

MICHIGAN TRADESMAN

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Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, JUNE 13, 1906

Number 1186

To learn the worth of a man's religion, do business with him.—*Bishop Spaulding.*

God has not given us vast learning to solve all the problems, or unfailing wisdom to direct all the wanderings of our brothers' lives; but He has given to every one of us the power to be spiritual, and by our spirituality to lift and enlarge and enlighten the lives we touch.—*Phillips Brooks.*

The Lord does not want splendid workers so much as He wants simple and loving souls that are altogether given up to Him. It was the song of the little children which He would not suffer to be silenced; and it was the mite of the poor widow which He commended more than all the golden gifts of the rich. Our Master has a wonderful eye for the service of the little and the lowly.—*Mark Guy Pearse.*

A man's life is laid in the loom of time to a pattern which he does not see, but God does, and his heart is a shuttle. On one side of the loom is sorrow, and on the other is joy; and the shuttle, struck alternately by each, flies back and forth, carrying the thread, which is white or black as the pattern needs. And in the end, when God shall lift up the finished garment, and all its changing hues shall glance out, it will then appear that the deep and dark colors were as needful to beauty as the bright and high colors.

Henry Ward Beecher.

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A Telephone at Your Right Hand

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Tanners' Supply Co., Ltd.

Widdicomb Bldg.

Grand Rapids, Mich.

Both Phones 1366

C. F. YOUNG, Manager

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, JUNE 13, 1906

Number 1186

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

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Widdicomb Building, Grand Rapids
42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

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Has largest amount of deposits of any State or 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.

3½ Per Cent.

Paid on Certificates of Deposit

Banking By Mail

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ELECTROTYPES

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

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MONUMENTAL SELFISHNESS.

Of course, when reminded of it, you will recall that big bully of a boy who was your schoolmate and who, whenever you brought an apple into view, would rush up with a pleadingly brutal grin on his face and cry out: "Gimme-a-bite."

And you will also recall that, whenever you yielded to his request, his great maw would open, down would come his jaw and away he'd scamper with a "hog-bite" so large that you would be in great luck if any of the apple was left in your hand.

You remember him? Yes, he was the same chap who, too lazy to swim, wouldn't let you or any of the other boys take your dip and dive in "the old swimmin' hole;" the same chap who, because he couldn't steer his handsled down hill, covered the coasting track with ashes, and so spoiled your fun.

There's a lot of him in control of the old ram's-horn contraption known as the Grand Trunk Railway, which for forty-eight years has treated Grand Rapids as though she were off the map. Anything which this city deserves at the hands of the remittance cads in question must be fought for tooth and nail. They "simply cawnt, doncher know," realize that "Is Majesty" does not count for much more "hover 'ere" than do "their nobs hover yon."

They are spending many thousands of dollars in bringing their continuous jerk-water line down to Bridge street, but it is because they awakened to the fact that Grand Rapids has other and much better transportation facilities than they can hope to provide, and the funny thing about it all is that they are fondly dreaming that this forced evidence of life on their part is going to win Grand Rapids to their rescue. It is only a dream.

Recently representatives of the Anglo-Canuck tramway were in Grand Rapids in relation to a new bridge which that company must

build across Mill Creek. They visited the spot, learned the exact facts as to the dangers of flood emergencies, examined and approved the plans of our City Engineer and departed—and that is all it has amounted to; all it will ever amount to until Grand Rapids compels the beefeaters to get busy. The dog-in-the-manger policy of this corporation has been a half century exerescence on the nose of Michigan railroads, and just how long it will continue to emit its festering odors is difficult to estimate.

For example, the Crosby Line of lake steamers is bound, by a contract, to turn over to the Grand Trunk all freight billed for Grand Rapids, carried on their boats. It is anxious to handle a large volume of traffic which might be obtained if it could effect an arrangement with the Grand Trunk permitting the transfer of such freight to the boats of the Grand River Line at Grand Haven. It is traffic that does not now and never will go to the Grand Trunk, but the Grand River Line is essentially a Grand Rapids enterprise and the Grand Trunk, with its intuitive assininity, prefers to perpetuate its history of shortsightedness by stubbornly declining to see beyond the end of its nose. The boats of the Grand River Line were built in Grand Rapids with Grand Rapids money for the benefit of the freight originators in Grand Rapids—facts amply sufficient, in the eyes of the Grand Trunk persons, to warrant eternal opposition.

Fortunately, we have a remedy. We can refuse to send a pound of freight over the dilapidated streaks of rust which are known as the Grand Trunk Railway, and we can also refuse to accept a pound of freight which reaches Grand Rapids over that line. And unless the bigoted and shortsighted Johnny Bulls who hold down most of the official positions on the Grand Trunk system immediately recede from their dog-in-the-manger policy and permit the Crosby Transportation Co. to enter into a reciprocal relation with the Grand River Boat Line, it goes without saying that any Grand Rapids shipper who patronizes the Grand Trunk Railway in any way whatsoever will find that he is classed as an enemy to local enterprise and a traitor to his town.

A TRUE WOMAN.

There is a splendid ray of hope for "Our Set," "The Smart Set," "The Four Hundred," and all imitators who are or try to appear so base that life is barely worth the living. The devotees of late-at-night gluttony, who swear by high-balls, absinthe, vermouth and brandy concoctions; the slaves to cigarettes, nervousness,

headaches and masseuses are compelled to sit up and take notice and, observing, it is difficult to imagine that they can fail to see their own insignificance compared with the glorious womanhood of Mrs. Cornelius Vanderbilt, Jr.

Mrs. Vanderbilt, Jr., is a wife, mother and true woman who, equally interested with her husband in the great wealth they have inherited and of equal standing intellectually, physically, socially and financially with the best there are among "The Newport Few," has the character which permits her to declare publicly that she is going to attend, personally, to the training of her children and that all social demands must yield first place to her determination to perform in fact the duties of a mother. No nurses or governess intermediaries are to have her place; her children do and will continue to receive each day her affection, personal oversight and care, so that with them she will be Our Mother rather than the "Mamma" with the ultima emphasized.

Bridge whist, race horses and bookies; idiotic association with monkeys and mules; insane devotion to golf, sailing and athletics; pretentious parade of membership in geneological combinations which mean nothing and all other faddish indulgences invented to display in vulgar fashion the possession of cash—all these things, so far as the true woman that Mrs. Cornelius Vanderbilt, Jr., proves to be, must keep in the background. Motherhood, the brightest jewel that comes to woman, is given its rightful dominance.

Even Browning, Omar Khyam, Tolstoi, the renaissance in Italian, French, Spanish, Dutch, German or any other old school of art, architecture or millinery, all of these encyclopedic club resources are ostracised for the real home and the spirit which is an absolute essential for the rectitude of such a home. The Tradesman doffs its cap to Mrs. Cornelius Vanderbilt, Jr.

The Senate Postoffice Committee, which has been considering the various bills in interest of a parcels post and a consolidation of third and fourth class mail matter with a reduction in the rate of 8 cents a pound, and also the establishment of a post check system, has reported a bill without embodying any of these features. This probably sounds the death knell of any legislation on all of these subjects during the present session of Congress.

Many a man has set out for immortality and reached oblivion without ever realizing that he has missed his destination.

WINDOW TRIMMING

Drug Displays Appeal To Careful Householders.

Somewhere I read the other day, in a bit of wholesome advice to druggists:

"Don't hide a good seller in the court plaster drawer. Put it out where your customers can see it and they'll buy and come back for more."

J. Dutmers & Son, dealers in drugs on South Division street, must have had something of this sort in mind when they had their window trimmer arrange their front this week with sick room supplies in one side and vacation necessities and luxuries in the other. In the first mentioned exhibit I noticed the following placards:

Sick Room Necessities
Note our Prices

Sulphur Candles
Large
10c & 25c

Medicated Gauzes
25c Yard Packages

Physicians' Supplied
at
List Prices

Cartons of quick-relief and emergency articles are grouped on the floor in piles and straight and circular rows, such as absorbent cotton, plain absorbent gauze (sterilized and aseptic), Seabury's carbolated gauze, mustard plasters, also sulphur candles. The window is a special appeal to the medical fraternity, but contains as well a hint to the laity. Many households are educated enough to keep themselves provided with the ordinary appliances and medicaments used in sickness, and this forethought is becoming more and more common.

In this connection I recall a little incident told me by the wife of a prominent Traverse City merchant. The lady presides over a beautiful home and is a most excellent housekeeper and care-taker, but had never given any special attention to having the house supplied with things for sickness beyond the usual remedies, always employing a doctor if any member of her family was not well. One day she read such a good sensible article in the 'Traverse Bay Eagle, prepared by that lovely and talented woman and writer, the late Mrs. M. E. C. Bates. The article gave a minute description of what she called an Emergency Box—a box to hold the things needed in accidents and sudden attacks of sickness: arnica, camphor, ammonia, peppermint, brandy and whisky, absorbent cotton, bundles of clean white cloth, both large and small pieces, different widths of tightly-rolled bandages, pair of scissors, a knife, ice bag, etc.,

etc. The merchant's wife read the description of the so-called Emergency Box with a great deal of interest, it seeming to offer just the advice needed to complete her otherwise perfect establishment. So she went to work on such a box for her family. Procuring a convenient sized smooth wooden box, she fitted it out with all the articles referred to by Mrs. Bates, even adding some not mentioned in her write-up. The next time she met the latter she told her what a comfort her new Emergency Box was going to be, and that she wished personally to thank her for the helpful suggestion she had given out through the medium of the Eagle, in her department, that of the home, and asked her if she did not find her own box a great convenience. At this Mrs. Bates burst into a merry laugh. "Bless your heart," she exclaimed, "I haven't any such box."

"Why," said the wife of the merchant, "you described so explicitly how to fit one up—"

"Yes, I know," replied Mrs. Bates.

store within several miles. The card accompanying these says:

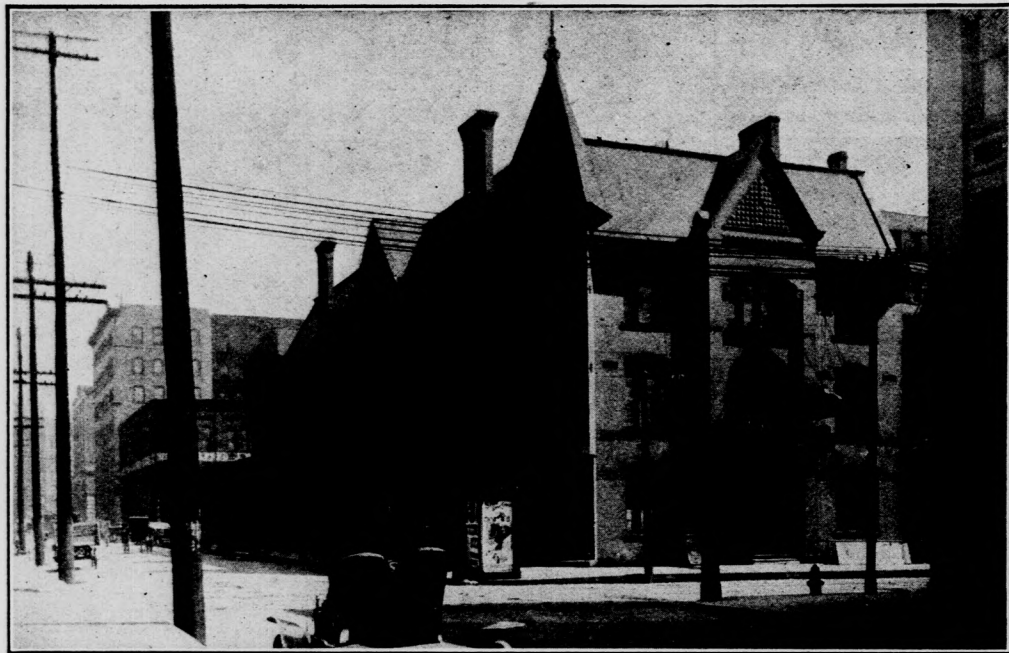
**Get Ready
For Your Vacation
A Few of Our Leaders**

and calls attention to Cashmere Bouquet soap, violet talcum powder (displayed as "purified, antiseptic, for the toilet and nursery"), shaving stick and large-sized sponges. These few articles might have been supplemented by numerous others. Instead of having groups of several of the same sort of thing, it would have been better to show others of the many articles that would naturally be needed on a junket—just one of each. For instance, who would want to go off on a vacation trip and forget the toothbrush? Also a fellow would want to comb his hair once a week—maybe oftener—and this operation calls for comb and brush. Manicure tools come in for a share of attention, everything for the shaving process, witch hazel and arnica, scissors, flesh brushes and whisk brooms, face cloths, chamois skin and face

spending almost their entire time on the porches while at home. These may be fixed up so exceedingly inviting with appropriate furniture, hammocks, floor cushions and mats, bamboo or wire-mesh screens, awnings or vines, and posy boxes that they are most delightful resting spots.

The north Winegar window is devoted to rugs, lace curtains, Macey bookcases, pottery, chairs, and carpet sweepers. The large space is arranged like three rooms, the furniture being in several finishes of oak, also imitation mahogany. The pottery shown has too many of the same figures. This is the only adverse criticism I would make. Better all different, as particular purchasers want something exclusive.

There is a refreshingly green plot between the sidewalk at the north of the store and the cobble-stone gutter and this enterprising firm has employed the same for advertising purposes, their name being outlined in the grass in gray stones as large



Smith's Opera House, Now the Property of the City Rescue Mission, Grand Rapids.

"I told just how to make a complete Emergency Box, and it would be a handy and is a very necessary thing in any and every household, especially where there are small children, who are always having something or other happen to them in the way of accidents, but, as for myself, I never had the time to get up an Emergency Box—I just made it up out of my own head."

"Well, anyway," said the merchant's wife, "I'm very glad you did, for it is what every home ought to possess."

To go back to the Dutmers windows, the south one holds an immense tin box, sent out by Colgate to advertise talcum powder. It is an exact imitation, as to shape, color and lettering, of the smaller cartons used by the maker. This stands directly in the center at the back of the window, while all around and in front are disposed some of the things that would be included in a list filled out for going off to a summer resort where perhaps is nary drug

powder (if you're a girl) and stationery, pens and ink and a host of other little doodads that would thrust themselves on to one's list.

* * *

Farther on towards Monroe street one is startled to see an articulated human frame standing in a natural position as if welcoming the buying public to its outstretched arms. It is an advertisement for the Physicians' Supply House and at the same time furnishes an instructive lesson in anatomy to the investigating or curious mind. Surrounding the grinning skeleton are all sorts of conveniences for use in sickness.

* * *

The Winegars are showing a line of inexpensive porch and lawn furniture, including one of those delightful swinging chairs to suspend from the piazza ceiling. It is made in the popular Mission style, with chains for hanging. Hammocks of all varieties are in the background. People are so much given nowadays to living in "the open," many families

as the cobble-stones themselves—straight plain letters about a yard long. This utilization of waste space is as good as money found rolling uphill.

Where It Was Done.

Joe Bing, he cut ten cord o' wood
From rise to set o' sun;
He cut it, an' he piled it, too,
Yes, sir, that's w'at he done.
To cut ten cord of wood, I vow,
Is one tremenjus chore—
Joe Bing cut his behind the stove
In Luscomb's grocery store.

Joe Bing, he cut eight load o' hay,
I swan, an' raked it, too,
An' in twelve hours by the clock
He was entirely through.
He could, I guess, before he slept,
Cut jes' as many more.
He cut it where he did the wood—
In Luscomb's grocery store.

Joe Bing, he plowed four acres onct,
He plowed it good an' neat;
An' 'fore the sun had near gone down
The job was all complete.
The hosses never turned a hair,
Wan't tired, ner leas' bit sore.
He plowed it all in one short day—
In Luscomb's grocery store.

Joe Bing, he made five dollars onct
By simply pickin' hops;
He done it all in jest a day,
With time for sev'ral stops.
He could as well a-kept it up
A dozen days or more.
Where was it done? The same ol' place—
In Luscomb's grocery store.

John D. Larkin.

Carelessness as To Details Mars Many Trims.

Too many windowmen do not give enough attention to the delicate points about their work, the details that show they are masters of their profession and which distinguish them from the bungler. How often is seen a window that started out to be nice but that lacked the fine hand that knows how to get around unforeseen difficulties and emergencies that arise and come out triumphant over inanimate objects. I recall numbers of slipshod windows where perhaps the floor covering lacked several inches of being the proper length and was eked out with a material intended to match it "near enough" but that was a perfect eyecore to the particular observer. Where the intended floor covering was too short how much better to have put an entirely different goods at each end or all around the space rather than finish out with an objectionable stuff at one end only, thus demonstrating oneself a man of resources—one not to be hampered by conditions of a discouraging nature. Sometimes white cotton is supplemented with a wisp of cheesecloth at one side, looking as if it might be the work of Mrs. Wiggs of the Cabbage Patch! No. If you find yourself called upon to employ some other material in conjunction with what you set out to utilize, make a virtue of "the mother of invention"—otherwise necessity. Show yourself the man of ready resources by making the deficiency appear as if by intention. Often by such alteration and generous additions the work is even improved over the original plan.

* * *

The perfect window dresser is one who exercises the utmost care in the handling of the merchandise entrusted to him. He will return dress goods to that department in just as fine condition as it is possible to keep it. It generally comes to him free from wrinkles and with no creases but those put in by the manufacturer in preparing it for the shelves, and he should so arrange the material that the store may lose little by its passing through his hands. Is it China he is going to set up for a "silent salesman?" Then let it not come back to its section with a nick here and a nick there or disfigured by a crack, which is almost as bad as smashing it to smithereens. Few persons like a dish that is marred by these gross imperfections and if the window trimmer is to blame for the loss in value he is not doing his full duty by the man who puts the bread and butter in his mouth, not to mention the toothsome jam. At best fabrics deteriorate in the store front by exposure to the strong light and to the dust and soot that sift in through even the tiniest of crevices and the windowman is not guiltless if he adds to this unavoidable injury.

* * *

In dressing a window do the ends and background first of all. This advice would seem to be superfluous, but occasionally one sees a man at work in a window who seems to do

everything "wrong end to." He appears to be swamped by the task before him and not to know where to begin, and does his stunt in a desultory sort of fashion—a little here and a little there, without any definite preconceived scheme to go by.

Much of this hit-and-missness may be avoided by planning weeks in advance of every trim. False backgrounds may easily be constructed and covered in the windowman's private room and then when the time comes to use them all there is to be done is to get them to the window and adjust them to the place they are made to occupy. By thus thinking ahead it is possible to eliminate much confusion and annoyance. These backgrounds may even be trimmed on both sides, so as to be "whopped over" at a moment's notice. Of course, changes have to be made occasionally in prearranged exhibits, but in the main they can be carried out as originally intended.

Don't leave things until the last minute. "Procrastination is the thief of time" as true in window work as in other fields of endeavor. Hurry and rush spoil a great deal in this world that otherwise would be commendable effort.

* * *

Aim to be in the fore of the procession with new ideas in the goods of your class. Don't give your competitors a chance to "crow over you" here. It is better to "rush the season" a little rather than always be a back number in displaying the styles. Better by far to show summer goods in February than in June, and thus get ahead of Old Father Time himself—and your competitors. Once you get the name of Old Foggy attached to you it's all up with you and you would better advertise your business for sale. People dislike a dealer of this description and will transfer their trade to some one else at the least hint of provincialism. Get the town—also the country round about—to talking of you as a Johnny-on-the-Spot. Get them to thinking of you in preference to any other merchant every time they want your class of

merchandise. If you can accomplish this you will have the cream of the trade of your locality.

* * *

Advertise. And don't stop with one dash into public print. Keep a dashing—'tisn't money tossed to the dogs by any manner of means but ducats well invested. Don't advertise to cut all the life out of profits. Get legitimate profits but in advertising bear down heavily on quality. Preach quality from one year's end to the other; never let up on this. Once you get your name up as selling "the best for the money," a flock of sheep following the bell wether is not to be compared to the confidence people will have in you as a dealer in reliable goods.

"I always like to trade with So-and-So," how often one hears it said of a special merchant; "he's 'sooner than soon,' you might say, with his selections, and you can rely absolutely upon his word."

Keep people saying pleasant things about you; they can't say too many of them.

* * *

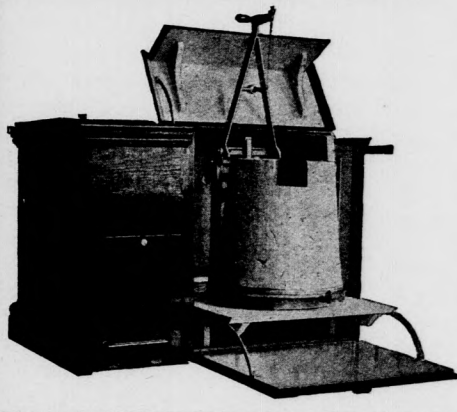
All the dry goods stores are pushing the embroidery end of their business as never before. As pretty as lace for the trimming of underwear and lingerie suits, not to mention chapeaux, it has the added advantage of substantiability.

The following is from a leading authority on the subject:

"One of the features of the year is the manner in which the fine trade have taken to embroideries. Up to about two years ago the embroidery people seemed to have sunk into a rut from which they were unable to extricate themselves. Every design brought out was practically merely a copy of some pattern of a previous year, and, as the fine trade demand novelty, embroideries were naturally reduced to the ignominy of being only a popular-selling article with little call in the higher field. Then a few shrewd importers to realize the possibilities that these goods possessed and brought out some pretty, new designs, not only in the ex-

tremely high-cost goods but in the medium-priced styles as well. These met with marked success, and so great was the call for them that the trade were encouraged to pursue this work to even greater lengths this year, and the results have justified their action. The year 1905 saw a marked increase in favor of eyelet embroidery, which is to-day one of the strongest sellers in the field. Combination effects of blind and open work, sometimes shown in conjunction with drawn work, are proving most successful. Even in the lower end—cheap edgings, etc., used for the trimming of low grade lingerie—the disposition is to favor new patterns as much as possible, and this tendency is growing more marked all the time. Matched sets are retaining the favor that has been accorded them for some years past. Corset-cover effects were never stronger; in fact, the demand for these, particularly the high grades in novel and elaborate patterns, is one of the features of the season. Flouncings are very successful, especially those suitable for petticoat and other underwear trimming. High grade embroideries for lingerie hats and dress trimming are selling to an almost unprecedented extent. Probably the most noteworthy demand of the year, however, is the call for embroidered waist patterns. In high grade numbers these have been a feature of the trade for a number of years back, but this year large quantities have been brought out to retail for as low as 79 cents, with the popular demand centered around the dollar mark. These are selling in every section of the country."

It is announced from Salt Lake City that the Mormon church is going out of business. That is to say, it will dispose of its interests in banks, railroads and various enterprises in which it has large holdings, and will devote its energies entirely to ecclesiastical affairs. If it would also drop polygamy and politics it would be in a fair way to achieve respectability.



Here's a prominent grocer who says
**The Kuttowait Butter Cutter
 and Refrigerator**
 Is the Best Paying Fixture In His Store

Minneapolis, Minn., May 15th, 1906

"I can honestly recommend your Butter Cutter. It is the only one I have ever seen which actually cuts to weight. I use the refrigerator also. I consider it the best paying fixture in my store. F. F. COPELAND,

4211 Washington Ave., North."

We have scores of other such report

Let Us Show You. Cuts tub butter to uniform weight. No scraps, no driblets, no overweight. Saves time, saves trouble, saves ice. **Sell Your Own Brand of Prints.** We can furnish you with cartons. A splendid opportunity for good agents. Address

KUTTOWAIT BUTTER CUTTER CO., 68-70 No. Jefferson St., CHICAGO, ILL.



Movements of Merchants.

Conklin—A. E. Barden has purchased the hardware stock of Chas. L. Bean.

Holly—The salting house of the H. J. Heinz Co. is being removed to this place from Capac.

Holland—G. T. Haan, of Grand Rapids, has purchased the drug stock of the S. A. Martin estate.

Lapeer—Frank Thompson has sold a half interest in the Lapeer Mercantile Co. to Geo. H. Cary.

Ionia—C. A. Greenhoe has embarked in the meat business under the style of Collier & Greenhoe.

Albion—Roy Brewer, of Parma, will soon open a store here and will probably put in a stock of boots and shoes.

Beal City—Shafer & Smith, dealers in general merchandise, have dissolved partnership. Mr. Smith will continue the business.

Lawton—C. L. King & Co. are about to erect a warehouse 80x100 feet in dimensions and 16 feet high, which they will use to store baskets in.

Delton—F. Green has opened a new store under the style of the Delton Mercantile Co. He will carry a line of groceries, dry goods and ladies' and men's furnishings.

Elsie—C. U. Smith, of Ithaca, has purchased a half interest in the drug business of Travis, Baker & Loehr. The business will be continued in future under the style of Loehr & Smith.

Cedar Springs—E. M. Smith has purchased the stock of general merchandise from Wm. Bradley, trustee for J. B. King & Son, of Howard City, and is moving the same to his store at this place.

Detroit—The Sharon-Quinlivan Electrical Co. has been incorporated to deal in electrical motors with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in cash.

Rapid River—Dillsbough & Adams, dealers in hardware and farm implements, have sold their stock to Darrow & McPherson and will remove to Lyle, Washington, where they will engage in the lumber and sawmill business.

Saginaw—The Saginaw Produce & Cold Storage Co. is operating five cheese factories on its own account this year, one more than it operated last season. It also handles the product of other factories in whole or in part.

Blanchard—A corporation has been formed under the style of J. W. Tate & Co. for the purpose of dealing in grain and beans. The new company has an authorized capital stock of \$8,000, \$5,000 of which has been subscribed and paid in in cash.

Remus—D. Mansfield, who conducts a general store under the style of the Mansfield Mercantile Co., has merged his hay and grain business into a stock company under the style of D. Mansfield & Co. and will con-

tinue both businesses. The authorized capital stock of the new company is \$15,000, of which amount \$10,000 has been subscribed and paid in in cash.

Algonac—C. C. Smith & Co., who conduct a boat building business, have merged the same into a stock company under the style of the Algonac Launch Co., with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and paid in in cash.

Battle Creek—Wm. H. Routier, who has conducted the Climax Cigar Store for several years past, has sold his stock to the Oppenheimer Cigar Co. Chas. Broceus, who has been connected with Halladay & Son as city salesman for the past ten years, will act as local manager for Oppenheimer & Co.

Allegan—The stockholders of the Grange Store Co-operative Association have elected as directors: M. V. B. McAlpine, D. M. Webster, A. P. Holmes, F. H. Williams, E. J. Heck of Zeeland, E. D. Horan and W. H. Dunn. The board of directors organized by electing Mr. McAlpine President, Mr. Webster Secretary, Mr. Holmes Vice-President, and Mr. Horan Treasurer and manager of the store. Mr. McAlpine will remain there for the present, but the condition of his health and that of his wife demanded that he be released from the position of manager. Mr. Horan has been with the store ten years, is familiar with all details of the business, and will, no doubt, continue to conduct the affairs of the store satisfactorily and successfully.

Manufacturing Matters.

Cadillac—The St. Johns Table Co. has increased its capital stock from \$100,000 to \$150,000.

Sparta—Elijah Hodge and son, John W. Hodge, of Portland, Ind., have started a hoop factory and will manufacture black ash flat hoops.

Benton Harbor—L. A. Burrige and W. A. Clauser have engaged in the manufacture of boxes and baskets and will make their stock from raw material.

Holly—This place can have a crate factory if the village will put up a factory building, pay \$2,500 for moving expenses and a few other concessions amounting to about \$10,000.

Trenton—The Egyptian Portland Cement Co. has resumed operations after being shut down about a year. The plant employs about sixty men and will run night and day, as many orders are booked.

Battle Creek—E. L. Kitzinger has retired from the firm of Kitzinger & Levy and will engage in the clothing manufacturing business in New York. Geo. L. Levy will continue the business under the old style of Kitzinger & Levy for the present.

Bay City—A copartnership association limited has been formed under the style of the Michigan Machinery & Lamp Co., Ltd., for the purpose of dealing in second hand machinery. The company has an authorized capital stock of \$1,200, all of which has been subscribed and paid in in property.

Vans Harbor—A corporation has been formed under the style of the Vans Harbor Land & Lumber Co. to manufacture forest products. The authorized capital stock of the new company is \$40,000, all of which has been subscribed and paid in in cash.

Benton Harbor—Hampton Bros., of Glenwood, have arranged to open a cooper shop to manufacture apple and pear barrels. They will continue to manufacture staves, hoops and heading at their Glenwood mill and will ship the material to Benton Harbor, where the barrels will be made.

Saginaw—A new corporation has been formed for the purpose of manufacturing iron under the style of the Acme Tube & Wheel Co. The authorized capital stock of the new company is \$1,200,000 common and \$300,000 preferred, of which amount \$1,200,000 has been subscribed and paid in in property.

Lansing—The Rico Manufacturing Co. has been succeeded by the Asbestos Fabric Co., of Boston, in the control of the institution in this city, for the manufacture of asbestos table mats. The stockholders in the Rico Co. are interested in the new company, however, and Giles F. Cole will continue as manager.

Holly—This city may secure a large and old-established piano factory by paying \$10,000 for moving expenses and furnishing a suitable factory building. It would mean the raising of at least \$30,000, but it is proposed to bond the town for the required amount. J. W. Phipps has the deal under way and some interesting developments are soon expected.

West Branch—The Batchelor Timber Co., recently organized at Saginaw, with a capital stock of \$200,000 and all paid in, has purchased the saw mill of the Gale Lumber Co., at West Branch, and it will be put into condition for sawing at the earliest possible moment. The purchasers will bring to this mill to be manufactured about 80,000,000 feet of mixed timber which will give the mill business for a number of years. The members of this company are J. T. Wylie, H. A. Batchelor and H. A. Batchelor, Jr. All are lumbermen by birth, rank, education and experience. They were recently identified with the Wylie, Buell & Co. saw mill, in Bay City, known as the Detroit mill.

Lansing—The Hammell Cracker Co. has ceased operations, having found the manufacture of union label baked goods an exceedingly unprofitable proposition. This company was apparently inaugurated with the idea of competing so strongly with the National Biscuit Co. as to force the latter to purchase the property. All sorts of subterfuges are alleged to have been resorted to, such as the exclusive employment of union labor, which the courts have held to be criminal, and the exploitation of the union label. The goods are alleged to have been so inferior to the output of other factories that even the most arrant exponent of union labor would not purchase them. The outcome therefore creates no comment and excites no surprise.

Summer Hardware Goods Still Selling Freely.

Contrary to the expectation of most manufacturers and dealers in hardware business in summer lines, as well as in staple goods, continues very brisk, and prices are being well maintained throughout the entire list. The demand for galvanized sheets is especially active in the central West and on the Pacific Coast, despite the recent advance of 10c per sheet. San Francisco is taking a large amount of both black and galvanized sheets, and building interests throughout the East, as well as the West, are also buying freely. The demand for summer goods shows no signs of falling off, and garden tools, lawn mowers, screen doors and windows and wire cloth are moving very freely into the hands of jobbers and retailers.

In fact, business in wire cloth has already reached such large proportions that the manufacturers are wholly unable to meet all requirements, and, almost without exception, report that they have sold their entire output up to the end of the present season.

As building operations are progressing rapidly in all parts of the country the demand for builders' hardware is also very active. The same unusual activity is also noted in heavy hardware lines, and consumers are now able to secure more prompt deliveries of wagon malleables, as the wagon manufacturers have generally withdrawn from the market, and the mills are now able to take care of the small trade with greater facility. Implement castings, however, continue scarce, and the manufacturers are still several months behindhand in making deliveries.

Status of Collins Failure at Charlotte.

A voluntary petition in bankruptcy has been filed by A. Burton Collins, retail druggist at Charlotte. His liabilities amount to \$10,368.33, divided among sixteen creditors in the following amounts:

| | |
|---------------------------------|----------|
| F. C. Klock, Charlotte | 15.00 |
| Mrs. D. L. Tremaine, Charlotte | 1,500.00 |
| M. Edith Collins, Charlotte | 8,114.59 |
| Brown Bros., Charlotte | 7.45 |
| R. S. Spencer, Charlotte | 27.33 |
| F. H. Loveland & Co., Charlotte | 3.78 |
| Mills & Hamilton, Charlotte | 66.54 |
| Lamb & Spencer, Charlotte | 94.71 |
| Donovan & Ives, Charlotte | 41.00 |
| O. E. Packard, Charlotte | 17.74 |
| A. R. Slealy, Charlotte | 10.92 |
| John McPherson, Jr., Detroit | 300.00 |
| J. Michel, Charlotte | 6.30 |
| Grommes & Ullrich, Chicago | 1.26 |
| Rotograph Co., New York City | 1.71 |
| First National Bank, Charlotte | 160.00 |

The stock inventories \$3,250 and the homestead is valued at \$3,000, on which there is a mortgage of \$1,500.

In the absence of Henry C. Briggs, of Kalamazoo, Kirk E. Wicks, of Grand Rapids, has been ordered to act as referee in bankruptcy.



The Produce Market.

Asparagus—Home grown fetches 65c per doz.

Bananas—\$1 for small bunches, \$1.25 for large and \$1.75 for Jumbos. Receipts continue rather light and prices are firm. The demand has been somewhat curtailed by the unfavorable weather, but should the hot weather come soon it would doubtless increase.

Butter—Creamery is in strong demand and large supply at 21c for extra and 20c for No. 1. Dairy grades are in moderate demand and ample supply at 15c for No. 1 and 12c for packing stock. Receipts are of moderate volume and good quality, although there is some weedy butter coming in. Large quantities continue to go into storage, which has a tendency to keep the market steady. Receipts should be at their highest now.

Cabbage—New commands \$2.50 per crate for Mississippi and \$3 per crate for California.

Celery—Florida commands \$1.

Cocoanuts—\$3.50 per bag of about 90.

Cucumbers—60c per doz. for home grown hot house.

Eggs—Local dealers pay 14½c for case count f. o. b. shipping point. Receipts are not quite so large and large quantities are going into immediate consumption, while the storage demand takes care of the remainder. The increased demand for consumption is evidently due to the agitations incident to the meat situation.

Green Onions—Evergreens, 10c; Silver Skins 15c.

Green Peas—\$1.25 per bu. box.

Honey—13@14c per lb. for white clover. Moderate quantities of honey are moving steadily into consumption, both extract and comb honey being in demand. Some of the latter being received is of very fine quality.

Lemons—The market is strong at \$5@5.50 for either Messinas or Californias. Further advances are said to be certain. The cause of this strength is said to be reports of crop difficulties in California. These reports, coming just on the eve of the season of largest consumption of lemons, which will come with the first continued hot weather, impart unusual strength to the market.

Lettuce—60c per bu. box.

Onions—Texas Bermudas, \$1.50 per crate for Yellows and \$1.75 for Silver Skins.

Oranges—California navels have advanced to \$5@5.25; Mediterranean Sweets have moved up to \$4.25@4.50.

Parsley—30c per doz. bunches.

Pieplant—Home grown fetches 60c per 40 lb. box.

Pineapples—Cubans command \$2.85 for 42s, \$3 for 36s, \$3.15 for 30s and \$3.25 for 24s. Floridas fetch \$2.85 for 42s, \$3 for 36s and 30s and \$3.25 for 24s. The consumption of pine-

apples this season is two or three times what it has ever been before, due to the scarcity and poor quality of strawberries and to the superior quality and reasonable prices of pineapples.

Potatoes—Old stock is steady at 60@75c. New stock from Texas is in better demand at \$1.50.

Poultry—Heavier receipts have weakened the market somewhat, as the demand is not large. Good broilers are not as plentiful as usual at this season of the year and are bringing a good price. Peepers under one pound in weight should not be shipped in, as they are unsalable. There is very little doing in ducks, geese and turkeys and the demand seems to be largely for hens, most of the roosters being coarse and staggy.

Radishes—12c per doz.

Strawberries—Home grown are now in market, commanding \$1.25@1.50 per 16 qt. case. The crop will be light and the quality only fair.

Tomatoes—\$3.25 per 6 basket crate and \$1.75 for 4 basket crate.

Wax Beans—\$1.75 per bus. box.

The Grain Market.

Wheat has been strong throughout the week. July option in Chicago is selling from about 81@84c and better, closing at 84¼c per bushel yesterday. Cash grain has been strong, but has not shown the full advance of the option. The visible supply has shown a decrease in stocks the past week of 1,127,000 bushels, which brings the present supply to 29,784,000 bushels, as compared with a stock of 18,206,000 bushels for the same week last year. The Michigan crop report gives the condition of growing wheat as 75 per cent., the same as in May, compared with 97 per cent. for last June. The Government report gives the condition of the grown winter wheat crop as 82.7 per cent., and the spring wheat crop at 93.4 per cent., but it is early yet to get anything like a definite report on the spring wheat situation.

Corn continues to advance, and cash is to-day worth 57c per bushel, an advance of about 3c per bushel for the week. Stocks showed an increase of 446,000 bushels for the week. There has been an active trade, with fair movement from first hands.

Oats have also been strong and cash are now worth 40c per bushel in carlots f. o. b. They are in good demand, and prices are likely to remain firm throughout the balance of the old crop. L. Fred Peabody.

Ravenna Business Men Get Together.

Ravenna, June 12—The business men of this place met Monday evening and organized the Ravenna Improvement Association, with twenty-five members. Fifteen names have since been added to the membership list. The organization is officered as follows:

President—Ed. S. Powers.

First Vice President—Thos. F. Rogers.

Second Vice President—H. C. Starks.

Secretary—Frank E. Thacher.

Treasurer—Clarence E. Alberts.

The Grocery Market.

Tea—The market is fairly steady, but sellers show a fair degree of willingness to conform with buyers' ideas as to price. There have been no changes in price during the week in any line. Advices from Japan are to the effect that ruling prices there are now 2c. above the opening price. No change, however, has occurred here. The consumptive demand for tea is fair.

Coffee—Actual Rio and Santos coffees, while no lower, have shown some weakness, and in all probability will be lower within the next month. The bear interests find their chief support in the fact that the decrease in the world's visible supply for May was less than was expected. Mild coffees are steady to firm and unchanged. Java and Mocha are unchanged and quiet.

Canned Goods—There is more disposition on the part of jobbers to buy spot tomatoes to replenish stocks depleted by the steady and active demand from retailers, but there are said to be few offerings from any quarter outside of the syndicate. Both spot and future corn are very firm, but quiet. While the southern pea crop has undoubtedly been helped by recent rains the improvement was not as decided as had been hoped for and it is said that the total output of the Maryland and Delaware farms will fall short fully 50 per cent. of a full crop. Southern packers are still disposed to withhold quotations on the new pack and some are casting an anchor to windward by getting their brokers to spot them on the possibility of securing spot stock in quantity sufficient to enable them to fill early contracts. The situation in both spot and future peas is strong and the tendency of prices is upward. Baltimore spot peaches are wanted, but there are few to be had. Standards are reported to be extremely scarce and there are said to be few, if any, whites or yellows in 2 or 3-lb. cans and still fewer 3-lb. pie peaches left. California canned fruits are quiet, but with available supplies very light and practically nothing offering for prompt shipment from the Coast, the market has a very strong tone. Reports of heavy rains in the producing districts cause uneasiness, particularly respecting cherries, for which this is the critical period. Gallon rhubarb promises to be scarce on account of the cold, dry spring in New York and New Jersey, and a number of packers have already withdrawn from the market. While recent rains have helped the Southern strawberry crop the yield is not coming up to expectations, and the outlook for the berries in New Jersey is rather unfavorable. A stronger tone is apparent in the market for gallon apricots. American sardines are strong and higher, owing to the continued light run of fish on the Maine coast. Out of a total of twenty-eight canning plants on the Maine coast only four, it is reported, have been put into operation up to date. There is a closely cleaned up spot market and an increasing demand for early shipments out of the new pack from all

parts of the country. Salmon is moving steadily into consumption through retail channels, but jobbers are said to show no inclination to buy.

Dried Fruits—Apricots are about out of the game, both spot and futures. The price is too high. Currents are higher on the other side, but unchanged here. Spot prunes are scarce. Prices, both coast and East, are unchanged, the Eastern market being relatively ¼c below the coast. Small sizes are being held at very near the price of the large. Futures still rule nominally on a 3c basis coast, but some packers have sold Santa Claras at 2¾c, which gets outside brands on a basis of 2½c. Peaches on spot are scarce, high and quiet. Futures are held about 3c above last year's opening, and about 1c below spot. The demand is light. Spot raisins are dull. A few seeded goods are selling. Futures are unchanged and not very active. The trade seem to suspect the opening prices.

Syrups and Molasses—Sugar syrup is also fairly active, not in a grocery way, but for manufacturing and export. Prices are unchanged. Molasses is in fair demand at unchanged prices. The list is still high and may be higher.

Fish—Cod, hake and haddock are dull at ruling prices. The mackerel situation has shown some improvement during the last week and holders are asking slight advances on most of their holdings. The new catch of shore mackerel has been a failure up to the present time, and for that reason no new prices have as yet been named. The spring Irish catch has also been a partial failure, and for these reasons the market is firm. Salmon is unchanged and firm. The demand is fair.

Drug Market.

Opium—Is dull but unchanged in price.

Morphine—Is steady.

Quinine—Is dull and weak.

Citric Acid—Has advanced and is very firm.

Cubeb Berries—Are very firm and advancing.

Oils Lemon and Bergamot—Are very firm and advancing.

American Saffron Flowers—Are steady at reduced price.

Roman Chamomiles—Are very firm and are advancing.

Cut Marshmallow Root—Has advanced and is tending higher.

Jamiaca Ginger—Continues to advance.

Gum Shellac—Has been rapidly advancing and is tending higher.

Linseed Oil—Has declined.

Bankrupt Sale.

June 26, at three o'clock p. m., at the third floor of the Post block, Battle Creek, Michigan, I will sell, under order of the United States District Court, at public auction, the fixtures and stock of Alexander G. Calder, bankrupt tailor. Inventory, about \$1,000. Ira A. Beck, Trustee.

Debt is like a mousetrap—mighty easy to get into and mighty hard to get out of.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 9—This week we are having a more encouraging coffee market, both in a spot jobbing way and in a speculative manner. Some jobbers have had a very good call indeed, and at the close quotations are very firmly maintained at 7½¢ for Rio No. 7. In store and afloat there are 3,571,080 bags, against 3,903,883 bags at the same time last year. There has been a pretty good call for mild grades, and good Cucuta is firm at 9½¢, with good average Bogotas 10½¢ for washed, both in an invoice way. East Indias are quiet and without change.

Refined sugars have been very quiet. Retailers seem to have bought quite liberal supplies last week, and at the moment are not in the market for further stocks; still holders are firm and realize that as time advances the call for stock must improve daily. We are bound to have a good "sugar year."

In the tea market we hear the same old stereotyped reply of nothing doing. Pingsueys, as formerly noted, are fairly well sustained and there has been some call for Foo-chows of rather low grades. The proprietary brands are doing well and more and more trading is done in such goods.

Higher prices for rice at the South have given strength to the situation here and holders are very firm in their views. While quotations appear to tend upward, there is hardly any real advance to be chronicled. Choice to fancy head, 4¾@5½¢.

In rice jobbers report simply an average trade, and in an invoice way there is nothing doing. Quotations are practically without change and are steady.

Prices of molasses are unchanged but very firm. Supplies are not large, but there seems to be enough to meet all requirements, which are naturally somewhat limited at this time of the year, very small quantities being taken at any one time. Syrups are steady on the basis of previous quotations.

If reports prove true the pack of peas in Baltimore will be about 50 per cent. of the usual amount; and this seems to be about the figure given in almost all sections of the Peninsula. What the outcome will be, of course, will be determined soon, but present appearances indicate that we shall have high prices for new goods. Packers are quoting 80c and buyers are "kicking." Some tomatoes of Maryland pack have been reported sold at \$1.10 for full standard 3-pound. There is not much doing in futures, which are quoted generally at 80c. Corn is firm, but sales are usually of rather small lots. Fruits are quiet and the trade is awaiting the opening on

California fruits. The Griffith-Durney Co., of Oakland, have sold a car of pink salmon to a concern here at 87½¢, which is the record figure for several years.

There is a little easier feeling in the butter market and speculation is less rife. The supply is just about equal to the demand, although there is, upon the whole, a slightly easier feeling. Best Western creamery is officially quoted at 20c, although possibly a fraction more has been paid for especially choice lots. Seconds to firsts, 18@19½¢; Western factory, 14@15½¢; renovated, 14@16c.

Cheese is rather easier, especially for small sizes, which are in such ample supply as to be something of a drug. Large sizes are working out at 10¾¢ for full cream.

Eggs have been pretty closely cleaned up in the better sorts, and while receipts are fairly liberal there is a firmer feeling. Extra Western, 18@18½¢; firsts, 17½¢. There is a good demand for stock at about 16c.

Be More Than a Mere Storekeeper.

A writer on trade topics says that technically speaking the terms storekeeper and merchant are analogous, but commercially and practically they are different, that the wholesaler and the great retailer commonly are known as merchants, while the owner or keeper of a retail store of moderate size located either in the large city, or the small city, or in the country town or village, commonly is known and classified as a storekeeper.

We disagree with this writer, not as to the facts but on the assumption that a small retail dealer is necessarily a storekeeper. We think there is an elemental difference between a merchant and a storekeeper, and that the rise in intelligence and ability among retailers is making a large number of them refuse to be classified any longer as storekeepers.

What, then, is the difference between a merchant and a storekeeper? The uncritical asks with some amazement. The difference is, as we have said, largely elemental and temperamental. The storekeeper keeps a store—the merchant sells goods. The storekeeper opens his store in the morning and sits around waiting for customers to come in—the merchant bethinks himself how he may bring customers in. The storekeeper bewails the hard times—the merchant is too busy making prosperity to bewail anything but the lack of efficient help. The storekeeper blames his failing custom to the tariff—the merchant makes his sales increase day by day.

The exaggerated type of the storekeeper is well illustrated by the story of the old man who "kept store" down on Martha's Vineyard Island. A summer visitor needing some fancy work to while away the hours found a piece of crash in his store that suited her fancy. She bought all he had—a few yards. She embroidered beautifully and other women at the hotel, bored to death through the week, sought the same relaxation. The old man went to the

mainland and "replaced his stock." It was quickly sold. Again he crossed the water and again the women demanded the crash. "What's got inter you women?" he cried, testily. "I can't keep any of this crash any more. I won't sell it. You can go to the mainland for it yourselves."

The merchant works to build up his trade. He studies his stock and his customers. He tries to sell them the goods which will give them the most satisfaction, himself the surest custom and the largest profits. If he has two similar lines in his stock he tries to discover which yields him the best returns and then he educates his trade to use that line in preference to the other.

The merchant does not sit down and wait for the manufacturer to sell his goods for him. He does not refuse any help the manufacturer may give, but he does not wait for it. He creates the market himself.

Every man gets paid for just what he does in the long run. This is just as true of the railroad president as it is of the section foreman, and it is just as true of the merchant as it is of the railroad president. It is your work, your energy, your brain that commands a price. If you work for all there is in you you will be paid accordingly. The merchant receives a merchant's wage—the storekeeper gets the storekeeper's pittance.

Be a merchant. It is the surest profession on earth. Be proud of being a merchant. Resent being a storekeeper.—American Artisan.

Characteristics of Good Bread.

No matter by what process a loaf of bread is made, it possesses when finished certain characteristics by which bakers judge of its quality, says the Operative Miller. Aside from having a sweet, nutty flavor and odor, it should be of high color, which signifies great whiteness. It must be admitted that the above characteristics, however important aesthetically, are not of much value from a nutritive point of view. Es-

pecially is this so in regard to color. For setting up a false standard of whiteness neither the baker nor the miller is to blame; it is due to the public, which mistrusts a dark loaf. When we pass on to consider the relative nutritive value of white and whole wheat (in other words dark) bread, we are on ground which has been the scene of many a controversy. It is often contended that whole wheat is preferable to white bread, because it is richer in proteid and mineral matter, and so makes a better balanced diet. But careful examination of the chemical composition of whole wheat bread has shown that, as regards proteid at least, this is not always true, and even were it the case, the less absorption of whole wheat bread would tend to annul the advantage. As regards mineral matter, we have seen that even in the case of ordinary bread this is not all absorbed, while the absorption is so much less in whole wheat that, as regards the amount of mineral matter yielded to the blood, the two are about on an equality. There is, therefore, no justification for recommending the use of whole wheat bread for growing children or nursing women. On the whole we may fairly regard the vexed question of whole wheat versus white bread as finally settled, and settled in favor of the latter.

To feed a cold and starve a fever is a dangerous maxim. At the first sign of a cold the patient ought to take a rapid hot bath in a warm, well ventilated room, then remain covered in bed, with hot water at the feet, for several hours. Darken the windows, court sleep and fast, save only from drinking warm broth or gruel, until unpleasant symptoms subside. Nor should there be mental or physical exertion. Then all the vitality can go to restoring circulation and throwing off that waste material which, retained, is absolute poison. To eat in this condition is to add the proverbial straw to the camel's back.—Good Housekeeping.

For Rent About Sept. 1

The most desirable location for

Wholesale Business

Directly Across From Union Depot

Space about 17,000 feet.

Building equipped with sprinklers.

Steam Heat and Large Electric Elevator

We vacate part to occupy our new building
on Commerce St.

Heystek & Canfield Co.

56 and 58 S. Ionia St., Grand Rapids, Mich.

SPLENDID SUCCESS.

The First Annual Merchants' Week Banquet.

The first annual Merchants' Week banquet given under the auspices of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade, which was held at the Lakeside Club last Thursday evening, was even more successful in every respect than had been predicted by the promoters of the project. When the idea was advanced it was thought that possibly there would be 200 merchants here from out of town and that 100 tickets would be taken by the representatives of the local wholesale trade. Three hundred and fifteen country merchants sent in their acceptances of the invitation, but 490 presented themselves at the office of the Board of Trade for tickets, while 160 local people purchased tickets, making a total of 650. The unexpectedly large attendance compelled the Committee on Arrangements to suddenly enlarge the already arranged plans, and they succeeded in feeding all who came, although there were 125 who could not be seated in the main dining room of the Lakeside Club. The party was seated shortly after 6 o'clock and about 7:30 Chairman Leonard rapped for the attention of the audience, when he spoke as follows:

Co-operation and organization are characteristic tendencies of our time. They mark the way to larger success for business men and to the greater growth and prosperity of the community as a whole. Their germs are in the air and we trust will become contagious.

Cut-throat competition is, we trust, giving way to at least some measure of co-operation. Merchants and tradesmen have learned that such competition re-acts upon themselves, tends to destroy confidence, to demoralize trade and often character as well.

Merchants' Week and this meeting are made possible by the organization of the wholesalers of Grand Rapids and their co-operation with the Board of Trade of Grand Rapids.

We wholesalers have a section of the Grand Rapids Board of Trade for our very own. Our section is practically our private organization, with our own chairman and committees working out our own ideas and plans and supported by our own funds, entirely independent of the Board, yet made possible because of the existence and co-operation of that greater organization.

If, as wholesalers, we have never before recognized and made known in words our great appreciation of and our reliance upon the Board of Trade, I desire on behalf of the wholesalers of Grand Rapids to do so now, and to say that the Board of Trade of Grand Rapids, which you have the honor to represent here tonight, merits and has our most enthusiastic support.

Personally, I feel very deeply that not alone the wholesalers but the city as a whole owe a great debt to the twelve hundred men who compose the Board of Trade, and I think, Mr. President, that you and your Board should have the earnest support not of these twelve hundred men only, but of at least five thousand men of this city. In view of what these twelve hundred have accomplished, what enormous power five thousand men would have who were equally energetic and equally willing to pay the small amount in money and give the few hours in work that

would be necessary. The Board of Trade ought not to be satisfied short of the five thousand mark. It is within the bounds of possibility and would mean a larger field and outlook of activity and usefulness for Grand Rapids.

I am glad, Mr. President, to pay this tribute, as I know it is well deserved and that I am but voicing the opinion of the wholesalers in so doing. We believe in organized effort, and by it we have built our city into the important jobbing center it is, and we are determined to make it still more important in the future.

It may not be known to many of you that there are other lines of business besides furniture in which Grand Rapids exceeds other cities of twice its population. I do not care to tire you with statistics and will only mention one such line; that is our jobbing shoe trade, in which Grand Rapids received more cases of shoes from the Eastern factories than either Detroit or Milwaukee. Actual figures for the last year are: Detroit, 30,000 cases; Milwaukee, 39,000 cases; Grand Rapids, 41,000 cases.

Do not think that I claim that the Board of Trade has brought this about, for we all know that only the indomitable energy and perseverance of our shoe jobbers and manufacturers could bring such results, but this and all other similar advances are made more easily possible and more certain to continue and grow in the future when backed by organized effort, such as the Board of Trade represents.

While this meeting is made possible, as I have said, through co-operation and organization, yet it is due directly to the united desire on the part of the wholesalers to meet the merchants of Michigan in a more friendly and social way and to show our appreciation of your liberal patronage. You come from nearly all parts of the State to our beautiful city. We welcome you here; we want you to feel at home and to become better acquainted with us and with Grand Rapids and its business, and so to become and to remain our friends as well as our customers. We trust that you may take home with you not only pleasant thoughts and memories of this occasion, but something of help and inspiration, and that you will convey to those who could not come our best wishes and make known to them the good time you have had and the beauties and advantages of our city.

I am sure that I but voice the feelings of all of the merchants of Grand Rapids in thanking you for your attendance here this evening and the effort you have made in coming.

Geo. G. Whitworth, President of the Board of Trade, then made one of his usual inspiring speeches, welcoming those present in the name of the organization of which he is the honored head.

Mayor Ellis responded to the subject, Our City, and acquitted himself with credit, as usual.

A. B. Merritt spoke on Good Credits. His talk will be found in full elsewhere in this week's paper.

E. A. Stowe was down for a talk on the New Idea, but relinquished the time allotted him to the gentlemen who were to succeed him on the programme. He read a telegram from John W. Symons, announcing the election of Mr. Wm. Judson as President of the Wholesale Grocers' Association and offered the following resolution, which was unanimously adopted:

Resolved, That we congratulate the jobbing trade of Grand Rapids and Michigan on the elevation of Mr.

Wm. Judson to the Presidency of the National Wholesale Grocers' Association.

That we feel highly honored on the selection of our fellow townsman for so important a position, and

That we congratulate the National Association of Wholesale Grocers on securing as its presiding officer a man so conservative, so able and so painstaking in everything he does.

Lester J. Rindge spoke on Interurban Benefits, as follows:

Interurban cars stand in the same relation to the people in the country and the small towns as the city street cars do to the people in the cities. The real practical use of the interurban cars is yet in its infancy. Stopping at every cross-road to pick up its patrons, when first started it was thought by the country merchants that it would kill the small towns and build up the big ones. Experience does not bear this out. On the contrary, new homes have been erected and good building land has increased in value from \$10 to \$25 per acre all along the interurban lines, putting more families and more capital on each section of land. As an example, we have the near-by towns of Berlin, Coopersville and Nunica on the Muskegon line and Grandville, Jenison and Jamestown on the Holland line.

Carrying people at a cost of 1½ cents a mile is a problem not yet worked out, because 80 per cent. of the money taken in goes for maintenance. Bonds provide money on our different short lines from one million to one million and a half, the interest on which amounts to from \$1,000 to \$15,000 per week. City street cars cost from \$900 to \$1,300, the average per year for repairs amounting to one day in a week in the shop. Interurban cars and trucks average to cost \$8,000 each.

Unfortunately, while no doubt taxes have been too low, in the attempt to equalize them we have gained the reputation from the Eastern centers of capital, where the money comes from to build the roads, of taxing more than the properties can stand. Cases are known where property costing \$33,000 has been taxed at \$50,000, claiming the difference as the value of the franchise. We want the interurban roads. Gentlemen, it is not all profit. Would it not be well to use our influence not to tax too heavily, remembering that the increase in the valuation of realty before mentioned will increase the valuation of the township to a

great extent—all due to the interurban roads.

Another advantage: Residents of the smaller towns and farms can attend lectures, theaters and social gatherings in the larger places from five to twenty miles away at a very slight expense. The boys and girls can also attend school in the large towns and live at home. They can also find employment in offices, factories and be at home at night, earning money enabling them to have better clothes, books and many things that they could not have if they did not get out and earn money, and at the same time have all the benefits of the home, which are too great to estimate.

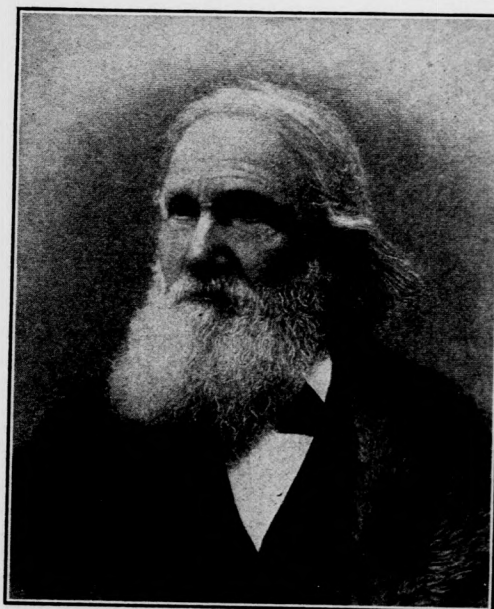
Hon. C. L. Glasgow, of Nashville, discussed Mutual Relations in such a manner as to elicit close attention and frequent applause from his hearers. The Tradesman regrets very much that it is unable to reproduce his talk verbatim. It was full of meat and bristled with sharp points and happy turns.

Congressman Smith was down for a talk on Michigan, My Michigan, but devoted most of his time to the ladies, who evidently appreciated his references, judging by the frequent applause elicited by his remarks. His talk was wholesome and exceedingly interesting and the Tradesman regrets its inability to reproduce it entire.

At the close of Mr. Smith's talk the meeting was dismissed so that those in attendance might visit Ramona Theater.

There has existed in Japan for many centuries a curious law to the effect that whenever the Emperor or Empress appears in public no other person should seem to occupy a higher place than this member of the royal family. Therefore, on such occasions the shutters of all upper stories are drawn and the upper parts of the houses past which the royal party moved are seemingly deserted. This law is still in effect.

It looks as though the Providence which looks out for fools doesn't give much attention after they are cured of their folly.



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E. A. STOWE, Editor.

Wednesday, June 13, 1906

A COMPLETE VICTORY.

Every once in awhile someone bobs up with a sneer for whatever may in the least smack of altruism and, thankful that he is so wise, bravely declares that in this world it is "Everybody for himself and the devil take the hindmost." It is every man's privilege to formulate an opinion and to defend it, so long as he does these things sincerely and fairly; but when he jumps at a conclusion without careful consideration and is indifferent as to the influence such action may have upon the general welfare then he forfeits his right to the opinion.

It is quite true that every person in this life is required to work out his own salvation, but it is by no means a fact that in doing this he is compelled always to maintain an attitude exclusively selfish. There are occasions when doing something, either publicly or in private, with self in the background, brings its inevitable and adequate reward.

A striking example in contradiction of the claims of the Eternally Selfish was afforded by the magnificent response on the part of Michigan merchants last week when, in unlooked-for numbers, they came into our city for three days as the guests of the wholesale merchants of Grand Rapids. The decision to invite the merchants of Michigan to accept of our hospitality was based on the belief that there were hundreds of good fellows who, coming regularly to Grand Rapids to buy goods, were, on such occasions, too much engrossed with their errand, too busy and too anxious to get back to their homes, to devote any time to finding out that there are a whole lot of good fellows here and that an informal, hearty hand-to-hand social session would do good to all concerned.

It was a wager, so to speak, that the visitors would be well entertained, even although they came not intent upon business; and, on the part of the visitors, it was a bet that a "few days off" would prove a good investment. The stakes were won in each instance, and so far as the Tradesman has been able to learn through enquiry, there is not a single guest who was not well pleased,

not only with the visit to and through the many beautiful places of interest in the West Michigan metropolis but with the new acquaintances they formed and the wider and more intimate knowledge they gained of the hospitable character of the people of Grand Rapids.

As to the Wholesale Dealers' Committee of the Board of Trade, they certainly carried a "Message to Garcia." Confronted by many more guests than had been expected, the members of the Committee, together with the jobbers, their salesmen, accountants and all, adjusted themselves cordially and good naturedly to the pleasant task of seeing that no one was neglected. Automobile rides, visits to the theaters and the parks, carriage drives about the city, luncheons, dinners and finally the grand round-up at the Lake and Ramona Theater constituted the programme, and there was a good time all the time.

Truly Grand Rapids has the right to feel proud over the success of the initial Merchants' Week—a record which assures a similar although greater triumph next summer.

SOMETHING FOR NOTHING.

The late Thomas W. Davey, father of Mrs. Minnie Maddern Fiske, and for several years lessee and manager of the Detroit Opera House, attempted, very early in life, to prove that he was an actor; but his ambition was thwarted by the discovery that his abilities were of the executive, initiative order rather than of the imitative and emotional sort, and so a commonplace comedian developed into a hard working, tireless and successful business man. Withal, however, he was a wag of the wildest kind and enjoyed a harmless practical joke better than a house with the S. R. O. sign displayed.

At the beginning of a season some twenty odd years ago, after his theater had been refurbished and redecorated, the patrons who came to enjoy the opening performance were confronted at the box office and lobby with plainly printed placards neatly framed, which announced an innovation that was startling.

The top line read "Public Act No. ——" and then followed in italics: "The People of the State of Michigan Do Enact," etc., which continued, in conventional legislative text and form, the declaration that the issuing, giving out or presentation to any person or persons of a free pass or passes to any theater or other public hall where dramatic performances or musical entertainments were to be presented constituted a misdemeanor punishable by both fine and imprisonment "not exceeding \$100 and thirty days imprisonment in the county jail."

The next paragraph set forth the acceptance by any person or persons of a free pass granting admission to any theater or other public hall where dramatic performances or musical entertainments were being presented as a misdemeanor punishable by a fine and imprisonment "not exceeding \$100 or thirty days in the county jail."

The announcement of such an enactment by the Legislature was a surprise to everybody and, while a majority of play goers commended the regulation, it carried consternation into the ranks of a numerous army of confirmed pass fiends and hangers-on who fairly lived off the managers of theaters. For a matter of thirty days Tom Davey enjoyed his joke—for the placard was a fake pure and simple. It was more than that, because it provided abundant proof that every pass fiend not only stood ready to violate the terms of the new law, but hardly a day passed that some one of them did not come to him with schemes, plans and evasions for the defeat of the measure. Some of these suggestions were reduced to details and in writing, autographic records of willingness to take chances as law breakers.

While the new anti-pass provision in the railway rate law developed at Washington has been formulated in all sincerity and adopted as a permanent fact and force, there are so many typical pass fiends in existence, touching at such a multitude of points on the body politic, that the thing must necessarily and very soon assume the appearance of Tom Davey's joke.

Mileage sold at a price for advertising, or some other equally necessary product also sold at a price, is a straight buying and selling proposition, so that the new anti-pass law does not touch it. And yet this entirely legitimate transaction can be so adulterated, twisted and unfairly applied, by means of misrepresentation, that it will be almost impossible to prevent violations of the law. And then, too, there are the thousands of shrewd, habitual, almost intuitive, pass fiends who will not sleep until they have evolved a device by which, with comparative security, they may obtain that delight of their hearts: Something for nothing.

The election of William Judson to the Presidency of the National Wholesale Grocers' Association is very generally regarded as a distinguished honor to Grand Rapids as well as an acknowledgment of the dominating influence and recognized ability of that gentleman in the wholesale grocery trade of the United States. It goes without saying that Mr. Judson will discharge the difficult duties devolving upon him with credit to himself and with satisfaction to his friends and co-workers.

Miss Helen Gould sailed for Europe the other day and utterly escaped the notice of the reporters, who would gladly have given her a column had she shown herself at the pier. Miss Gould is one rich woman who avoids all semblance of notoriety and who does a lot of good without saying much about it. Her life has been in sharp contrast with that of her sister, Anna Gould, who married the French Count de Castellane, from whom she is now seeking divorce.

Most people who jump at conclusions are a good deal astonished when they actually alight on one.

A HATEFUL INDULGENCE.

There is an abominable practice, quite too common on the part of men, which gives an unfair impression as to business conditions in communities and which, whether born of thoughtlessness, dyspepsia or unadulterated cussedness, is contemptible. It is the practice of berating the business alertness and energy and belittling the public spirit of a community by members of that body.

It is such an easy matter for one to assume a superior knowledge as to conditions in some village or city other than the one in which he lives and pursues his occupation; and it is, seemingly, so satisfying to one's vanity to set forth these conditions in contrast to alleged facts in one's home town. Then, too, it is practically a sure thing that disloyalty of this sort has its foundation in ignorance as to actual situations, not only in the town belittled but in all other villages or cities. In brief, it is, as a rule, a pure case of bluff instigated by avarice, penury, jealousy or some other equally unpleasant characteristic.

Nearly four centuries ago John Skelton wrote: "That byrd ys not honest that fyleth hys owne nest." And the statement is as true and just to-day as when it was written. The man who goes about saying that his town is sleepy, dead, "a tightwad" and has no energy or force is "befouling his own nest" and is not a square man. It matters not that all fair men pay no heed to his grumblings and the case is in no wise altered that the defamers are invariably known as sore-heads.

They have been failures in a business sense or socially; they are bigots who travel daily in a tiny circle; they have a grouch against some person or group of individuals; or, having made their fight and their fortune, are insanely jealous of some person who has made his fight and fortune and is generally rated as superior to them.

A town is prosperous, comfortable, beautiful, attractive and steadfast in exact proportion to the loyalty, industry, thrift, skill and rectitude of its people, because the five essentials named develop patriotism, generosity, earnestness, rational pride and broad kindness, good nature and fairness to all; and with such an equipment provided, progress, permanence and unlimited advance educationally, socially and materially are inevitable.

The man who "knocks" his own town needs to be told that he is a cipher, naught, nothing, except his faculty for whining, and his whining amounts to little beyond the damage it does to himself. It snarls and squeals its little journey through the air for a few seconds to crawl back sneakily to settle upon and newly blister the reputation of the one who sends it forth, while this good old world of ours jogs on and on unconscious of his existence.

No man is ever satisfied with his job or dissatisfied with his ability to hold it.

GOOD ENGLISH.

Advantage of Being Able to Speak Correctly.

It is a worthy aspiration to know something of the language which deals with a mythology and a people of great importance in the evolution of the human race, so that in the study of language in its wider range, I would not neglect the Greek. In the Latin language we find so many of the roots of our own tongue gathering nourishment or acquiring character that it is a matter of deep interest to us that in our educational method the Latin be given prominence.

In these days of travel, when it requires so little time and money to get in touch with the various peoples of the earth, it is a matter of importance to acquire some knowledge of the languages of peoples who have greatly to do with the rapid changes that characterize an advancing world. In the recent policy of our own country, we have learned the importance of acquiring knowledge of the Spanish tongue and in the wonderful strides which our missionary work has been making in the last fifty years we have seen the great values which have attended the acquirement of the ability to communicate with people in the uttermost parts of the earth in their own language. But outranking all of the reasons for these suggested acquirements in language is the one of understanding thoroughly our own tongue and being able to use it under all circumstances and conditions in the most forceful and effective way.

We are apt to neglect the acquirement of knowledge concerning the things that are nearest to us. I visited Boston and my cousin, who was born in Boston and lived his forty years of life there, asked me what I wanted to see, and I said off hand, "I want to see Harvard's Botanic Garden and I want to climb Bunker Hill monument." He replied, "Well, let's do it. I can throw a stone in the Botanic Garden from my back door, but I have never visited it; I have lived in sight of the monument all my life and have never climbed to the top of it." This same tendency finds an illustration in the field of education as applied to the acquirement of language.

I have had occasion to read the manuscript of college professors who have completed the old-fashioned courses in our great universities and become acquainted with Greek and Latin and the modern languages and have had occasion to criticize the lack of the ordinary faculty of using common English correctly and effectively. There is nothing that I know in the field of education which marks the man of culture so accurately as his use of English. There is nothing in the whole realm of education which makes its appeal daily and which finds its range of influence so wide as plain, simple, incisive and well spoken English.

Dr. Franklin, when he was American Ambassador at the French Court, was asked if he did not feel a great

loss in his lack of training in languages outside of his own. He replied jocularly that when he found inability to express himself in the English language he would try and acquire another, and if other people could not understand his English it was their loss.

In traveling abroad one is apt to magnify the importance of knowing the language of the country visited, and I confess there are some advantages in being unable to talk the French language when touring France, but if one is going for a good time and the acquirement of experience which will be useful to him in almost any walk of life, I am not so certain that it will pay him to spend a great deal of time in the acquirement of the languages of the countries to be visited. Good people are found everywhere, courteous people are to be found everywhere and people who are willing to give assistance and there are other interesting ways to communicate than in the use of words. The exercise of genius in making these communications effective is not only interesting but valuable as a means of education.

An incident which I recall may attract you. I was one of a little party making a bicycle tour of continental Europe. We were following the Rhine from its mouth to its source. In Southern Germany one afternoon we suddenly came into the little town of Waldshut and there we found an exhibition of more than two hundred and fifty bulls of the Swiss type. We naturally wondered what was going on. These animals were attended by young boys and girls and they seemed perfectly docile. There were men around viewing them, but our knowledge of German was small. One of our party knew a few German words and we appealed to him to make the enquiry as to what it all meant. He hesitated and I said to him, "Why don't you ask one of these men what these bulls are all here for?" and he smiled and said, "I know a few German words but I do not know the German for bull," and I replied, "Do you know the German for cow; do you know the German for male? Well, try them on the male cow." He tried and it worked, but the comical part of it was that the gentleman accosted never "cracked a smile."

The proper and effective use of English may be a matter of inheritance or rather of training in early years as an ordinary accompaniment of life. A young man with whom I grew up from boyhood had to give up school at an early age and enter upon journalism. He became a very effective writer on one of our city papers. His English was superb, and still he never for a day held a grammar in his hand in school. His school training along the line of language was entirely left out, because of his great taste for natural history and science, but his father was a master of English. In the family circle he never heard anything but the most correct use of language. It was a matter of absorption.

We are apt to think that a certain number of semesters given up to the

study of English in school means unquestionably the acquirement of certain results, but this is not true. I receive letters often from graduates of high schools which make me wonder if they have had any training in English at all, but I do not wonder that this academic training does not prove effective whenever I meet pupils of our high school in conversation and note the carelessness with which they break every rule which they learned in school in the actual practice of using English. I never pass a bevy of boys and girls going to and from this building but that I am impressed with how little the training in English seems to influence their actual conversation. It would amuse you if I should repeat many of the sentences of which I catch snatches as I pass along the street which illustrate this point of view. I speak of this because I want you to see yourselves as others see you and because I see so many men and women handicapped in their lives because of their flagrant lapses in English. I want you to get into the habit in your everyday conversation of using English correctly. I will not criticize much of your slang, because the slang of today becomes a part of the dictionary of to-morrow. But I do criticize the habit in your common speech of making grammatical errors that as you grow older will crystallize themselves in your speech so that it will be impossible for you to slough them off.

As you unite your voices in singing, you know of this one who sounds a note that is off the key. If he does it constantly, it is a source of annoyance to you. He may be ever so good a fellow, he may be your warm friend, but this one thing always makes its appeal to you and you cannot help but be sorry for him. As you sit at the table with your friends, there may be one who is constantly breaking over one of the ordinary polite usages at the table. You may have a strong affection for him which will overlook everything, while the fact that he does not recognize the importance of practicing this usage, which indicates a person of culture, always makes you cringe. This is just as true of language. I have friends in the business world who are men of extraordinary judgment, whose counsel I seek, whose

acquaintance I am proud to have, but who are constantly making errors of speech and they always make me cringe. It doesn't decrease my love or respect, but it makes me sorry and to constantly carry the unexpressed wish that in some way it could be overcome. In these matters which concern the amenities of life and the use of language in conversation, the acquirements of youth stay with us through our old age and we cannot emphasize too strongly the importance of mastering correctness of ways and of speech while we are attaining the education which we purpose to use in the practice of our ambition for life.

Grant White, whom you know as a critic of great ability and who is a stickler for good English, said one time, "After all, if a man has something in him that we want, if he has secured knowledge that is of value to us and we want to acquire it, we must not criticize too harshly the medium of communication even if all the rules of grammar are broken." A Western editor, in commenting upon this speech of White's, remarked, "Them is which we has always did."

In equipping yourself for the best work in life, remember to avoid as much as possible the handicap of imperfect English. Do not depend upon your grammar or upon rules of rhetoric, but keep your ears open to the English which is spoken by the people of the highest culture. Let their habits of speech enter into your own knowledge in a way that they shall become a part of your own method in speech. You need not be a copyist, but simply an absorber. In this way you will not lose your individuality but through the assimilations of the varying methods of others who speak a pure English become yourself one whose English will be noted for its perfectness.

Chas. W. Garfield.

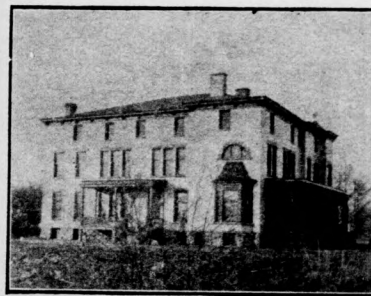
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HUNTING SEALS

Their Haunts Are Off the Labrador Coast.

The Atlantic seal is covered with hair, and is valuable chiefly for his skin and fat, the former being converted into leather and the latter into oil. The females bring forth their young on the ice floes which every winter skirt the dreary Labrador seaboard, and the seal ships seek for them there and kill them by thousands until the floes break up, when they hunt them in boats with rifles, as in the Pacific. The Scotch, Canadians and New Englanders ventured into this fishery at various times, but each abandoned it in turn, none but Newfoundlanders appearing to possess the hardiness and daring essential to successfully traverse the unstable floes whereon this unique industry is prosecuted, so that now it is a monopoly of the Terranovans, as it has virtually been for generations.

The earliest settlers of Newfoundland captured the seals in nets fixed along the coast and converted the skins to varied uses. Later men went off from the shore across the floes and hunted them here, and subsequently large fishing boats were used to chase the creatures among the open ice. In time stouter craft were employed for this purpose, until about 100 years ago a fleet of some scores of vessels was fitted out every spring for the seal hunt, this armada reaching its zenith in 1860, when it numbered 600 sails.

Then, however, steam was introduced into the business, powerful wooden ships were built and engined, and their superior strength and propulsive force sounded the knell of the old time "wind-jammers," so that to-day there is not a vestige remaining of that once splendid aggregation of sailing craft. The modern sealing industry is carried on by about twenty-five of these specially built steamers, constructed of oak and sheathed with ironwood, to withstand the rasping of the jagged ice masses through which they cruise, their bows several feet thick with solid timber and shod with steel bands, so that they may be hurled at the crystal barriers and batter their way through like a warship's ram. Their holds are traversed by beams and planks which enable their sides better to resist a crushing Arctic nip.

While many details of the natural history of the seal are at best merely conjectural, the story of his birth, habits and migrations is among the most fascinating in zoological records. The seal, like the whale and the walrus, formerly abounded in the shoal waters near the Grand banks; but now he has been forced farther North, although he has defied the attempts to exterminate him, which have been well-nigh successful in the case of his larger kindred.

It is supposed that during the summer he frequents the Greenland ocean, feeding on the fish life there, and that as that area becomes ice-clad he moves South. Early in February he leaves the open water and mounts the ice floes of Labrador, where the females deposit their young, which at the time of birth

are covered with creamy fur, pallid as the snow-clad waste on which they lie. They are known to the seal men as white coats, and are the chief prize of the hunt, their fat yielding the finest oil and their skins the softest leather.

The instinct of the seal is something marvelous. They select the same area every year to whelp in, and the whelping ice can be easily detected by experienced seal men. The herds are of two species, "harps" and "hoods," and the latter, which are larger, fierce and solitary, and obtain their name from a cowl-like appendage behind their necks, are invariably found out farther from land than the more peaceful and gregarious "harps," whose appellation is due to a lyre shaped mark on the back.

The mother seal when she goes off at daylight to seek food in the waters below the icefields will inevitably find her own offspring when she returns at sundown, and when seal men have changed about some whitecoats to puzzle the creatures the maternal instinct has sufficed to expose the fraud and send each mother to her own offspring.

The young seals grow with amazing rapidity; at birth they weigh about five pounds, but within a month increase to about fifty, at which weight they are fit to kill, their coat of fat being three or four inches thick, although their only subsistence during all that period is their mother's milk. They are in their prime about the middle of March, and when that month opens the seamen gather at St. Johns to join their ships, about 5,000 men making up the crews. They sail on March 10, and so eager are the fisher folk to engage in the venture that they will walk fifty or sixty miles through snowdrifts and biting frosts with kits on their backs to secure "a berth to the ice" as the local parlance puts it.

The main herd of seals is usually found off Belle Isle Strait, two or three days after leaving port, and the spectacle is a most extraordinary one. The hunters scatter in every direction, killing the young seals as they go. A hair sealer will often travel eight or ten miles from his ship, and as the men are divided into squads, or watches, each under a master, they will in such cases not attempt to drag their prizes back to her, but will heap them on a convenient "pan," or flat section of ice, surmounting the pile with one of the ship's flags, so that she may pick them up as she steams slowly along in the wake of the men.

Sometimes a herd will show a total of 100,000 seals within the range of a field glass from the crow's nest of a sealer's masthead, and several steamers will load from it in eight or ten days. When young seals are scarce the old ones are hunted, and when neither is to be had honestly the luckiest ships are apt to loot the "pans" of their more fortunate consorts after nightfall, this theft of panned seals being a most prolific source of vexatious litigation every season. Perjury in sealing cases is a besetting sin with otherwise God-fearing people, and the prevailing view of the matter is epitomized in

the declaration of a winning skipper to his crew: "Men, I'm proud of ye. Ye swore nobly!"

This seal hunt is, however, no easy ask. Added to the perils which every seal man must face—the loss of his ship, if not his life, by wreck or stranding on a rugged shore, her destruction by tempest or collision or her disablement by mishap to her machinery, the sealman has to guard against her being crushed by berg, flow or pack ice, and against perishing himself as he traverses a floe far from her sheltering hold or works his boat through lanes of water when a blinding blizzard assails him and no human agency can accomplish aught for his relief.

The seamen are always abroad on the floes when the weather admits from sunrise until eventide, and being usually miles distant from their ship can not get back if a storm arises. The hunting, killing, hauling and panning of seals is most exhausting, for in the very nature of things the crews must remain the whole day without warm food of any kind, staying their hunger with sea biscuit, of which they carry a small quantity, while some will dine off a seal's heart, eaten raw and esteemed a great delicacy.—Technical World Magazine.

Advantage of Owning Your Own Store Building.

The question of the ownership of store buildings is a pretty large one to handle, and the men are legion who would like to know whether it will pay them to invest their surplus money in the building they occupy as a business place. Millions are paid every year as rentals by merchants who consider it more profitable to them to pay that money and have their capital to use than to invest that capital in a building and obtain from it only the rental percentage of profit. Other millions are paid by men who now wish they had invested their money a few years ago in a building, because the value of property has so rapidly risen that at the present time the rate of rentals they pay is so great as to almost equal yearly what would have been sufficient ten years ago to have bought the present site.

The business prospects of the town and the possibilities of property must be considered by the retailer or he will find himself in a regrettable predicament at some not distant future time. Firms with short capital and rapidly expanding business must content themselves with hired quarters, but when such firms reach a basis of surplus sufficient to warrant a consideration of the matter of owning store property there should be no hesitation in investigating the matter.

If the town is at a standstill in growth and there is prospect but slight of any great increase, it is possible and probable that surplus money can be more safely invested in other places than in the store building. If there is prospect of the town increasing with any rapidity, as so many Western and Southwestern towns are now doing, an investment in store property will be a good thing. In two Southwestern cities of very rapid

growth the rentals of store rooms were so low ten years ago that practically all the retailers preferred paying rent to buying property. The cities began growing rapidly about five years ago, and the present renting values of stores on the best business streets is so high as to be almost prohibitive as compared with the business possible to be done in those stores. The retailers now wish they had purchased when property was reasonably low.

Such advances can not be foreseen with very much approach to accuracy, but the natural trend of rentals based upon property values can be understood when landlords refuse to renew or extend leases at prevailing rates and when subrents are made at rates as high as, or higher than, the original rental price of the entire property.

When property in a certain section becomes so valuable that high rents force business houses into other streets, it is questionable whether there is much advantage to be gained by purchasing the store now occupied at what is become something near a maximum price, for the movement of retail quarters in a city also moves renting rates and business into those quarters, with a result of halting the rise of prices in present retail localities. When a city grows in that manner and forces retailing into new localities, there is a most probable fact that purchases in that new locality will prove highly profitable. A big department store in one large city, for instance, established fifteen years ago, has found its business locality so restricted and rents so high that other stores of its kind have been forced into another street and within six months the store in question has purchased property and begun the erection of a new building of its own more than a mile from its present site. The property purchased was paid for at a price almost ten times its value fifteen years ago, and even now considered low. The surplus of the firm will be largely used in the new building, but the management is satisfied with the value of the move and that it is going to be very profitable.

A man can be more contented to live in his own house; a firm can be more satisfied to occupy its own building. Independence of action counts for a vast deal in all business.—Drygoodsman.

Laid Factory Cornerstone.

Romeo, June 12—A special car conveyed twenty-five employes of the Detroit Auto Vehicle Co. to this village Saturday afternoon to witness the laying of the cornerstone of the auto factory to be established here. The ceremonies were in charge of Postmaster William T. Hosner and 300 persons were present. Rev. Henry W. Hunt, pastor of the Congregational church, offered invocation, and addresses were made by Messrs. Blackman, Widerman and Dr. Coonley, of Detroit, and President of the village Henry J. McKay. The cornerstone was laid by Miss E. A. Reid, stenographer of the company.



Perpetual Half Fare Trade Excursions To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, Members of the Grand Rapids Board of Trade, have established permanent Every Day Trade Excursions to Grand Rapids and will reimburse Merchants visiting this city and making purchases aggregating the amount hereinafter stated one-half the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the Secretary of the Grand Rapids Board of Trade, Cor. Ionia and Louis Sts.,

will pay back in cash to such person one-half actual railroad fare.

Amount of Purchases Required

| | |
|---|----------|
| If living within 50 miles purchases made from any member of the following firms aggregate at least..... | \$100 00 |
| If living within 75 miles and over 50, purchases made from any of the following firms aggregate | 150 00 |
| If living within 100 miles and over 75, purchases made from any of the following firms aggregate | 200 00 |
| If living within 125 miles and over 100, purchases made from any of the following firms aggregate | 250 00 |
| If living within 150 miles and over 125, purchases made from any of the following firms aggregate | 300 00 |
| If living within 175 miles and over 150, purchases made from any of the following firms aggregate | 350 00 |
| If living within 200 miles and over 175, purchases made from any of the following firms aggregate | 400 00 |
| If living within 225 miles and over 200, purchases made from any of the following firms aggregate | 450 00 |
| If living within 250 miles and over 225, purchases made from any of the following firms aggregate | 500 00 |

Read Carefully the Names as purchases made of any other firms will not count toward the amount you are through buying in each place. of purchases required. Ask for "Purchaser's Certificate" as soon as

- | | | | |
|--|--|---|---|
| <p>ACCOUNTING A. H. Morrill & Co.—Kirkwood Short Credit System.</p> <p>ART GLASS Doring Art Glass Studio.</p> <p>BAKERS Hill Bakery National Biscuit Co.</p> <p>BELTING AND MILL SUPPLIES Studley & Barclay</p> <p>BICYCLES AND SPORTING GOODS W. B. Jarvis Co., Ltd.</p> <p>BILLIARD AND POOL TABLES AND BAR FIXTURES Brunswick-Balke-Collander Co.</p> <p>BLANK BOOKS, LOOSE LEAF SPECIALTIES, OFFICE ACCOUNTING AND FILING SYSTEMS Edwards-Hine Co.</p> <p>BOOKS, STATIONERY AND PAPER Grand Rapids Stationery Co. Grand Rapids Paper Co. Mills Paper Co.</p> <p>BREWERS Grand Rapids Brewing Co.</p> <p>CARPET SWEEPERS Bissel Carpet Sweeper Co.</p> <p>CONFECTIONERS A. E. Brooks & Co. Putnam Factory, Nat'l Candy Co.</p> | <p>CLOTHING AND KNIT GOODS Clapp Clothing Co.</p> <p>COMMISSION—FRUITS, BUTTER, EGGS, ETC. C. D. Crittenden E. E. Hewitt Yuille-Zemurray Co.</p> <p>CEMENT, LIME AND COAL A. Himes A. B. Knowlson S. A. Morman & Co. Wykes-Schroeder Co.</p> <p>CIGAR MANUFACTURERS G. J. Johnson Cigar Co. Geo. H. Seymour & Co.</p> <p>CROCKERY, HOUSE FURNISHINGS Leonard Crockery Co.</p> <p>DRUGS AND DRUG SUPPLIES Hazeltime & Perkins Drug Co.</p> <p>DRY GOODS Grand Rapids Dry Goods Co. P. Steketee & Sons</p> <p>ELECTRIC SUPPLIES M. B. Wheeler Co.</p> <p>FLAVORING EXTRACTS AND PERFUMES Jennings Manufacturing Co.</p> <p>GRAIN, FLOUR AND FEED Valley City Milling Co. Voigt Milling Co. Wykes-Schroeder Co.</p> | <p>GROCERS Judson Grocer Co. Lemon & Wheeler Co. Musselman Grocer Co. Worden Grocer Co. The Dettenthaler Market.</p> <p>HARDWARE Foster, Stevens & Co. Clark-Rutka-Weaver Co.</p> <p>HOT WATER—STEAM AND BATH HEATERS. Rapid Heater Co.</p> <p>LIQUORS, WINES AND MINERAL WATERS. The Dettenthaler Market.</p> <p>MATTRESSES AND SPRINGS H. B. Feather Co.</p> <p>MEATS AND PROVISIONS. The Dettenthaler Market.</p> <p>MUSIC AND MUSICAL INSTRUMENTS Julius A. J. Friedrich</p> <p>OILS Standard Oil Co.</p> <p>PAINTS, OILS AND GLASS Goble Bros. V. C. Glass & Paint Co. Walter French Glass Co. Harvey & Seymour Co. Heystek & Canfield Co. Pittsburg Plate Glass Co.</p> <p>PIPE, PUMPS, HEATING AND MILL SUPPLIES Grand Rapids Supply Co.</p> <p>SADDLERY HARDWARE Brown & Sehler Co. Sherwood Hall Co., Ltd.</p> <p>PLUMBING AND HEATING SUPPLIES Ferguson Supply Co. Ltd.</p> | <p>READY ROOFING AND ROOFING MATERIAL H. M. Reynolds Roofing Co.</p> <p>SAFES Tradesman Company</p> <p>SEEDS AND POULTRY SUPPLIES A. J. Brown Seed Co.</p> <p>SHOES, RUBBERS AND FINDINGS Herold-Bertsch Shoe Co. Hirth, Krause & Co. Geo. H. Reeder & Co. Rindge, Kalmbach, Logie & Co. Ltd.</p> <p>SHOW CASES AND STORE FIXTURES Grand Rapids Fixture Co.</p> <p>STOVES AND RANGES Wormnest Stove & Range Co.</p> <p>TINNERS' AND ROOFERS' SUPPLIES Wm. Brummeler & Sons W. C. Hopson & Co.</p> <p>WHOLESALE TOBACCO AND CIGARS The Woodhouse Co.</p> <p>UNDERTAKERS' SUPPLIES Durfee Embalming Fluid Co. Powers & Walker Casket Co.</p> <p>WAGON MAKERS Harrison Wagon Co.</p> <p>WALL FINISH Alabastine Co. Anti-Kalsomine Co.</p> <p>WALL PAPER Harvey & Seymour Co. Heystek & Canfield Co.</p> <p>WHOLESALE FRUITS Vinkemulder & Company</p> |
|--|--|---|---|

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.

PACKING HOUSE HORRORS.**Blood Discovered in a New York Abattoir.**

My first visit was to a packing plant in New York City. The sight that met my gaze was so revolting that I had to put on automobile glasses. I saw blood on the floor. This in this age of advancement! I spoke to the foreman and asked him why it was necessary to have blood in the abattoir, and he had no defence. "The bloodless cattle," he said, "are about out of stock. We are now feeding some Western cattle on loaf sugar. We have discovered that sugar turns the blood to water, and when these cattle are cut with the knife, pure water, instead of blood, will shoot forth from their veins. At present, we are all out of sugar-fed stock, but if you come around in a few weeks you will see no blood."

"Is the water that takes the place of blood in these cattle filtered?" I asked. "Could not some sort of filtering apparatus be injected into the cattle?"

These slaughter house men are very ignorant, and this man was astounded at my suggestion. He confessed that he had never given the matter the least thought. He said, however, that it was his intention to soak the lumps of sugar in cologne before feeding them to the cattle, as he hoped by this method to give a delicate odor to the water. I recommend to the Society of Muck Rakers that a law be immediately passed making it a crime to have blood in packing houses, either before or after animals are slaughtered, and that all offenders be fined \$1,000,000 for the first offence and that the money be paid over to our society. I also advise that money so collected be divided equally among the members of our society, and that same be known as blood money.

The foreman, a filthy fellow, clad in a white gown on which were two spots of blood larger than the tops of pins, next led me to the tripe room. To reach this room I was compelled to pass many hides laying on the floor, unprotected from the rays of the sun, which was shining through the windows. A man was throwing something on the hides, and at once I knew that preservatives were being used in this establishment. I said to my guide: "It is not right for you to put preservatives on these hides."

He smiled curiously, probably worried by my sharpness, and said, "We are not putting preservatives on the hides. That is salt you see the man using."

But he could not deceive me. I knew that single handed I had discovered another of the dark secrets of a packing house. They were undoubtedly using a preservative. I recommend that a law be immediately enacted making the use of preservatives on hides punishable by fine, the proceeds to be equally distributed among the members of our society. I learn on inquiry that these hides are put through some process by

which leather is made of them, and the leather is made into shoes. It is plain that shoes made from this leather containing a preservative will be injurious to the health. The preservative will work into a person's system through the feet, and may cause death. I must confess that the packing house situation is much worse than I expected to find it.

In the tripe room I discovered the greatest fraud ever handed out to the public. Along one side of the room I saw spread out against the wall what appeared to be large pieces of tripe. Men were cutting this stuff into strips and packing it in cans. Instead of using knives to do this work, they were using shears, which made me suspicious. I picked up a piece of the supposed tripe and found it to be part of a turkish towel. I was so angry at this fraud that I could hardly ejaculate. Finally I controlled my temper and asked for an explanation. I here reproduce the exact words of my informant:

"The method of cleaning tripe has always been offensive to the fastidious. There was sure to be an offensive odor, and we decided to be rid of the odor by finding a substitute for tripe. We have found a suitable substitute in Turkish towels. There is no offensive odor by this method, the towels never turn bad, and we fool the public. That's the main thing! The public eats our Turkish towel tripe that costs us \$4.20 a pound, and thinks it is eating the real thing that we could put on the market at about ten cents a pound. We make these towels taste exactly like tripe by coating them with a preparation of beef extract that is worth forty cents a pound. We don't mind what we lose so long as the public is fooled."

Needless to say, the man did not

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The National Cream Separator

It extracts all the cream from the milk. It runs lighter and handles more milk in a given time than other separators. It will pay for itself in one year and will last a lifetime. Costs almost nothing for repairs. You will find it one of the best sellers you could carry in stock. Write to us about it to-day.

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You Can Make Gas

100 Candle Power
Strong at

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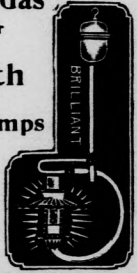
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Brilliant Gas Lamps

We guarantee every lamp

Write for M. T. Catalog. It tells all about them and our gasoline system.

Brilliant Gas Lamp Co.
42 State St., Chicago



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

HAND SAPOLIO

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

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

recognize me as the Commissioner of the Society of Muck Rakers, else he would not have made this brazen confession. Nor did I inform him as to who I was. As I have said, this tripe was put in cans, and the cans covered with a label bearing the words "pure tripe." The inscription is not nearly as bad as the label itself, which is printed in four colors. I learned that the ink forming these colors is made of a poison, and that any person in ordinary health eating half a dozen of the labels would be certain to feel the effects, and perhaps be stricken with a fatal disease. Yet these labels are openly distributed to dealers and to the public. Parents, not knowing the effect of eating these labels, carelessly place them where children may be attracted by the gay colors and perhaps eat them. But if the labels are bad, the cans are worse. If a child should eat even one of these cans the result would be slow death. This is one of the most glaring evils connected with the packing industry and should be remedied speedily.

Even in the matter of ice the public is cheated by the packers. The members of our society will be surprised to learn that ice is not used at all. Instead, these packers have secret rooms where machines are hidden, and from these machines run pipes, looking much like gas pipes. These pipes are scattered along the walls in all of the rooms where meat is kept, and through the pipes is pumped a liquid that makes the air

cool. This system is a fraud on the public, and needs attention.—Butchers' Advocate.

Landlord's Way of Keeping His House Noiseless.

There is at least one landlord in Harlem who has solved the problem of keeping his house full of quiet tenants who will not complain of the noise overhead. His method was discovered quite by accident when a new tenant applied for a lease on the string of rooms known as a flat in this particular building.

All the necessary formalities about references, finances, etc., had been satisfactorily gone through with when the new tenant observed an extra clause typewritten in the printed form of lease.

"What's that for?" he enquired.

"Read it and see," answered the landlord. "That is for your protection as well as for that of the tenants under you. It explains itself—merely an obligation on your part to wear rubber heels on all your shoes, and requiring every member of your family to do likewise. Oh—never mind the expense—the lease, you will observe, requires me to furnish you with the heels, so it costs you nothing."

The tenant read the following clause, pointed out in the lease by the landlord:

"And it is hereby further agreed that the said party of the second part (the tenant) obligates himself and the members of his family to wear and use only shoes equipped with rubber heels; and the said party

of the first part (the landlord) hereby agrees to pay the expense of fitting rubber heels to all shoes regularly worn by the tenant and the members of his family, provided that such heels shall be fitted only at a shop to be designated by the party of the first part."

The prospective tenant could only articulate:

"But suppose I refuse to wear rubber heels?"

"In that case we will have no difficulty in finding some one else who will," answered the landlord. "This clause is my own idea and is inserted to guard against noise from the flat above—an evil which you must admit is one of the greatest annoyances of life in a flat in New York."

"People who wear rubber heels walk noiselessly. Not only are rubber heels comfortable and noiseless, but you will find many physicians who advocate them for all ordinary walking, on the score of the nervous shocks which are avoided by their use."

"I have made an arrangement with a shoemaker near my building, who fits all the shoes of my tenants with rubber heels at a reduced rate, and I pay the bills. It costs me something like \$5 a month—but for that I get about fifteen pairs of rubber heels put on, and when they wear out, I am willing to pay for new ones."

"The best possible proof of the practical utility of my scheme is that my flats are always rented, and the particular one you are asking about is the only vacant flat in the build-

ing. However, if you don't want to wear rubber heels, say no more, for I have had three other enquiries today about the flat, and have no doubt but I will rent it by to-morrow night."

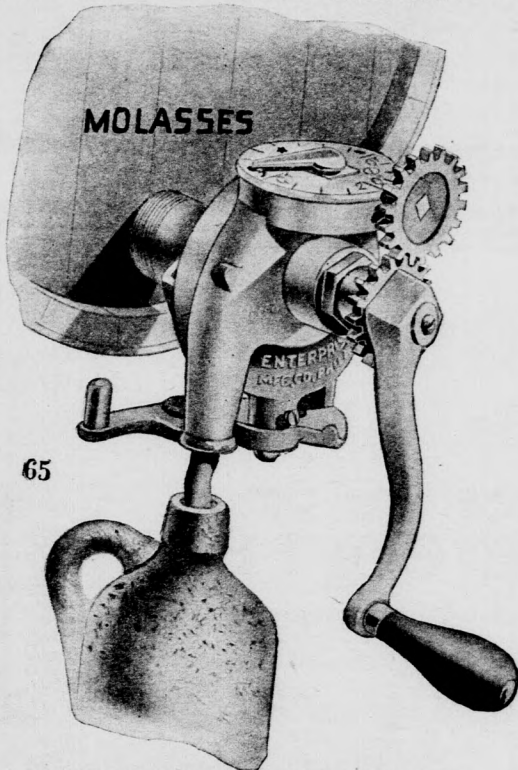
"Say no more," responded the prospective tenant. "I have never worn rubber heels before, but I am willing to try them. The people in the flat below me may have been worried by the noise I made, quite as much as the people up above have been worrying me with their infernal racket. By all means, let us have a law passed compelling every one who lives in a flat to wear rubber heels. The next thing will be rubber soled pianos—but I guess that dream will never come true."—New York Sun.

"Very frequently," says a New York lawyer, "there is an element of unconscious humor in the findings of a jury. To my mind, the best I ever heard in this connection was the verdict brought in by a coroner's jury in Michigan, who were called upon to pass upon the case of the sudden death of a merchant in Lansing. The finding was as follows: 'We, the jury, find from the physician's statement that the deceased came to his death from heart failure, superinduced by business failure, which was caused by speculation failure, which was the result of failure to see far enough ahead.'"

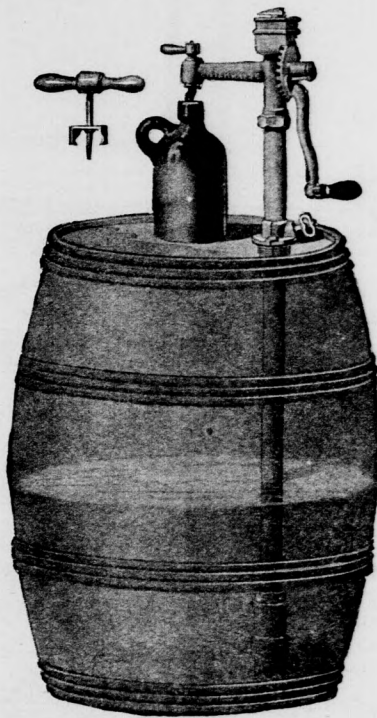
Marriage is a sacred institution, without which some women would starve.

We Will Put These Fixtures In For You

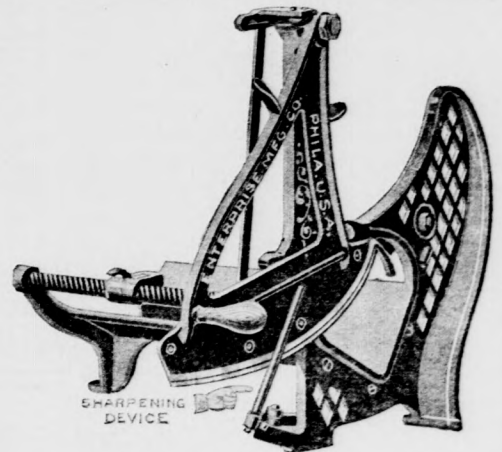
You can equip your store with up-to-date time and money saving Fixtures—and you do it for nothing, simply by pushing Ariosa Coffee. We give you these articles—give them to you, remember. When your store is furnished, get to work on your home. We will give you the things you need for your home as well as your store—give them to you. All we ask in return is that you push Ariosa Coffee. If you haven't a catalogue we will mail you one upon receipt of 3 cents postage.



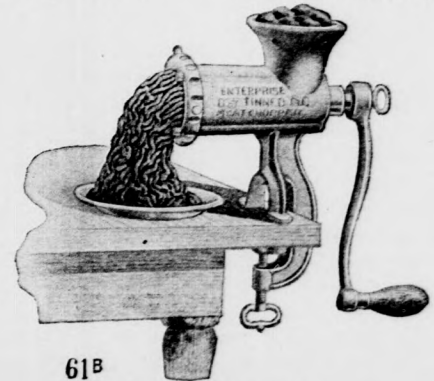
No. 65. SELF-MEASURING FAUCET (Tinned)
For Molasses, Heavy Oils, Tar, etc.
15 Vouchers Cash Price \$3.00



No. 66. SELF-PRIMING AND MEASURING PUMP (Tinned)
For Molasses, Heavy Oils, Tar, etc. No 97 Pump and Auger, no priming necessary, simply insert in barrel and turn crank.
34 Vouchers Cash Price \$6.75



No. 67. SMOKED BEEF SHAVER
No. 23 Japanned. Sales of Smoked Beef largely increased by its use.
40 Vouchers Cash Price \$8.00



No. 61B. BUTCHERS' SIZE
Chops 4 lbs. per minute; weight 16 1/2 lbs.
30 Vouchers Cash Price \$6.00

ARBUCKLE BROTHERS, New York City

GOOD CREDITS.

Relations Between the Wholesaler and Retailer.*

As 90 per cent. of the business of this country is done on a credit basis, the subject of credits is an important one from manufacturer and banker down to the retailer, and probably of more importance to the latter than to any other class of business men because he is dealing direct with the great unclassified mass of the people and must make his credit decisions promptly and unaided; and because a large proportion of his customers have no surplus above their living expenses and depend on their daily toil for income.

Credit has been defined by a certain learned professor as "The confidence or trust reposed by one person in the ability of some other person to fulfill a promise at some future time," but it will be immediately perceived by the man of experience that the professor has left out one important feature, and that is the "intent" of the promisor to pay. In granting credit we must not only be satisfied of the "ability," but also of the "intent" of the debtor to pay when the account becomes due.

You retailers have all been through the mill and have learned far more about credits as applied to your own business than I could tell you in the brief time allotted to me this evening, and so I shall ask the privilege of giving my subject a broader application than the wording implies and say something about the relations between you, as retailers, and the credit men of the wholesale and manufacturing houses of whom you buy your goods.

All large houses now employ men whose sole duty it is to look after the extension of credit and attend to the collection of accounts, and some idea of the number of men thus employed in this city may be gathered when I tell you that we have an association of credit men numbering 150. These men meet every month and discuss credit conditions.

When your order comes in to the house it goes direct to the credit man and must bear his o. k. before it can be filled, and from the moment you become a customer of that house you are under the watchful eye of that much maligned and often unpopular individual. He finds out who you are, how long you have been in business, whether you are married or single, white or black, how much money you have, how much insurance you carry, what your habits are and all the other information he can gather concerning you; and I would have you bear in mind that he gets this information, not that he may have an excuse for "turning you down" or humiliating you in any manner, but that he may trust you to the very limit. His house wants your business, and it is up to him to see that you get all the encouragement possible, and, at the same time, that he gets the money for goods sold.

You merchants seldom see the credit man. The salesman calls on

*Address made at first annual Merchants' Week banquet by A. B. Merritt.

you, and, I am sorry to say, quite frequently sells you more goods than you need or ought to buy; and he does not bother his head as to whether you can pay for them or not. He is a good fellow. He is there to sell the goods and he does it. And we would not think much of him if he did not. But do not be too severe on the credit man if he does not always agree with the salesman, because by his judgment and conservatism he frequently prevents the failure of a retailer. The mother refuses to allow the child to over-eat or indulge in harmful things because she knows that disaster will follow, and while it often appears to it that she is mean and heartless, in after years the child realizes that its mother was its best friend when she seemed to be most strict. It is in this same way that the careful, conscientious credit man protects the retailer. He knows the danger signals and gives warning before the commercial craft strikes upon the rocks of overbuying or of too easy credits.

In almost every retail failure you will find evidences of carelessness on the part of the credit men of the wholesale houses. You will find that the party owes more than he can pay and that a large item of his assets is the accounts on his books, many of which are uncollectible. How did it come about? If the credit men had been more careful it would not have occurred. If they had obliged him to pay more promptly and caused him to buy less, he would have been forced to make his customers pay up and would have been more conservative in extending credit and buying goods. It is the care-

Duplicating pads of quality are the famous Multiplex—the pad that gives you 100 per cent. of good copies, every other sheet a carbon back; 100 pads only \$3.75. A reduction in quantities—3 per cent. discount for cash with order. Try 100 pads. Write The McCaskey Register Co., Alliance, Ohio.

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



Who Wears Blinders?

Answering this self-put question, the Wanamaker Philadelphia Store says: "A horse." W-h-y? Because a horse's business is to keep in the straight path; to be bothered with nothing by the wayside; to be guided only by the reins of the driver.

Many merchants wear "Blinders" and don't know it. They have been looking straight ahead and have paid no attention to things around them. They are "Blind" to the details of their business. **Blind** to the fact that their clerks are **forgetting** to charge goods. **Blind** to the fact that they are making **errors** in their accounts. **Blind** to the fact that they are spending a large part of their **profits** in doing **useless** work. **Blind** as to their actual **financial condition**. Why are they **Blind**?

Because they have **no system** in their business. If they used the **McCaskey Account System**, they would see their errors and correct them. It's the **system** that drives **dull care** away and gives the merchant time to look after the details of the **business**.

Our **catalogue** is **free**. Do you want it?

The McCaskey Register Co.
Alliance, Ohio

AGENCIES IN ALL PRINCIPAL CITIES

Judson Grocer Co.

Grand Rapids, Mich.

acts as distributing agent for our well-known and well-worthy

WHITE HOUSE COFFEE

which is a product of our house we are mighty proud of. It will pay you well to handle it—not only in "shekels" but in satisfaction in KNOWING that in QUALITY you have the "cream right off the top of the can." ❀ ❀ ❀ ❀ ❀

Boston ————— DWINELL-WRIGHT CO. ————— Chicago

less, indifferent credit man who makes the trouble—never the strict one. The careless one lets the account run up and then gets nervous and insists on payment of the whole amount all at once and if the retailer doesn't come up to the scratch in double quick time, he forces collection and the unfortunate merchant goes to the wall.

You can afford to be frank with the credit man. Don't shun him when you come to town. Call on him and have a good chat. He will be glad to see you. Remember he hasn't the opportunity of visiting you that the salesman has and for all you know he may be even a nicer fellow than the salesman. If your bill becomes due and you want a little more time, write him about it. Remember yours is only one of two or three thousand accounts amounting in all to thousands of dollars and he must keep the money coming in. You can help him by making your payments promptly, and it will help you, too, because he is often asked for his opinion of you and it will be well if he can give a good one.

And when the credit man notifies you that your account is due and politely intimates that he would be pleased to have the money, don't fly off the handle and write sarcastic letters. He hasn't insulted you. He hasn't questioned your credit. He had plenty of time for that before he filled your order and the fact that he did fill it should be sufficient evidence that he trusted you and believed you would do as agreed. Don't let his faith in you be shaken over such a trifle and if the time ever comes, as come it may, when you are beset with trouble on every hand, when everything seems to be going against you, when you are sick at heart and discouraged and failure stares you in the face, go to that credit man, tell him frankly of the situation and he will take you by the hand, tell you what to do, offer his own services and those of his house, encourage you to renewed effort and in all ways exemplify to your satisfaction the true spirit of the brotherhood of man or he is different from any credit man I ever saw and doesn't deserve that honorable title.

Town Must Grow Upward.

Negaunee, June 12—The question of how the city is to expand to take care of its growing population is an interesting problem just now. It is not likely that any more platted additions to the city will be made for some years to come for the reason that there is no more land to be had for the purpose contiguous to the residence districts. About the only lots now to be had are owned by private individuals, and almost prohibitive prices are asked for these.

No great hardship is felt as yet, but when the new mines now being developed are employing their full quota of miners conditions will be different. The city will have to grow, but how and in what direction, circumscribed as it is by land owned by mining corporations, are vexing questions.

Owosso Secures Good Industry.

Owosso, June 12—The sale of the plant of the Owosso Carriage Co. to the Jackson Sleigh Co. adds another to the list of this city's industries. No bonus is asked. The company will be giving employment to 150 hands within a year.

The work of adjusting the insurance on the property of the Estey Manufacturing Co., destroyed by fire recently, is being carried on as expeditiously as possible. The company expects to be allowed for a total loss, in which event it will receive \$88,000.

Charles E. Rigley, Treasurer of the company, speaking of the loss, said: "The fire could not have come to us at a more inopportune time. We had our glass and hardware and all other needed material sufficient to run to the first of the year without any further expenditure on our part except for labor. The material had all been purchased at the low prices that have prevailed, and we were in a position to profit by our investment. We realized the amount of insurance carried was small compared to the risk, and had schedules made out for additional insurance to go into effect May 20."

J. N. Zimmerman's baseball bat factory is closed down for a week to permit the installing of more machinery.

The Price health food factory is running two full forces of helpers, day and night, so great is the number of orders on hand. This factory is now doing the largest business in its history.

Secures a San Francisco Industry.

Lansing, June 12—Two new manufacturing institutions have been secured for this city by the Business Men's Association during the past week. One of them is the Oriental Bedding Co., of San Francisco, which was destroyed when that city was visited by the earthquake. The name of the other factory is not given out by the Business Men's Association, as there are said to be some details yet to be arranged. It will employ seventy-five men. Factory buildings have been secured for both companies.

All the banks here have entered into an agreement to keep open Wednesday afternoon and evening for the accommodation of the factory employees, who are paid off in checks on that day.

Ground has been broken for the new Bijou theater to be erected by A. C. Bird at the corner of Capitol and Michigan avenues. A very attractive building will be erected, and it will be occupied by D. J. Robson, who conducts a vaudeville theater here.

A jurymen went to sleep the other day during the closing speech of counsel in a case in an English court. The judge had him awakened and sternly rebuked him. "My lord," said the juror, "I was under the impression that I was sworn to give a verdict according to the evidence, not according to the speeches."

BOUR'S

Quality
Quality
Quality

There is a fashion in

Coffee

as well as in dress. Bour's coffee
is the accepted standard

Unquestionably the Best

The largest, most modern, high-grade roasting plant
in the world. Branches in principal cities.

Sole Packers of the
celebrated
Royal Garden Teas

The J. M. Bour Co.
Toledo

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.

THE NEW IDEA.

The Chain Store Method of Merchandizing.

Like every other class, the merchants of America frequently find themselves confronted with a New Idea. Thirty-five years ago I distinctly recall the uneasiness—and in many cases panic—which prevailed as the result of the inauguration in all parts of the country of the patron of husbandry or grange stores, as they were then called. So industriously was the scheme worked and so effectively were the passions and prejudices of the consumer played upon that predictions were frequently made that the days of the middleman were numbered and that the co-operative store would supersede the regular merchant in every locality in the country. Millions of dollars were expended in the formation of associations and corporations for the purpose of demonstrating the truth or falsity of these ideas. In most cases the money was lost, because the management of the stores was almost invariably placed in the hands of some one who would work cheap—usually a loud-mouthed exponent of the rights of the consumer, who had made a failure of farming and was ready to undertake the exploitation of the New Idea. There are no grange stores any more, but there are regular merchants in every city, town and village.

The next New Idea which disturbed the serenity of the merchant was the department store. It was very generally predicted when the department store came into existence, about twenty years ago, that it would sound the death knell of the regular trader, but the prediction has not proven true and time and experience have demonstrated that the regular dealer has a secure tenure on his position, providing he conducts his business along right lines and lives up to his opportunities.

Less than a dozen years ago the modern mail order house began to cause serious apprehension. Many then foretold that the catalogue merchant would supersede his old-time brother, but, in spite of this prediction and in spite of all fears that have been expressed and the worry that has necessarily ensued, the regular dealer is still in business and by adopting modern methods and up-to-date ideas, he will not only be able to continue, but firmly maintain his position as the proper medium of distribution between the jobber and consumer.

This may seem like a broad statement, but I happen to know of many localities where the dealers have succeeded in meeting the competition of the mail order houses with satisfaction to their customers and with profit to themselves. This has been done by figuring in each case the cost of postage, money orders and expressage or freight transportation and also by getting the customer to take into consideration the advantage he enjoys in being able to exchange his purchases in case they are not satisfactory, which is not a

privilege accorded him by the mail order houses.

Now another New Idea confronts the retail dealer in the shape of the chain store. The alarmists along this line point to Jas. Butler, of New York, with his 160 stores; to the Philadelphia man with his sixty stores; to the forty stores in Boston; to the thirty-five stores in Rochester, as well as the eight drug stores owned and operated by the young woman in Cincinnati. The chain store is certainly a New Idea and I believe it has come to stay, because it is based on correct theories of business. As a rule, the head of every establishment is a stockholder of the owning company or has a direct or indirect interest in the profits of that particular establishment. By means

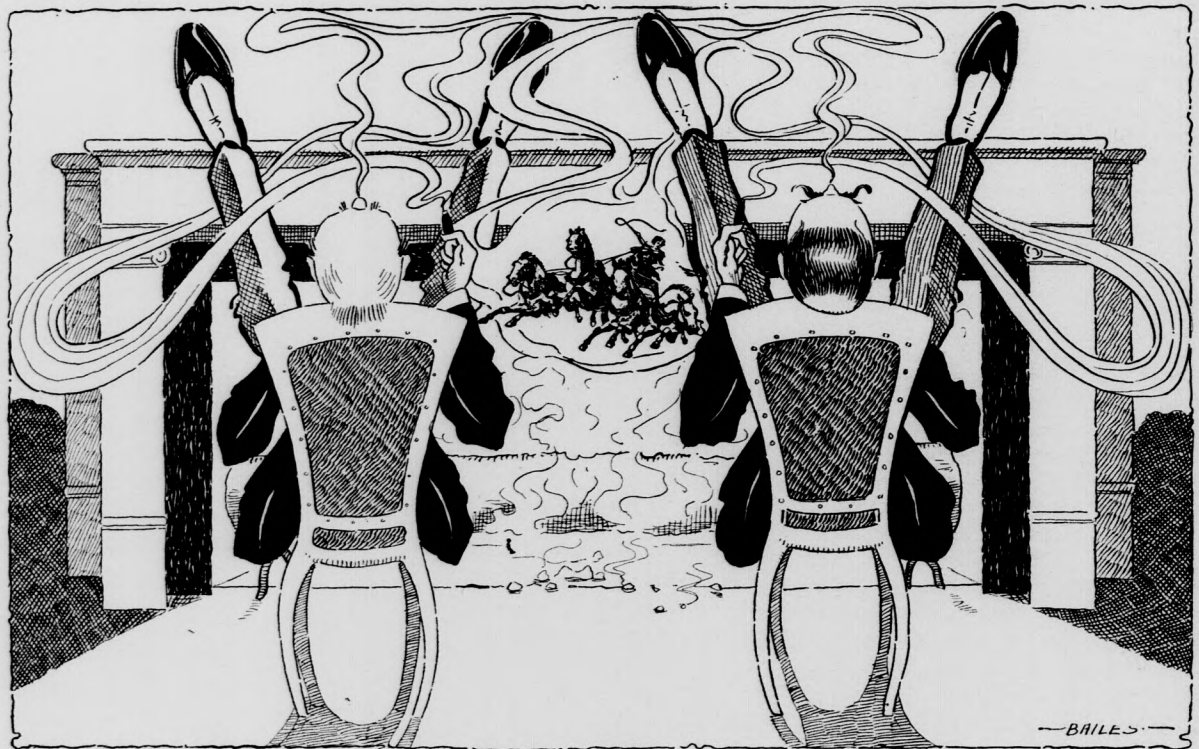
of the chain store, the buying feature can be reduced to a science and a degree of uniformity can be brought about in the handling and distribution of goods that cannot fail to work to the advantage of all concerned. The chain store affords an opportunity for the best and brightest men to work to the front, because there never has been a time when merit would not assert itself and, in my opinion, there never will be. Furthermore, the chain store does not seriously interfere with the business of the regular dealer, because it does not deal in trashy goods, employ cheap clerks or, as a rule, undertake the expense of delivering purchases oftener than once a day and sometimes not at all.

The regular merchants of this

country have survived the co-operative store, the department store and the mail order house and they will manage to live through the coming ordeal with the chain store because they are close to the people and can never be supplanted by any New Idea so long as they keep in close touch with the Chariot of Progress and adjust themselves to the changing conditions which are constantly appearing in the business world.

E. A. Stowe.

An Irishman called as a witness in a case on trial at Cincinnati was asked: "Do you know the nature of an oath?" A broad grin spread over the face of the Irishman as he replied: "Indade, your honor, I may say that it is second nature with me."



The Ben-Hur Cigar

Helps Many a Business Man to a "Rest Easy" Place in Life

This brand is not a new one to make its bow and solicit trade favors. It has "made good" for a score of years alike to dealers and users, and is today acknowledged as one of the most standard of brands.

Acquainting your patrons with this cigar of rich, mellow flavor is not simply to win their trade for a short time, as is the case with present-day new brands, but their first enjoyment is transferred into an everyday-sought pleasure, and business men know that the short way to fight financial independence is in building up a big steady patronage. If this is your endeavor, the **Ben-Hur** will play no small part in bringing about such a result. Mail your order in today.

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

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

Got Satisfactory Results from a Small Investment.

Three years ago I was lukewarm in my faith. I had been then in my present store six months, my first venture in business for myself having been for eight years as a salesman in another retail store. I had found what I considered an opening in a neighboring city of about 14,000, and while I had contracted with the local newspaper for a three-inch space, one column wide, and had written a few changes in copy to fill it, I had about reached the conclusion that the charge for "advertising expense" entered on my book each month did not represent anything but expense.

One evening I received a sample copy of a magazine published for advertisers, and after reading it until midnight I went to bed believing that if experts agreed that a small space could be made to bring new trade to the advertiser I would be a dummy if I didn't at least try to make mine pay. I was consistent, at least, when I started in to advertise in earnest. I thought the ideal advertisement should show as well as talk goods; so I wrote letters to wholesalers from whom I bought shoes, telling each that if he was willing to furnish electrotypes showing the different lines I was ready to utilize good advertising space in pushing those shoes. I said that my "advertising man" (save the mark) would not use any large cut, and stipulated that all cuts sent me must not be larger than 1 1/2 x 1 1/4 inches. I admitted that this was an unusual size—most electrotypes furnished by wholesalers being much larger; but I went on to say that the cost (to them) of furnishing a smaller size, even if new ones had to be specially prepared for me, was far less than the expense I would have to defray.

Well, I got plenty of cuts, one wholesaler sending me enough to last four months, showing the footwear I bought of him posed in many positions; also a letter saying he would spend money to help along a shoeman who knew what he wanted, and who did not, like most shoemen, take any old sizes of cuts that were sent and throw them away without using.

I knew enough about printing to write for outline or "line cuts," rather than for half-tone cuts, the latter being no good at all for newspaper work. With my illustrations at hand my troubles began, for I decided to "change copy" with each issue of the daily paper. How I worried and bothered over those first advertisements. It used to irritate me to sit with a pencil in hand, without one single idea that I considered worth printing. By and by I got my system perfected. I pasted a proof of a cut on a sheet of paper, ruled the space until it corresponded to my advertising space in size and width, then took another sheet on which to write, sat down with the shoe in front of me and described every good point I could see in the shoe. Those first advertisements were not beauties, but they were not commonplace. They were awkwardly put together, but they handed out the facts in bunches.

If a sole was good and heavy I pointed out the manifest advantages of wearing heavy soles. If the heel was a Louis I threw a fit over the unusual "grace of line," and sometimes when I was bothered more than usual to find smooth words I guess I wrote as if I were a trifle mad—which I was.

I think it was about three weeks before I could trace an answer to one of these advertisements, and then a stout and puffing lady, whom I had never seen in my store, produced one of my advertisements clipped from the paper, much thumb-worn and dog-eared, and said: "Young man, you say you can sell me a pair of shoes for \$2 that are worth just \$5, and maybe more or less, but worth the two. Them devils down the strate have sold me shoes worth seven and eight dollars for two av them, and they fall aff me fate in wan week. 'Tis not blarney I want, but exactly two dollars' worth of shoes. 'Tis the square man you are to be claiming to give no more—go ahead."

I fitted her, and many is the "two dollar customer" she has brought to the store of "the young man who would tell no more than the t-r-r-uth in his advertisements."

Well, the advertisements changed every day, no matter how tired I was the night before. I took care to assort the store news, talking about a school shoe one day, on the next day a woman's very dressy, light-turned shoe, after that a little line of cacks, next exploiting a good shoe for men, and so on.

I soon found that by increasing my space to six inches I could leave a clean white margin of space around my reading matter, and so I increased my contract, for I could see the advertisements became more readable in that style, and I was careful to say no more than when I used a smaller space. I then had a cut of my signature made, writing it with pen and ink, and substituting it for the heavy style in which the printer first set my name; and this added greatly to the appearance of the advertisements. I advise every dealer to try it. I have continued the use of this cut because it has become a sort of trade-mark.

I soon began to write with greater ease, putting in little references to local happenings, or weather conditions. Just before some entertainment or "hop" I would mention it and the need of suitable footwear for those who were to attend, and I found that people began to speak to me about what I said in "the last advertisement." By and by the thought came to me, "If people who see the paper are interested in my advertisements, what about those who do not see the paper every day? How can I get after them?" So I arranged with the job printing department of the newspaper to reprint some of the best advertisements, after they had appeared in the paper. I used pretty good paper stock for these reprints, and began to mail a slip each week to every occasional out-of-town customer. That worked fine. Several persons came in each day, bringing the little slips, looking for the shoes

described, and to-day I have a list of more than 600 families who regularly receive these reprints, one, at least, each week.

I use these reprints in another way, too, and a good one. I enclose one in each package leaving the store, taking care to choose one describing a different style of footwear from the shoes it accompanies, but always a style of shoe that the purchaser may be expected to use.

This has been my advertising system, and it has paid well from the start-off. There is nothing especially novel about it, and perhaps to the persistency with which I have drummed trade through the medium of type may be ascribed all my success with my advertising experiment. Certainly it proved to my satisfaction that wholesalers are willing to furnish suitable illustrating material to any dealer who will go in to do advertising in a business-like manner. And while my advertising expense is (including postage charges) at least six times as much as when I first contracted for space, I can overlook the comparatively small total cost, in view of the fact that I am now selling at least four times as many shoes as I expected to sell at the expiration of three years, the date my store was opened to a skeptical public.—Shoe Retailer.

Medical student—What did you operate on that man for?

Eminent surgeon—Five hundred dollars.

"I mean, what did he have?"

"Five hundred dollars."

Mica Axle Grease

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

Hand Separator Oil

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

Standard Oil Co.
Grand Rapids, Mich.

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

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.,

of Michigan

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



DO IT NOW

Investigate the

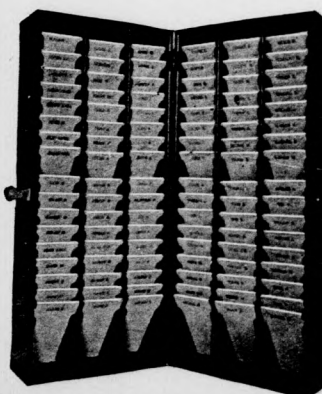
Kirkwood Short Credit System of Accounts

It earns you 5 1/2 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 1, 1898, March 19, 1901.



Cream Grading in Michigan.

At the solicitation of the State Dairy and Food Department, representatives of the various gathered cream creameries of the state met in the office of the department on April 25. The object of the meeting was to attempt a uniform system of grading cream throughout the state and paying for it according to quality.

The butter market is in bad condition. Large quantities of butter were stored last year and, owing to its quality, it has been worked off very slowly. A large per cent. of this butter was manufactured from gathered cream, and its poor quality is due largely to the poor quality of cream when it was received at the factory. The department feels that something must be done to improve the quality of the butter made from gathered cream. It was the consensus of opinion at this meeting that cream should be divided into three grades, as follows:

Grade one—Sweet cream containing at least 30 per cent. butterfat and free from bad flavors and odors, and not over two days old when delivered. For this grade of cream the highest market price will be paid.

Grade two—Cream may be slightly acid but must be free from bad flavors and odors, and shall contain at least 25 per cent. of butterfat. The price for this grade of cream will be 2c. a pound of butterfat less than for No. 1.

Grade three—In this grade will be included all cream that does not fulfill the requirements of grades one and two. The price of this grade will be 5c. a pound of butterfat less than for grade one.

All representatives present expressed a willingness to live up to this grading of cream, believing that the future welfare of the business depended upon it.

When it is considered that there is no great difficulty in having cream grade No. 1, the enforcement of these rules cannot be considered as severe. If proper cleanliness is observed in the production of milk and the cream is properly handled, there is no reason why all cream cannot grade No. 1 when received at the factory.

First—The stable and cows should be kept reasonably clean and the stable properly ventilated so as to be free from bad odors.

Second—The milk pails, strainer, milk and cream cans and cream separator should be kept scrupulously clean. They should be rinsed in cold water immediately after using, then washed in warm water containing a little salsoda or dairy washing powder (this washing powder should not contain soap), and then scalded in boiling hot water or steamed and then drained and, if possible, set in the sun to dry. Use a brush in washing the utensils rather than a cloth. Do not wipe with a cloth.

Third—Immediately after the milk is separated the cream should be cooled down to the temperature of good cold well water. This can be done by setting the cream can in a tub of water and stirring the cream until it is of the same temperature as the water. The water must be changed occasionally to keep the cream at this temperature until ready for shipping. It does no particular good to cool the cream and then allow it to become warm again before shipping.

Fourth—Never mix cold cream and warm cream together. After the cream is cooled to the temperature of well water, say 50 degrees, then the two can be mixed together. Emptying warm cream into cold cream nearly always develops bad flavors. If the cream is kept cool until delivered at the station or to the cream hauler, it ought to reach the factory in splendid condition.

The Dairy and Food Department will do everything in its power to assist in this attempt to have a better grade of cream delivered to the factories. The department is also interested from another standpoint. Under the pure food laws no one has a right to manufacture unwholesome or unsanitary cream or milk into butter or cheese. Colon C. Lillie, Deputy Dairy and Food Com'r.

Some Things a Good Christian Would Not Do.

Written for the Tradesman.

'Twas almost ten o'clock and the customers had all gone home. Uncle Danny, the old grocer who keeps the village store, likes to have a chat with a friend when the day's work is done and the store is still as a mouse except for the fire crackling in the big round stove in the center of the room.

Uncle Danny dropped into the old arm chair which he has dropped into steadily for the past twenty years. Settling comfortably back, he stretched out his long legs as far as they would go and, taking off his eye glasses, polished them carefully and set them back on the end of his long nose. Looking quizzically over the gold edges, oddly enough for him he began with:

"Are you a Christian?"

Now that was a poser, wasn't it, and from Uncle Danny, too—Uncle Danny, who was never known to go to church two consecutive Sundays in his life!

"Well," said I, answering the best I could, "I sometimes make a hit at it, but I can't say that I'm always a success in that line."

"Well," that's better'n nothin,' I suppose," asseverated the old merchant, "but I fear we don't 'hit it' any too often, eh?"

"I'm afraid not," I answered.

"I've no use for just a 'sounding brass and tinkling cymbal' sort of religion," said Uncle Danny. "What I like to see is the real thing—the sort of stuff that takes a hold on a fellow, and is just as good for any day in the week as it is for Sunday; the kind that makes the proud and haughty dame acknowledge the timid salutation of the one inferior to her in social standing, and not only speak when they meet alone

Order

Noiseless Tip Matches
Pineapples
Messina Lemons
Cheese
Golden Niagara Canned Goods of

C. D. CRITTENDEN, Grand Rapids, Mich.
Both Phones 1300

Sell

Butter
Eggs
Produce to

3 N. Ionia St.

SEEDS We carry full line. All orders filled promptly the day received.

Clover, Timothy, Millets, Seed Corn

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

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.

NEW CHEESE

"Warner's Cheese"

BEST BY TEST

Manufactured and sold by

FRED M. WARNER, Farmington, 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.

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.

ESTABLISHED 1876

MILLET AND HUNGARIAN SEEDS

If can offer beans, any variety, mail sample with quantity and price.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Are You Getting Satisfactory Prices

for your
Veal, Hogs, Poultry and Eggs?

If not, try us. We charge no commission or cartage and you get the money right back. We also sell everything in Meats, Fish, Etc. Fresh or salted.

"GET ACQUAINTED WITH US"

WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.

Both Phones 1254

71 Canal St.

but also when walking with those of her own so-called set. I like the brand of religion that impels the rich man to extend a kindly greeting to the ragged newsboy on the street, so that he may not be so absorbed in his money-getting that he forgets the gamin is a human being. Why, one of the finest men in Grand Rapids used, all one summer, to salute, with the grace of a Chesterfield, a ditch-digger who was working on the road he lives on. The ditch-digger was Irish. The two came to have a very kindly feeling for each other. At noon the gentleman used to stop a few moments to cheer himself up with some of the other's 'funnygraphs,' as he called them to himself, and the Irishman got equal good of the relaxation, and by the end of the work both were loath to part. The gentleman had learned as much from the acquaintance as Pat. The unbending had not lowered the gentleman in the least and it had made the ditch-digger's labor much lighter.

"I like to see the man who is well-to-do occasionally send his dreary old washwoman a turkey—outside of when it is Thanksgiving or Christmas or New Years. If the tenets of Christ are worth anything the rich church deacon should once in a while send a ton of coal to the poor man out of work. He may come to grief himself sometime.

"I like the sort of religion that goes deep enough to make a man treat his wife as if she were a queen walking on velvet and roses. Let him recall the time he stood at the altar and promised before God and man to 'love, cherish and protect.' Let him search his heart and see if he has preserved that feeling of reverence he had for her when he bound her to him. I once knew a man (had 'cess to him!) who was the epitome of cruel selfishness to his wife for years and years. In the first place, they were mismated. Her disposition was of the timid, the shrinking kind. During all her married life she allowed her husband to buldoze her, to browbeat her, to be a regular scolding old fishwife to her. I say 'allowed him' to play the tyrant—she never could have preserved the ghost of peaceful living had she not let the brute have his own way in everything. After many years of wretchedness on her part, the poor little saint died. By good rights the old skinflint should have gone first by a decade at least, but he hung on long enough to wear her spirit utterly out, and dropped her into the grave without a tear. He pretended to be a Christian. But deliver me from sitting in the same pew with such. I don't pretend to be a Christian, but I'd sooner take my chances of Heaven than his.

"I know more about the faults of men than of women, but there's a type of women that will stand mighty little show for future bliss when Gabriel blows his horn—I mean the sort who, by word or grimace, will swear away the character of one of their sex without a qualm. They come right out and make no bones of such diabolical defamation, while others, with half shut eyes and innuendo, will accomplish the same result. If they got their deserts they would be stricken deaf and dumb for the rest of their mortal lives."

And here Uncle Danny got up and gave the fire such a vigorous punch that it looked as if he wished the women he had been inveighing against were in there, with him at the handle end of the poker.

"I've no patience with 'em," he exclaimed, "and if I had my way there'd be such a strenuous law against slander that there'd be a stop put to it. My wife has her failings, like the rest of us, but there's one good trait about her that counterbalances all the rest of her little faults, and that is, I have never known her to talk against a woman's reputation. She says that Goodness knows her sisters have a hard enough time to get along in this world without being helped to perdition by the lying tongues of their own number. An' I reckon she's more'n half right about it."

Soon after I left, Uncle Danny putting up the old-fashioned shutters and closing up the store with growling grunts of dissatisfaction.

John Burton.

The Lobsters of Crusoe's Island.

From Robinson Crusoe's Island has come a man looking for capital to invade the quiet of the celebrated spot with a lobster-canning factory. He is Juan Calasaff, a Chilean, with up-to-date ideas regarding what is necessary these days to place a business enterprise on a sound footing, and while he knows where the toothsome lobster abounds, he is aware that money is quite essential to the establishment of a proper canning factory. He has the lobsters, and he is looking for the man of money.

Calasaff lives on Juan Fernandez, utilizing all the resources but the lobster beds, and brings a roseate account of the possibilities that are open to any enterprising American who will engage with him in marketing the product of the island waters. Few spots in the world have such an abundance of lobsters, says Calasaff, and the open season of nine months there makes it possible to gather a great harvest. There is a population of 180 persons on Juan Fernandez, but in all the island there is nobody with sufficient means to take advantage of the one great op-

portunity to get rich and add to the fame of Robinson Crusoe's Island. So Calasaff has come to the grand republic of the North, as the Chileans call it, to finance the enterprise.

A Bigger Man.

"President Roosevelt is a pretty big man, isn't he?" queried the fellow with his legs stretched across the aisle of the street car, of the old gentleman, who was trying to look as harmless and humble as he could.

"Yes, sir, a pretty big man," was the reply.

"Almost as big as a king?"

"Yes, sir, almost."

"Has to have a bodyguard wherever he goes?"

"So I have heard."

"How many men do you think there are in the United States who want to kill the President?"

"Three or four, perhaps."

"And how many men do you think

there are who want me blotted off the face of the earth?"

"Dear me, but I can't say," answered the old gentleman as he rubbed his hands together."

"Over twenty, sir, and more coming every day!" exclaimed the other in a tone of pride, "and don't that prove, sir—don't that prove that I am a bigger man than the President?"

"Lord! Lord!" gasped the old gentleman as he rose to get off of the car, "but what a season this has been for philosophy!"

Vanity is the spice of life.

We want competent
Apple and Potato Buyers
to correspond with us.
H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.

NOW IS THE TIME we can handle your small shipments of fancy fresh gathered eggs at good prices for you. We do not have to sell at any old price to clean up if we are unable to sell for what we value them at, we run them through the Candling Dept. and you get the benefit.
L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
Established 1865. 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.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers

Established 1873

BALLOU BASKETS ARE BEST

A Conundrum For You

Why are Ballou Baskets like hard boiled eggs?

Because they can't be beaten.

STOP GUESSING

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NOT ALWAYS IDLERS.

Heirs of Great Fortunes Sometimes Take Life Seriously.

Of the multimillionaires of the coming generation, the richest by far, in expectation, is a little girl, Margaret Carnegie, who will be some day the wealthiest woman in the world, inheriting the bulk of her father's enormous fortune, estimated at \$300,000,000.

Margaret Carnegie, who is about ten years of age, is the only little girl in the world who is proprietor of a palace in her own right. The palace in question is on upper Fifth avenue in New York, opposite Central park, and it cost \$2,000,000. Four years ago it was given to her by her father as a Christmas present when newly completed, and she (the key of the great front door being placed in her small hand) was the first person to enter the magnificent dwelling.

Another of the great multimillionaires of the next generation is now a baby—a boy baby, who lives in Providence. His name is Brown, and he is the son of the late John Nickolas of that name, who, dying a short time ago, left a great endowment to Brown university. It was Baby Brown—already the possessor of \$18,000,000 in his own right—who, with his own hands and a trowel, the other day, his mother aiding him, laid the corner stone of the principal building provided for by the legacy in question, contributing, for formality's sake, the requisite dab of mortar.

There has been a tendency within recent years for rich men in America—the practice seems to have been started by the Vanderbilts—to leave the bulk of their property to their eldest sons, after the European manner, with a view to keeping the money together and maintaining the importance of the family. Thus it is likely that most of the millions of George Gould will go to his oldest offspring, young Kingdon, a dark, frail looking youth, who, by the way, bears a remarkable resemblance to his grandfather, Jay Gould. The Gould estate is supposed to be worth about \$100,000,000, and George Gould's personal wealth is estimated at \$35,000,000. Young Kingdon, who is barely twenty years of age, has been trained by his father in vigorous outdoor sports, and, although delicate, is a good polo player.

E. H. Harriman, whose fortune is estimated at \$20,000,000, has two boys, the elder being sixteen years of age. They have been brought up on his great estate called Arden, which is three miles from Tuxedo and comprises several thousand acres. From their father they inherit a fondness for horses, which, next to money making, is the millionaire's passion. The only photograph of himself that for many years he has been willing to have printed represents him holding the reins over a fast trotter.

Ogden Reid, who will inherit the New York Tribune and probably some share of the millions of D. O. Mills, is at present a junior at Yale. He is a handsome young fellow, tall, swarty, and with regular features. Last fall he had his nose broken in

a football game, and the services of a skilled specialist were required to straighten the organ.

The future head of the sugar trust is even now in training for that responsible position. He is Horace Havemeyer, a youth of twenty, taller than his father, H. O. Havemeyer, (Who, by the way, is supposed to be worth \$30,000,000), and finely set up. When a choice was given him between college and business he elected for the latter, and ever since then he has been working as a clerk in his father's office.

H. H. Rogers, Jr., is the son of the great Standard Oil magnate, whose wealth is estimated at \$75,000,000. He is twenty-six years of age, dark, slight, a trifle above medium height, and with sparkling black eyes. He has a vivacious manner, and is fond of tennis and other outdoor sports, though not specially expert in any. He is married.

Another of our future multimillionaires, Ralph Pulitzer, who will inherit the New York World and a fortune not far from \$10,000,000, was married recently to Miss Frederica Webb, a daughter of the Vanderbilts. He is a handsome young man, dark of complexion, a graduate of Harvard, and twenty-four years of age. He has not been brought up to be an idler, but helps his father in business matters and has an office in the World building.

The most popular of all the Rockefellers is young William G., the oldest son of William Rockefeller, who, though poor compared with John D., is understood to be worth at least \$75,000,000. He is tall, dark, and has charming manners. He entertains a good deal and has a fad for beagles, his favorite amusement being the hunting of rabbits. It is a fact worth mentioning incidentally that, for the sake of avoiding conspicuousness, all of the Rockefellers in New York live on side streets, excepting only the father of this young man, whose house on Fifth avenue is exceedingly unpretentious.

Everybody knows about John D. Rockefeller, Jr., who is the only son of the richest man in the world. Born, as one might say, in the limelight, he can not escape its glare, although a more quiet and unostentatious young man could not easily be found. He is thin, dark of complexion, studiously inclined and afflicted with nervous trouble. Owing to the extreme respectability of his habits, and to his inclination for religion, he is frequently represented in the newspaper cartoons as wearing wings.

Ogden Mills, the expectant heir of D. O. Mills, and, therefore, the probable future owner of a fortune of something like \$15,000,000, is now at the Harvard law school. He does not mean to practice law, but needs the knowledge in order to equip him for looking after the interests of the great estate. His age is 24.

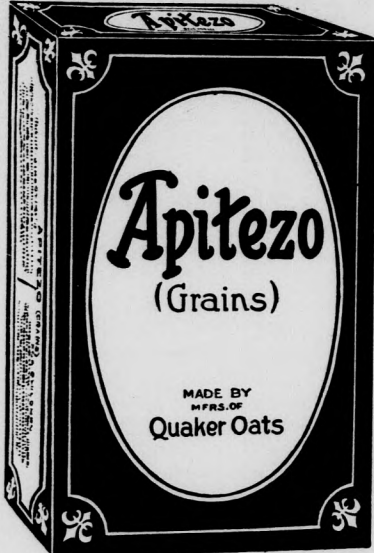
Another young collegian, a senior at Yale, is Stuyvesant Fish, Jr., whose father's fortune is estimated at \$8,000,000. He is good looking, an inch over six feet in height (inheriting his father's gigantic stature), and possessed of exceptionally charming manners.

August Belmont, Jr., is the heir to \$20,000,000, notwithstanding which fact he works in his father's bank, in New York, which represents on this side of the water the interests of the Rothschilds. He is a Harvard graduate, 24 years of age, and recently became engaged to a charming young lady, Miss Rosalie de Golcuria—a match of which August the elder heartily approves.

Robert L. Gerry is a nice looking man of 29, of medium height, and clean shaven. He is the son of Elbridge T. Gerry, who is supposed to be worth \$20,000,000. Young "Bob" is a great "sport," and particularly fond of horses.

The greatest all round sport of all the young millionaires is William K. Vanderbilt, Jr., who has made a dare devil reputation at racing automobiles. Apparently, the desire to be in some other place at the earliest possible moment, whether he has any object in getting there or not, amounts to a disease with him; and his restlessness is so intense that at his country place on Long Island motor cars and a yacht are kept waiting for him at all hours of the day and night, ready to take him anywhere at a moment's notice. He is of slight build, a couple of inches under 6 feet in height, and wears a black mustache. When the family break occurred a few years ago, and his mother married O. H. P. Belmont, he took the side of his father (his brother Harold going with his mother) and he will undoubtedly inherit the bulk of the \$80,000,000 which William K., Sr., has to leave.

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certainly has made a wonderful record. In 26 years of actual experience it has taken care of its contracts promptly at a cost to the members that seems remarkable. Highest cost age 30 per year per \$1,000, \$7.50; age 40, \$10; age 50, \$12.50. For full information phone or write

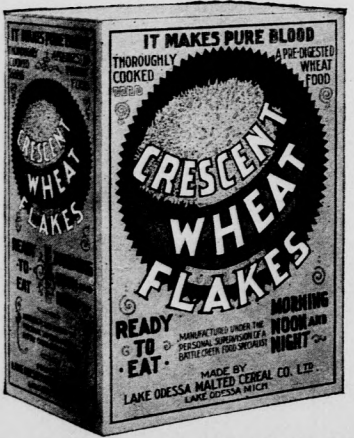
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These are really something very fine in way of Canned Goods. Not the kind usually sold in groceries but something just as nice as you can put up yourself. Every can full—not of water but solid and delicious food. Every can guaranteed.

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No specialty man to take your profits. Sold at 10c makes 50 per cent. profit. Sold at 3 for 25c, 25 per cent. profit. Quality guaranteed. Package full weight. Quality. Quantity and Price.

\$2.50 per case, 36 16-oz. packages
\$2.40 in 5-case lots, freight allowed

Special Deal Good Until July 1
One Case free with - - 10 Cases
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For Sale by all Jobbers
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LAKE ODESSA MALTED CEREAL CO., LTD., Lake Odessa, Mich.

J. Pierpont Morgan, Jr., is a heavily built young man, of medium height, with strong features, and a dark mustache. He is an only son, although he has several sisters. For a number of years past he has lived in London, where, being married, he maintains a handsome establishment. Like his father, he is a patron of the fine arts. Nobody knows how much J. P. Morgan, Sr., is worth, but it is likely that \$75,000,000 would not be far from the mark.

When the late William C. Whitney died he left only \$3,000,000 to his second son, Payne Whitney, who, not long ago, married Helen Hay, daughter of the late Secretary of State. This probably was due to the fact that, at the time of Mr. Whitney's second marriage, the family of the first Mrs. Whitney was opposed to the match, and the boy Payne went to live with his grandfather, Oliver Payne, the Standard Oil millionaire. When the latter passes away, Payne Whitney doubtless will inherit the bulk of his fortune, which amounts to something like \$40,000,000.

As a rule these heirs to multiple millions, who are to be rich men of the coming generation, are not idlers. Most of them are disposed to take life more or less seriously, and to undertake the business of existence on work-day principles—possibly realizing the fact that mere amusement, delightful as it may be for incidental purposes, is, as an occupation, the most wretched and unsatisfactory in the world. Rene Bache.

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 of 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 no 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-laws were ransacked, pumped, milked. In all a steady seige 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, day-

light 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—supping 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 drifts into the irreclaimable. Howard L. Stokes.

The man who can't afford a watch is always the first to denounce the vulgarity of the fellow who wears one with his dress suit.

Window Displays of all Designs

and general electrical work.
Armature winding a specialty.
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If you wish to buy or sell either carlots or less, get acquainted with us. We have had experience. We give you the quality and price that bring duplicate orders. We quote you our "Wizard" winter wheat flour at \$4.20 per barrel in assorted sacks F. O. B. Grand Rapids. Same Price to everybody. See? Call and know us better.

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and take chances in the purchase of COFFEE?

Why not TIE UP up to a RELIABLE HOUSE?

Our own buyers in the coffee growing countries—our immense stock of every grade of green coffee—enable us to guarantee *UNIFORM QUALITY every time you order—and best value at the price.

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*Who else can do this?



HOW TO DRESS.

How a Young New Yorker Earned a Living.

The newest business in the world was established recently in New York and a young society man, who was suddenly bereft of fortune when his father died and was found to be in debt, instead of being a millionaire, has established it.

His card reads, "Professor of Personal Appearance," and already his modest little office in a big uptown office building is lively from 8 a. m. until 6 p. m., the little reception room, in charge of a pretty girl, containing many callers, while in the consultation room the "Professor" plies his profession.

His "profession" consists in telling men how to dress. He makes a careful study of each man, furnishes each "patient" as he refers to his callers, with a typewritten report, explaining to them what colors, textures, and cuts of clothes to use, on what occasion to wear them, and besides that, supplies them with detailed instruction in dressing, dealing in ties, gloves, shoes, hosiery, as well as in the "suits" themselves.

This young man is eminently suited for the "profession" he has adopted, as he was known in society until a couple of years ago as one of the best dressed men in New York. He never overdressed, and his clothes did not cost him nearly as much as those of some of his fellows, yet he always looked better than they. He had taste in clothes, and in a \$15 "hand me down" he looked better dressed than some of his fellows who paid large sums to fashionable tailors.

After his father's death he spent about two years straightening out the financial tangle, and then found himself possessed only of some unprofitable pieces of real estate and a couple of hundred dollars. He had expected to succeed his father in business and knew no other line. He had no trade and no special training.

He decided to use his accomplishments. He figured, he says, on dancing, music and autoing—and found that the professionals outclassed him in every line. Then the idea of "professor of personal appearance" came to him and he decided to try it.

At first he did not advertise, except through "his loving friends," whose jests and jeers really advertised him better than anything he could have done just then. The friends who had money called as a joke and permitted him to prescribe for them. He charged a fee of \$2 per consultation, and insisted that he was saving them money on their clothes at that.

The results proved to the jokers that the joke was not a joke. They found that the clothes he prescribed for them looked better on them than anything they ever chose for themselves. Also they found that because he explained to them exactly what to get they knew what they wanted

when they consulted their tailors, and thus kept the tailor from selling them "something better" at a little higher price.

His greatest trade is among young men, especially young business men, who have no time to think of styles or clothes until suddenly called upon to attend some function. On these occasions they consult the "professor of personal appearance," and for \$2 avoid the possibility of wearing anything not in good taste.

But his best paying business is among business men who desire to make a good appearance and know nothing of the science of dress. He prescribes collars that make a man appear tall or large; shoes, the shape of which make the feet appear neat even when elephantine; clothes cut so as to add to or detract from the man's appearance of height or weight, as desired.

"My greatest pleasure and profit," remarks the professor, "lie in adjusting the man to his clothes. Women know all about the science of dress. If they are short, shoes, hats, hair, the stripes of their gowns, their collars, and everything they wear is selected to make them appear taller. If they are too fat, instead of reducing weight, they select clothes that make them look merely plump.

"I have applied this woman's science to men, and the results are surprising even to me. Only a few days ago a short, fat man came in for advice as to his business suits. I examined his clothes. That man was wearing a checked suit, the most pronounced thread line of which ran around him, adding to his squat appearance.

"I suggested that he permit me to select his clothes instead of merely prescribing for him. I began with the hat, choosing one a trifle higher than he had been wearing. Then I selected a medium length sack or business suit, with a pronounced stripe running up and down; selected a collar that was low, showing a bit of his neck, and made up for that by having the coat collar cut low, and only slightly turned over. He confessed that he looked two inches taller. Besides that I added an actual half inch in the shoes.

"For most tall men who come to me I select checked goods, with the pronounced stripe horizontal, and strive to adjust the height of their hats to the shape of their faces. One man, who is over 6 feet tall and extremely thin, I reduced—in appearance—more than two inches by merely suggesting a change in the shape of his beard, and made him look about 5 feet 9 inches by selecting the proper stripes for his clothes.

"It really is no trick to deceive the eye in the matter of personal appearance. The man who shows his Adam's apple and five inches of scrawny neck ought to watch his wife hide her weak points and take the hint. The greatest change imaginable can be made in the appearance of the man merely by a change of neckwear. Most men think anything with three buttonholes in it will do for a collar if it is fresh from the laundry.

"My big commissions come from

The Cooper Clothing

is at the front in

Style, Quality and Price

Always satisfactory in

Make, Fit and Value

H. H. Cooper & Co.

Utica, N. Y.

Grand Rapids, Mich., May 1, 1906.



To the trade:

The dogwood is beginning to blossom and the festive catfish to bite. Spring is here and with the rising of the sap we feel a swelling pride in the success we have had with our overalls. It has taken hard work to persuade a good many dealers to tackle the new prices, but earnest effort and honest goods will always win, and with merchants who have adopted our combination of quality and prices it has worked like a charm.

Because cotton is up is no reason that you should sell overalls for nothing for our combination of quality and prices will not only hold your trade, but give you a legitimate profit. Regular orders from dealers attest the high quality of our product and the popularity of our prices.

A COMBINATION ON BLUE OVERALLS THAT WILL ALWAYS WIN.

| | | | |
|------------|----------|-----------------|-----------------|
| 99-50 Band | @ \$4 75 | to retail @ 50c | your profit 27% |
| 99-B Apron | @ 5 25 | " " @ 60c | " " 37% |
| 100 Band | @ 5 50 | " " @ 60c | " " 31% |
| 103 Apron | @ 6 50 | " " @ 75c | " " 39% |

This combination takes care of the clamorous demand for overalls at the old price, makes your profit from 27 to 39% on your investment, and gives your customer full value for his money every time.

If you pay \$5.00 for an overall and sell for 50 cents, you are out your profit, and if you charge 60 cents for a \$5.00 overall you are out your customer. To be truly happy you should put these numbers in stock at once, and then you will awake each morning with a song upon your lips.

Give these numbers a fair show—we do the rest.

We hope for an early and substantial reply.

Yours very truly,

THE IDEAL CLOTHING CO.

these business men, but the small trade, which helps out my income, is derived from men who suddenly are called upon to be married, or be best man, or join a house party. They have been too busy making money to keep up with the styles, and, while they may have been the best dressed men in town a few years ago, they want to be certain they will be in correct form, so they rush to me for advice. They might find out much the same things by appealing to some good tailor, but they dread that, even while willing to confide in me.

"They want to know how, when and where to wear clothes and exactly what kind of clothes to wear at each occasion. Frequently they appeal to me to buy their clothes for them. I have had several big offers to throw my customers to certain tailors, but I never do that—as it would not be honest and would be unjust. I take my clients either to their own tailors or to some place where we can buy the exact cloth, and then I design the garments for them and let their own tailors make them.

"The great majority seek information concerning dress clothes. In these clothes the striped trousers for afternoon wear give some chance to add to or detract from the height, but wonders can be worked by varying lengths of the 'Prince Albert' coat and with the collars.

"The side stripe, which is permitted on all black trousers, should be left off by tall men, and used by short ones.

"Instruction in the use of the dinner coat is asked continually. I regard the 'Tuxedo' as a sort of dress smoking jacket and permissible only in hotels, cafes and for stag dinners. It never should be worn at any 'full dress' function.

"Style' really never changes for men, or at least the changes are so slight that they pertain only to the unimportant details which—paradoxical as it may seem—really are the important ones in dress.

"One of the new things this year is the narrow De Joineville tie of light silks, which, in white, adds much to the afternoon dress costume. The three button waistcoat, cut with sharp points at the bottom and with high neck, collarless opening, is an innovation and is worn mostly in high grade flannels.

"Another innovation is the turned up 'cuff' trousers, an evolution of the outing style which has come to stay in town. Yet, perhaps the most revolutionary innovation is colored velvet for dinner waistcoats, which is meeting with great favor in London and Paris, as well as New York. The cut is the conventional one, and the garments are being shown in purples and wine colors, with the ties made of the same material.

"This fall is to be a blue and black fall for men, and the fashion of shaping everything close to the figure, after the feminine style, will be accentuated. The overcoats, especially, are striking in following the figure, the waist line being more and more distinct and the skirts more flaring.

"These things make part of my work harder, as it is harder to hide defects of the figure when the clothes themselves must reveal it. However, in these cases most of my customers are willing to sacrifice style."

Stewart H. Hughes.

How To Manage a Wife.

A great many persons have suggested methods as to the best way to manage a husband, but it remained for a Eureka man to reduce to writing a set of rules for the successful management of a wife. The following rules were handed to a reporter after much persuasion and many promises not to reveal his identity by a business man who claims to have followed them to the letter during the last year and says they have never been found at fault in a single instance during that time:

Never contradict her. You are right, of course, nine times out of ten, and she knows it, but to tell her so makes her always unmanageable.

Never oppose her. When she sug-

gests that in the absence of the cook you get up and light the fire, do so at once, willingly and cheerfully. If she wishes you to walk the floor with the baby obey with alacrity.

Never deny her. Possibly she will exceed her allowance, but this is always your fault, because you are not man enough to support her.

Never be cross. When you come home at night, having failed once or twice during the day or been insulted by a total stranger, or with a large, powerful pain in your stomach, laugh it off and conceal your real feelings.

Never tell her the truth. When she asks you how you like her new hat or cloak swear that you think it is the greatest thing for the money you ever saw. When she shows you her new gown be lost in admiration. When she is cross and irritable tell her she is an angel.

Never disagree with her. When she suggests that you have a cold and need a hot mustard plaster grin and bear it. When she tells you she needs

a change tell her you are glad she mentioned it.

Never interrupt her.

This is the only way to manage a wife.

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.

Hermanwile
GUARANTEED CLOTHING



for Fall
is again
winning
golden
opinions
from the
trade and scoring
a bigger success
than ever before.

Sample Garments and
Swatches on Request

HERMAN WILE & Co.
BUFFALO, N. Y.

**"The Best Medium price
Clothing in the United States"**

BUSINESS BUILDING.**It Cannot Be Accomplished by Unworthy Methods.**

"Now, another way that a man can build a business," said a manufacturer of specialties, "is by making something different from what the other fellow makes—something unique and original. I remember when I was a boy away down in Kentucky that an old man named Gray used to bring ginger cake and cider and watermelons into town on election day and draw up his wagon on the shady side of the public square. There was a kind of a flavor to that ginger cake and a sort of sweet glaze made out of brown sugar over the top of it that no other ginger cake had, and he always tapped a barrel of cider that would bubble on your tongue when you first tasted it. It was good, rich cider and made out of crabapples. Nobody else had such cider. When you drank the other fellow's cider the roof of your mouth reminded you of a cankered brass kettle. This cider was soft enough to keep the constable off and hard enough to help old man Gray do a land office business. In short, he had made something that the other fellow could not make and something that his neighbor wanted to buy. He had planted those crabapple trees when he was a boy and kept the sassafras sprouts from growing around their roots. His neighbors could have done the same thing if they had begun early enough and worked as hard.

"I'll tell you, these people who are making things nowadays must always keep grubbing up sassafras sprouts, and if a man can, let him try to make something for the market that the other fellow can't produce."

"Yes, you're right about that," chimed in a hatter. "In my line of business there are scores of people making hats. Of course there are a few—and here the master hatter let a gleam slide over his face—"who make stuff in my line better than others do, but, still, no one of them has any great advantage over the others. But in some lines it is different. Just look at these incandescent electric light globes, for instance. The company that makes these has a cinch. Edison had an idea. He worked out this idea and put into practice."

"Yes, and I'll tell you another thing," spoke up the shoe merchant. "He hit on to a thing that fits into the needs of lots of people. If a man has a corner on canary bird food he can't do as much business as if he were to have a grip on all the wheat that grows. Everybody eats bread, but only a few women buy bird seed."

"But," began the silk buyer, "whenever there's anything like making bread where it's plain to any mind that there will be a demand for it, you will find a lot of people going into that business. It's a great deal better to start up something on your own hook that nobody else has than it is to start in on something that everybody is using and go into competition with others.

"In Chicago there's a firm doing a business of nearly \$500,000 a year—

and what do you suppose that business is? They are making a preparation which is said to take the kinks out of negroes' hair. Who would think that a business like that would amount to anything? Still, that firm's cleaning up bushels of money every year. Of course, there's an element of flimflam in the business. The stuff will straighten out the kinks all right, but after a week or two they will come back again."

"That is a good thing for my business," exclaimed the hat manufacturer. "It makes a continuous demand."

"Yes, you're right about that," continued the silk buyer, "but it would be better to make something that will last and give permanent satisfaction and meets a genuine demand on the part of the general public."

"Now, I know of a man who used to be a clerk in a grocery store in Kansas. He had saved up about \$100 when a stranded book agent struck his town and unloaded on him \$100 worth of cook books. The agent pictured in glowing terms the amount of money this grocery clerk could make out of the book business, at which the smooth and wily agent himself had made a fluke.

"The sucker bit. He went down in Arkansas and cleaned out that bunch of books inside of a week. He made more money than he had made in a whole month at shoeing flies off from molasses barrels. He bought another bunch of books and sold them out and still another.

"The next summer he struck a fellow that was selling these here parlor picture things—what do you call 'em? You put a sort of a do-funny up to your face and look through two glass eyes that make the picture look life size and have depth to it—just like the thing itself."

"You mean the stereograph," volunteered Joannis Carolianus.

"Thank you, John," answered his father's silk buyer. "Yes, sir; this fellow who had been a rube grocery clerk and had been done by a snagged book agent, let himself get it in the neck again, as one of these stereo-what's the name, John?"

"Stereographs," supplied Joannis Carolianus.

"Yes, as one of these stereograph agents handed him a bunch of those things. But the rube went down into Arkansas again and had the greatest success selling the pictures. The business at that time was on the bottle, but that fellow nursed this business carefully and to-day is making, in connection with his partners, a hundred thousand a year. He travels in foreign lands and his wife takes along a nurse for the youngsters.

"I've often laughed when he told me how and why he started in. 'I knew,' said he to me, 'that I was as green as a cymbling, but when that smooth agent showed me those things, he fanged me in the roof of the mouth and I couldn't get off the nook, either; but I argued that most of the people in the world were just as green as I was.

"After I'd been buying those things from a concern for a while, I concluded that I would get cameras

of my own and begin to make them myself. I felt that there was merit in those pictures. I, myself, had always wanted to travel, and when I looked at those stereograph pictures I felt that I was right on the spot. When I went out canvassing I saw that they pleased people, and I felt that what pleased people could be sold to them."

"In a little while I took my brother in with me and left my father to fill the orders that were sent in. Just we three worked this business then."

"And do you know, gentlemen," continued the silk buyer, "that this yokel of a Kansas grocery clerk to-day employe from 3,000 to 5,000 agents."

"Well, that fellow stuck to his business," remarked the specialty manufacturer.

"Yes, and sticking to it is one of the things that will help to win," replied the shoe merchant.

"Yes, sure," spoke up Watkins, looking straight at Joannis Carolianus—and perhaps obeying a request of the college boy's father—"attending to business will help to build a business; but at the same time there is no use in a man eternally drudging. The business man is the man of all men who should have some leisure time each day that he may devote to self-culture; and the professional men who are so set up about their accomplishments don't know just how cultured many business men are—men at whom they turn up their noses.

"First, a man should attend to his business to make a success of it. He

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Would you like to reduce your stock quickly?

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need not, of course, be quite so ignorant of other affairs as one of my actor friends once was. I am sure you've seen Eddie Foy. Eddie, you know, is wise in the ways of the world, but he was about the most verdant shamrock that I ever knew when he first went on the stage. He came right out of the Kerry patch of Chicago and made a hit on the first ball pitched. He was under the management of Henderson. After Eddie had caught on good and hard in a couple of plays Henderson sent him over to Paris to select costumes for a new extravaganza. Just before he left I met him in the street, and he said to me:

"George, come on and go over to Paris with me."

"I'd like to go the best in the world, Ed, but I'm afraid I can't."

"O, come off! And come on, anyway. I'll give you the time of your life. See here, I've just received a letter from Miranda (Miranda was the premiere danseuse of the company with Foy, and she is at her old home in Rome, and she wants me—see, here's the letter—to come down to It'ly.' Then, in an undertone, he asked, 'And say, George, on th' level, where is It'ly, anyway?'"

As the business men talked Joannis Carolianus, as it had been his custom at Harvard, made a few notes. These read: "To build a manufacturing business, faking won't work; use good material; make good stuff; create something new which people like, which will be used widely; stick to business."

Charles N. Crewdson.

Small Town Offers Superior Advantages to City.

I have traveled over every state in the union and believe that I am capable of pointing out an opportunity to many young men who are working in large cities and who find the road rough and tedious. The minds of our young men of to-day run in two separate channels, with but few exceptions. First, the country or farm boy whose one great desire is to enter city life, and, second, the city youth who thinks that there is only one place to get ahead, and that is on the farm. I think the country lad who enters city life has a better chance to get a start than the city youth who goes to the country, but that is not the point. What I started out to do was to point out an opportunity that has been overlooked, with but few exceptions, by the army of young men who are struggling to get ahead of the game in cities.

I want to point out to the young city man, and especially those who have saved up from \$500 to \$5,000, the opportunities that are lying open in hundreds of small towns and villages for live young men to start in business for themselves on a limited amount of capital.

It is well understood that to enter business in any of our large cities one must have a large amount of capital as well as good backing, or those who have soon will squeeze him out, whereas in the small towns and villages he does not have the powerful competition that he would be forced to meet in the larger cities.

I don't want to claim that a man can go out to the first small town and enter any kind of a business that happens to strike the fancy and have a paying business.

The northwestern states especially are full of opportunities for enterprising young men to start in business with a limited amount of capital, not that they have not enough stores to supply the demand, but because the average storekeeper in these new states came off the farm and does not know the first rudiments of modern merchandising or else is a failure on account of his lack of brains and push. There are country merchants who are just as wideawake business men as you will find in any city, but the percentage is so small that I feel confident that any bright young man can soon have a paying business in a short time.

The Dakotas, both North and South, are full of opportunities for all kinds of retail business, as well as good openings for small creameries, etc. I cannot think of a state in the union that does not afford opportunities for enterprising young merchants in their small towns.

I could cite three-score instances where young men from the large eastern cities have tried it in the smaller towns with gratifying success. Down in a little village in Iowa called Kalona, a town of 700 population, is a general store that carries a stock worth at least \$5,000 and requires two large storerooms to house it. This store is doing a business that would be considered a good trade in a city of 5,000 population. It is the fruits of the labors of a young man who formerly was a Chicago clerk, and being tired of the city and having about \$500 saved up decided to go to a smaller town and embark in business for himself. After looking over several small towns he at last decided on Kalona. He opened a "racket store" in a room no larger than some of us have for a bedroom, and for which he paid \$5 a month.

This case is not an exception. Had he failed I would have considered it more of an exception, for I feel confident that any young man who thoroughly understands the business that he embarks in can win success in the small town surer and sooner than he can in the large city.

F. M. Shortridge.

Putting Theory Into Practice.

Mrs. Nora Wiltse, who is an alumna of the University of Wisconsin at Madison, tells a story of Prof. M. Vincent O'Shea of that institution. Prof. O'Shea is known among educators all over the world as a writer, thinker and experimenter in the subject of child study. It is one of his principles that children should develop naturally, following their own inclination, without suppression or restrictive measures on the part of adults, and that valuable points for educators can be gained by taking notes on their course of action. He had a school in his own house at one time, attended by twenty-five or thirty Madison children, who were educated under this regime. Among them were the four children of the

O'Shea themselves, who were exquisitely pretty physically, astonishingly bright mentally, and of an originality all their own.

On one occasion a well-known professor from an Eastern university was a guest in the O'Shea household. The four little O'Sheas were all present at breakfast, and among the features of the latter were some delicious hot biscuit. The distinguished guest felt something soft and warm strike his cheek. He didn't understand, and presently he felt it again. There was a snicker from the four small O'Sheas, and he awoke to the fact that they were pelting his face with bits of hot buttered biscuit. He looked indignantly at the parents, to behold Prof. O'Shea writing busily, while Mrs. O'Shea raised a warning finger and said sweetly: "Don't speak, please. The Professor is making notes on it."

Locating the Ailment.

A New England statesman was referring to the dry humor of the late Senator Hoar, when he was reminded of the following:

One day Senator Hoar learned that a friend in Worcester, who had been thought to have appendicitis, was in reality suffering from acute indigestion.

Whereupon the Senator smiled genially. "Really," said he, "that's good news. I rejoice for my friend that the trouble lies in the table of contents rather than in the appendix."

There would probably be fewer brides if there were less trousseaux.

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Sacrifices Which the Marriage Relation May Impose.

It often is said, and generally admitted to be true, that the first year of married life practically determines the question whether that particular marriage is or is not a failure. In marriage, as in other undertakings, "a good beginning generally makes a good ending," and, therefore, much depends upon the way in which the married life is begun.

Young people, deeply in love with one another, sometimes fancy that the mere act of going through the marriage ceremony will insure them domestic felicity; but happiness is by no means to be obtained upon any such easy terms. Those who would be happy in married life must acquire the habit of "patient continuance in well doing," of giving and taking, of bearing and forbearing. The fact that husband and wife dearly love each other renders this easy, perhaps spontaneous, but it does not do away with the absolute necessity for such loving kindness.

In every marriage, however happy, there must be a certain amount of readjustment of comparative mental values, and this readjustment scarcely can fail to be accompanied by more or less disillusionment. For one thing, the point of view, masculine and feminine, is, as regards many things, totally different, and the bride who does not, during her honeymoon, have cause to conclude, in a flood of indignant tears, that "Men are just horrid!" is the rare exception.

Married people were gentleman and lady before they were husband and wife. The trouble is that they frequently appear to forget this. The necessary familiarity of their relationship (unless due caution is observed during the first year) is most apt to produce a carelessness and disregard for the feelings of each other, which is the essence of bad manners. Why should not a man be as tactful and as little disposed to find fault with his wife, or life partner, as he is with his partner in business? Why should not he entertain and amuse her as he does his friends and business associates? Why, also, should not a wife exert herself to please and entertain her husband as she did her lover? Much domestic infelicity is directly traceable to the custom which wives and husbands contract of thinking that the other "does not matter," of treating one another not only without ceremony, which is pardonable, but without consideration, which is inexcusable. "Familiarity breeds contempt." Newly married people should burn up in the fire of their ardent affection all little ways which are disagreeable to each other. Like government, marriage must be a continual series of compromises.

The central idea in marriage is reciprocity, community of interests, community of effort, community of purpose, with love and trust between

man and wife. Selfishness, carelessness, or tyranny, on one side or the other, disturb the equilibrium, cause discord instead of harmony, and lessen, if they do not entirely destroy, the marital affection which sanctifies the union.

The possibilities of marriage, its perfection where the conditions are wholly in harmony with each other, are but seldom fully realized; nevertheless, there is seldom any good reason why two people who are passably fond of one another, and who are possessed of ordinary good temper and common sense, should not be much happier together than they could be apart.

No matter how dearly people may love each other, there are comparatively few who can live together for any length of time and not disagree. Indeed, discomfort may be caused by the anxiety to please each other, as in the old story of the two Spanish grandees who stood all day bowing to each other at an open door, into which neither would precede the other, until the king decreed that they should enter arm in arm. A man who liked exceedingly the second joint of chicken helped his wife to it, as a matter of course, for weeks after their marriage. She preferred the white meat, but was also too unselfish to tell him so, seeing that he always appropriated it for himself.

It is highly essential to the success of a matrimonial venture that the newly married couple should begin life in something which they can regard as a home of their own. Many a marriage has turned out a dismal failure because two families have tried to live together as if they were one. It behooves one to keep upon terms of friendship or, in any case, of friendly neutrality with one's relation-in-law, and the best way in which to accomplish this result is not to see too much of them, nor at too close quarters; more especially during the first year after marriage, while comparative strangers to one another.

George Sand, the great novelist, was so unhappy in her marriage that she left her husband and wrote bitterly about marriage. The quarrel was caused by the fact that he used suddenly to leave home on long hunting trips and remain away for days at a time. He behaved in fact, as if he were a single man, and practically ignored the fact that he had a wife. This was an extreme case, yet the same thing in less degree is often the source of much matrimonial trouble.

No man ought to marry who prefers his club and his bachelor amusements to his home and his wife. But, on the other hand, no wife who is wise will insist that her husband shall give up all his old associations, still less his club and his friends. Such connections almost always are useful to a man, and, therefore, advance the interests of his wife in greater or less degree. It is a dire mistake to overcome a man with domesticity. She had best not do so for her own sake. Men who are too much around the house are seldom pleasant companions. They become fidgety, inquisitive, and are apt to interfere in household matters. A little absence

is a wholesome tonic for love now and then, and, moreover, the man who has no outside interests is rarely of much account.

It would be well if every man, and still more every woman, who marries could realize beforehand the indubitable fact that marriage is not a flower garden in which to dream away the hours but a field wherein one must hoe his or her own row and keep a sharp lookout for weeds, under penalty of failure. Marriage was not instituted for the sole behalf and benefit of the individual. Its great object was to found the family, and the moment its obligations are assumed its duties begin, and thenceforward ought to control and influence every act, certainly every important one, of life. Whatever the



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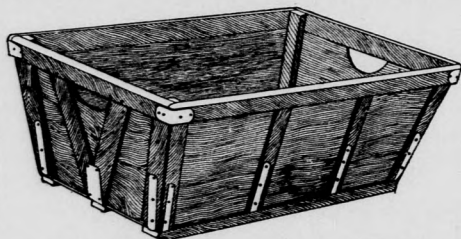
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Be in line and order a dozen or two.

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position in which one finds oneself it is one's bounden duty to make the best of it. Ordinarily the difficulties are such as are easily overcome, while the happiness which comes from wedded love and from congenial companionship more than compensates for any sacrifice which the new relations may impose.

Dorothy Dix.

Tact a Paramount Consideration in Business.

Written for the Tradesman.

How many people make a success in the business world unless they have the ready power of appreciating and doing what is required by circumstances? Not many. They may work along year after year and do enough business to be classed under that head, but, so far as real success is concerned, they are a failure. They have simply kept up and that was all.

From past experiences of some of the most successful mercantile people one will be informed that every merchant has different things to adapt himself to in the same line of business—different localities and different patrons. Hence the great importance of having ready power to adapt himself to do that which is required by circumstances. Again, the same power must be brought into use in the limits of one district. A merchant may be able to please some with one method, some with another. Mrs. Blank may be a tender little woman who must be given sympathy. Mrs. Brown needs a little praise. Mrs. Lee will not listen to these simple things. She is a plain, sensible woman and does not wish any fuss made over her.

Dozens of such things could be mentioned which all happen within the doors of store life and each case must be handled with a little different method. Human nature must be carefully studied and the habit of close observation practiced. Judging from this do your utmost to arouse the interest of your trade, so that customers may become frequent visitors.

There are many things which happen in store life which are intensely disagreeable. Again tact comes in play, for what quality is more essential than being able to adapt yourself to receiving all kinds of rebuffs with a smiling face? Under some circumstances this is difficult; but here is where you must show your business ability—where you must govern yourself in such a manner as to prove yourself equal to the occasion. In the management of your business study everything in your line. Always be on the watch for improvements. If you see a chance to make your establishment more attractive do so. Do not wait for your competitors to pave the way, be the first. Your store may be as fine as any other in town, but do not be satisfied with that. Make it the center of interest. Be original. Do not wait for others to cause you to do so in order to keep even. Do it because it is essential to your business. Take pride in making your store a pleasant place in which to spend an hour, with good goods to

purchase and where may be met an accommodating proprietor and cheerful clerks. In the hiring of your help be careful. Discharge the dishonest, sour clerk. The clerk who is always in fear of being equal to his position is one that you do not want. Great care must be used in the selection of goods as to amount, quality and taste; in fact, be modern in the swiftly rolling sea of business. You must grasp the ropes firmly so as to be able to swing yourself quickly aboard the ship. When you feel yourself getting a little conceited go out of town and visit places of business far above your own. Arriving home a revolution in your own business can be guaranteed. You may have thought yourself on the top shelf and by becoming aware of the fact that you are not you will at once set at work to get there. This discovery has been known to work miracles. Try it.

Outside of store life be just as much on the watch as anywhere else. Bring your children up to be pleasant. Let not the fact of your being a merchant cause them to be overbearing. They may be no better than the child of your poorest customer. Teach them to be as courteous to the child of poverty as to the one of luxury. Your wife, too, must exercise care for she is thrown with a sensitive class—her own sex—and the little trivialities due to her carelessness may hamper you in business. The family well liked can do wonders for a man's business.

The problem of merchandising is a great one to solve and it has taken the united force of the mercantile world years to do it. Still, there are many who do not seem to appreciate the labor which has been spent in acquiring commercial knowledge and consequently they lack the ready power of doing what is required by circumstances and are numbered in the ranks of the unsuccessful, while those who learn by observation and from the experience of others are enjoying the well-earned reputation of being competent business men.

Lucia Harrison.

Worked Out.

They were talking about futility, and for some reason known only to each other failed to agree. Finally she asked:

"Well, now, suppose you give an example of what you call futility."

"All right," said he. "Multiply 3946 by 721."

She took a pencil in her hand, seized a piece of paper, and, after a few minutes of diligent figuring, announced the result.

"2,845,066," said she.

"Divide that by 2," he continued.

"1,422,533," she said.

"Very well," said he. "Now add 7 to that, then subtract 1,422,540, and tell me what you get."

"The result is 0," said she, after further figuring.

"Well, that's what I call futility," said he, with a laugh. "You have covered a sheet of paper with figures to arrive at nothing."

Whereupon she became so angry with him that she refused to argue any further on the subject.

June Is The Month

When you will sell a lot of Lily White if you are careful to keep well supplied. The demand for this flour is increasing every day; although our mills have been increased in capacity time and time again, there are periods during the year when we are unable to make flour fast enough.

The great success of Lily White is due to its merit and its reliability.

Good every time.

It is easy to claim reliability and uniformity in flour, but it is quite another matter to live up to it. And people soon get disgusted with flour that isn't uniform. They can't depend on it and they lose time, patience and money every time they buy it.

When you sell them Lily White they feel grateful to you for giving them such good flour. They remember it and come back for more and say, "Your flour is so good I'm going to try some of your tea," or whatever they happen to need at the time.

Thus you get more of their trade and they tell their neighbors about you and you get the neighbors' trade. And so it goes on and on until eventually you get most of the trade of your town.

The buying of Lily White doesn't need to worry you because you can always sell it. If you have to pay more for it you can get more from your customers. Many of them would pay twice what you ask for it rather than go without it. The people who use it are those who want good, reliable goods. They don't buy shoddy of any kind and their trade is worth more than all other trade combined.

Get Lily White and get that trade

Valley City Milling Co.
Grand Rapids, Mich.

THE CORNER CLUB.

Organization's Wisdom Is Focused on Young Girls.

Written for the Tradesman.

The Corner club assembled at the usual hour Saturday night and the teacher presented the following resolution:

"Resolved—That it is the sense of this club that one girl in the home is worth two girls in the street."

"I object to the form of the resolution," said Mr. Easy. "When it comes to a question of values, two of a kind are superior to one."

"The member is fined for talking poker slang," said the chairman. "The teacher will now speak his resolution."

"I take it for granted," said the teacher, "that you all read what the newspapers say about little girls in the police courts."

"The newspapers give too much space to the police courts," observed the grocer, who dreads scandals as he dreads overdue accounts.

"Well," said the teacher, "they are not saying too much about the little girl problem. The records of our juvenile courts are shameful. They show that fully as many girls as boys are arraigned for incorrigibility and other offenses. Now, that is a nice record for the girls, isn't it?"

"I reckon the boys outrun the officers," observed Mr. Easy.

"Young boys don't race up and down the streets with their faces painted and powdered, anyway," replied the teacher, "and I am sorry to

say that many young girls do. They ought to be spanked. I can't see what their mothers are thinking of to permit of such foolishness. This morning, on Monroe street, I saw half a dozen girls under sixteen minging along with their faces covered with paint and powder. I wanted to shake them. These are girls who loiter about the corners evenings, and who bring up at the cheap dance halls in time. Is it any wonder that half the American men of middle age are bachelors?"

"Get on with your plot," said the grocer. "You have stated the offense; now suggest the remedy."

"Teach the girls to work. How many girls of marriageable age are able to take charge of a home? Why, the condition of which I complain is becoming worse every year."

"Look here," said Mr. Easy, "you are stating only one side of the proposition. If marriage is going out of fashion, why should young girls learn housekeeping? They understand, possibly, that they will have to earn their own living in stores or factories, so they don't care for kitchen work."

"You are taking cause for effect," said the teacher. "The girl who is competent to care for a home usually finds one. Teach the girl to do housework, I repeat. Boys are taught to work because parents are unable to overlook their earning capacity, but there is no money in teaching girls to cook and sweep and make beds, and so the mothers do the work themselves rather than be bothered. In a few years there will be sorrow in the

homes where there is now such a lack of patience in giving instruction."

"I thought you were about to suggest a remedy for bachelorhood," said the chairman. "I think that subject well worthy of discussion."

"The remedy for bachelorhood," said the teacher, "is to teach girls the duties of wife—and motherhood. It makes me angry to see pretty young things prancing up and down the streets looking like painted dolls. They giggle and smile at the boys in a perfectly outrageous manner, and if they can get a boy to stand with them on a corner for a few moments they are perfectly happy."

"Yes," said the grocer, "and if they could hear what the boys say about them, they wouldn't be quite so eager for these meetings."

"That's right," said the teacher. "Even the boy mashers will not permit their sisters to go flirting about the streets. Now, mind you, I do not say that the girls I am speaking of are immoral, but I do say that they are fast drifting to the bad. How would you like to see a sister waiting on the corner for a word or a nod from a loafer who struts about with his hat on the side of his head—"

"And his hair pulled out in front," cut in the grocer.

"And an odor of beer or something worse in his breath? I imagine you would not like it. And yet there are scores of young girls on the streets of Grand Rapids every afternoon and every evening who are waiting for just such meetings. They get queer notions of life in their strange com-

panionships, and finally some of them run away and are traced by the truant officer and haled before the juvenile court. Then the newspapers get hold of her name, and for all the good she is to herself in this city, or to any one else, for that matter, she may as well be dead."

"There is one feature of this juvenile law which I do not like," said the grocer. "You watch the court reports, and you will see that girls are sent up for seven years for going to dances in defiance of the wishes of their parents. I have seen reports of boys being sentenced for six years for catching on freight trains in the railroad yards. The punishment is out of all proportion to the offence. Seven years for running away from home! Why, that is a longer sentence than an accomplished rogue may receive for breaking and entering one of Uncle Sam's postoffices! It is outrageous. Of course the State Industrial Home for Girls at Adrian is not exactly a penal institution, but those sent there are deprived of their liberty, and where liberty is not is punishment."

"The children of good families do not ramble about the streets as our friend the teacher would have us believe," observed Mr. Easy.

"Oh, yes they do," replied the teacher. "Many of the girls who go about the city at will, night and day, come from good homes—not from homes of wealth, but from the homes of respectable people. Their mothers think they have too much to do to look after them, or they are deceived

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Dayton Ohio

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Name

Address

No. of men

as to the places they frequent. When the child gets into police court there is an awful row over it, and the tardy protection comes, but there is nothing that will take the smirch from the child's name."

"Well, what about it?" asked the chairman.

"The parents must do their duty. Mothers must look after their girls. Before I would see a sister or daughter of mine walking the streets with powder on her face, I mean a young child, I'd tie her to a post and go at her with a club. Indeed I would. I wish the mothers of the city felt about the matter as I do."

Then the delivery boy, who had listened to the talk from the head of a barrel at the back of the store declared that the child would die if he went at her with the Corner club, and the members passed out without voting on the resolution.

Alfred B. Tozer.

Women Office Assistants Paid for Being Pleasant.

For girls who have not been fortunate enough to secure special business training the office of the physician, the surgeon or the dentist offers one of the most attractive means of earning a livelihood, and one in which the diplomacy which is one of the essential traits of so many women can be used to great advantage.

Anyone who has ever had business in the office of any medical practitioner in Chicago who enjoys anything like a lucrative practice is familiar with the office assistant. She it is who says that the medical man is engaged, or that he can be seen. It is she who writes down the appointments, answers the telephone and—most important duty of all—is pleasant to the caller.

In a large measure it is true that she gets paid for being pleasant. Doctors will not for a moment have in their offices young women who are sour-faced disagreeable, tactless or overbearing. The doctors, dentists and surgeons appreciate to the full the importance of the medicinal value of a fresh appearance, a wholesome manner and an unflinching tact.

Patients who are physically ill are most susceptible to psychological influences. They are depressed by things which would have absolutely no effect upon a person in normal health. The medical man, to whose office the sick man or woman comes, wants his patient to be in the best possible condition, mentally as well as physically. It is within the power of the office assistant to create an atmosphere in the office that is restful and helpful to the patient.

The wait before the doctor is at liberty can easily be made a pleasant half hour instead of thirty minutes of torture, as it was before the doctors saw the value of polite, deft attention on the part of the office assistant.

A woman who has enjoyed the unenviable experience of being in need of physicians' services in New York, New Orleans, Boston and Chicago is responsible for the statement that, all other things being equal, the patient of a Chicago doctor receives

more understanding treatment at the hands of the office assistant than does the patient of a medical man in any of the other cities in which she has been ill. This woman says that in Chicago the good influence of restful colors and harmonious furniture in doctors' waiting rooms is better understood than it is elsewhere and that it is more adequately supplemented by the human element that is found in the assistants.

The young women who exchange small talk with the patient during the time of waiting, and who put or keep the patient in the best possible frame of mind, form a large class of women workers in Chicago. There are hundreds of them in the Stewart, the Reliance, the Columbus Memorial, the Marshall Field and the other big buildings in the downtown district in which there are almost as many doctors' offices as there are bees in a hive.

The young women, like many young women workers, have no organizations or clubs. Many of them have been in their present positions for years, and once a girl has established herself as a capable reception room woman she is seldom out of a place. The need of capable women who can make the way of the patient easier is too great.

In some of the offices the attendant keeps the books of her employer, but in most instances her only function is to receive patients and make things as pleasant as possible for them.

That is why, as one of them describes it, "they are paid for being pleasant," and why in this particular line of endeavor the naturally cheerful young woman with tact and sympathy can find work in pleasant surroundings and at good pay.

B. F. Wheeler.

Seen With the Eye of a Fish.

That a fish in an aquarium has an entirely different view of the external world than we whose vision is unhindered by glass or water is a thought that perhaps has come to but few. One of these few is Professor Robert W. Wood of Johns Hopkins university, who has succeeded in obtaining photographs of Mount Vernon place and a view looking west down Monument and north and south down Eutaw streets, as they would appear to a fish submerged near those localities.

As is well known, an eye below the surface of the water sees the sky compressed into a comparatively small circle of light, the center of which is always immediately above the observer, the appearance being as if the pond were covered with an opaque roof with a circular window cut in it. The objects surrounding the pond, such as trees, houses or people, must appear around the rim of the circle of light, but the human being is unable to get a clear notion of their appearance, since his eyes are not adapted to distinct vision under water.

Reasoning from this fact, it occurred to Mr. Wood that a very good notion of how these things appear to the fish would be obtained by immersing a camera in water and photo-

graphing the circle of light. His apparatus was constructed out of a lard pail, a short focus lens provided with a very small diaphragm being cemented over a hole perforated in a metal disk which rested on a rim soldered around the inside of the pail. The plate was placed on the bottom of the pail and the whole filled with clean water in a dark room. The lens was covered by a metal cap, operated by a handle on the outside of the pail. The apparatus was set on the ground and the surface of the water covered with a sheet of glass to prevent ripples, the pail being so full that the glass was in contact with the water. This arrangement obviated the necessity of immersing the affair in a pond, since the function of the latter was performed by the water in the pail above the lens.

A number of interesting pictures were taken, among them being Mount Vernon place as it would appear to a fish submerged in a pond near the base of the lion. The monument is plainly shown and the adjacent buildings can be plainly made out around the rim of the circle of light.

Reproof.

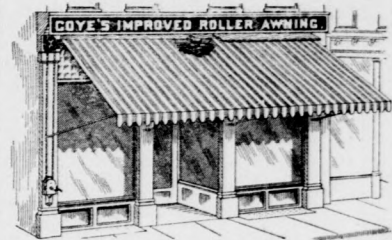
One day a little boy came to school with very dirty hands and the teacher said to him:

"Jamie, I wish you would not come to school with your hands soiled that way. What would you say if I came to school with soiled hands?"

"I wouldn't say anything," was the prompt reply. "I'd be too polite."

Chas A. Coye

Manufacturer of

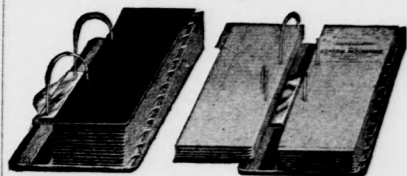


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GETTING ALONG.

Success Due to a Combination of Circumstances.

A clerk is a clerk, and a clerk is a machine.

Of course there are some exceptions. Plenty of them undoubtedly, for the number of clerks is legion, and it is unjust to say that all of them are mechanical in their work. But also it is to be said truthfully that the majority of them are.

Their work makes them so. They are not good clerks, not efficient, until they have reduced themselves and their day's duties to a system, until they have it down to mechanical detail in every way. They really have to be so, else they are not good clerks. It is a deplorable fact, because it often means decay or atrophy of many qualities highly necessary to a successful career.

Comparatively few clerks display the qualities necessary in an executive position. This is not their fault. They may have the qualities in them, awaiting merely the opportunity to make them develop. But as the opportunity seldom comes, it happens that they seldom show the qualities.

Despite all the talk prevalent about the young man starting to grind away at the desk as the first step toward the top, I am afraid that there are plenty of other places where he could start with more profit and with more certainty of achieving his aims.

I say this to make the point: It is hard to find a man for an executive position among your clerks. That's the idea I wish to convey before starting to tell, or to attempt to tell, just why I picked Adair to be my assistant in this department. It is difficult to see just what is in a clerk, and, although you may have several men in your department who would be all right in an executive position, how are you going to know it when they don't show it to you in any way?

If clerks could only realize that their work while serving as clerks determines their chances for getting the bigger things, there would be less loafing, less drinking, less cigarette smoking, and less O-what's-the-use talk among them. That's all a man has to determine by when he goes to pick out men from among his clerks—the way they show up as clerks. He can't figure: Here, well, his fellow isn't anything remarkable as a clerk, but he looks as if he might make a corking assistant. Business is built upon tangible things. The possibilities that are in a man aren't tangible unless they've been demonstrated in conclusive fashion.

I had to fire my assistant suddenly for crookedness. I discovered that he was working as capper in the office for some loan company. Of course, that wouldn't do. So he went between two nights, and that left me without an assistant. I had to have one in a hurry, too. The work was piling up like it meant to swamp me. I had my hands full with my own work. When I had to do my assistant's in addition it was just a little over the safety limit.

All these things had something to

do with my making Adair my assistant. Adair wasn't an ideal man for the position, far from it, when I picked him out. Probably isn't now. But I had to have a man in a hurry. I had to have him out of this department, because it takes a man three months to be broken into the general routine here. So I began to look over my clerks.

It was then I discovered for the first time just what a scarcity of executive material there is apparent among forty or fifty clerks.

Our clerks are of a high grade, well paid, and satisfied with their treatment for the most part. Our application blank is a severe one, and we live up to it just as much as we can. But when it came to selecting an assistant from them they ran small and of little promise.

There were three men who looked on the surface as if they might be possible candidates for the position. There was Mitchell, who has charge of the price list, a good man, good clerk, quick, accurate and reliable; filled his job like a little man, and made little fuss about it.

I gently threw the proposition up to him and it nearly scared him to death. He'd never expected it, never looked for anything bigger, than the job he held, I suppose, and the idea of getting to be next to the head of the department was too big for him. Altogether too big! You could see it in his face the minute he was spoken to. Of course, he came down out of the air presently and said, why, yes, he guessed he could hold it down all right. But his first astonishment had done for him. If he had never expected anything like this, of course he had never made any effort to prepare for it. That let him out of the running.

Cahoon was chief checker on the export invoices. He was the oldest man in the department, in point of service, and a typical old clerk—steary as a machine and twice as reliable. He worked by the side of Adair. Adair was "grief clerk." In big offices like this the clerks call errors, complaints, or anything that must be looked up among old papers "grief," and it was Adair's job to look this stuff up. He and Cahoon had stools side by side because their work threw them much together.

Adair wasn't as old with the firm, nor so reliable as Cahoon. So, sizing them up together, I naturally tried out Cahoon first. But he was the typical old clerk, a machine, a good old machine, but one that you would have to make over down to the smallest cog to make it available for anything but its old job. Wouldn't do at all.

Then I went for Adair. He was about my last hope in the department, and I didn't want to go outside it for my man. There were a whole lot of things about Adair that I didn't like. He was fresh and flippant to a considerable degree, and this doesn't set good on a man who is supposed to be an example to forty or fifty men under him. But he could work like a horse. And he was enthusiastic. And he didn't turn a hair when the proposition

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was put to him. Took it as a matter of course.

"When would you be ready to turn your work over to somebody else, in case I should give you this job?" I asked.

"To-morrow morning," said he.

Well, it was nervy of him; but it was the right kind of stuff. It was gumption, which was what was missing in the other fellows.

I made him my assistant. This was about four months ago. I gave him a good talking to when he came in. I said: "You are a good man, all right, Adair. You know it, too. That's the one bad point about you. It's a little dangerous to know this as well as you do. It's likely to oppress a fellow. Just you forget it for awhile. Turn in and work your head off for the next few months without stopping to think about your capabilities or your good fortune. By that time you'll see that the work is the whole thing here, and you'll never again be troubled by the other things. Also, tone down a little. Now get into that mail."

He's a good assistant now. The best in the house. He developed. He came fast. I wouldn't lose him for \$10 more a week. But you see it wasn't all ability on his part that got him the job. It was a combination of things. And if the facts were known that's how most men get their starts—or their finishes.

The Terror of Industrial Life.

The man who goes to sleep at his post, it is said, has slain more people than the black plague. In some guise or other he is heard from every day in every city. Sometimes he lets a boiler blow up and wrecks a building or a boat and sometimes he tosses a blazing match in a scrap heap and starts a conflagration. Often he is walking around with his eyes open and seems to be awake, but the eyes of his mind are closed, and he is dreaming and to all intent is asleep at his post.

One of the recent dreadful things he did was to go to sleep at his telegraph key at a little station in Colorado and wreck a Denver and Rio Grande train, killing more than forty people. He said he had been awake for two nights and the railroad company said if that were true it was his own fault. The world does not care to go into the question of comparative blame, but it is worth noting that railroad companies are more careful about their employes than they were some years since. They have found out that a big wreck is an expensive thing. It will cost the company perhaps a million dollars before all the direct and indirect losses of the Adobe wreck are settled.

But no matter how careful the companies are, men continue to sleep at their posts, or have disastrous mental lapses or nervous attacks that cause loss of life and property. Sometimes this negligence takes the form of sudden and inexplicable paralysis, as was the case with a section hand who wrecked an eastern train some years ago.

The track gang had removed a rail, and this section hand was sent

back with torpedoes and a red flag to warn the express train to run slow. What must have been the amazement and horror of the construction gang, fifteen minutes later, to see the express round the curve at full speed and pile up in the ditch, a mass of debris.

Heedless of everything else, the man in charge of the construction, accompanied by a witness, ran down the track to see what was the matter with the flagman. They found the man paralyzed with horror, leaning against a telegraph pole, with his flag on the ground beside him. The only explanation he had to offer was that the onrushing train frightened him so that he was unable to move hand or foot to signal the engineer. The company was not willing to accept this excuse, and the man was promptly discharged. Years afterward he caused another wreck on another railroad under circumstances almost similar. It seemed as if some sort of deadly fascination seized him and held him spellbound in the face of a swiftly moving train.

This sort of panic especially is liable to seize men who have been in previous wrecks or who have killed people. A street car motorman on one of the Chicago lines recently killed a little girl who toddled out in front of his car and was under the wheels before he could stop. At the inquest it was clear that he was not to blame, and the company gave him back his run as soon as he was discharged from custody.

An evening or two afterward he had a sudden and horrified vision of a child on the track. He thought he could see the uplift of little arms and the gleam of a white face. When the car was stopped they found that no one had been hurt, and there had been no child on the track. It was a clear case of nerves, but the motorman thinks he saw a ghost. He gave up his place that night and nothing can persuade him to go back.

An investigation showed that an engineer had seen his own headlight reflected in a pool of water at the base of the cliffs. In his sudden panic he had mistaken this for an immediate head-on collision. The engineer is now serving in the yards on a switch engine.

Cases of this kind properly might come under the head of nervous diseases, and the men who cause accidents under such circumstances are not to blame. But the man who goes to sleep at his post when he has scores, or perhaps hundreds, of lives in his keeping is the terror of the century's industrial life. No precautions can guard against him. In the face of his unexpected and criminal carelessness a billion dollar railroad system is helpless, and one may even doubt if the weight of public opinion or the force of the law would cause him to wake up and look after his business. Ben Burbanks.

Origin of the Stove.

The most important uses of fire were taught by fire itself. As the primitive man stood near the flames of the burning tree and felt their pleasant glow he learned that fire may add to bodily comfort, and when

the flames swept through a forest and overtook a deer and baked it, he learned that fire might be used to improve the quality of his food. The hint was not lost. He took a burning torch to his cave or hut and kindled him a fire on his floor of earth. His dwelling filled with smoke, but he could endure the discomfort for the sake of the fire's warmth, and for the sake of the toothsome of the cooked meats. After a time a hole was made in the roof of the hut, and through this hole the smoke passed out. Here was the first stove. The primitive stove was the entire house; the floor was the fireplace and the hole in the roof was the chimney. The word "stove" originally meant "a heated room." So that if we should say that at first people lived in their stoves we would say that which is literally true. S. E. Forman.

Wisdom sometimes masquerades as ignorance, but ignorance is never less disguised than when it puts on the garb of wisdom.

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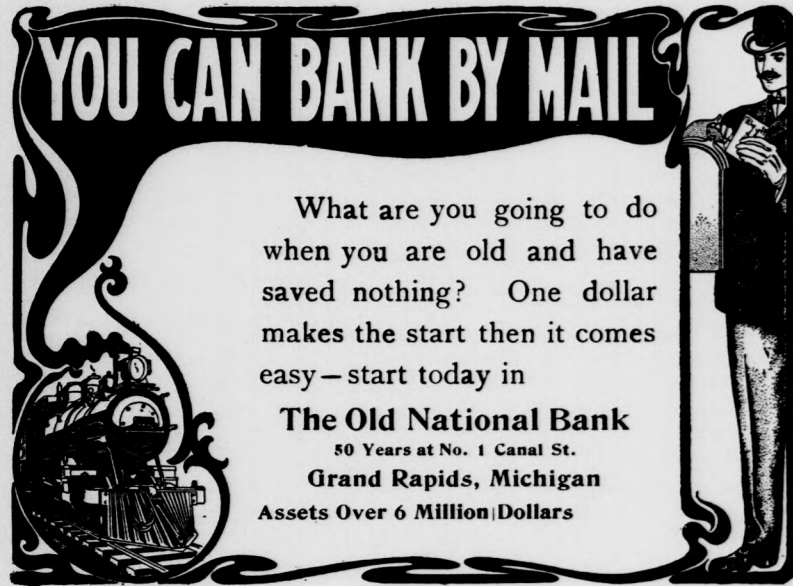
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CLERKS' CORNER

Many Clerks Are Careless, and Mistakes Cost Money.

Just why people are so born that they must go through life making errors is a matter too deep to be settled in the busy office of a large business house; but just why clerks—people whose business it is to not make errors—persist in doing so to the extent that they do is a matter that can be settled with one ordinary word—carelessness. And this carelessness on the part of the clerks under him is the main source of the department manager's gray hair and early nervous prostration.

A certain amount of error making is inevitable in an office where mere men are employed in capacities requiring exercise of the brain and nervous faculties. No man is perfect, no man's work can be perfect forever. No man ever worked at anything—no matter what—for any length of time who did not make errors. The errorless man or woman is impossible.

Speaking strictly from the standpoint of the man who employs clerks I would not have a man who does not make errors. I never have been troubled in this way, nor am I afraid that I ever will be. But a man who never made any errors would be so automatic, so self-concentrated, that he would actually be a disturbing factor in the department. A perfect cog in the machine may be a pleasant notion, but a cog entirely out of sympathy and accord with the rest of the cogs would be a calamity.

But while admitting that a certain amount of mistakes is inevitable in every office, and while not holding in high favor the man who would make no errors, I cannot find any excuse for the vast amount of mistake making which obtains in every large office in the country. The number of excusable errors is so far exceeded that patience and acceptance of the inevitable cease to be virtues with the head of a department, and rigid, almost tyrannical, discipline becomes his only resource in the management of his clerks. This is what I have discovered after fifteen years spent in three of the largest offices in the country.

The worst feature of this is that the vast majority of errors made by clerical workers are not errors of ignorance nor errors which may be laid to difficult work. Most of them are to be laid only to the carelessness of the workers. The painstaking clerk, the man who makes only a permissible minimum of errors, is hard to find. It is an uncomfortable fact to deal with, but it is a true one nevertheless.

When an employer hires a man he pays for the best that is in him. If a man feels that this is not so, that he is not being paid enough to compensate him for the best services he can give, he is out of place. He should seek another position, one where the pay is such that he can

feel justified in giving his employer all that he can. Not only to himself but to the man who pays him is it due that the worker does what he does as well and carefully as he can. He who does not do this builds poorly for his future.

And the fact must be faced that most clerks do not take as much care with their work as they should. They make countless errors which they would not make were they as careful with their work as they should be; and these errors are the source of uncounted expense and trouble to their employers. It is safe to say that 75 per cent. of the errors made in big offices are due to the carelessness of clerks. The other 25 per cent. are the excusable errors, the inevitable ones.

When it is considered that every error made may mean the loss of many dollars to the firm, this is an appalling array of figures. Every firm in the country suffers from errors. Most of this is due to trade lost through these errors. To lose a valuable customer through a clerk's error is no new or novel thing in business experience. An overcharge, a wrong dating of a bill, or the sending of a draft before it is due—any of these may result in the loss of a customer that means thousands of dollars in trade to the house. These are only a few of the ways in which clerks err in a manner which directly affects the customer. The ways in which they err in the office, where the error does not affect the customer, are as many as the opportunities for the same.

I have twenty clerks in my department. There are just two of them whose work I can look over and say with reasonable assurance: "This is correct." The other eighteen are good clerks—they draw an average of \$14 a week—but scarcely a week goes by but one of them "falls down" in a manner to force me to be suspicious of the work of all. Too often for my peace of mind and the good of the clerks themselves these errors are resultant from no other cause than rank carelessness. The effect is to make a department manager tear his hair and dream of a happy land where all clerks will take pains with their work; and where he will be saved the humiliation of meeting the general manager once a week to explain an error in his department.

There are three classes of work in my department. First, the figuring of the producing cost from which is derived the billing price. Second, extending and footing of loose leaves to be used in the ledgers; and third, there is the invoicing, which is nothing but copying the loose leaves on to an invoice form and figuring in the discounts.

The first of these possibly is the most important of all. If the cost of production is figured wrong the billing price will be wrong and the whole account will be complicated. But even with the price fixed right there is plenty of opportunity for the loose leaf being figured wrong, which means, of course, that the invoice will be wrong, and even if the leaf is correct the copying may be wrong, or the discounts not figured correctly, and the mistake is just as bad in

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its effect upon the customer as if it had been made in the original figures.

One example of the manner in which clerks make the life of the department head a burden is illustrated by an error made by a clerk on a Liverpool invoice. This happened on a Saturday, when the clerks were hurrying in order to be through with their work at 1 o'clock. Of course all work is checked before it is allowed to go through. On this occasion the figures were checked on the cost of production and on the loose leaf. It happened that there was no one to check the final invoice, so the work was given to the most reliable man in the department and permitted to go through without being checked.

Four weeks later we were in receipt of a large howl from our Liverpool customer. The bill was several hundred dollars higher than it should have been. I looked it up. The error, as I expected, was in the final invoice. In copying the figures the clerk had copied a two as a seven. The two resembled a seven about as much as a fountain pen resembles a lead pencil. The clerk simply had been careless in doing the copying.

The Monday after this two clerks working on a price list made a mistake of 2 cents. One clerk figured an item wrong, the other clerk checked his error through without catching it. That price was used on every invoice of the day. Two hundred and twenty invoices went out 2 cents off in the cost that day. If the price had been too high it would not have mattered so much, as a correction making a reduction does not hurt a customer nearly so much as one making an advance. But this is what we had to do, and it was months before the tangle was straightened out.

This error was a peculiarly atrocious one, resulting from footing 6 and 8 as 12. It might be excusable for one man to make such an error. But that two should make it showed conclusively that neither of them had his mind on his work in the proper degree.

This is the way the year's work goes on. It is impossible to get careful work. For \$12 or \$14 a week it should be possible to get men who would work carefully all the time. If clerks could realize how many chances they throw away by their carelessness it would be possible. As it is—"men may come and men may go, but errors go on forever."

M. A. Morrison.

Play Is a Factor in Education.

I take it that the overwhelming importance of play lies in the value it possesses as a brake. It is a truism that civilization demands more numerous and more rapid nervous adjustments at least for large classes of the community. It does not seem that what we call the physical basis of mental life properly is sustained without intervals for physical recreating by activities which make little demand on the higher nervous centers. We hardly are awake to the national importance of play as recreation. But the aimless shrieking and horse-play of so many of the girls and boys in the asphalt playgrounds of our pri-

mary schools, veritably play as it is in a biological and psychological sense, is just the sort of play which is degrading, is just that sort of primitive survival which I hope to see diminished. Guilds of play, school clubs, and kindred agencies are based on the view not that natural play is divine—most of those in close contact with the facts of human life know it is not—but that artificial play may be invented which will satisfy the desire for movement and beauty without gratifying low tastes and sentiments.

And this same justification is found in belief as in acting. We cannot long maintain ourselves on the heights; we descend for rest to the lower slopes, keeping, if we can, out of the valleys beneath.

The problem for us is to use play as a relief from work without descending into barbarism in the process; to use play as a means of maintaining the physical strength to which modern life conditions are so inimical; to use play as suggestive of mental development, so that we may find the easiest lines of approach for adult work and thought and to supersede the play which too markedly exhibits primitive action, primitive beliefs, primitive ethics.

Pre-Darwinian biology concluded that, given due liberty and sustenance, each individual would develop into a perfect being, according to the law of its species. And unimpeded development, spontaneity, and liberty were enthroned as ethical ideals.

But with Malthus and Darwin and particularly with the doctrine of the origin of species there came a great change. Spontaneous variation was indeed the moving force, but it might occur in one direction just as much as another. The environment selected which should survive. Struggle for survival took the place of unimpeded development. "God helps those who help themselves," became the text of many edifying books; free trade all around; work first, play afterwards. The surplus energy theory logically correlates with these conceptions and their outcome educationally was the exaltation of competitive examination and "payment by results." Then came the dictum "Ontogeny repeats Phylogeny," the child passes through the stages which the race passed through. Such a theory requires that the spontaneous activities of childhood shall be recapitulatory.

But both these great optimisms have given way. Neither unrestricted liberty nor equality in strife commends itself to the thought of to-day. The survival of the fittest turns out to mean the survival of those who do survive, since that is the test of fitness. Though in the long run, as the economists say, national persistence may be the best test of all, yet applied to our present town populations, we may be pardoned for not thinking too highly of the survivors.

So that the educational justification of complete recapitulation is gone and we need not regard impulse and instinct as divine guides to which exclusive attention must be given. But there is something on the other side.

It is true, no doubt, as some recent work seems to show, that variation has a trend and is not entirely indifferent in directing, yet we lack that confidence in the inheritance of acquired character which formed yet another strong support of midcentury optimism.

The upward movement of men in the whole, which was to diminish the sphere of government and make democracy safe, does not seem to be taking place.

Nature, not nurture, has again become the dominant partner, but Nature no longer as a beneficent mother working wholly for good, but as a stern taskmaster whom we must obey that we may live; but from whom, if we study her carefully, we may

snatch here and there a little victory for our own ideals.

And this view, as I take it, has an exact application to the school work of to-day. Let us by all means study the spontaneities of play; no instructive work in this department can be thrown away, but to erect our inspiring conclusions into pedagogical imperatives is fatal. W. H. Winch.

Money talks, but counterfeit money is soon sorry that it was uttered.

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Full particulars free.
Ask for Catalogue "M"
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Low Shoes for summer wear are COMFORTABLE, ECONOMIC and FASHIONABLE, the best three reasons in the world for shoe popularity.

Watch Your Stock and don't let it run out on low shoes. We have a fine line of Oxfords and Tennis Shoes, both leather and rubber sole, all colors, for everyday and Sunday wear, for Yachting, Tennis, Golf, Outing, Etc., and call your attention especially to our "Nox-Rox" Elk Outing Shoes. Give us your sizes, etc., by mail and see what our "Rush Order Service" can do for you. TRY US TODAY—NOW.

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Quality Counts

The big successes in selling goods have been made on the square deal, value for value basis.

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honestly made and marketed at a profit, command the public's confidence, the essential of prosperous trading, and build up a trade for the dealer that sticks to his store.

Push your business ahead on the square deal proposition. Order a case of Hard-Pans today. A postal will do the business.

Our Name on the Strap of Every Pair of the Original Hard-Pans

Herold-Bertsch Shoe Co.
Makers of Shoes
Grand Rapids, Mich.

Some Merchants With Whom I Have Dealt.

Men differ temperamentally. I feel sorry for the chap who has to go through life at high gear. My observation is that the man who has his nervous energy under surveillance is generally able to extract a satisfying swig of the juice of happiness from the melon of life.

I knew a man of this type who did a prosperous shoe retailing business. He was a product of the South, the land of hospitality, chivalry, and ease. His store was well located in our city; that is to say it was situated on the shady side of our one business thoroughfare, directly opposite the court house.

"What's the use of everlastingly pestering oneself?" he observed, as he climbed up after something in the neighborhood of a 7 D oxford in vici kid. "Ten to one it doesn't get you anything—cept gray hairs and crow-feet. I've made up my mind it doesn't pay."

I ventured to observe that most of us would agree offhand that it didn't pay; but we went on worrying just the same.

"Rot! You haven't made up your mind at all; you're only dilly-dallyin'."

"Now, it took me a long time, I'm frank to admit, to think it isn't worth while butting up against the inevitable. I wanted to be an author—think of it!—or a spellbinder, or something big and rank. It was my passion to eclipse 'the common herd'; to cast a shadow across the pages of history.

"Well, I'm selling shoes now—and have been for twenty years. It beats the limelight all hollow. If I should happen to get bitten by the splendor of a great idea, my shoes wouldn't cramp it. I reckon. In the meantime I can bank on three meals per diem for my wife and children.

"Modern merchandising affords me all the mental exercise I really need. I make it a point to keep in touch—

"Here's something swell, I think. It's got a good, solid sole—nice swing to it—fits the foot, too.—Just slip that on.—

"Couldn't beat that fit!—

"Yes; I think you'll find that shoe O K; the boys all say it's a good on'."

I reminded him of his topic—being unwilling to go away leaving his speech swinging in mid air.

"O, I'm well enough pleased with my business. It's a recreation as well as a vocation. I like it. I've cut out pipe dreams, and I turn down the get-rich-quick schemes—I'm a shoe-man. I make a nice living. I manage to keep my old friends and gain a few new ones from time to time. I sleep well at night, and—pardon me!—"

While he went to attend to the wants of the new customer, I passed out.

Seventy-five years of age, yet strong, buoyant, and vivacious as a young man of thirty—this is the status of a certain shoe dealer I know of. I found him to be an interesting character—and a living exponent of his own theories of life.

"Well, what's the use of fossilizing and petering out?" he inquired when I congratulated him one day on his youthful vivacity. "The prop of the body is the mind—mind is sovereign—and the mind decays, not because of use, but because of misuse or non use. There's no reason why the vigor of the mind should decrease, provided one puts himself in hamony with law.

"Old age is a thing of relativity. Some men are old at thirty-five; others are elastic and receptive at three score and ten.

"I have made it a care to avoid fossilization as I would a pestilence. I propose to put off the day of it as far as possible.

"I try to learn something new every day. I believe in new methods, new discoveries in progress. I believe that shoemakers are making better shoes than ever before. I believe they look better, fit better, and last longer. I accept the whole theory of development; don't believe we are either marking time or progressing backwards.

"I have a notion that the man who denies the possibility of progress is himself a backnumber, and therefore a dead one. My conviction is that that man will adorn the caudal extremity of the procession.

"The man who fossilizes is a sealed book, a closed incident. He's as blind as a bat and as hard-headed as a dinosaur. Facts, figures, proof, demonstration, testimony, and all other means and methods of certification fail with him. His mind is made up, and he refuses to budge; his ideas are crystallized, his opinions fixed. There is no way of penetrating that triple plated rind of his.

"If he's a shoe merchant, he hangs on to his old ways. His old, black-faced, stereotyped ad. (fit symbol of its author) remains the same, winter and summer, year in and year out. His window trim looks just as it did 'forty years ago, Tom'; his shoes are survivals, and his methods are so effete as to be funny.

"Well, he's more to be pitied than blamed. He got started wrong. But I'm not going to trot in that class. I read my trade papers, study up on new styles the boys are turning out, talk with my clerks, talk with my customers,—and all the time I keep a weather eye on my competitors. If a thing looks good to me, I try it on. I may see my finish, but I'm going out game."

Enthusiasm? The word is flat-tame; it doesn't begin to tell the abounding vitality of the man. When I come to write about a man like this I am tempted to take liberties with our language. I must tear myself away from this description by observing that he gave off an influence of native energy and joviality, just as a 50 C. P. bulb gives off light.

He was a big, athletic fellow who could laugh all over—and make you laugh, too, whether you wanted to or not.

It was a treat to hear this man set forth the many and various attractive features of his wares.

"This shoe is a hummer! Look at



Elk Skin Bicycle Shoes

Quick Sellers Order Now

Men's Olive or Black - - \$2.00 per pair
Boys' Olive or Black - - 1.67½ per pair
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The best and snappiest line in the country for the money, and we carry them in stock for you. Write for leaflet and stock numbers.

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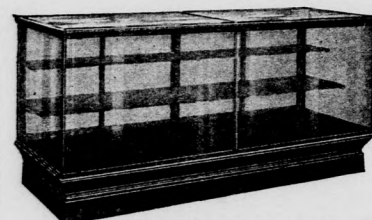
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Our fixtures excel in style, construction and finish.

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Has narrow top rail; elegant lines!

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Made Up Boxes for Shoes,
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Folding Boxes for Cereal
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Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

19-23 E. Fulton St. Cor. Campau,

GRAND RAPIDS, MICH.

that stitching; ain't that foxy? Strong? Couldn't rip that stitching! Rip it? I should say not—not with a team of mules. Why, that '20-Mule Borax Team' couldn't budge it.

"Look at that heel—there's a heel for sure! It's all leather—except the nails, every atom of it pure, unadulterated, healthy leather, right from our own tanneries in Kalamazoo—"

(I asked if this Kalamazoo-tanned leather was kangaroo.)

"Kangaroo?" (He made a wry face.) "Not on your life, stranger; kangaroo's too springy, too spongy. If that heel was kangaroo 'twouldn't do; your feet'd run away with you. You couldn't keep from kicking without provocation. They'd get you into trouble. No, sir; that's pulverized hippopotamus skin, specially tanned and prepared by a process of our own. It's absolutely fire, germ, water, and tornado proof. It's impervious to sunlight, and just as solid in mid-ocean as on dry land. It's just the thing for polar expeditions, and book agents—"

I interrupted him at this point, and suggested that he show me something less modern and strenuous; that I was too modest to affect the ways of book agents, and that the one ambition of my life was to avoid the pole.

"O. I see! -You want something broad, solid, comfy. Very well; I've got it for sure. . . . How's that? Now that shoe has in it the qualities of Gibraltar; no, sir; no pebbles in it. We winnow them out with an electric fan that makes twenty-three hundred revolutions a minute, and then, to be dead sure, we stand them upside down over night.

"That shoe is built with special reference to durability, ease, style, finish, and the laws of gravitation. It's the acme of the art, the crown and summit of a long and tedious process of elimination. Doesn't strike you? That's all right; we have fifty-seven varieties, you know; we'd just as soon sell one of them as not to sell any of 'em. How's this?"

(This shoe—a neat patent leather—struck my fancy to a dot; it fitted, too.)

"Friend, that's a beauty! It isn't often I give way to my feelings, but that shoe makes me positively pine for a new and larger vocabulary. That shoe is a dream, a symphony, an epic in leather. Comfort? Great Scott, man, you can sleep like a baby through the Sunday morning service in these shoes! Wear? They'll positively hang together 'till you're ashamed to wear them. You can then give them to the hired man. Beauty? Words fail me. They are like whipped cream—positively rich in beauty; like oil—beaten oil—perfumed oil (such as Aaron spilled on his whiskers) in the very abandonment of their merit."

I found a double satisfaction in trading with this man.

The head clerk and I were chummy. The head clerk was one of those big-hearted, wide-visioned souls in whose presence one isn't afraid to think loud. He could sell shoes to a fare-you-well. He knew my requirements

in the way of shoes far better than I myself did. So, when I felt myself in one of the house's comfortable chairs (they are mission pieces in dull waxed Austrian finish, upholstered in Spanish leather), and stuck out my foot, the head clerk did the rest.

It was during the lull of a sweltering afternoon in mid-summer—that drowsy time of day when the heat waves dance, and the alleged industry of the bee manifests itself by buzzing—the head clerk and I were exchanging views.

"Life is an unequal proposition," owlily remarked the head clerk. "The boss is out of town, taking the fresh air cure, the other clerk is out at the ball game; and here I am doing all the work and absorbing all of the heat. Theoretically speaking, wouldn't it be nice if there were a law compelling customers to buy their shoes, during the summer months, say between the hours of 9 and 12 o'clock? We could then shut up the shop and hie us away to the shade of the bamboo.

"Do you know, when I get to thinking about it, there are several particulars in which I would modify things-in-general if I were chauffeur of the motor car of life. For instance, I fear I should have to lay violent hands upon the grouchy, pusillanimous lad who is everlastingly stirring up trouble just for the sake of watching the pot boil. Now and then a member of this malevolent and eternal organization comes 'round to the boss with a tale of woe that could bring tears to the eyes of an obdurate crocodile. His fondest expectations have been dashed to the ground and fractured. The last shoes he bought here weren't what he anticipated at all. They never did fit—and perhaps that's the reason they gave way—and the reason they didn't fit is a mystery which lies wholly and exclusively in the keeping of that remorseless creature—the clerk. Or, maybe, he was an out-of-door man who should have had a pair of three-quarter boots in brier and rock-proof leather; but he insisted on a light pair of kids. The inevitable happens: he kicks, and in doing so commits a misdemeanor which a seven-year-old boy would blush to be guilty of.

"It's all right to knock if you have good and sufficient ground for knocking. But it doesn't cut any ice with the boss; he's cut his eye teeth.

"Then there's the man who wants a five-dollar shoe for four-fifty, or a four-dollar shoe for three-seventy-five. He'll higgie away a dollar's worth of time and nervous force trying to save twenty-five cents, and then have the gall to ask for an extra pair of laces.

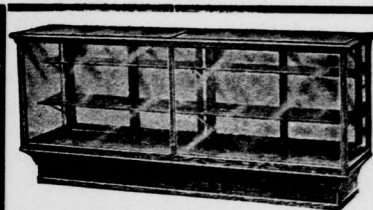
"Well, it's entirely too hot to work oneself into a frenzy, and besides I seem to remember that you are in the market for a pair of shoes. Let me show you a nice, cool oxford that'll make you feel like a multimillionaire. It has the snap and elasticity—"

"Cut it out!" I said. "Get the shoes, an' if they fit, I'll take 'em; an' they'd better be good on's, or I'll report you to the boss."—Cid McKay in *Boot and Shoe Recorder*.

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Quality is Our First Motto.

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Fifteen thousand people were congregated, to attend the special sale announced by Strauss & Frohman, 105-107-109 Post Street, San Francisco, California. Their stock was arranged, their advertising was composed, set up and distributed, and the entire sale managed, advertised and conducted under my personal supervision and instructions. Take special notice the amount of territory which the crowds cover on Post Street. Covering entire block, while the sale advertised for Strauss & Frohman by the New York and St. Louis Consolidated Salvage Company is located in a building with only a fifty-foot frontage.

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Write for plans and particulars, mailed you absolutely free of charge. You pay nothing for this information; a system planned and drafted to meet conditions in your locality and your stock, to increase your cash daily receipts, mailed you free of charge. Write for full information and particulars for our advanced scientific methods, a system of conducting Special Sales and advertising your business. All information absolutely free of charge. State how large your store is; how much stock you carry; size of your town, so plans can be drafted up in proportion to your stock and your location. Address carefully:

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NEW YORK CITY.

ELEMENT OF HUMOR.

The Part It Plays in the Career of Men.

Shakespeare has declared that "the man that hath no music in himself, nor is not moved with concord of sweet sounds, is fit for treasons, stratagems, and spoils," and assures us that "the motions of his spirit are dull as night." It seems to me that the man that hath not humor in himself deserves much the same sort of description. I am of the opinion that a quick and abiding sense of humor is a great element of success in every department of life. I do not speak merely of victory in the more strictly artistic fields of human work, but am ready to maintain that, even in the prosaic and practical concerns of human existence, the sense of humor is an inciting and sustaining influence to carry a man through to the full development of his capacity and the attainment of his purpose. It is so in the art of war—it especially is so in the business of statesmanship.

Mortal life, at the best, is so full of perplexities, disappointments, and reverses that it must be hard work indeed for a man who is endowed with no sense of humor to keep his spirits up through seasons of difficulty and depression, and maintain his energy—living despite the disheartening effects of commonplace and prosaic discouragements. A man who easily is disheartened does not appear to be destined by nature for the overcoming of difficulties, and nothing is a happier incentive to the maintenance of good animal spirits than the quick sense of humor which finds something to make a jest of even conditions which bring but a sinking of the heart to the less fortunately endowed mortal. In the stories of great events and great enterprises we are told of some heaven born leader who kept alive, through the most trying hours of what otherwise might have been utter and enfeebling depression, the energies, the courage, and the hope of his comrades and his followers.

One can hardly read the story of any escape from shipwreck, any drifting about in an open boat over wintry seas, without learning of some plucky and humorous mortal who kept his comrades alive and alert through all dangers and troubles by his ready humor and animal spirits. Read any account of a long protracted siege, when the besieged had to resist assault from without and hunger within, and you will be sure to be told how the humorous sallies of some leader were able to prevent those around him from sinking into the depths of despair. There are times when no good whatever is done by taking even the most serious things too seriously, and a sudden flash of humor often lightens up the atmosphere as the blast of a trumpet might give new spirits and new energy amid the deepening gloom of some almost desperate day.

Most of the world's great military leaders have been distinguished for their keen sense of humor. Even if we go back to the distant historic re-

gions where fact and fable are blended beyond the power of modern analysis, we shall find that the supreme leaders of men were endowed with the keen faculty which can brighten a trying situation by a timely jest. Homer's Achilles had, perhaps, a little too much of a cruel humor in some of his practical jokes, but we cannot help seeing that he was a man who, at a moment of deepest depression, found the means of appealing in congenial fashion to the livelier qualities of his companion Greeks, and saved them by some happy phrase from the creeping paralysis of despondency.

Diomedes, too, appears to have been endowed with the same wonder working faculty, but I always have regarded Agamemnon as a solemn and pompous person, who had no sense of humor to season and qualify his all pervading sense of personal importance. Thersites, of course, was a mere buffoon, and mere buffoonery is incompatible with a keen sense of humor. Ulysses, we may feel assured, must have pulled himself through many of his difficulties and dangers by his happy faculty of discerning whatever was humorous in a situation, and keeping the spirits of himself and those with him up to the mark by some lively and inspiring illustration. Hector of Troy always has been one of my favorite heroes, but I regret to say that I can not see any evidence which authorizes me to credit him with a keen perception of life's humorous side, and we know that the brave and serious husband of Andromache came to utter failure in the end, and was made unseemly sport of by his rival among the hostile gods.

Julius Caesar, as we all know, had a keen sense of humor. Some of his jests and his odd jocular sayings have been recorded in history and still may be appreciated, and the few relics we have of his poetical ventures give evidence of his refined and delicate humorous perception. Only to a man blessed with a sense of humor would any one have ventured on the eccentric method by which Cleopatra's first presentation to him was so oddly accomplished. Was there not even a certain melancholy in those last words recorded of him when the stab of Brutus' dagger brought his life to a close?

It commonly is said and believed that George Washington was wanting in humor. I never have seen any reason to concur in this belief, and I lately have been reading in a biography of Washington, by Norman Hapgood, many passages which confirm me in the opinion that the stereotyped description of Washington's character is defective on this point, and that a sense of humor was one of his characteristic qualities. A passage from one of his letters, quoted by Hapgood, seems to me to contain some delightful touches of humor. In it Washington, who is writing about the army of painters and sculptors who were, as Mr. Hapgood puts it, "busy seeking his and their own immortality," says:

"I am so hackneyed to the touch of painters' pencils that I now am

altogether at their beck, and sit like Patience on a monument whilst they are delineating the lines of my face. It is proof, among many others, of what habit and custom can accomplish. At first I was as impatient at the request, and as restive under the operation, as a colt is of the saddle. The next time I submitted reluctantly but with less flouncing. Now no drayhorse moves more readily to his thills than I to the painter's chair."

I might quote many other evidences taken from the same volume which show that under the gravities of Washington's expression of face, and under his quiet, restrained manner, there burned the light of genuine humor, which occasionally shot forth its flashes to those around. One can well understand how such a light must have cheered its owner through the long strain upon his patience and perseverance to which he had to submit during many of the campaigns which seemed, from time to time, almost hopeless of happy result, but which, under his guidance, ended in complete success.

Turn to the extraordinary career of Abraham Lincoln. Here we have a man who could apply his gift of humor to the most practical purpose of political life. He could put new heart into discouraged followers by some suddenly appropriate jest; he could throw light on some obscure problem in statesmanship by a humorous anecdote; he could reduce some opposing proposition to mere absurdity by a ludicrous comparison; he could dispose of some pretentious objection by a jocular phrase. We know, from all we have read of Lincoln, how his marvelous gift of humor sustained and comforted those around him in the darkest season of what seemed to be almost hopeless gloom. The whole career of the man would have been different if he had not been endowed with this marvelous possession, and, indeed, it hardly seems possible to form any conception of Abraham Lincoln without his characteristic and priceless endowment of humor.

The more earnest a man is the more thoroughly pervaded and inspired he is by this humorous instinct, if he happens to possess any faculty of humor at all. Some of the most powerful preachers the world ever has known were blessed with this gift, and were able to use it for the noblest ends without seeming to lower the sacred dignity of the cause they had at heart.

I have not said anything in this article about the men who merely were humorists and achieved success as such; for, of course, to affirm that the gift of humor is essential to the success of a mere humorist would be as vapid a truism as to declare that a great musician must have a sense of music, or that a great painter must have an eye for outline and color. Even Sydney Smith, who always employed his gift of humor for the exposition and maintenance of purposes and principles essential to the progress of humanity, does not come within the scope of this article, the main object of which is to maintain that humor may be one of the

main elements of life in any manner or career, and, if it does nothing better, may help its possessor to bear up cheerfully against difficulties, and find new courage to sustain him in his further efforts.

I am confident that the more closely and deeply the question is studied from the history of any time, and from all that we know of the lives of great men, the more clear it will become that humor may be considered one of the elements of success, along with perseverance, intelligence, clearness of purpose, readiness of resource and enduring hope.

Justin McCarthy.

Special Features of the Hat Trade.

The sales in stiff fur hats and soft hats are now steadily decreasing with the retail trade, and there is slight demand for these styles at present as the eyes and minds of hat wearers have turned on straw hats—we have reached the first of June on the calendar. At this particular time of the year the fur hat business is having its one rest during the year as it relates to retailing, although this class of hats are always in favor with a certain class of wearers, and especially is this true with the soft hat, which now is made with a view of suiting the requirements of comfort during the warm weather; many of the soft hat manufacturers have solved this problem most practically both for the retailer and his customer.

The matter of greatest interest in the fur hat trade at present is the progress and work of the traveling salesmen now on the road with the fall styles. Little else has attracted attention in the circles where the greatest activity is usually found. The travelers have been meeting with no small measure of success in securing orders for next season, and in the northern sections of the country duplicate orders have formed a considerable part of the salesman's business.

It is a foregone conclusion that this will be a big straw hat season, and duplicate orders are already coming in from almost every section of the South, where the sale of straw goods begins almost a month earlier than that of the North. For formal wear the split braid and sennit yacht hats will attain their usual degree of popularity. For neatness and style no shapes can excel these staple makes. However, there are other shapes and styles of straw hats that will be very popular this season, and for which a widespread demand is predicted which will extend to many seasons to come. Reference is made to the flexible straw hats made of Jap and Milan braids. Retailers have shown their faith in these hats by placing liberal orders for them early in the buying season. Many prominent retailers in the larger cities are featuring these flexible hats, and they are proving very easy sellers to the young men, and especially to men wishing a change of hat—hence they buy a yacht shape and a flexible at the same time, and in many instances a half dozen of the adjustable hatbands now so very popular and which are made in all combinations of colors. One

DRY GOODS

Weekly Market Review of the Principal Staples.

Silks—Manufacturers have strictly adhered to their policy of purchasing only for immediate requirements, and the situation in the raw silk market has shown very little change since last reports. The demand has been limited to raw silk for immediate deliveries, and in many instances the mill men have been compelled to pay higher prices owing to the scarcity of spot stocks. Fall lines of piece goods have been put out to a greater extent during the past week, and in this way the manufacturer has ground up a larger amount of raw material. His stocks are low, but he decidedly refuses to purchase or place contracts for future delivery until more definite information is forthcoming regarding the new silk crops.

Cotton Linings—The situation in the cotton lining end of the market has become somewhat quieter since last reports. Buyers are in need of goods of a certain class, but the seller is not in a position to make the deliveries required. The converter of gray goods is not in any better shape, and is to a certain extent holding back the entire market. Several of the staple lines are now said to be entirely out of the market.

Ready Made Garments—The ready made garment manufacturers have demonstrated this year with striking success, that they are demanding a large share of the commencement frock trade. In medium and high grade dresses of this description they have done what is said to be fully 50 per cent. more business than a year ago. Now that the summer trade has passed into the last stage and it is only a matter of making deliveries on orders in hand, the trade is turning its full attention to the development of fall lines. The leading cloak and suit houses are sending their designers abroad, and the markets of Europe for the coming six to eight weeks will be carefully studied for fall tendencies and upon the reports made, the new fall lines for the home trade will be based. There is already a definite shaping of the plans for fall on the tailor made suits and separate skirts. These are to follow the general styles of last year with the exception that the garments will be more elaborately trimmed.

Underwear—The demand for underwear for the fall season has been very good and in spite of the higher prices named the buyer is not showing any hesitation over supplies with which to meet his anticipated wants. Orders have been placed early by the retailer for the reason that he believes that goods will be short later on, and that the question of getting deliveries will be even worse than it has been during the present spring and early summer months.

Hosiery—Many leading lines of

hosiery are now open while others are not ready as yet. The higher grade goods have been advanced moderately, while stiff advances are shown in the cheaper grades. Manufacturers and sales agents are not hurrying over the opening of their new lines, as the buyer does not appear to be anxious to place orders unusually early. They are also desirous of having the question of prices thoroughly settled before the heavy buying starts in, and just at the present time, in spite of the advances which have been named, prices do not seem altogether certain. The yarn situation has been taken into consideration and certain manufacturers hope that with a large cotton crop report from the government, yarn prices will decline. This is believed to be taking more or less of a gambler's chance in the future in the raw material markets, and that little good will come out of it.

Knit Gloves—One of the most interesting situations among goods of a knitted nature is that of knitted gloves. These gloves have been very popular in other years, but nothing to compare with their popularity of to-day. Owing to the fact that they have been out of style for so many years, much of the machinery used in their manufacture has become useless or else has been destroyed.

This state of affairs has brought about a big shortage in the suddenly called for output of knit gloves, until now it is absolutely impossible to purchase a single pair anywhere in the country. The large department stores have adopted the method of having the ladies put their name on a waiting list. One of the largest stores in the country now has a list so long that it has been known to refuse even this method.

Carpets—Manufacturers report that a fair volume of business is being booked for fall goods. At the present time large retailers and department stores are preparing to offer dropped patterns and odd lots at bargain sales. This, to some extent, interferes with placing orders for fall goods. Yet it is evident that distributors are anxious to get their orders for fall goods placed as soon as possible. Many of them seem to have grasped the situation in the raw material markets better than have some manufacturers. Distributors apparently realize that there is a scarcity of raw materials and that there exists a strong European demand for all grades of carpet stock. Under these conditions, they cannot see much prospect of lower prices. This accounts for their desire to place orders early, as they anticipate a further advance in prices. Then, again, orders placed late last season were delivered very slowly or not at all. Many manufacturers do not seem to realize conditions in the raw material markets and are inclined to attribute high prices to manipulation rather than to scarcity of raw materials and strong demand.

Art Squares and Rugs—The demand for art squares is only moderate and is confined to popular patterns and colors. Smyrna rugs are

How Do We Know That Globe Union Suits Give Satisfaction?



Each season finds us adding to our line and the orders coming from the same dealers. We think this is good proof that the stuff is right. Do you know you can make money by talking Union Suits? Try it. We have the following grades:

MEN'S SUITS sizes 34 to 44.

Fine jersey ribbed color ecru @ \$9.00 per dozen.

Fine jersey ribbed color blue or flesh @ \$12.00 per dozen.

Fine jersey ribbed color or flesh @ \$18.00 per dozen.

Fine jersey ribbed color blue or flesh mercerized @ \$24.00 per dozen.

LADIES' SUITS sizes 4 to 8.

Ladies' ecru sleeveless @ \$2.25 per dozen.

Ladies' white or ecru long or short sleeves @ \$4.50 per dozen.

Ladies' white or ecru sleeveless @ \$6.00 per dozen.

Ladies' white or ecru sleeveless @ \$12.00 per dozen.

Ask our salesmen or send sample order.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

We Want Your Orders for Summer Underwear Summer Hosiery and Summer Furnishings for Men

Best Styles, Best Values and Immediate Delivery

| | |
|--|------------------|
| Men's Balbriggan Underwear, per doz..... | \$2 25 to \$4 50 |
| Women's Knit Vests, per doz..... | 40 to 2 25 |
| Women's Knit Pants, per doz..... | 2 25 |
| Misses' Knit Vests, per doz..... | 45 to 2 25 |
| Misses' Knit Pants, per doz..... | 1 00 to 2 25 |

| | |
|---------------------------------------|------------------|
| Men's Sox, per doz..... | \$0 45 to \$1 00 |
| Men's 1/2 Hose, per doz..... | 75 to 2 25 |
| Women's Hose, per doz..... | 75 to 4 50 |
| Boys' and Girls' Hose, per round..... | 75 to 2 25 |

Men's Neckwear

| | |
|------------------------------------|--------|
| Midget String Ties, per doz..... | \$1 75 |
| Bows, per doz..... | 1 25 |
| Club Ties, per doz..... | 2 25 |
| Shield Tecks, per doz..... | 2 25 |
| Midget Four in Hands, per doz..... | 2 25 |

Men's Linen Collars, all shapes, 75c to \$1.10 dozen.

Men's Negligee Shirts in Percales, Mohairs, Madras, Blue Pongee and Mercerized Goods, plain and fancy styles, from \$4.50 up to \$18.00 dozen.

Men's Cotton Night Shirts \$4.50 to \$9.00 dozen.

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Michigan

in fair demand in all sizes. Wilton, Brussels, tapestry and Axminster rugs are in good demand. Retailers report that there is nothing to indicate that the floor coverings will not retain their popularity and may be classed among the staple floor coverings for which a steady demand will exist. Rugs made from rags are popular this season, and a great variety in size and colorings is offered. Their construction is the same as the ordinary rag carpet.

He Vindicated His Honor.

One of the most embarrassing things that can happen to a man," remarked a well-known man about town, "is to have the cashier of a restaurant or any place of business where there is apt to be a crowd around, take your money and examine it all over, as though he suspected you had tried to get rid of a bad piece of money on him.

"But a friend of mine recently got even in a most satisfactory manner with a cashier who did this to him.

"This friend of mine is an assistant librarian and a mild-mannered, peace-loving individual, but on this occasion he rose to the defense of his honor, so to speak, and completely subdued the enemy."

"My friend is a thoroughly methodical man; he always eats his luncheon at the same restaurant, at precisely the same hour each day, and he therefore came to feel that he was entitled—and rightly, too—to a certain confidence not accorded to the transient eater.

"One day a small coin that he tendered in payment of his check was refused by the cashier and returned to him with the remark that she could not accept it. He felt, naturally, that his standard as an 'old inhabitant' had been impugned—an indignity which he would not stand and vehemently resented.

"After something of an argument the incident was closed, at least for the time being, and so far as the cashier was concerned, for all time to come. Not so with my friend, the librarian, for the very next day he surprised her by appearing at the desk, check in hand, a half hour before his usual time of lunch.

"My friend handed her the check and a \$2 bill and gathered up his change. However, he did not make way as usual for the constantly increasing line behind him.

"Not he! Instead, he carefully and deliberately inspected each piece, dropping a half dollar on the desk to see if it had the true silver ring and passing back a dime that had a slight scratch across the face.

"The next day he came back again at the unwonted hour—the busiest hour of the day for the cashier—this time with a \$5 bill, the change for which was subjected to the same scrutiny. Indeed, on one occasion he even went to the extent of taking a magnifying glass from his pocket and employing it in examining the change he received. And on succeeding days he presented other bills to be changed, ranging in denomination from \$1 to \$10, and on one occasion \$20.

"This procedure was carried on with slight variations into the fifteenth consecutive day, when my friend either believed that his honor had been vindicated or else discovered that he was consuming his own time as well as that of the cashier."

May Remove from Flint to Detroit.

Flint, June 12—The negotiations recently entered into looking to the sale of the plant of the Auto Brass & Aluminum Co. to the Peerless Heater & Valve Co., of Detroit, have been making satisfactory progress, and present prospects are that the deal will shortly be consummated.

The prospective purchasers have asked the Council for remission of taxes for a period of ten years. The request has been favorably acted upon by that body.

In case the Detroit men purchase the local plant they will remove their business in that city to this place, where they agree to furnish employment to at least fifty hands on the start and increase the number as their business grows. The sale of the auto brass plant is being negotiated by C. J. O'Hara, of Detroit, who purchased it at bankrupt sale several weeks ago.

The new factory building for the Weston-Mott Co., in Oak Park subdivision, is nearing completion. The work on the walls was finished last week, and the construction of the saw-tooth roof which is to cover the big building is now well under way. The Weston-Mott Company, which has for years been engaged in business at Utica, N. Y., will move to this city about the middle of July, and will give employment to 225 experienced mechanics, a large number of whom will be brought here by the company.

An addition is being built to the engine works of the Buick Motor Co. to provide larger facilities for meeting the constantly increasing demands upon this department of a rapidly growing industry. Day and night shifts have been employed during the past year, and both forces will be materially increased as soon as the new addition is ready for occupancy.

May Put on Night Shift.

Monroe, June 12—The Amendt Milling Co. will next week commence work on the smoke stack for its new mill. The chimney will be constructed with white Sibley brick and will be 120 feet high, sixty inches in diameter.

The Weis Manufacturing Co., manufacturer of novelties, is doing a tremendous business, and will probably be obliged to put on a night shift in order to handle the orders received from San Francisco.

A certain doctor, perhaps himself a light sleeper, claims that every one would sleep better if little pillows were used instead of the customary large ones. These small pillows, he claims, obviate all strain on the neck, and every person should have two or even three to tuck about the neck and shoulders like wedges.

A Sheep 100 Feet Long
would be a blessing to those who use sheepskin linings, because its skin would cut without much waste.

Barnet Bison Cloth

is practically sheepskin by the yard and
Is Better than Sheepskin

Barnet Bison Cloth

as a lining in place of sheepskin is
A Square Deal for the Consumer

BECAUSE COATS LINED WITH IT

- Cost him less.
- They are honest in quality.
- Bison cloth is porous, and so allows skin breathing.
- It is pliable, adaptable and comfortable.

Bison Cloth

- Is the best lining ever put into a coat.
- It will outwear the garment.
- It is more healthful than any skin or fur can possibly be.
- It will keep the wearer strong and well, in addition to warm.

BE SURE your new Duck, Corduroy and Leather coats are lined with BARNET BISON CLOTH. All the leading manufacturers of these goods are using it. For particulars write to

BARNET TEXTILE COMPANY, Troy, New York

Hot Weather Goods



We still have a good assortment of Organdies, Dimities and Lawns, ranging in width from 24 to 32 inches, in all the newest colors, such as light greys, cadets, bright pinks, etc, which are in great demand this season. Our line bears inspection.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Sherwood Hall Co., Ltd.

Iron and Steel

Horseshoers' and Blacksmiths' supplies at lowest market prices

26 North Ionia St., Grand Rapids, Mich.

FOOTE & JENKS
MAKERS OF PURE VANILLA EXTRACTS
AND OF THE GENUINE, ORIGINAL, SOLUBLE,
TERPENELESS EXTRACT OF LEMON



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Sold only in bottles bearing our address



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; Treas-
urer, John B. Kelley, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, W. D. Watkins, Kal-
amazoo; 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.

ONE KEY TO SUCCESS.

The Worker Must Have Plenty of Recreation.

"Have a good time if you would do good work and succeed."

This is the dictum of William De Witt Hyde, who, as president of Bowdoin college, should know something about successful work and workers. Personality Mr. Hyde believes to count quite as much as training or skill in the equipment necessary to a successful career. Lacking the ability to enjoy life, to have a "good time," he would expect highest success of no man. In a thoughtful chapter of his recent book, "The College Man and the College Woman," he advances telling arguments in favor of abundant play, frequent and generous "good times" for those who would win effective working records. "The Personality of the Teacher," this chapter is headed, and since an attractive, well rounded personality is of equal importance to conscientious workers in other fields the Hyde plea for fun is well worthy of general note.

"For nearly twenty years," says the writer, "I have had to employ teachers every year, and to recommend teachers to others. I have seen many succeed, and some fail. But I have never seen a success that could be accounted for by scholarship and training alone. I have never seen a failure that could not be accounted for on other grounds."

"You simply cannot go on healthily, happily, hopefully without play," he says, addressing those who would attain to success in their chosen profession. "Of course, you have games you are fond of playing. With walking, riding the bicycle, driving, golf, tennis, croquet, skating, cards, checkers, billiards, rowing, sailing, hunting, fishing, and the endless variety of games and sports available, a teacher who does not do a lot of them in vacations, and a good deal of them on half holidays and some of them almost every day, is falling far below the epicurean standard of what a teacher ought to do and be."

The earnestness of Mr. Hyde's belief may be judged from the conclusion he attains.

"If I should learn of any candidate for a position as professor in Bowdoin college that he did and enjoyed none of these things, though he should be backed by the highest recommendations the leading universities of America and Europe could bestow, I would not so much as read the letters he brought. For however great he might be as a scholar, I

should know in advance that he would be a failure in the teaching of American youth."

That more devoted workers fail, become victims of nervous disorders, die prematurely for lack of sufficient play and recreation than from any other cause, has long been the sorrowful conviction of world famous Chicago physician, who frequently makes his unwilling patients take to duck rearing, amateur photography, fancy work, all sorts of unexpected avocations, in the successful effort to restore them to normality of tone and working ability. Science investigators have declared that actual ruts are worn in the gray matter of the brain by too active and protracted thinking along given lines. The world's greatest workers always have had their cherished means of play or refreshment in which to find rest and relief from the nerve racking, vitality consuming daily demands and occupations. Without such means of recreation and mental repose humanity would have missed much effective, invaluable toil. The more unceasing, exacting the character of the daily task the more urgent, imperative the need of vigorous, plentiful play.

Lincoln told funny stories in the intervals of heart breaking responsibility and arduous effort. Gladstone found his "good times" in felling trees and the supervision of his Harwarden estate. President Roosevelt, a notable worker, enjoys life hugely in many directions. Rockefeller cultivates violets. Carnegie loves golfing. Similar examples might be quoted in dozens. By the deep, if possibly unconscious, wisdom displayed by these unsparing toilers Mr. Hyde would have his readers profit. The importance of play as a duty no less than a recreation he suggests in a meaty paragraph that should be widely absorbed.

Five principles, ranging all the way from epicureanism to Christianity, Mr. Hyde regards as highly important to the "great task of happiness," without which the best work seldom can be accomplished. From Epicurus he would have the worker learn to take into his life all the innocent pleasure possible. Stoicism should teach him to shut out superfluous griefs and restrain worry. Plato offers the lesson of rising above all petty details, at least periodically, living a high, calm life, free and far apart from mere humdrum routine that dulls the ordinary existence. Aristotle should help in developing that sense of proportion that puts things in their right places and enables the student to subjugate the lower to the higher, even to shirk lesser obligations, now and then, for the sake of the "good time" that means more effective fulfillment of the greater. Christianity should make him so one in heart and sympathy with his fellows that a "good time" becomes easily possible any time, anywhere.

"I will guarantee perfect success to any well trained teacher who will faithfully incorporate these five principles into his personal life," says Mr. Hyde, in closing his essay. "The teacher who lives up to them," he

maintains, "can no more help being a personal success than the sunlight and rain can help making the earth the fruitful and beautiful place that it is."

"I've no pill for you," recently said a great physician to the feminine "nervous bankrupt," who faced him with wide, despairing eyes. "What you need is fun and plenty of it. You feel too poor to attend the theaters frequently? Then buy, beg, borrow, or steal some young puppies or kittens and play with them in the sun. Pretend that you are ten years old again. Pick dandelions and make daisy chains with the other children. Go down to the beach and watch the waves curl up on the shore sand."

A certain professor at the University of Chicago was wont, some years ago, to play golf on the Midway, accompanied by his youngest baby, whom he wheeled along in its carriage. This unique process furnished fun both for himself and baby. May Irwin finds "heaps of fun" in cooking; so does a clever Chicago girl writer, whose yearly output of careful novelistic work is enormous. Another American author plays with little children as a delightful method of retaining mental virility and freshness. A Chicago high school principal has his fun in chasing butterflies for his famous collection, and in flying the huge kites by means of which he hopes to presently prove certain yet unformulated principles of aerial navigation. A great prima donna digs in her summer garden by the hour.

"Two kinds of men make good teachers," says President Eliot of Harvard, expressing a truth quite as important to other workers, "young men, and men who never grow old."

To keep mental middle age at bay means to have fun and plenty of it. President Hyde merely crystallizes a mighty fact when he urges this thought upon teachers.

Have a good time, if you would succeed, in a word.

John Coleman.

Indian First to Irrigate.

American irrigation was old when Rome was in the glory of its youth. The ancient aqueducts and subterranean canals of South America, extending for thousands of miles, once supplied great cities and irrigated immense areas. Centuries before the venturesome Norsemen landed upon the bleak and inhospitable shores of New England a large population dwelt in the hot valleys of the Far Southwest. From the solid rock, with primitive tools of stone, they cut ditches and hewed the blocks for many-chambered palaces, which they erected in the desert or on the limestone ledges of deep river canyons.

These voiceless ruins, older than the memory of many centuries, tell the story of a thrifty, home-loving and semi-cultured people, concerning whose fate history brings us no word. In these palaces and in many miles of canals we may almost read the story of another Egypt—a people toiling under the burning sun of the desert, wearily and painfully executing the commands of an American Pharaoh.

Coming down to a period less remote, and only slightly less interesting, is the first page of modern American history. Here, in the sixteenth century, Coronado, the first great American explorer, swept up the Rio Grande valley and journeyed as far north as Kansas. In New Mexico he found a pastoral race dwelling in pueblos and practicing the gentle art of irrigation as had their forefathers, perhaps as far back as in the days of Abraham. Certainly their agricultural methods were in no wise different from those which prevailed in the days of the prophets. Even unto this day their grain is gathered in great willow baskets, is threshed by the trampling of sheep and goats and winnowed by the winds. Fields which were cultivated three centuries ago are still producing crops each year.

Some of these thoughts came to the government engineers as they ran their lines of levels in the valley of Salt river in Arizona, and it seemed to them a proper task for the greatest nation on earth to restore once more the oases of verdure which the desert had long ago obliterated.

During the last quarter of a century a crop-producing area of 10,000,000 acres, or another state of Massachusetts, has been wrested from the desert. Irrigation canals long enough to span the earth twice and representing an outlay of \$90,000,000, have been built. Every year this area returns a harvest valued at more than \$150,000,000, and 2,000,000 people dwell in prosperity and contentment where only a short time ago the wilderness reigned.

Uncle Sam is to-day the largest owner of the great American desert, no doubt because it was not considered worth stealing. For many years the sentiment has been growing that the government should make habitable this vast empire which is so great potentially.

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

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

THE BEST YET.

Annual Convention of U. C. T. at Petoskey.

Petoskey, June 12—The Grand Council of Michigan, U. C. T., was called to order at 9:30 a. m., Friday, June 8. All Grand officers were present excepting Past Grand Counselor Williams. Grand Secretary Tracey reported the Grand Council in a flourishing condition and Grand Treasurer Burns reported the financial condition as very satisfactory.

Grand Counselor Watkins made his report, showing the Grand Council of Michigan to be having a steady growth, having gained 11 per cent. during the past year. Routine work then followed, such as appointing committees, after which a recess was taken until 1 p. m.

Shortly after the afternoon session opened the Mayor of the City, Geo. Reycraft, attended by Fay Pratt, S. C., of Petoskey Council, was received by a committee of three, Page, Hoffman and Schram. The Mayor made a very appropriate speech of welcome, turning the keys of the city over to the U. C. T., complimenting the U. C. T. on being made up of the brightest minds and ranking high among men. Grand Counselor Watkins responded and assured the Mayor that the U. C. T. would endeavor to leave the city in as beautiful condition as they found it. The Mayor then retired and business proceeded.

A resolution was passed extending thanks to Governor Warner for the support he gave them in helping to restore the mileage book good on the trains.

The following resolution was then adopted:

Resolved—That we condemn the Michigan State Legislature of 1905 for passing an act known as the "Bailey Law," which provides that in case of death by railroad accident only the heads of households or those who have persons depending upon them for support shall be entitled to recover damages. Thus, if our wives, sons or daughters are killed the recovery of damages is impossible. In other words, 80 per cent. of the people traveling in Michigan to-day do so at their own risk. Be it further

Resolved—That every commercial traveler work and talk for the repeal of said "Bailey Law" and that a copy of these resolutions be sent to every council in the State, to the newspapers for publication, and to Governor Warner and Attorney General Bird, asking them for their cooperation in this matter.

The election of officers resulted as follows:

Grand Counselor—M. Howarn, Detroit.

Junior Grand Counselor—F. S. Ganiard, Jackson.

Grand Secretary—James Cook, Jackson.

Grand Treasurer—Wilbur S. Burns, Grand Rapids.

Grand Conductor—F. H. Clarke, Detroit.

Grand Page—A. T. Lincoln, Hillsdale.

Grand Sentinel—C. A. Wheeler, Marquette.

Executive Committee—James Ham-mill, Lansing; J. W. Schram, Detroit; G. H. Randall, Bay City; J. A. Hoffman, Kalamazoo.

A recess was then taken until 7:30 p. m., when the officers elected were duly installed.

The next Grand Council meeting will be held June 7 and 8, 1907. The place of meeting will be decided later. The Grand Council then closed.

One of the most charming features we had was the Ladies' Concert Band of Kalkaska. This band is composed of sixteen of Kalkaska's brightest, most charming young ladies and, under the leadership of Miss Frances Getty, has certainly made wonderful progress. All who heard them play were delighted.

J. M. Shields,
Chairman Press Committee.

The Petoskey Evening News gives the following additional particulars:

One of the most successful of all the social events of the convention was the reception Friday afternoon at the Cushman House for the ladies. It was attended by hundreds, yet every one was presented with a box of bon bons and a box of Nabiscos, and delicious fruit punch was served. The afternoon gowns of the attendants of this feature of the entertainment were elaborate and very attractive, but the large number prevents any attempt to describe them.

The success of this part of the programme is due to the Committee in charge thereof—Mrs. A. C. Lovelace, chairman, Mrs. G. S. Danser and Mrs. J. M. Shields, of Petoskey; Mrs. J. W. Armstrong and Mrs. C. S. Brooks, of Traverse City, and Mrs. F. H. Smith, of Charlevoix. These were ably assisted by several young ladies.

A train of six coaches was provided to carry the Counselors and their ladies to Wa-ya-ga-mug, and it was crowded to the rails, and even then some were left behind. The fact that the performance was fine and thoroughly appreciated by the people was shown in the words of commendation and thanks by Grand Counselor Watkins to the local Council and Petoskey citizens generally for this particular attraction, which was provided specially at this time and at great expense for the benefit of the outside guests.

But for one sad circumstance the grand ball in the Opera House was the climax of the entire stay of the commercial men in Petoskey. The hall had been most beautifully decorated in the lodge colors—blue, white and yellow—hundreds of yards of bunting being used. There was a large circle of lights in the center of the dome, and from it there were streamers into every part of the building. In addition to this all the posts were wrapped in the bunting and the same material was draped into all sorts of artistic effects. The large room in front on the second floor was specially prepared for the ladies' retiring room, with maids in charge, and a check room for the gentlemen was arranged in the box office.

The main floor was cleared with the exception of a row of chairs around the sides, thus leaving a space larger than any other dancing floor in the city for the full enjoyment of the many who participated. There were perhaps more than a hundred persons in the boxes and gallery to witness the beautiful scene and hear the most delightful music furnished by an orchestra of eight pieces, under the direction of W. J. McCollum,

the selections being of the very latest publication.

The stage was specially set apart for serving refreshments. There were a score or more of tables placed amid the decorations of large palms, and lighted with Japanese lanterns, giving it a kind of garden effect that was delightful. Something like eight hundred persons were served with the luncheon during the evening and there were a large number who did not participate. The service was especially fine, being performed by the experienced girls from the Cushman House, and the delicacies and substantial furnished in the luncheon were fully in keeping with every other part of the event, which means that they were the very best, and this morning there was some left, which, we understand, was turned over to the Home Benevolent Society to distribute among the poor of the city. There was a booth on the main floor where fruit punch was served the dancers to quench their thirst.

A large number of the dancers remained to the very last number of the programme—"Home, Sweet Home" being played after 1 o'clock.

It was during the time when the festivities were at the highest pitch that Chief Counselor Pratt, of the local Council, appeared on the stage and with a few well-chosen words presented Past Grand Counselor Watkins with a beautiful emblem of his office from and in the name of the Petoskey Council. Mr. Watkins responded with a speech in which he evidenced his own appreciation of the action of the Council in bestowing on him the emblem, and that of the body for the royal treatment afforded by the members of the order in the city, so ably assisted by all citizens.

The Kalkaska Ladies' Band held a concert in the Opera House before dancing commenced.

The business of the convention was practically all done in the one day, the matter of a place of meeting for next year's Grand Council being left open for the time being, after deciding that the sessions should convene on June 6 and 7.

Saturday was given over to amusement features. Early in the morning the Petoskey Boys' Band appeared and played some of their best music in the vicinity of the Cushman House and later headed the crowd to and from Recreation Park, where the base ball games were played. In the first Grand Rapids beat Marquette in a seven-inning game 8 to 0. Then Grand Rapids played Jackson, giving them the same coat of white-wash in a five inning game, while they made a showing of ten scores, thus winning the championship and the prizes. The crowd of witnesses of these games was large and enthusiastic, cheering on the players to their best efforts. The Committee from the local Council again proved their readiness to take care of their guests and provided a large supply of lemonade for the players and spectators.

Saturday afternoon the city's visitors continued their good times. At 1 o'clock the Kalkaska Ladies' Band gave a short concert at the Cushman House, and then took the afternoon train on the G. R. & I. for their home. The Boys' Band also played during the afternoon and preceded the people when they went to the dock to board the boat for the complimentary ride about Little Traverse Bay and accompanied the party to entertain them during the trip. Thus, until the very departure of the traveling men and their ladies from the city, they were entertained to the full meaning of the term.

Officers of the local Lodge inform the Evening News that they gave out over 900 of the little leather badges during the two days of the convention.

After the party in the Opera House

there were about fourteen dozen beautiful carnations left, which were sent to Mrs. J. A. Rich as a token of sympathy from the members of the United Commercial Travelers for her in her sudden bereavement, the death of her husband there last evening.

The fact that the members of the United Commercial Travelers like Petoskey and her people was evident on every hand. From the very arrival of the advance guard of the delegations to the close of the convention and its festivities they said they had been magnificently entertained. Many expressions were to the effect that never in the past nine or ten years have the Grand Council meetings been so successful from a social standpoint, and it was even suggested that Petoskey be made the permanent place for holding these annual gatherings, with the expense all defrayed from the treasury, instead of the greater portion of it being raised by the local Council, as in this case.

It is a matter of great pleasure to Petoskey people to entertain guests, but it is especially pleasing to have our efforts appreciated to the extent shown in this instance. The closing of the sessions of the convention and the amusement features provided will not wipe from the memory of Petoskey people the pleasant occasion afforded by the coming of the Grand Council to our city.

William Frederick, Jr., a traveling salesman for a flour-milling company in Duluth, Minn., claims to have committed to memory the entire Bible and that he can repeat any passage from Genesis to Revelations. A party of drummers at one of the hotels the other day were discussing this accomplishment. Several of them know Mr. Frederick personally, and are thus able to give definite testimony. They say that he is not a member of any church and has never been particularly interested in religious affairs, but he considers the Bible the finest of all books, always carries a portion of the Old or New Testament in his pocket, and for eighteen years has devoted all his leisure time to committing it to memory. When he is waiting for a customer, while he is traveling on the cars or during his leisure hours at a hotel, while other drummers are playing billiards or games of cards or reading newspapers or gossiping, Mr. Frederick is studying his Bible, and that has been his habit ever since boyhood. He can not begin with the first chapter of Genesis and repeat the text word for word to the last chapter of Revelations without hesitation, and, indeed, he says that he has never attempted such a thing, but, skipping the genealogies and similar passages, he believes that he might do so. He frequently repeats the Psalms, the Song of Solomon, the Book of Ruth and the Gospels verbatim without looking at the text, and is able to quote verbatim any passage that may be referred to. It is probable that he is the only man in the world with this accomplishment.

F. L. Grote, who was with J. M. Bour & C., of Toledo, for nine years, has taken Western Michigan territory for the Gasser Coffee Co., of Toledo. He has removed to this city and will make his home at the Hermitage.



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.

Methods Employed by Different Chicago Merchants.

In nine times out of ten the retail dealers in the country town fail of success because they do not attract possible customers to their store. We would hear much less about the inroads made upon the business of the country dealers if more of the dealers made their store so attractive that they would command universal attention, and if they made their stocks so diversified that people would be compelled to visit the establishments at other times than those upon which they called simply to purchase furniture.

In a recent number of System a symposium was printed upon the subject "How to bring visitors to the store." It is true that the contributions to this interesting series of letters were made altogether by men identified with the big stores in the big city of Chicago, but the suggestions which the writers put forth may, in a modified way, be applied to the country store. Benj. F. Schlesinger, superintendent of Carson, Pirie, Scott & Co., says: "We draw people to our store through conveniences and accommodations. Newspaper advertising, in my judgment, attracts only about two in ten visitors to the store. By conveniences and accommodations I mean properly arranged telephone booths, tea tables and comfortable seats."

Joseph Basch, general manager of Seigel, Cooper & Co., says: "We have one method of drawing people to our store aside from newspaper advertising, which is a very small factor. It consists of, first, a clean-looking stock; second, an up-to-date service, and third, an efficient delivery. By clean-looking stock I mean every morning we clean all stock and fixtures."

He lays particular stress on a clean-looking stock. There is nothing in the world so calculated to enhance the standing of any furniture store, little or big, and give selling quality to the goods, as a clean stock. A large number of dealers make the mistake of overcrowding their stores so that the care of the stock is out of the question. Better save the

interest on the investment and put it in the services of a good, bright boy, whose duty it shall be to keep every piece of furniture in the store in first-class condition. The railroad facilities are such at the present time that goods can generally be secured on short notice, and in any event it is cheaper to carry the stock in a warehouse than in a more expensive store. A small stock, well kept, will move faster than a large stock badly kept.

Edward J. Lehman, vice-president of the Fair, says: "We draw people to our store by sending out circulars of some specialty to a certain definite class of people—such as motormen, mail carriers, policemen or outdoor workers—at specified times, and then following up with other circulars and souvenirs. The specialties are simple, say a particular line of gloves suitable to street car motormen and conductors or other outdoor workers; or it may be a certain class of scarf or sock or handkerchief or cap. There must be two elements, the right class and the right article."

Roy S. Shayne, general manager of John M. Shayne & Co., furriers, says: "Every year we send to over 30,000 persons our annual catalog, and supplement this every ten days with a letter. Each year we send a handsome souvenir to our customers which reminds them of our firm."

David B. Felix, store manager of the Regal Shoe Co., says: "We have three ways of drawing people to our store. First, by personal contact; second, by a list of names, and third, by hide exhibitions. No matter where I or my clerks may be at luncheon time or any time, we aim to meet as many people as possible. We put our cards into some one's hands in some quiet way. We invite people into our store—keep inviting them and keep talking Regal shoes."

Frank M. Forester, general manager of Buck & Rayner's drug store, writes: "We depend almost entirely upon our window display to get people inside our store. By that I mean a window having a dressy appearance, a varied display and a clean assortment."

Nathan W. Baumgardner, manager of the Imperial millinery store, says: "Window display—the right kind of window display—is our medium for attracting people to our store. We do no other advertising outside our window display."

We have epitomized these several letters because each writer suggests a different way of attracting visitors to the store, and each suggestion may be more or less applicable to the conduct of any furniture store, even though it be in a little country town. Mr. Schlesinger suggests that conveniences be offered to the public. Of course, a cafe could not be operated in a country store, but it may be possible to devise a rest room or comfortable seats, or some other similar accommodations for the farmers' wives who come to country towns. It may be possible for the dealer to have it well understood among the women of the town that the telephone which can be found in

the store can always be used, and that upon social occasions the furniture dealer is in position to furnish, for a nominal sum, extra chairs, tea tables and things of that sort. It may be good advertising to furnish these things without a charge on some occasions."

Mr. Basch thinks a clean stock is the very best way to draw customers. Mr. Lehman believes in circulars, in pounding away at special things upon special occasions; Mr. Shayne in a catalog and reminders of the catalog; Mr. Felix in personal contact and some special attractions to the store, and Mr. Forester and Mr. Baumgardner in window display. One or all of these suggestions could be adapted to the management of the average country store.

We have made use of this material in this way largely to point out that merchants of every class, in a great city like Chicago, are not content to wait for people to come to their stores, but are endeavoring always to induce them to come. Competition in the city is fiercer than it is in the country. The country dealer can use city methods in attracting trade, and besides he has other weapons at his command. Not the least of these should be personal equation. In the small city, town or village it should be possible for the merchant to know all his possible customers. The city merchant can not do this. He should make it his business to know the people in his community, and then he should use his best endeavor to induce them to visit his store. The writer of this has in mind a store in a little town in Michigan, in which he had occasion to spend an afternoon and evening not long ago. The dealer carried not only furniture, but about everything which would go into the furnishing of a household. He did picture-framing and evidently was prepared to do any sort of an odd job. There was a constant stream of visitors to the store for one thing or another during this particular afternoon and evening. Few, if any, of the visitors bought furniture, but they bought something else, and they were so cordially greeted and made to feel so much at home that it is not surprising that this particular dealer has made a business success. Nor is it surprising to know that when his stock was wiped out of existence by a disaster a few years

ago, and he was left without capital, he found manufacturers who knew his ability ready to back him in a new enterprise. This was several years ago. He needs no capital to-day and does not ask for credit. He is firmly established because he is a good store-keeper and was not content to simply sit down and wait for the people to come to his store.

Congressman Perkins, of Rochester, is to be added to the list of opponents of the "breakfast food fad." In a speech the other day he declared that the founders of this country were not developed by eating cereals, finely chopped grass or puffed this or shredded that; that the founders of our country lived on pie and doughnuts, and that if we follow in their footsteps and eat the wholesome food they did we may yet accomplish something real good, as they did. "It is not the pie and doughnuts that cause the headaches," said Mr. Perkins; "it's what follows after them."

For
Books Commencement Exercises
 Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

June being the month of
Roses

Why not push the sale?

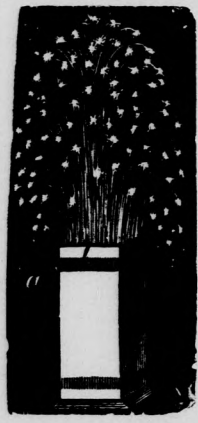
Sweet Alsatian Roses

Its attractiveness makes customers.

Retails universally 50 cents the ounce.

Direct or of your jobber.

The
Jennings Perfumery Co.
 Grand Rapids, Mich.



Celebrate July 4th

Do you want a real

Fireworks Display

We make a specialty of selected

Exhibition Assortments

with program for firing, producing best possible effects. Complete displays for any amount on short notice from our own warehouse.

Best Values. Satisfaction Guaranteed.

Most complete line of celebration and decoration goods for the trade—over 400 items—at right prices. Send for order blank.

Fred Brundage, Muskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

| | | |
|-------------------------------------|--|-------------------------------|
| Aceticum 6@ 8 | Copaiba 1 15@ 25 | Scilla Co @ 50 |
| Benzoicum, Ger. 70@ 75 | Cubebae 1 20@ 30 | Tolutan @ 50 |
| Boric @ 17 | Evechthitos 1 00@ 10 | Prunus virg @ 50 |
| Carbolicum 26@ 29 | Erigeron 1 00@ 10 | |
| Citricum 48@ 50 | Gaultheria 2 25@ 35 | |
| Hydrochlor 3@ 5 | Geranium 50@ 60 | |
| Nitrosum 8@ 10 | Gossypil Sem gal 50@ 60 | |
| Oxalicum 10@ 12 | Hedeoma 2 25@ 50 | |
| Phosphorium, dil. @ 15 | Junipera 40@ 20 | |
| Salicylicum 42@ 45 | Lavendula 30@ 25 | |
| Sulphuricum 1 1/2@ 5 | Limonis 1 00@ 10 | |
| Tannicum 75@ 85 | Mentha Piper 3 25@ 50 | |
| Tartaricum 38@ 40 | Mentha Verid 5 00@ 50 | |
| | Morrhuae gal 1 25@ 1 50 | |
| | Myrica 3 00@ 3 50 | |
| | Olive 75@ 80 | |
| | Picis Liquida 10@ 12 | |
| | Picis Liquida gal @ 35 | |
| | Ricinia 1 02@ 1 06 | |
| | Rosmarini @ 1 00 | |
| | Rosae os 5 00@ 6 00 | |
| | Succini 40@ 45 | |
| | Sabina 90@ 1 00 | |
| | Santal 2 25@ 4 50 | |
| | Sassafras 75@ 80 | |
| | Sinapis, ess, os. @ 85 | |
| | Tigil 1 10@ 1 20 | |
| | Thyme 40@ 50 | |
| | Thyme, opt @ 1 80 | |
| | Theobromas 15@ 20 | |
| | | |
| | Potassium | |
| | Bi-Carb 15@ 18 | |
| | Bichromate 13@ 15 | |
| | Bromide 25@ 30 | |
| | Carb 12@ 15 | |
| | Chlorate 12@ 14 | |
| | Cyanide 34@ 38 | |
| | Iodide 3 60@ 3 65 | |
| | Potassa, Bitart pr 30@ 32 | |
| | Potass Nitras opt 7@ 10 | |
| | Potass Nitras 6@ 8 | |
| | Prussiate 23@ 26 | |
| | Sulphate po 15@ 18 | |
| | | |
| | Radix | |
| | Aconitum 20@ 25 | |
| | Athae 30@ 33 | |
| | Anchusa 10@ 12 | |
| | Arum po @ 25 | |
| | Calamus 20@ 40 | |
| | Gentiana po 15 12@ 15 | |
| | Glychrrhiza pv 15 16@ 18 | |
| | Hydrastis, Canada 1 90 | |
| | Hydrastis, Can. po @ 2 00 | |
| | Hellebore, Alba 12@ 15 | |
| | Inula, po 18@ 22 | |
| | Ipecac, po 2 25@ 2 35 | |
| | Iris plox 35@ 40 | |
| | Jalapa, pr 25@ 30 | |
| | Maranta, 1/4s @ 35 | |
| | Podophyllum po 15@ 18 | |
| | Rhei 75@ 1 00 | |
| | Rhei, cut 1 00@ 1 25 | |
| | Rhei, pv 75@ 1 00 | |
| | Spigella 1 50@ 1 60 | |
| | Sanuginari, po 18 @ 15 | |
| | Serpentaria 50@ 55 | |
| | Senega 85@ 90 | |
| | Smilax, off's H @ 40 | |
| | Smilax, M @ 25 | |
| | Scillae po 45 20@ 25 | |
| | Symplocarpus @ 25 | |
| | Valeriana Eng @ 25 | |
| | Valeriana, Ger. 15@ 20 | |
| | Zingiber a 12@ 14 | |
| | Zingiber j 20@ 25 | |
| | | |
| | Semen | |
| | Anisum po 20 @ 16 | |
| | Apium (gravel's) 13@ 15 | |
| | Bird, 1s 4@ 6 | |
| | Carui po 15 12@ 14 | |
| | Cardamon 70@ 90 | |
| | Coriandrum 12@ 14 | |
| | Cannabis Sativa 7@ 8 | |
| | Cydontum 75@ 80 | |
| | Chenopodium 25@ 30 | |
| | Dipterix Odorate 80@ 1 00 | |
| | Foeniculum @ 18 | |
| | Foenugreek, po 7@ 9 | |
| | Lini 4@ 6 | |
| | Lini, grd. bbl. 2 1/2 3@ 6 | |
| | Lobelia 75@ 80 | |
| | Pharlaris Cana'n 9@ 10 | |
| | Rapa 5@ 6 | |
| | Sinapis Alba 7@ 9 | |
| | Sinapis Nigra 9@ 10 | |
| | | |
| | Spiritus | |
| | Frumenti W D. 2 00@ 2 50 | |
| | Frumenti 1 25@ 1 50 | |
| | Juniperis Co O T 1 65@ 2 00 | |
| | Juniperis Co 1 75@ 2 50 | |
| | Saccharum N E 1 90@ 2 10 | |
| | Spt Vini Galli 1 75@ 2 50 | |
| | Vini Oporto 1 25@ 2 00 | |
| | Vina Alba 1 25@ 2 00 | |
| | | |
| | Sponges | |
| | Florida Sheeps' wool | |
| | carriage 3 00@ 3 50 | |
| | Nassau sheeps' wool | |
| | carriage 3 50@ 3 75 | |
| | Velvet extra sheeps' | |
| | wool, carriage @ 2 00 | |
| | Extra yellow sheeps' | |
| | wool carriage @ 1 25 | |
| | Grass sheeps' wool, | |
| | carriage @ 1 25 | |
| | Hard, slate use. @ 1 00 | |
| | Yellow Reef, for | |
| | slate use @ 1 40 | |
| | | |
| | Syrups | |
| | Acacia @ 50 | |
| | Aurant Cortex @ 50 | |
| | Zingiber @ 50 | |
| | Ipecac @ 60 | |
| | Ferri Iod @ 50 | |
| | Rhei Arom @ 50 | |
| | Smilax Off's 50@ 60 | |
| | Senega @ 50 | |
| | Scilla @ 50 | |

| | | |
|--|---|-------------------------------|
| Liquor Arsen et Hydrarg Iod @ 25 | Rubia Tinctorum 12@ 14 | Vanilla 9 00@ |
| Liq Potass Arsenit 10@ 12 | Saccharum La's 22@ 25 | Zinci Sulph 7@ 8 |
| Magnesia, Sulph. 2@ 3 | Salacin 50@ 4 75 | |
| Magnesia, Sulph bbl @ 1 1/2 | Sanguis Drac's 40@ 50 | |
| Mannia, S F 45@ 50 | Sapo, W 12@ 14 | |
| Menthol 3 30@ 3 40 | Sapo, M 10@ 12 | |
| Morphia, S P & W2 35@ 2 60 | Sapo, G @ 15 | |
| Morphia, S N Y Q2 35@ 2 60 | Seidlitz Mixture 20@ 22 | |
| Morphia, Mal. 2 35@ 2 60 | Sinapis @ 18 | |
| Moschus Canton. @ 40 | Sinapis, opt @ 30 | |
| Myristica, No. 1 25@ 30 | Snuff, Maccaboy, | |
| Nux Vomica po 15 @ 10 | DeVoes @ 51 | |
| Os Sepia 25@ 28 | Snuff, S'h DeVo's @ 51 | |
| Pepsin Saac, H & P D Co @ 1 00 | Soda, Boras 9@ 11 | |
| Picis Liq N N 1/2 gal doz @ 2 00 | Soda, Boras, po 9@ 11 | |
| Picis Liq qts @ 1 00 | Soda et Pot's Tart 25@ 28 | |
| Picis Liq, pints. @ 50 | Soda, Carb 1 1/2@ 2 | |
| Pil Hydrarg po 80 @ 50 | Soda, Bi-Carb 3@ 5 | |
| Piper Alba po 25 @ 18 | Soda, Ash 3 1/2@ 4 | |
| Piper Nigra po 32 @ 30 | Soda, Sulphas @ 2 | |
| Pix Burgum @ 15 | Spts, Cologne @ 2 60 | |
| Plumbi Acet 12@ 15 | Spts, Ether Co. 50@ 55 | |
| Pulvis Ipc et Opli 1 30@ 1 50 | Spts, Myrcia Dom @ 2 00 | |
| Pyrethrum, bxs H & P D Co. doz @ 75 | Spts, Vini Rect bbl @ | |
| Pyrethrum, pv 20@ 25 | Spts, V'i Rect 1/2 b @ | |
| Quassiae 8@ 10 | Spts, V'i R't 10 gl @ | |
| Quina, S P & W. 20@ 30 | Spts, V'i R't 5 gal @ | |
| Quina, S Ger. 20@ 30 | Strychnia, Crystl 1 05@ 1 21 | |
| Quina, N. Y. 20@ 30 | Sulphur Subl 2 1/2@ 4 | |
| | Sulphur, Roll 2 1/2@ 3 1/2 | |
| | Tamarinds 8@ 10 | |
| | Terebenth Venice 28@ 30 | |
| | Theobromae 45@ 50 | |

We wish at this time to inform our friends and customers that we shall exhibit by far the largest and most complete line of new and up-to-date Holiday Goods and Books that we have ever shown. Our samples will be on display early in the season at various points in the State to suit the convenience of our customers, and we will notify you later, from time to time, where and when they will be displayed.

Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table with columns A, B, C, D, F, G, H, I, J, L, M, N, O, P, R, S, T, V, W, Y. Lists various grocery items like Ammonia, Baked Beans, Butter, etc.

Main table with columns 1, 2, 3, 4, 5. Lists items like Arctic Ammonia, Plums, Peas, Pineapple, etc.

Table with column 3. Lists items like Ideal, Riverside, Warner's, etc.

Table with column 4. Lists items like Coconut Macaroons, Dixie Sugar Cookie, etc.

Table with column 5. Lists items like Raisins, London Layers, etc.

6

Table 6: Meal, Oats, Corn, Hay, HERBS, JELLY, LICORICE, MEAT EXTRACTS, MOLASSES, MINCE MEAT, MUSTARD, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Smoked Meats, Lard, Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese.

7

Table 7: Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, SALAD DRESSING, SALERATUS, Common Grades, SALT, SALT FISH, Mackerel, Trout, Common Corn, SYRUPS, Pure Cane, SEEDS, SHOE BLACKING.

8

Table 8: SNUFF, SOAP, LAUTZ BROS. & CO., Soap Powders, Scouring, SODA, SOUPS, SPICES, Whole Spices, Pure Ground in Bulk, STARCH, Common Gloss, Common Corn, SYRUPS, Pure Cane, TEA, Japan, Sundried, Regular, Basket-fired, Nibs, Sittings, Fannings.

9

Table 9: Gunpowder, Young Hyson, Oolong, English Breakfast, India, TOBACCO, Fine Cut, Plug, Smoking, TWINE, VINEGAR, WICKING, WOODENWARE, Baskets, Bradley Butter Boxes, Butter Plates, Churns.

10

Table 10: Clothes Pins, Egg Crates, Faucets, Mop Sticks, Pails, Traps, Tub, Wash Boards, Window Cleaners, Wood Bowls, WRAPPING PAPER, FRESH FISH, YEAST CAKE, HIDES AND PELTS, Shelled, Peanuts, Tallow, Wool.

11

Table 11: CONFECTIONS, Stick Candy, Standard H H, Standard Twist, Jumbo, 32 lb., Boston Cream, Olde Time Sugar stick, Mixed Candy, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quinette 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, 10lb. box, Orange Jellies, Fancy-in 5lb. Boxes, Bitter Sweets, ass'd, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, plain, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Cr'ms, Cream Buttons, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Goodies, Up-to-date Assmt., Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't., Pop Corn, Dandy Smack, 24s, Dandy Smack, 100s, Pop Corn Fritters, 100s 50, Popper Jack, 100s 50, Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Jumbo Whitefish, No. 1 Whitefish, Trout, Halibut, Ciscos or Herring, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, dressed, Smoked, White, Red Snapper, Col. River Salmon, Mackerel, HIDES AND PELTS, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskins, green No. 1, Calfskins, green No. 2, Calfskins, cured No. 1, Calfskins, cured No. 2, Steer Hides, 60lb. over 12 1/2, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine.

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case.. 45
1/2 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

CIGARS



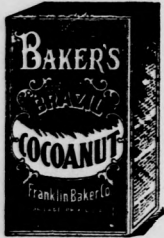
G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

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 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 1/2 @ 8
Hindquarters7 1/2 @ 9 1/2
Loins10 @ 14
Ribs9 @ 13
Rounds7 @ 8
Chucks5 @ 6
Plates4 @ 4
Livers3 @ 3

Pork

Loins @ 1 1/4
Dressed @ 1 1/2
Boston Butts @ 9 1/4
Shoulders @ 9
Leaf Lard @ 9 1/4

Mutton
Carcass @ 9
Lamb @ 12 1/2

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

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

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, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.

Royal Java
Royal Java and Mocha ...
Java and Mocha Blend ...
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
ons Bros. & Co., Saginaw;
Brown, Davis & Warner,
Jackson; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

CONDENSED MILK



4 doz. in case

Gail Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 00

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

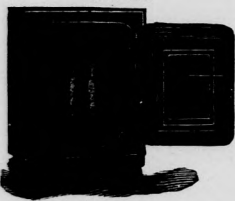
Poles

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's 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

Second Hand Motor Car

Bargains

20 H. P. Winton, in fine shape, cost new \$2,500—now \$1,200.

Packard, Model L, 4 cylinders, shaft driver, with top, extra lamps, etc., in fine condition, cost new with extras \$3,300—now \$1,800.

Cadillac, 4 passengers, overhauled and refinished, a bargain at \$475.

Olds Touring Car, 10 H. P., overhauled and very cheap at \$525.

Olds Runabout, overhauled and refinished, at \$300, and 15 other bargains.

Write us or call.

Adams & Hart

Grand Rapids
47-49 North Division St.

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**

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Executor's Sale—A fine brick store, location on the best business corner in this bustling town of thirty-five hundred people. Address H. P. Pettit, Executor, Fort Atkinson, Wis. 844

Business For Sale—Long-established, good-paying dry goods, shoes and carpet business in Shelbyville, Ky.; long lease; sales \$80,000, which can be increased; cleanest stock of merchandise in the State. Shelbyville is the best town in the Bluegrass region, rapidly increasing in population; supported by large territory tributary to Shelbyville; reason for selling is that proprietor will engage in wholesale business; anyone looking for a moneymaking business has an opportunity seldom offered. For particulars write to B. Engle, Shelbyville, Ky. 833

For Sale—Practically new Burroughs Adding Machine. Smith Young & Co., Lansing, Mich. 841

For Sale or trade for village property, grocery stock or a farm, a 30 bbl. flouring mill located in good farming country, thriving town and water to develop 300 horse power. Address Box 238, Petersburg, Mich. 840

For Sale—Wholesale bakery. Good paying business. Owner wishes to retire. For particulars address H. M., care Michigan Tradesman. 839

For Sale—Clean, up-to-date stock of groceries; fine fruit country; pure water; a bargain if taken soon. Box 326, Siloam Springs, Ark. 838

For Sale—Stock of groceries and building, 26x70. Located in a lake shore town of 25,000. Business established for 25 years. Good chance for a young man with some money and plenty of push. Building contains steam heat, gas and living rooms. Modern. Reason for selling, poor health. L. Vincent, Muskegon, Mich. 837

For Sale—\$1,200 general stock. Small Illinois station. Buildings, rent easy. Box 27, Eylar, Ill. 835

For Sale—Dry goods store to be sold on account of poor health; invoices \$9,000; annual sales, \$20,000; good profits; cash trade. Best location in first-class town of 3,000 population. Rich country. Address W. D. Pearce, Clyde, Ohio. 835

For Sale—Shoe stock at a bargain; location fine; only store within 8 blocks; in best part of city. Will invoice about \$2,000; will sell at 1,200 cash; reason, old age, 83. Address Gustave Spiegel, 1108 Broadway, Fort Wayne, Ind. 834

For Sale—\$8,000 stock of general hardware in an 8,000 county seat town in Southern Kansas. Best county in the State. Crop good. Stock clean and modern. Address Good Investment, care Michigan Tradesman. 832

Canadian farm lands. We have for sale, choice, improved and unimproved farm lands; also town properties and lots. Reliable information to land seekers. Correspondence invited. Miller & Irwin, Real Estate Brokers, Rocanville, Sask. 812

Hardware—Owing to other business here, demanding my entire attention, I offer for sale my stock of hardware, crockery and small implements, all in good condition and up-to-date. Inventorying about \$3,000. Will rent building, 30x72, which is an excellent location. Best of farming land and a small manufacturing town. Good grain and produce market. Interested parties invited to investigate at once. Will Isham, Butternut, Mich. 817

Timber—A person controlling large tracts of timber would like to meet with mill man to operate same on shares or on stumpage basis. Good opening also for sash, doors and shingles. Apply No. 821, care Michigan Tradesman. 821

Will exchange my farm, near town, for good business, describe fully with price. Jas. P. Phillips, Manchester, Tenn. 816

For Sale—Store with or without stock. Good farming section, only store. Kendall & Slade, Sylvester, Mich. 819

We Have Ore—Have expended about \$20,000 for machinery and in development work and need about \$15,000 more. The mine is fully equipped with machinery, and will be a sure dividend payer. Write for full description and particulars. The Apex Cooper Co., Colorado Springs, Colo. 820

For Sale or trade for clean stock of merchandise, a \$10,000 choice farm. Good soil. Buildings and water, rolling land, suitable and used for fruit, dairy or stock. Only 3 1/2 miles from Grand Rapids. John P. Oosting, 128 Cass Ave., Grand Rapids, Michigan. 822

For Sale—Grain elevator at Hudsonville, Mich., on tracks of P. M. Ry., near main street, \$700. Good chance for live man to make some money. Valley City Milling Co., Grand Rapids, Mich. 825

For Sale—Stock groceries, shoes and notions. Good town, good trade. Owner retiring. Village and farm properties. J. G. Jennings & Co., Lawrence, Mich. 827

For Sale—A fine opportunity for one wishing to go into business. A general store of about \$2,000. Good terms. Fine farming and fruit country. Write F. L. Orcutt, Beulah, Benzie Co., Mich. 785

For Sale—Stock of drugs and building. Store with rooms overhead, in village of Chippewa Lake. On account of ill health, proprietor wishes to go to warmer climate this fall. Am a practitioner of medicine with good practice in connection with store. Splendid opportunity for a physician who is a pharmacist, or a pharmacist alone can do well. Must be cash deal or merchantable paper. Price \$1,500. Address Dr. A. A. Patterson, Chippewa Lake, Mich. 830

For Sale—Well located grocery in outskirts of town of 6,000; doing \$12,000 yearly; invoice about \$1,000; best reasons for selling. Address L. B. 201, Charlotte, Mich. 822

For Sale—Drug and grocery stock, invoicing \$4,000. Annual business \$10,000 to \$12,000. Hustling town of 800. Best of locations. Will stand closest investigation. Sickness, must get out. Address XX, care Michigan Tradesman. 828

For Sale—New stock of dry goods and groceries, a little over one year old, will invoice about \$3,500 dry goods and \$1,000 groceries, dry goods over 75 per cent. domestics and staples; good paying business for a hustler; best and oldest location; too much other business, reason for selling. M. M. Hyman, Montpelier, O. 790

For Sale—All or part interest in new \$50,000 chair factory. Located in southern hardwoods on three trunk lines. Running on contract orders that will keep factory busy for 12 months. Experienced man with some capital needed. Address No. 803, care Michigan Tradesman. 803

1,200 shares of stock in a well-equipped property of merit. You can get this on the easiest kind of easy payments and a bonus of 800 shares free. Send \$2 a month for 6 months and the stock is yours. \$24 cash buys 4,500 shares. Our literature will interest you. Address J. D. Johnston, Secretary, Box 161, Newport, R. I. 773

Start a mail-order business; we furnish, everything necessary; only a few dollars required; new plan, success certain; costs nothing to investigate. Milburn Hicks, 358 Dearborn St., Chicago, Ill. 768

For Sale—General merchandise stock of the Bonner Mercantile Co. Well assorted stock, doing business of \$100,000 to \$125,000 per year. Excellent established business, brick store and warehouse. Best opportunity in the Northwest. Address W. C. Spottswood, Deer Lodge, Mont. 765

For Sale—Steam heated hotel, newly furnished; property of heirs; must be sold. Lock Box 23, Scottville, Mich. 763

For Sale—Clean stock merchandise, consisting of dry goods, shoes and groceries; invoice \$6,500; can be reduced; counter sales \$21,000; also big poultry and produce business; pretty village of 800; best of schools and churches; public hall and library, by Carnegie; no saloons; good German and English trade; cash trade. Money-maker for someone. Address Hartzler & Son, Topeka, Ind. 762

For Sale—Splendid grocery business in one of the best cities of 14,000 inhabitants, in State; good reasons for selling. Box 252, Pontiac, Mich. 761

Haight's perfect egg tester. A great money-saver. Price \$1.50. Address Haight Egg Tester Co., Oswego, Ill. 759

Brick store building, 2 stories, 30x60, with basement full size. Two rooms on first floor, 8 nice living rooms on second floor. Cold storage building, brick 18x32 with wing 13x16. Ice-house, 16x24. Barn 20x32, corn crib 20x32, chicken picking house, 16x20. Nice dwelling house 18x32 with wing 16x20. Building all in A1 condition. Are occupied at present by owner who wishes to sell as he is going into a bank. Sold with or without stock. Buildings, \$4,250, about 2/3 cost. Hagaman & Sharp, Grant, Mich. 776

Wanted To Buy—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Martin, care Michigan Tradesman. 765

For Sale—Two Russian Sharpless separators, one boiler and engine. One steam milk tester. Will sell cheap. Adam Kolbe, R. D. 2, Lorain, Ohio. 808

For Sale—One of the best and largest drug stores in a western city of 50,000 people. Good location, good business. Clean stock, full prices. Good reasons for selling. Address P. O. Box 109, Pueblo, Colo. 778

For Sale—Best flouring mill in Shiawassee County, 3 stories and basement, brick and stone. Complete sifter system. Capacity 100 barrels. Snap if taken quick. Part cash, balance on time. Write for particulars or come and see E. H. Chadwick, Vernon, Mich. 747

For Sale—Fine residence property, store and grocery stock located five blocks from center of business district in rapidly growing manufacturing city. Also barn lot beautifully shaded and paved street. Business established twenty years and a success in every particular. Splendid chance for an investment which will pay steady livelihood. City prosperous and growing. Splendid opportunity for a father to put a son in a good paying business. A special inducement to cash purchaser. Will retire to engage in manufacturing. Reference, E. A. Stowe, Address No. 678, care Michigan Tradesman. 678

For Rent—Dry goods and grocery stores; old-established trade, 9,300 feet floor space; best corner in town of 5,000; receipts \$115,000 to \$125,000; vacant Aug. 1. A. D. Smith, Morris, Ill. 807

For Sale—First-class drug stock. Stock and fixtures inventory about \$3,000. Rent and insurance cheap. Ill health cause for selling. H. S. Phillips, Crystal, Mich. 797

An exceptional location is offered for establishing a department store. For particulars enquire of George Lutz, Jamestown, N. D. 799

An ideal farm of 922 acres in Chehalis county; all good land for stock, grain and dairying; prices and terms on application; with or without stock and tools; will sell all or part. I have other lands. J. E. Calder, Montesano, Wash. 800

For Sale—Lumber, wood and coal yard. Only coal and wood yard in town. Good business. Address No. 709, care Michigan Tradesman. 709

For Sale—Drug stock and building. Stock and fixtures, \$2,000, time on building. Sales last year, \$7,002. Address No. 621, care Tradesman. 621

Send for our price list of North Dakota holdings, which we are closing out at rock bottom prices to comply with the national banking laws. First National Bank, Mandan, N. D. 594

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

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. Feyreisen & Co., 12 State St., Chicago, Ill. 548

Do you want to sell your property, farm or business? No matter where located, send me description and price. I sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

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—A position as pharmacist. Short time engagements. The northern part of the State preferred. Address Lock Box No. 85, Chesaning, Mich. 843

HELP WANTED.

Wanted At Once—Dry goods and clothing salesman. One acquainted with country trade. Not over 40 years old. Salary \$50. Give references. Address No. 842, care Michigan Tradesman. 842

Salesmen wanted in every state to sell the new "Neverstooop" shoe lace fastener for men, women and children's shoes. The best article of its kind upon the market. Address Neverstooop Fastener Co., P. O. Box 313, Fall River, Mass. 810

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, 324 Dearborn St., Chicago, Ill. 490

Want ads. continued on next page.

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 1/2-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.**

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.
Grand Rapids, Mich.

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

PILES CURED
...without...
Chloroform, Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75

File and 1,000 specially printed bill heads..... 3 00

Printed blank bill heads, per thousand..... 1 25

Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

Detailed Report of the Last Board Meeting.

Jackson, June 12—At the last regular meeting of the Board of Directors of the Michigan Knights of the Grip all the members were present except Messrs. Hurd and Empey.

Communications were presented from Brother W. A. Van Alstine, of Quincy, Ill., setting forth his physical and financial condition, and appealing for aid; also letters from Brother E. R. Johnson and Dr. Robbins, confirming the appeal of Brother Van Alstine.

Moved that the action of the Secretary in sending Brother Van Alstine \$20 be concurred in and that an order be drawn on the Treasurer to reimburse him for same; also that the Board issue an appeal to the members, asking them to contribute to a fund to aid Brother Van Alstine, out of which a payment of \$5 per week be made and his assessments and dues paid. Carried.

President Klockslem reported that the bonds of the Secretary and Treasurer were O. K. Approved.

The Secretary reported the receipts of his office as follows:

| | |
|----------------------------------|------------|
| Death fund | \$2,558 00 |
| General fund | 23 00 |
| Entertainment fund | 87 00 |
| Employment and relief fund | 1 87 |

All of the above has been turned over to Treasurer Kelly.

The following bills were allowed and orders ordered drawn on Treasurer for same:

| | |
|--|----------|
| Acorn Press, printing | \$ 49 86 |
| F. L. Day, stamps | 39 00 |
| F. L. Day, incidentals | 14 95 |
| F. L. Day, stamps for No. 3 assessment | 50 00 |
| J. C. Wittliff, stamps for invitation to annual convention | 50 00 |
| J. C. Wittliff, advertisement in souvenir book | 20 00 |
| H. C. Klockslem, Board meeting | 7 70 |
| F. L. Day, Board meeting .. | 10 63 |
| H. P. Goppelt, Board meeting .. | 6 64 |
| C. W. Stone, Board meeting .. | 15 32 |
| A. A. Weeks, Board meeting .. | 13 50 |
| Jno. B. Kelly, Board meeting .. | 4 88 |
| Jno. B. Kelly, Treasurer's salary | 53 80 |
| F. L. Day, Secretary's salary .. | 134 50 |

The following claims were allowed and warrants ordered drawn to pay same:

| | |
|---|----------|
| Margaret F. Fay, claim of John M. Fay | \$500 00 |
| Mary A. Lewis, claim of Geo. B. Lewis | 500 00 |
| John H. Brinker, claim of Geo. H. Bodette | 500 00 |
| Mary Ascher, claim of Louis Ascher | 500 00 |

The entire return postal cards received, declaring a preference as to dates for the summer meeting, were as follows: Last Tuesday and Wednesday in August, 49; last Friday and Saturday in August, 86; last Friday and Saturday in July, 192. There being a large majority over all in favor of the last week in July, it was decided to hold the summer annual meeting July 27 and 28, in Port Huron. The Secretary was instructed to send every member a

notice, to go out with the next assessment.

The Secretary was requested to act in conjunction with the Railroad Committee to obtain the best rates possible for the annual convention. Carried.

An assessment of \$2 was ordered levied on each member July 1, to close July 31. Carried.

Two proposed amendments to the constitution—Article 3, Section 6, and Article 5, Section 2—were read. It was moved and supported that the proposed amendments to the constitution be recommended by the Board, the same to be printed and distributed and presented at our next annual convention. Carried.

F. L. Day, Secretary.

Preparations for the Port Huron Convention.

Port Huron, June 12—The Executive Committee of Post H, K. of G., held a meeting Sunday to further formulate plans for the coming convention of the Michigan Knights of the Grip, to be held in this city, July 27 and 28. A good programme for the entertainment of the members is being prepared. The list of events will include trolley, auto and boat rides. Probably one business session will be held at Stag Island, where the banquet and hop will take place. This will give the ladies a full afternoon (Friday) on the beautiful Island, within a stone's throw of all the big vessels which pass on St. Clair River. They will also find games and amusements to pass the time away. Our local Post is making every effort to make this a most enjoyable meeting. We have a fine hustling city, one of the grandest rivers in the world, beautiful islands and miles of beach for boating and bathing. If you don't believe it, Brother K. of G., come to the convention and bring your wife and we will show you. F. N. Mosher.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, June 6—Creamery, fresh, 18@20½c; dairy, fresh, 15@17c; poor, 12@14c.

Eggs—Fresh candled, 18c; at mark, 16½@17c.

Live Poultry—Broilers, 20@22c; fowls, 12@12½c; ducks, 11@14c; geese, 10@11c; old cox, 8c.

Dressed Poultry—Fowls, iced, 13@14c; old cox, 10@10½c.

Beans—Pea, hand-picked, \$1.65; marrow, \$2.75@2.90; mediums, \$2@2.10; red kidney, \$2.60@2.75.

Potatoes—White, 90c. per bu.; mixed and red, 80@85c. Rea & Witzig.

Carland—Boyd Doyle, of Elsie, and A. E. Shannon, formerly of Owosso, have purchased the Carland cheese factory, formerly owned by Park Scott. Mr. Doyle is now proprietor of the Elsie, Ovid and Bannister factories and is joint owner of the Carland plant. Mr. Doyle is scarcely 25 years of age.

There are some kinds of business in which success is best obtained through failure.

New Metallic Filament Lamp.

"Another attempt to substitute a metal for carbon in the incandescent lamp has reached the patent stage," says the Electrical Review. "This filament is the result of the combined efforts of two Austrians, Dr. Alexander Just and Herr Franz Hanaman. The inventors have secured commercial relations with a German firm and have patented the new filament in Great Britain. This particular filament differs from the one by Dr. Kusel, recently described, in that another metal is employed, the material in the newer lamp being tungsten, or, as it is called in Germany, wolfram, a metal related to molybdenum and uranium. The chief source of this metal is wolframite, a mineral found in the Cornish tin mines and elsewhere in Europe, and in the United States.

"From the descriptions at hand the process of manufacturing the lamp is not made perfectly clear. It seems, however, that a start is made with a carbon filament which is coated with tungsten by heating the filament in a vapor of tungsten salts. The metal is deposited upon the carbon, forming a carbide, and the action, which is carried on in a highly exhausted chamber, or even in vacuo, is allowed to proceed until all the carbon of the filament is either converted into carbide or dissolved in this compound. By watching the current flowing through the filament it can be determined when this stage is reached. The success of the process seems to depend upon employing a fine filament, the diameter varying from two mills to three-quarters of a mill. The vapor employed is said to be preferably a high chloride of the metal, with which some reducing gas is mixed, such as hydrogen. After the coating has become sufficiently thick the filament is raised to incandescence by increasing the current, when the coating of the metal is converted into the carbide in a very short time. This process is carried on in an inert atmosphere. The filaments at this stage are said to be white and have a metallic appearance.

"The next stage of the treatment is to get rid of the carbon by oxidation. This is done by heating the filament again to incandescence and introducing an oxidizing agent, such as steam, mixed with some reducing agent. The carbon is oxidized and the gases carried off. It is said that a similar result can be accomplished without oxidation simply by heating the filament to an exceedingly high temperature in a high vacuum until the carbon is volatilized. Other methods of decarbonizing may be employed, although none of them seems to be as simple as the two described. The filament is said to be ready for making up into lamps as soon as the carbon is completely driven off, no flashing or other similar process being necessary.

"So far no figures showing the performance of this lamp have been published and no estimate is given indicating its relative cost with respect to carbon. However, every suggested solution of the lamp problem which offers any prospects of success is of

value, as it forms one step at least in our progress toward a more efficient incandescent lamp. It is interesting to note that in this new process of manufacturing incandescent filaments carbon is used, which is converted into carbide and then reduced to the metal, the carbon being given off. This recalls the Volkner filament, proposed some years ago, which was said to give excellent results, although in the latter filament the process was stopped at the carbide stage, the filament consisting either of a carbide of some metal or a carbon core coated with such a carbide."

Cement for Sealing Screw-Cap Receptacles.

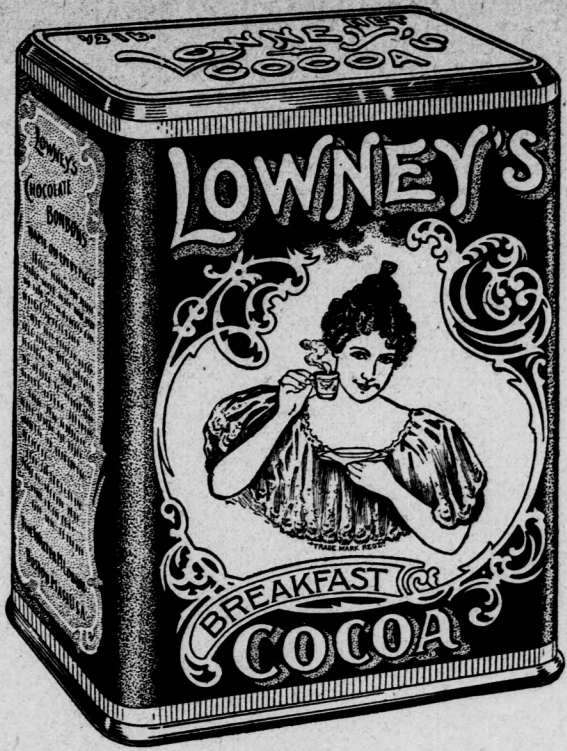
The composition of a cement to securely seal receptacles closed by screw-cap (or, in fact, in any other method) must necessarily depend upon the nature of the content of the vessel. If of an alcoholic, oleaginous or resinous nature, for instance, it would require a cement differing from that which would be required for an aqueous solution. For the first class of articles a cement made with water-soluble gums, gelatin, etc., would be appropriate, while for the other class, rosin, shellac, etc., would answer. For a sealing wax of the first class, kasein dissolved in a 5 per cent. aqueous solution of borax would answer, and so would any of the following: Borax, 1 part; water, 7 parts; shellac, sufficient to make the solution of the desired thickness. A solution of glue would also answer. For the second class try a mixture of clear rosin, 12 parts; blond shellac, 20 parts; turpentine, 6 parts; dissolved in oil of turpentine. A little experimentation along these lines will enable you to get a satisfactory article. P. W. Lendower.

Coldwater Courier: O. D. Stone has resigned his position as traveling salesman with the Cleveland Stone Co., of Cleveland, which he has held continuously for thirty years and will take up his future home in Billings, Montana. He expects to leave for that place about the 15th of this month. Mr. Stone became interested in the quarry business at Berea, Ohio, in the spring of 1865 and has followed that line of occupation up to the present time. He came to Branch county twenty-five years ago and settled his family on a farm in Bethel, but for the last seventeen years he has resided in Coldwater. Mrs. Stone preceded him to Billings by several weeks and is now comfortably located there.

Pontiac—The Hub Clothing Co. have filed a voluntary petition in bankruptcy. Assets are given as \$7,000 and liabilities \$8,000. The company is composed of Benjamin and M. Barnett, brothers. There are about fifty creditors, mostly outside of Pontiac.

BUSINESS CHANCES.

For sale or exchange for city property or good farm, grocery and only bazaar store in hustling small town. Address No. 84, care Michigan Tradesman. 845



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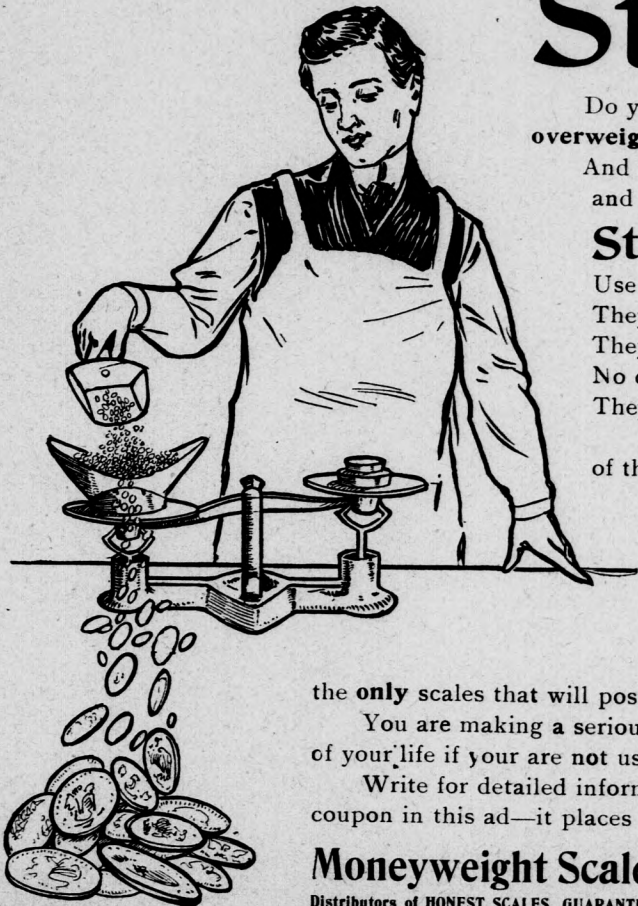
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New Goods for Fall Trade Arriving Daily

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We have now on display in our showrooms the most interesting values we have ever offered in

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These goods sell every day in the year and are especially desirable for wedding or anniversary gifts, etc.

It's worth a trip to this city to see the matchless bargains we offer in

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We are selling them regardless of cost because we must have the room for our fall and holiday goods. Start a

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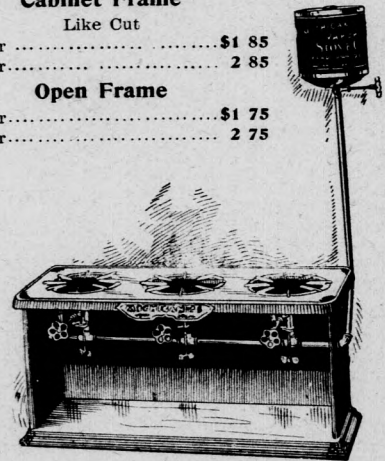
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Polished Steel Ovens

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- Each
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| 8 quarts. Per dozen..... | \$1 18 |
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| With Spout | | With Nickel Plated Faucet | |
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| 1 Gallon, per doz.. | \$1 40 | 3 Gallon, per doz. | \$3 85 |
| 2 Gallon, per doz.. | 2 25 | 5 Gallon, per doz. | 4 50 |
| 3 Gallon, per doz.. | 3 25 | Home Rule Pump Cans | |
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