharmacopoeial changes.

Formula for Artificial Essence Banana.

The following is stated to be the composition of such an artificial essence:

Amyl acetate	2 ozs.
Amyl butyrate	2 ozs.
Aldehyde	2 drs.
Chloroform	1 dr.
Butyric ether	2 drs.
Deodorized alcohol	24 ozs.
Water	8 ozs.
Tincture turmeric	sufficient to color.

H. W. Sparker.

After you have done the best you know how try the experiment of making one more try.

We are Headquarters for
Base Ball Supplies, Croquet, Marbles and Hammocks
 See our line before placing your order
Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

Don't do a thing till you see our new lines

Hammocks, Fishing Tackle, Base Ball Supplies, Fireworks and Celebration Goods, Stationery and School Supplies.

Complete lines at right prices.

The boys will see you soon with full lines of samples.

FRED BRUNDAGE

Wholesale Druggist
 32 and 34 Western Ave., Muskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceutical ingredients and their prices, including sections for Acids, Alkalies, Bases, etc.

Table listing various pharmaceutical ingredients and their prices, including sections for Astringents, Demulcents, etc.

Advertisement for Hazeltine & Perkins Drug Co. featuring large 'Drugs' text and promotional messages like 'We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines.' and 'Grand Rapids, Mich.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED. Lists various grocery items and their prices.

Index to Markets By Columns

Index to Markets By Columns. A vertical list of market categories from A to Y, such as Axle Grease, Baked Beans, Butter Color, etc.

Main price list columns 1 and 2. Column 1 includes items like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Carbon Oils, Catsup, Cheese, etc. Column 2 includes items like Peas, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, etc.

Main price list columns 3 and 4. Column 3 includes items like Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sugar Loaf, Chicory, Cocoa, Cocoa Shells, Coffee, Maracaibo, etc. Column 4 includes items like Jersey Lunch, Jamaica Gingers, Cream Klips, Lady Fingers, Lemonade, Lemon Gums, etc.

Main price list column 5. Includes items like Hominy, Pearl, Maccaroni and Vermicelli, Domestic 10lb box, Imported, Pearl Barley, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, broken pkg., Tapioca, etc.

6

Table with 2 columns: Item Name and Price. Includes sections for HERBS, JELLY, LICORICE, MEAT EXTRACTS, MOLASSES, OLIVES, PICKLES, POTASH, PROVISIONS, DRY SAIT MEATS, Sausages, Lard, Pig's Feet, Tripe, Casings, Uncolored Butterfins, and Rolls, dairy.

7

Table with 2 columns: Item Name and Price. Includes sections for Canned Meats, RICE, SALAD DRESSING, SALERATUS, Common Grades, SALT, SALT FISH, Herring, Whitefish, SEEDS, SHOE BLACKING, and SOAP.

8

Table with 2 columns: Item Name and Price. Includes sections for LAUTZ BROS. & CO., Soap Powders, LAUTZ BROS. & CO., Soap Compounds, Scouring, SPICES, Whole Spices, STARCH, Common Gloss, Common Corn, SYRUPS, CORN, TEA, Japan, Sundry, Regular, Basket-fired, Nibs, Gunpowder, Moyune, Pingsuey, Choice, Young Hyson, Formosa, Amoy, English Breakfast, Medium, Fancy, India, Caylon choice, and FANCY TOBACCO.

9

Table with 2 columns: Item Name and Price. Includes sections for Plug, Smoking, WRAPPING PAPER, Common Straw, Fibre Manila, Cream Manila, Butcher's Manila, Wax Butter, YEAST CAKE, FRESH FISH, VINEGAR, WICKING, WOODENWARE, Baskets, Bushels, Market, Splint, Willow, Bradley Butter Boxes, Faucets, Mop Sticks, Trojan spring, Eclipse patent spring, 12 lb. cotton mop heads, Ideal No. 7, Pails, 2-heop Standard, 3-wire, Cable, Cedar, Paper, Burets, and Brushes.

10

Table with 2 columns: Item Name and Price. Includes sections for Toothpicks, Traps, Wash Boards, Window Cleaners, Wood Bowls, YEAST CAKE, FRESH FISH, OYSTERS, Shell Goods, HIDES AND PELTS, Pelts, Tallow, WOOD, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H. H., Boston Cream, Old Time Sugar stick, and 37 lb. case.

11

Table with 2 columns: Item Name and Price. Includes sections for Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premium Cream mixed, O F Horehound Drop 10, Fancy-In Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Molasses Chews, Molasses Kisses, Golden Waffles, Old Fashioned Molasses Kisses, Orange Jellies, Fancy-In 5 lb. Boxes, Lemon Sours, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, Brilliant Gums, A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Cr. Ms., Cream Buttons, and Wintergreen, String Rock, Wintergreen Berries, Old Time Assorted, lb. case, Buster Brown Goodies, Up-to-Date Assmt., lb. case, Ten Strike Assortment No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't, Kalamazoo Specialties, Hanseiman Candy Co., Chocolate Maize, Gold Medal Chocolate, Almonds, Chocolate Nugatines, Quadruple Chocolate, Violet Cream Cakes, Gold Medal Creams, pails, Pop Corn, Dandy Smack, Dandy Smack, 100s, Pop Corn Fritters, Pop Corn Toast, Cracker Jack, Checkers, 5c pkg, case, Pop Corn Balls, Cicero Corn Cakes, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Avica, Almonds, California soft shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shelled, Walnuts, marbot, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts pr bu, Ohio new, Cocoanuts, Chestnuts, New York State, per bu, Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy, H. P. Suns, Roasted, Choice, H. P. Jbo, Choice, H. P. Jumbo, Roasted.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case .45
1/4 lb. cans, 4 doz. case .85
1 lb. cans, 2 doz. case 1 60



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

BLUING



C. P. Bluing

Doz.
Small size, 1 doz box .40
Large size, 1 doz box .75

BREAKFAST FOOD



Cases, 5 doz. 4 71
12 rusks in carton.

CIGARS



G. J. Johnson Cigar Co.'s 6d
Less than 500. 33
500 or more 32
1,000 or more 31
Worden Grocer Co. brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas. 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT



Baker's Brazil Shredded
70 1/4 lb pkg. per case 2 60
35 1/2 lb pkg. per case 2 60
38 1/4 lb pkg. per case 2 60
16 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef
Carcass 5 @ 7 1/2
Hindquarters 6 @ 8 1/2
Loins 7 @ 16
Ribs 7 @ 13
Rounds 5 1/2 @ 6 1/2
Chucks 4 @ 5
Plates 3 @ 3
Livers 3 @ 3

Pork
Loins @ 9
Dressed @ 7
Boston Butts @ 8
Shoulders @ 7 1/2
Leaf Lard @ 8 1/2

Mutton
Carcass @ 9
Lambs @ 13

Veal
Carcass 7 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra. . . 1 00
72ft. 3 thread, extra. . . 1 40
90ft. 3 thread, extra. . . 1 70
60ft. 6 thread, extra. . . 1 29
72ft. 6 thread, extra. . .

Jute
50ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb
Excelsior, M & J, 2 lb
Tip Top, M & J, 1 lb
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; F. Saun-
ders & Co., Port Huron;
Symons Bros. & Co., Sagin-
aw; Meisel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

CONDENSED MILK



4 doz. in case
Gall Borden Eagle 6 40
Crown 5 90
Champion 4 52
Daisy 4 70
Magnolia 4 00
Challenge 4 40
Dime 3 85
Peerless Evap'd Cream 4 60

FISHING TACKLE

1/2 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
1 3/4 to 2 in 11
2 in 15
3 in 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size 1 10
Cox's 2 qt. size 1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz . . . 1 20
Knox's Acidu'd. gro 14 00
Nelson's 1 50
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size . . 6 50
50 cakes, large size . . . 3 25
100 cakes, small size . . . 3 85
50 cakes, small size . . . 1 95
Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

We sell more 5 and 10 Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

WHY?

- Because our houses are the recognized headquarters for these goods.
- Because our prices are the lowest.
- Because our service is the best.
- Because our goods are always exactly as we tell you they are.
- Because we carry the largest assortment in this line in the world.
- Because our assortment is always kept up-to-date and free from stickers.
- Because we aim to make this one of our chief lines and give to it our best thought and attention.

Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

THE TOTALGRAPH



Unquestionably the best, simplest, yet most inexpensive Automatic Account Keeper for a retail grocer or provision dealer. Send for new pamphlet and prices.
W. R. ADAMS & CO., DETROIT

Fast, Comfortable and Convenient

Service between Grand Rapids, Detroit, Niagara Falls, Buffalo, New York, Boston and the East, via the

Michigan Central

"The Niagara Falls Route"

The only road running directly by and in full view of Niagara Falls. All trains passing by day stop five minutes at Falls View Station. Ten days stopover allowed on through tickets. Ask about the Niagara Art Picture.

E. W. Covert, City Pass. Agt. Grand Rapids.
O. W. Ruggles, Gen. Pass. and Ticket Agt. Chicago

Coupon Books

are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again. We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.

Use
Tradesman
Coupon
Books

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Undertaking business in a good live town of 3,000. Very little competition. Car and stock valued at about \$1,200. The poorest year the business netted \$800. Reason for selling, other business. Address No. 551, care Michigan Tradesman. 551

For Sale—Cracking good stock of general merchandise, \$3,000. Reduce to suit. In good town. Will sell at discount. Buildings also, good farming. Reason for selling, ill health and wish to retire. Bargain. Get it quick. Address No. 553, care Tradesman. 553

Wanted—To buy a clean stock of general merchandise or clothing, \$5,000 up. Address Laurel, care Michigan Tradesman. 552

For Sale—\$6,500 buys interest and manager's position with good salary in prosperous dry goods business. Address "Cash," care Tradesman. 550

Look! First-class mercantile business, up-to-date general stock in good live railway town Central California. Doing cash business over \$110,000 yearly. Owner old. Made fortune at it and wants to retire. This will stand rigid investigation. Will sell at what it's worth, about \$25,000. Also have model ranch, 1/2 mile from railway town, New Mexico, with 1,200 head high grade Hereford cattle and 30 head horses. Plenty farm implements. First-class improvements, all go at \$30,000. Will take part in merchandise. Guaranteed to clear 25% each year. This, too, will stand close investigation. This and the California mercantile business have guaranteed descriptions and values. Frank Gee, Lawrence, Kan. 555

For Rent—New up-to-date store room with basement 44x100; fitted for general stock; best room in town, on main business street; population of town, about 4,000; principal market for two counties and only three general stocks. S. Ellsworth, Iowa Falls, Iowa. 563

Wanted—To buy stock of general merchandise in small town in Southern Michigan, \$3,000 to \$5,000. Address Cash Buyer, care Tradesman. 564

Wanted—An experienced grocery clerk; a good position for the right party. Address No. 566, care Michigan Tradesman. 566

For Sale—Stock of general merchandise in a good town in Southern Michigan. Old-established business. Fine brick building, corner location. A moneymaker and a good chance for the right party. Stock will invoice about \$7,000. Address "Excelsior," care Michigan Tradesman. 567

For Sale—Drug store in Chicago, Ill. Well-established. In good neighborhood. Invoices about \$3,000. Retiring from business. Address M. S. Hall, 177 31st St., Chicago, Ill. 558

For Sale—Stock of hardware, invoicing about \$5,000, located in good town, surrounded by good farming country. Enquire Standart Bros., Ltd., Detroit, Mich. 561

Wanted—A man with \$300 to take State agency and help manufacturer push the sale of a new household necessity, 2,000,000 already sold. Will guarantee that it will bring you in several thousand dollars per year. Samples free. Address Domestic Mfg. Co., Inventors Desk, Minneapolis, Minn. 562

The best 40-acre corn and wheat land in Porter county; new 7-room house, orchard, \$2,800; 40 miles from Chicago; 75c fare. Ketring, owner, Chesterton, Ind. 556

For Sale—Drug stock in good country and manufacturing town of 1,900. Invoices \$2,800. A good thing for the right man. Address No. 560, care Michigan Tradesman. 560

Are you looking for a farm, ranch, stock of goods, hotel, mill, restaurant, livery or good investment? I've got them for sale and some to exchange. Have them in all parts of Kansas, Missouri, Oklahoma, Texas, Colorado, New Mexico and California and they will be found as good as represented. If U want 2 quit business, C me; if U want 2 go into business, C me. 'Nuff sed; come and C or let me send U list. Splendid 200 acre farm, all good rich land, no waste. Rock Island County, Ill. \$75 acre, want goods, hardware preferred. Will give time on part if desired. Have splendid 660 acre farm near Kansas City, Mo., for merchandise. Have many others to offer you. Reference, all banks and live business men of this city, and parties I have dealt with. Frank Gee, Lawrence, Kan. 554

For Sale—Harness and trunk business. Also building. Only shop in good farming town. Stock invoices about \$1,000. Here is a bargain if sold soon. Address E. S., Box 15, Climax, Minn. 494

Water power to let for any kind of factory. For full particulars address C. G. Pickel, Barryton, Mich. 500

California—Sunshine and flowers the whole year; cool summers. We are opening several thousand acres of fruit land; hundreds of families coming; business openings in growing town. Our plan offers an orange, lemon, fig grove for few hundred dollars; \$2,000 to \$10,000 yearly profits; values will treble first year. Free 64 page illustrated book. Write to-day, Pacific Empire Development Co., Dept. 153, Los Angeles, Calif. 493

For Sale—The best and most modern grocery store in the city; good trade established; stock and fixtures \$6,000; will make favorable lease for storeroom; fireproof building. Address Box 41, Station A, Minneapolis, Minn. 492

Cash Store. Party with successful experience managing cash store and with capital of \$5,000 or more, can find good opening in the flax belt of North Dakota by addressing No. 445, care Michigan Tradesman. 445

For Sale—Drug stock. Beautiful store. Corner. Good business and location. For particulars address W. E. C., care Tradesman. 486

Will exchange for hardwood lumber or for sale, one 26x30 in. 400 h. p. Nordberg automatic box framed engine. Replacing same with larger power. This engine can be seen running at our factory. Phoenix Furniture Co., Grand Rapids, Mich. 502

Drug Stock For Sale—Located in a smart, up-to-date town of 1,500; good agricultural country surrounding; easy rent; in good location; stock light; will give purchaser a fair deal; poor health, reason for selling. B. C. Eldred, Chesaning, Mich. 503

For Sale—A first-class 10 syrup American soda fountain, dispensing counter, tools, silverware, tumbler washer, 3 steel 10 gal. founts. Liquid gas outfit. All in first-class condition. Will sell cheap for cash or on contract. J. H. Edsall, Greenville, Mich. 482

Opera House For Sale—Good show town, good business. I wish to study medicine, reason for selling. Leon Beeman, Evart, Mich. 547

For Sale—Drug stock and property. Everything new and up-to-date. Good country. Address No. 535, care Michigan Tradesman. 535

For Sale—Hardware, furniture and undertaking stock, new and well assorted. A rare chance for a man who wants business. One of Michigan's best towns. Address No. 532, care Michigan Tradesman. 532

For Sale—New clean stock general merchandise, consisting of dry goods, groceries and shoes. Located in one of the best towns in the state. Terms to suit purchaser if sold at once. Reason for selling, wish to engage in other business. Address Box 147, Ithaca, Mich. 526

For Rent—Brick store building with cement basement in Avon, S. D. Enquire Josefa Bouza, Tyndall, S. D. 525

For Sale—Complete butchers' outfit, up-to-date, with residence, team and wagon, in village of 1,200. Address L. G. Bishop, Necedah, Wis. 524

34-room brick hotel; steam heat; good trade; barn, bar, six lots; only hotel; price with furniture, \$13,000, cost price; a bargain for hotel man. Address Fowler House, Fowler, Mich. 523

Wanted—Orders for smokestacks, tanks, structural and other steel work, by the largest makers in Central Michigan. Jarvis, Lansing, Mich. 519

For Sale—Meat market, stock and fixtures, in good live town Southern Michigan. Daily business, average \$60. Pleasant, convenient shop. Address No. 541, care Michigan Tradesman. 541

Notice—To all manufacturers of teck and puff neckties: I have the only perfect, practical and patented necktie fastening device in existence. No pin to catch and tear the tie. Will surely control this trade. For sale or royalty. Address S. A. Barker, 105 Beacon Ave., Providence, R. I. 546

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Fyfeisen & Co., 12 State St., Chicago, Ill. 548

For Sale—U. S. patent No. 806614—Stove attachment; best, cheapest, simplest and most effective heat-saving device ever invented; sells at sight; demand for many millions. F. O. Alin, Fullerton, N. D. 544

For Sale—\$1,500 to \$2,000 stock groceries, good location for railroad trade; sugar factory to build here this year. Address Box 118, Las Animas, Colo. 470

For Sale—Clean stock of drugs and fixtures. Centrally located in hustling town Southern Michigan. Cheap rent, doing good business. Reason for selling, ill health. Will sell at a bargain. Address No. 438, care Michigan Tradesman. 438

For Sale—Harness business in city of 9,000 population. Established 44 years. Splendid country surroundings. Nice clean stock, invoicing from \$2,400 to \$2,800. Age and ill health, the only reason for selling. Address F. Kuhn, Gallion, Ohio. 294

For Sale—Harness, buggy and implement business. Also building if desired, in one of the best towns in Michigan. Address No. 466, care Michigan Tradesman. 466

For Sale—Drug stock, with or without building. Good location for the right man. Enquire Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 467

For Rent—Brick store building, living rooms above. Fine location for general store. Address F. H. Bacon, Sunfield, Mich. 510

Stores Bought and Sold—I sell stores and real estate for cash. I exchange stores for land. If you want to buy, sell or exchange, it will pay you to write me. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 511

Patent Business a Specialty—We buy and sell, promote and incorporate companies for the inventor; information furnished free of charge; best of references. Call on or write Lancaster & Seward, Room 13, Chamber of Commerce Bldg., Richmond, Va. 484

For Sale—Complete box factory on Pacific coast. Large exclusive territory. Big profits. J. E. Horton, No. 426 Lindelle Block, Spokane, Wash. 460

For Sale or might exchange for farm, store stock and dwelling. Well located in country town. Address No. 477, care Michigan Tradesman. 477

For Sale—Drug stock, \$1,100. All cash business. Full prices. Growing Northern Michigan town. Bargain. Address U. S., care Michigan Tradesman. 516

For Sale—Good clean stock of general merchandise, consisting of dry goods, shoes and groceries. Situated on R. R. in small country town about 15 miles from Grand Rapids. Stock inventories about \$2,000. Did over \$8,000 business last year. Will rent building on terms and time to suit purchaser. Reason for selling, poor health. Address Merchant, care Michigan Tradesman. 515

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st., will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

Little Rock is the center of the timber districts of Arkansas, Yellow Pine, Oak, Hickory, Ash, Gum and other timbers, and is surrounded by cotton fields, producing the finest grade of cotton. Three systems of railroads center here and the Arkansas River insures cheap rates. A city of 60,000 insures good labor, and a mild climate reduces the expense of manufacturing. As healthy as any city in the United States. We want all kinds of wood-working factories and cotton mills. Timber from one to three dollars per thousand stumpage. Will give proper inducements to responsible parties. Business Men's League, Little Rock, Ark. 427

Best cash prices paid for coffee sacks, sugar sacks, flour sacks, burlap in pieces, etc. William Ross & Co., 59 S Water St., Chicago, Ill. 457

POSITIONS WANTED

Wanted—Position by a young man as clerk. Five years' experience in dry goods and shoes. Can furnish references. Address No. 559, care Michigan Tradesman. 559

Wanted—Permanent position by registered assistant. Best of references. Address "Hoffman," care Tradesman. 565

Wanted—Position by a young man with experience in a dry goods, grocery and shoe store. Best of references. Address Box 66, Muir, Mich. 557

Wanted—Position in general store or with produce company. Several years experience, age 35, married, can give reference. Address No. 440, care Michigan Tradesman. 440

HELP WANTED.

Wanted—Traveling salesmen to sell our raw silk machine wipers on commission; cheaper and better substitute for cotton waste; small sample; sales unlimited. Address American Silk Mfg. Co., Philadelphia, Pa. 542

Experienced salesman for high class 5 per cent. bonds, collateral secured against loss, with an equal amount large money earning stock as bonus. Liberal commissions. Oscar Meyer, 59 Clark St., Chicago, Ill. 499

AUCTIONEERS AND TRADERS.

H. C. Ferry & Co., Auctioneers. The leading sales company of the U. S. We can sell your real estate, or any stock of goods, in any part of the country. Our method of advertising "the best." Our "terms" are right. Our men are gentlemen. Our sales are a success. Or we will buy your stock. Write us. 32 Dearborn St. Chicago Ill. 488

Want ads. continued on next page.

We want competent
Apple and Potato Buyers
to correspond with us.
H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRANDRAPIDS, MICH.

PILES

CURED

...without...

Chloroform,
Knife or Pain

Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

We Want You

To know that our feed and meal is made from sound corn and oats and that our prices are low.

Send Us

Your next order; you will be pleased with quality, price and treatment.

Why Not

Include in your assortment a few barrels of "Wizard," "The flour of flavor?"

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

GOOD GENERALSHIP

The Prime Requisite for a Business Man.

Written for the Tradesman.

A good general is never surprised. By general we mean not only the military commander but the fire chief, the police captain, the ship commander, the superintendent of a force of workmen, the business manager, the president of an association and, in fact, every one in any vocation in life who is required to plan, direct, supervise and control men or affairs.

Great victories have been won by men who were not great generals but great fighters. Sometimes the greatest victories are won by good generalship without much fighting or loss of lives. The first requisite of good generalship is to prepare for every possible contingency; to foresee every danger; to be ready to take the alternative in every dilemma, in a word, never to be surprised.

General Braddock and his soldiers were surprised on the march to Fort Du Quesne, and suffered defeat and great loss. Washington and the American rangers were not surprised on the same occasion and therefore saved themselves.

The surprised person is the excited person, and such a one is not a competent leader or general. Some are pre-eminently fitted by nature for generalship, yet one with ordinary qualification in that line may develop his abilities to a great extent by training.

Bravery and daring are not proofs of great generalship. We are told that Gen. Lawton needlessly sacrificed his life in an exhibition of bravery. Taking great chances in business is not good generalship. Robert Morris, the great financier of the Revolution, afterward lost his fortune and plunged others in ruin by speculation which Washington earnestly advised him against.

The builder of the Fram, which succeeded in approaching nearer the North Pole than any ship in any previous expedition, was a great general, for he so carefully planned her building to meet every possible contingency that she triumphed over every difficulty and received no serious injury from the tremendous shocks of ice which seemed powerful enough to crush everything with which it came in contact. Captain Nansen was a great general, for he provided so well for the physical needs of his men that they survived dangers and hardships which might appal the stoutest hearts. He accomplished more than any preceding explorer without the loss of a single life.

Let no one expect to attain to good generalship who has never learned to control himself. He is out of place as a general who is easily surprised, who becomes excited by sudden danger, who is confused and unable to proceed calmly when work or business presses upon him faster than he has been accustomed to. If a person will resolutely set about overcoming these natural tendencies, will decide to train himself to meet sudden emergencies without surprise or

excitement, he may accomplish much. Although it be a long and earnest struggle, the result will be well worth the endeavor.

The clerk who has a half dozen customers before him, all anxious to be served, must learn to concentrate his attention to one at a time and to the work he is doing for that one. He must learn to weigh, measure and put up goods as carefully as though he were alone filling orders from a written list. By training himself when alone to work expeditiously he may acquire ability to work swiftly and carefully when rushes come.

The man in business who thinks that everything is going to turn out just as he wishes to have it is not a business man—not a good general. He who never makes calculations as to what he will do if results are not as he fondly anticipated is likely to meet with surprise, disappointment and loss.

He is indeed a good general who has so thorough a knowledge of the situation, so keen a foresight as to practical possibilities, that he can engage in a business enterprise with perfect assurance of success. He also is a great general who in the face of apparent disaster and defeat can adapt his plans to new conditions and attain ultimate success. Such a man is not surprised because he had contemplated just such an emergency and planned how he would meet it.

A good general will not embark in any business enterprise without good prospects of success. He acquaints himself with the conditions necessary to success and decides whether or not he can fulfill those conditions. A good general will retreat and save his army rather than sacrifice it in the face of sure defeat. Thus did Robert E. Lee show his ability as a general as much when he made his "unconditional surrender" to Grant, to "save further effusion of blood," no less than in his successes.

So a general in business, finding himself beset by difficulties the inevitable result of which is his financial ruin, seeing no prospect of relief ahead, no encouragement for better conditions, will call a halt at once, settle with his creditors if possible while yet he has funds to satisfy them, and save his honor. With honor saved, having learned by bitter experience the cause of his failure, he may again engage in business and finally reap success.

The lives of the soldiers are in the hands of the commanding officer, and a good general will not needlessly sacrifice his troops, nor will he order them where he dare not lead. Many a general in business holds in his power the financial welfare of many others. His decisions might work their complete ruin, and a conscientious man will not imperil the fortunes of others in enterprises in which he dare not risk his own.

A good general knows his men; knows their spirit; knows how much they can do or endure; knows the limit beyond which it is unwise to press them. The good business manager knows the capacities of his helpers; knows when they have done all

that can reasonably be expected of them. He is not a slave driver nor a task master. He recognizes the fact that his subordinates are human beings, not mere machines, and have natural rights and privileges. He is a leader; not a driver. He enthralls them with his plans and purposes and his assurance of success. Each comes to have an interest in the work, pride in the establishment and shares in its profit and honor.

He who aspires to be a general without having natural qualifications and thorough training will meet with sore disappointment should he by any means acquire the position of a general. He who seeks to know his business in its every detail; who does his best in every station; who has patience to wait for results to develop naturally, will be prepared for promotion when opportunities arise, and step by step may attain to a position where good generalship is required and abundantly compensated. He will ever be on the alert—his watchword: "Never be surprised."

E. E. Whitney.

She Also Had a Pet.

When the thin woman in the long gray ulster met the fat woman holding a bright little Scotch terrier it could be seen at once that they had points of common interest, and that those points of common interest consisted of dogs.

"What a dear little fellow he is," chirped the thin woman.

"Isn't he dear?" cooed the fat woman, snuggling her pet so closely that he had to sniff for breath.

"Mine is a French poodle," ventured the thin woman. "I hear those gray terriers are coming into style, though."

"Yes, they're all the rage," said the fat woman. "I had to give up fifty for Sandy."

A handsome young woman was an interested listener to the colloquy. She was good-looking enough to attract attention anywhere, and she looked as if she loved everything that was worth loving in this world, including dogs. She leaned over and gave Sandy's head an affectionate pat, and Sandy tried to lick her gloved hand.

"You love dogs, too?" said the fat woman.

"Oh, yes," was the reply, "who could help it?"

"What kind is yours?" came the eager query.

"Mine? Oh, I haven't any. Mine is a baby."

And the fat woman and the thin woman raised their brows, turned up their noses and grew coldly silent, just as if some one had said something to shock their sense of modesty.

Savants Study Firefly.

The flame in the firefly's lamp has no sensible heat, whereas a temperature approaching 2,000 degrees Fahrenheit would be necessary to make it by the usual artificial process of light production pursued by man. In view of this remarkable superiority of the firefly's methods over those of man, and the enormous waste in all industrial means of producing, some scientific sages opine that there is

yet hope of obtaining an enormously greater result than we do now in the production of light.

Four distinct modes of illumination are employed by phosphorescent animals of the sea: First, there may be special cells which in circumstances secrete phosphorescent mucus; secondly, special cells may be phosphorescent without the emanation of any visible secretion; thirdly, light may be emitted without any differentiation of tissue; fourthly, the phosphorescence may be due to light emitting bacteria. One of the most striking features connected with phosphorescence is the simplicity of the mechanism and the remarkable absence of heat. Electric arc lights have met their match, and more than their match.

Eleven thousand dollars represent the aggregate receipts at Dallas, Texas, Monday evening when Sara Bernhardt appeared, in a circus tent, in Dumas' play, Camille. After the performance in regular "Hey, Rube," fashion, the tent stage, scenery, seats and all were taken down and shipped to Waco, 100 miles south of Dallas, and this evening the tent will be pitched in front of the Texan capitol at Austin, on the grand campus. It is safe to say that the three performances, at Dallas, Waco and Austin, will yield an aggregate of \$25,000 receipts or at least \$10,000 in excess of what the receipts would have been had the divine Sara appeared in the opera houses controlled by the theatrical trust, whose terms she declined to accept. In view of these facts, there bobs up irresistibly the insinuation, almost suggestion, that after all the awful trust may have had a hand in the circus tent campaign. It was great from the standpoint of advertising and as it afforded an exhibition of determination, independence and novelty entirely in keeping with the spirit of the Texans, it is not at all surprising that the Bernhardt season in Texas sets a pattern that will be difficult to equal.

BUSINESS CHANCES.

For Rent—Splendid opening for clothing store in Eastern Iowa; county seat of 2,500; good corner store room. Enquire of I. Klein, Davenport, Iowa. 570

For Sale—Bazaar stock. Best town in Michigan. \$850 buys stock and fixtures. Address Bargain, care Tradesman. 571

If you want to buy, sell or exchange farms or any kind of business, no matter where located, write me. G. B. Johns, Grand Ledge, Mich. 572

For Sale—Fine wholesale and retail butter, egg, flour, delicatessen store. Well established, fine location. Reason for selling, ill health. Address Box 330, South Bend, Ind. 573

For Rent—Brick building room 27x75, hot water heat, third door from post-office, west side of street. Best location in town for clothing and gents' furnishings. \$45 per month, heat furnished. F. R. Eaton, Canby, Minn. 574

Wanted—A good young man with newspaper ability, press and type to join an established job printer with complete job outfit in one of the best towns in Southern Michigan of 1,100 inhabitants, in view of starting a newspaper in connection with job office. Address Sec'y. Business Men's Association, Clinton, Mich. 575

Wanted—Steady position by experienced man in a general store. Can give the best of references from last employer. Address Box 85, Bay Shore, Mich. 549

For Sale

Fancy Michigan Seed Barley in any quantity. Inquire

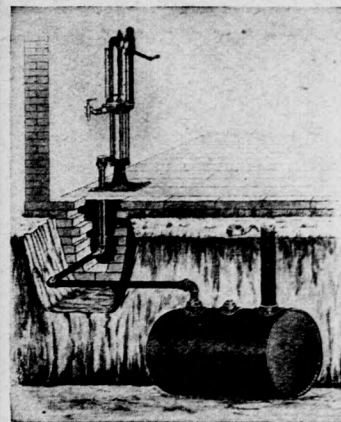
Carson, Craig & Co.

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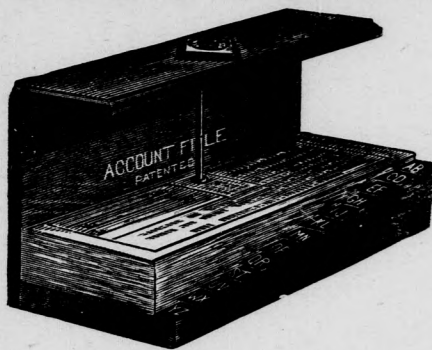
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Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



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