

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1907

Number 1227



The Greatest Little Big Thing in the Grocery Trade

Every record has been smashed by

Sanitas Toasted Corn Flakes

It's the biggest, quickest, most emphatic success in the history of breakfast foods.

In spite of the best that men, mills and machinery can do we are over 50 carloads behind on orders to-day. We have never been able to catch up since the first carload was offered to the trade. We are working day and night to get even. By the time you read this we'll be able to take care of all orders.

Of course the imitators are here. You'll have all sorts of corn flakes offered you—all sorts of schemes—all sorts of bribes. A few grocers will fall to the temptation of pushing a substitute. **Remember the days of the breakfast food deluge.** It was the retail grocer who held the bag then. Some grocers are going to hold the bag again. Don't you be one of them. The wise retailer will keep to one corn—the original, genuine

SANITAS Toasted Corn Flakes

(Won Its Favor Through Its Flavor)

Made by The Battle Creek Toasted Corn Flake Co.

Battle Creek, Mich.

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.
105 Ottawa-St., Grand Rapids, Mich.
Bell Phone: 87 Citizens Phone 5087

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



India and Ceylon

Produce the
Finest Teas in the World

Tetley's Are World Famed

Tetley's Russian "The de Luxe"
is perfection

Tetley's Gold Label Fragrant and Delicious

Tetley's Sun Flower, Green Label, Yellow Label
and Red Label fill every demand for quality and price

Judson
Grocer Co.

Distributors

Grand Rapids, Mich.



Every Cake



of FLEISCHMANN'S
YELLOW LABEL 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 Av.

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails 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 informa-
tion.



Tradesman Company

Grand Rapids, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1907

Number 1227

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

The Kent County Savings Bank OF GRAND RAPIDS, MICH

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

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

2321 Majestic Building, Detroit. Mich

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

THE TORTOISE AND THE HARE

You've read the story. A few weeks plodding through our bookkeeping and shorthand courses may win you the race. Will you enter?

Commercial School
Grand Rapids, Mich.

75, 83 Lyon St.

Grand Rapids, Mich.

Fire and Burglar Proof

SAFES

Tradesman Company
Grand Rapids

ESTIMATES ARE INCORRECT.

When a people progress so rapidly that they can not begin to keep tab on their own advancement the situation becomes almost ludicrous. And yet that is what has happened right here in Grand Rapids and, doubtless, is what is taking place at a thousand different points in our country today.

Here we have been the past ten days throwing fits over our water supply puzzle, and much of the spasm has concerned the cost of installing a plant on the shores of Lake Michigan, the seemingly insurmountable difficulty of pumping water uphill and the cost of operating a plant that will do the trick.

To begin with, nobody has been known to pump water down hill, while, on the other hand, there are scores of places among the mountains of the Pacific coast, in the Upper Peninsula of Michigan and in Virginia where water is really, readily and rationally pumped up hill and to heights ranging from 150 to over 1,000 feet.

There is but one assertion in the charges against the present plan for the establishment of a city water plant on the shores of the Lake which can be sustained, and that is the charge that the estimates as to the original cost of the plant and of operating the same are not correct.

They are emphatically incorrect; but this error is fully excused because the estimates were made about fifteen months ago. The mistake is not one of mathematics but one of conclusions drawn more than a year ago.

During the months that have intervened and the present improvements have been made in the handling of water which are not a whit less than marvelous. The perfection of the electric direct connected pump has revolutionized the transmission of water and oil. These pumps, operated on the relay plan, have caused the Standard Oil Company to entirely and at a tremendous expense change its system of forcing oil through its pipe lines, and in California and other Far Western States they have been the means of solving power problems and irrigation enterprises seemingly beyond the reach of human ingenuity.

Almost before Grand Rapids has realized the fact she has at her doors, in fact, actually across her threshold, the same great utility in an almost inexhaustible quantity. This new utility solves the cost of bringing clean, wholesome, blue water from Lake Michigan to our kitchens, bath rooms, factories, hospitals, hotels, and so on, beyond any question.

There is no longer even the suggestion of a doubt that Lake Michigan water can be brought to Grand Rapids at a very considerable less figure than the old estimate of \$1,600,000.

By the installation of electric direct connected pumps, operated in tandem form, there need be no great outlay for a costly pump house and a lofty chimney, no large investment in great engines and no fuel expense, while as to help employed about the proposed plant the former estimate may be cut in two. And this is because we have the Grand Rapids-Muskegon Power Co., with its two dams on the Muskegon River and two dams on the Flat River, in our city as a Grand Rapids institution and are able to furnish power at a figure which can not be met by any plan of burning coal to produce steam.

There is absolutely no further need of hesitating over the cost of installing and operating a city water plant on the shore of Lake Michigan, because these direct connected pumps, operated by electric power, can, if need be, give a new kick to the water every little ways until they send the water to any elevation. And so, if the cost of making the Lake Michigan water plant has dazed you, rub your eyes and realize that that big black beast has been forever removed from view.

"Is electric power reliable?" asks the novice, and the unimpeachable reply is that it is equal in that respect to steam.

"What if all the dams are carried out by ice or something?" asks another novice who is also timid, and the answer to that is: What if Muskegon River and Flat River should run absolutely dry in a single night? One question is as sensible as the other.

Of course, accidents will happen and, beyond any question, any electric power service is, perhaps, quite as apt to meet with interruptions of its service as is steam power, but no more so. And such emergencies can be readily forestalled.

Interruptions of electric power service are not as frequent, in fact, as are interruptions of steam power, and when thus disturbed they are more readily corrected than are breaks in steam power service.

And so, in case the citizens of Grand Rapids by their votes next Monday authorize the taking of steps to secure legislation providing for the issuing of bonds to equip the city with a decent water supply, let us bear in mind that we can go to Lake Michigan for that water at a cost considerably below that which we have been contemplating since a year ago last December.

MUST SETTLE OR QUIT.

Mayor William Thompson, of Kalamazoo, is general manager of the Kalamazoo Stove Co. and a man who has had long and successful experience as a contractor and manufacturer. He knows how to handle men—

harmoniously, as a rule, but always effectually. This quality he has just demonstrated by his tilt as Mayor with the Michigan United Railways, a section of which is operated between Battle Creek and Kalamazoo.

The Michigan United Railways, under the terms of their Kalamazoo franchise, are required to pave or pay the expenses of paving between rails and tracks, and maintain and keep such pavements in repair, etc.

There is now due, and has been for some months, from the Michigan United Railways on this account the sum of \$16,107.44, which Mayor Thompson has been trying in vain to collect. At last, disgusted with the broken promises and continued temporizing of the United people, the Mayor has "called" them and, with the co-operation of the Common Council, has given them the proper legal notice that unless they pay the debt forthwith their franchise will be revoked. As Mayor Thompson is a man who never declares himself until he is absolutely sure of his position, and is most emphatically not a quitter, it is a moral certainty that the Kalamazoo treasury will receive the \$16,107.44 at once if Michigan United Railways are able to raise that amount.

THE RAILROAD WAY.

The man who stands out against the railroads in their ruthless attempt to control legislation in the interest of the people finds himself a marked individual. Every weapon that human ingenuity can devise to crush and discredit him is brought into play. He is held up to public scorn by sarcastic lawyers, corrupted correspondents and subsidized newspapers. He is made the victim of perjured affidavits, false accusations and covert insinuations. No plan of attack is too unscrupulous or contemptible for the railroads to adopt and execute. They frequently resort to criminal practices which, but for the guidance of skillful attorneys, would land them face to face with the grand jury and the prison doors.

If the champion of the people permits these attacks, covertly conceived and executed and constantly repeated, to disturb his serenity or swerve him from his purpose, he loses his hold on the people and goes down in defeat and disgrace. On the other hand, if he stands his ground and refuses to yield to the railroad bludgeon or listen to the siren voice of the railway corruptionist, he eventually wins the respect of his adversaries, as well as the confidence of his constituents. Such has been the experience of Roosevelt, LaFollett and others who have maintained their positions in the face of a world of bluff, vituperation and abuse.

MEN OF MARK.

Ira M. Smith, Local Representative Edson, Moore & Co.

It is a trite saying that a man's life is what he makes it, but for the most part the man himself has very little to do with the general or the particular trend of his life.

The boy or young man frequently plans for fifty years in advance, but his plans are most often realized only in dreams, and the structures of affluence or power or knowledge that he erects prove to be mere castles in Spain. Circumstances, environment, natural ability or the limitations of his natural ability combine to hedge in his way, so that by the time he approaches middle life the average man has little choice. He may still have his dreams of other things, but he walks along a path determined by other than his own wish, with the confining walls of habit and of fixed conditions rising higher on either side as he advances. The result is that he follows the fortuitous path to the end with few or no digressions.

With most business men money-making comes to be a habit which can not easily be laid aside; in fact, the problems, conflicts and chances in the pursuit of wealth are more absorbing and interesting than those of any other game whatsoever; and who shall say that, looking at it simply as a game, it is not the equal of any? When a genuine man no longer has to work for subsistence he must still work; his mind must have something to engage it, his body something to employ its energies, his sympathies something on which to expend themselves, "or perish and to ashes burn." What is more natural than that he should continue the familiar and absorbing occupation that has so long engaged his attention? And yet the man who lives for nothing but money-making misses much of the best of life, even although he may not be conscious of his loss. For this reason it is well for a man to add to his vocation an avocation; to have his "fads" and interests outside of business. It broadens his capacity for enjoyment and adds something to the store of wealth that can not be taken away from him.

It is gratifying, therefore, to find a man who is able, while he is acquiring enough money to supply his needs and gratify his tastes, to devote some time to rest and recreation while yet he is in the prime of life, while yet there is time to do something else, to experience other pleasures and to cultivate other tastes.

Ira M. Smith was born at Richmond, Macomb county, Jan. 7, 1866, being one of twin children in a family of four. The mother died when Ira was 9 years old and at the age of 14 he left home with a chum and worked his way to Chicago, where he sought and obtained employment in the grocery store of R. H. Liddell, at the corner of Halstead and Adams streets. He remained in this position two years, when he secured a clerkship in the store of the Wolfe Clothing Co., on State street. After one year's experience in the children's and youths' department he returned

to Richmond on a visit and subsequently secured employment in the store of Taylor, Wolfenden & Co., of Detroit, taking charge of the men's furnishing goods department. Three years later he sought an opening on the road and secured a position with Lyon Bros., wholesale hosiery dealers of Detroit. His territory comprised all the available towns between Detroit and the Soo. In 1887 he entered the employ of Edson, Moore & Co., being assigned Grand Rapids and environs as his territory. He still continues in this field, although the detail work in his territory is largely attended to by his assistant salesmen, James Goldstein and Geo. A. Sergeant.

Mr. Smith was married June 25, 1894, to Miss Etta Wiborn, form-

er efforts and bring him further recognition and commendation from the mercantile world.

Pride and its correlative agent, ambition, have been the levers from time immemorial employed by the men who reach prominence in the industries, sciences and arts to lift themselves above the common plane of their fellow men. These traits have brought men forth from obscurity to elevate them to the pinnacle of fame; have created republics and destroyed monarchies; have kept in motion the wheels of progress until the sensation of yesterday is but the accepted fact of to-day. As parts of the character of any man they are mighty fulcrums that can move any obstacle or obstruction, be it ever so for-

contact with their possessor. It is pride that infuses ambition in a man—an all powerful desire to emulate the successful life of a progenitor, to conquer in whatever vocation is chosen. Success that its creator could not be proud of would be as vacuous and of as little value as a heritage to society as the unprofitable career of a nomad.

Ambition is the incentive that bids a soldier to deeds of daring on the battlefield; that stimulates the scholar to achieve fame; that spurs on the business man to gain a position of eminence; that is, in a word, the mainspring of American manhood. Were each man content with his lot there would be no pre-eminent personages in the worlds of finance, commerce, industry, diplomacy, science or art. So, when an individual succeeds to that rightful degree, justly should he take pride in the work of his own accomplishment.

What Kings Smoke.

The occupant of every throne in Europe smokes—except two, those of Holland and Turkey. Queen Wilhelmina possesses all the ideas of our grandmothers on the subject of women smoking, and, of course, the Mohammedan religion forbids the Sultan. But all the others are keen and inveterate smokers.

King Edward is fond of both cigarettes and cigars, with a decided leaning in favor of the latter. His cigars are said to cost at least \$1 each. But they probably stand him even more than that, notwithstanding that, for him, they come in free of duty.

Emperor William of Germany smokes enormous cigarettes, made specially for him, but is not a great cigar smoker. He is, however, immensely fond of an old fashioned German—really Dutch—pipe.

The Emperor of Austria prefers the Austrian manufactured cigar. It is not made of Havana tobacco, but of pure Virginia. These cigars are made round a long straw, running from end to end.

King Leopold of Belgium is seldom without a cigarette in his mouth, although he is fond of a pipe. This he has on the quiet.

King Alfonso has never taken to cigar smoking. He was too young to smoke when the American war lost him Cuba. Before then the royal house of Spain had as tribute the finest Havana cigars made. Now he would have to buy them like other people. But he is a keen and constant cigarette smoker.

King Carlos of Portugal, it is stated, smokes from forty to fifty cigars a day. An occasional cigarette is all he wants.

The Khedive of Egypt is a great cigarette smoker, but is a poor judge of a good one, and consequently is noted for the wretched quality of his cigarettes, which are imposed upon him as the best. His friends dread having him offer them one.

The Czar smokes Russian cigarettes with the cardboard mouthpiece. He sometimes indulges in a cigar, a dry one for choice.

A divine discontent alone can lead to perfect content.



Ira M. Smith

erly of Canandaigua, N. Y. They have two children, a boy of 7 and a daughter of 4, and the family resides at 246 South Lafayette street.

Mr. Smith is a member of Daisy Lodge No. 48, B. P. O. E., the Lakeside Club and the Board of Trade. His particular hobby outside of his business is horseback riding and his stable never contains less than two Kentucky saddlers.

Mr. Smith has prospered to a remarkable extent and is now a dominating factor in three dry goods establishments—A. A. Johnson & Co., of Sparta; Rye & Adams, of Ludington, and N. B. Johnston & Co., also of Ludington. These establishments are all profitable enterprises, but Mr. Smith is now planning an undertaking which will eclipse all

midable, encountered in the course of a career.

Pride may assert itself in manifold forms, as befits the character of the portrayer. It may crop out in a reverence of a noble ancestry; in a regard of the success attained in the line of business followed; in appreciation of the esteem in which one may be held by associates and friends; in personal appearance or establishment; in accomplishment with pen, brush or instrument, or in other diversified ways. But pride is not necessarily accompanied by conceit nor by the arrogance too often exhibited by those holding superior stations in life. It is a trait that develops manliness and personality that are felt and that influence, perhaps unconsciously, those who come in



The Vernal Hats Are "Fearfully and Wonderfully Made."

And the hats!!

Never since the days when Eve (poor thing) fashioned herself a "sunshade" out of a palm-leaf fan and a bunch of roses on one side and called it a hat—never since those days when the earth was young were there such strange, such outlandish things called hats as are to be seen this spring in the millinery emporiums and other stores which deal in headgear for the Fair Sex. Almost everything is on the mushroom, the droopy order, or else it is hiked up on one side at a much more startling angle than that of 45 deg. A feather, silly in itself, will be set on at an alarming tangent; the streamers—they might with propriety be designated screamers—may reach far below the waist in an entirely unbroken line, or they may fall from each side (either from under or outside of the brim), be knotted in the center and from there fall straight, while the hat itself may be loaded with flowers and these covered all up with some gold or silver mesh lace through which they are but barely visible. One hat I observed had a "bunchy" looking crown thickly set with small round pink roses. Over these was a gold lace that concealed these so effectually that the buyer would scarce need go to the expense of paying for the roses. The brim was so narrow it was not worthy of the name, but what there was of it was dignified with the application of gold lace medallions. That was all there was to this so-called hat and its price hovered around \$35. The money isn't in the hats this year—it gets in the dealer's till, however. You simply pay a fabulous sum for what they call "style," and next year you will be in the soup when it comes to hunting in the material for something to use in making over.

A hat in another window had four "made" flat pale blue feathers on the crown. These were flaring, like a turkey's outspread tail, and were clipped squarely. I don't see how the manufacturer contrived to get them all on the crown of the hat, but she did sew eight of them there, four on each side, coming from the back and laid on flat. That was their only redeeming feature—they did not stick up in the air. A long tailored bow of gilt ribbon at the back was caught at the knot with a large flat gilt buckle. The whole get-up had the appearance of a blue thatched roof. A modified toque had luscious cherries and leaves all around the sides, the entire top being made of a low rosette of red velvet loops and notched ends. A Napoleon shape had for the crown finely-plaited biscuit-colored narrow silk braid. The cocked brim was faced with black silk. Falling over the crown and almost touching the shoulder was a long and wide white ostrich plume of elegant-quality fiber.

This was on a dummy whose dress was of black and white stripe old-fashioned goods that used to be called by a word that sounds like "barazhe"—I couldn't begin to spell it correctly. All the dummies have on such fine frocks that it makes real flesh and blood women wish they, too, were dummies—some of 'em wouldn't have to wish very far, be it said! I'll be glad when the Steketee people put in the dummies that they so sorely need. Their goods are up-to-date and dependable, their location is fine, their windows are spacious and light (fairly flooded with sunshine), with whose trimming there is no fault to be found, and yet this very lack of dummies stamps the firm as not so progressive as they should be. Put in a line of handsome dummies, Messrs. Steketee, and you needn't take a back seat for any one here in Grand Rapids.

* * *

This Will Be
A Great
Oxford Season
Get Yours Now

is the admonition in a neat frame in the Barnes Shoe Co.'s east window, the background of which is gracefully draped in heliotrope sateen and white cotton. The floor has white Canton flannel, with the lavender sateen lying next to the glass. The opposite window is similarly treated. In each are white crinkly paper Easter lilies, out of whose clear petals rise the nickel glass-topped fixtures, on each of which stands a shoe, with one exception. In the latter are five or six tiny electric light bulbs covered with pale orange crinkly paper twisted around them, giving a soft warm glow when the switch is turned on at night. This shoe firm has shown some very commendable windows.

* * *

In the east Benjamins window the display of clothing has this placard:

Clothing
For
Spring
and
Summer

Above the lettering is a picture of a fat man pointing to a big billboard stuck in the sand, on which is the one word

Benjamins

The window man made the mistake of repeating this fat man in the sign in the opposite window. The wording is:

Easter Furnishings

* * *

A striking shoe display farther down the street has a large piece of light brown leather lying close up in the back corner. It is hardly a good idea to have black shoes on the black floor—no contrast. In the background and at the end of the window are two pictures of an Easter egg about four or five feet long, on which are perched three lively looking rabbits. There is forest scenery in the rear. These pictures are exactly alike. They would have been more interesting if there had been a slight variation in the theme.

Traveling Men Are Scoundrels

Voluntary Opinion of Commissioner of Central Passenger Association

State of Michigan }
County of Kent } ss.

Ernest A. Stowe, being duly sworn, deposes and says as follows:

I am editor of the Michigan Tradesman, a trade journal circulating mainly in the Middle West. About the first week in October, 1906, I called on F. C. Donald, Commissioner of the Central Passenger Association, at his office in the Tribune Building, Chicago, and asked him, "When will the C. P. A. book be made good on the trains?" He replied, "NEVER SO LONG AS THREE-QUARTERS OF THE TRAVELING MEN ARE SCOUNDRELS (or dishonest, I do not remember which) and seven-eighths of the conductors are thieves."

I remonstrated with him over such a sweeping statement, but he insisted that he had thousands of documents on file in his office to substantiate his position. I asked him to show me the proof, which he declined to do on the ground that the papers were the property of the railways composing the Central Passenger Association. I remained in his office fully an hour and when I left him, he remarked, "Don't forget that the statement I made concerning the dishonesty of traveling men and conductors is based on conclusive proofs, which are subject to the inspection of the railroad companies at any time." And further deponeth sayeth not.

Ernest A. Stowe

Sworn to and subscribed before me this twenty-sixth day of March, 1907.

Henry B. Fairchild

Notary Public in and for Kent County, Michigan.

My commission expires March 9, 1909.

It is only fair to Mr. Donald to state that he now disowns the above statement, probably owing to coercion on the part of railway officials.

In this connection it may be stated that the reason given for the abandonment of the Northern mileage book in the fall of 1905 and the substitution of the C. P. A. book therefor was that such action was necessary to circumvent dishonest traveling men and conductors. This statement was given out by the railway officials at the time and probably furnished a precedent for Mr. Donald's more recent statement.



Movements of Merchants.

Holland—A new meat market has been opened by B. Kameraad & Son.

St. Johns—Frank Sage will open a confectionery store here in the near future.

Coldwater—Bidwell & Angevine will succeed the D. B. Speaker Coal Co. in business.

Bellaire—S. B. Owen has purchased the stock of shoes and men's furnishings of Wm. Hierlihy.

Gladwin—E. H. Waller has sold his interest in the shoe firm of Waller & Myers to J. H. Myers.

Dowagiac—Geo. W. Moore has sold his grocery stock to Clarence DeHaven & Co., of Bangor.

Grayling—The capital stock of the Grayling Mercantile Co. has been increased from \$8,000 to \$16,000.

Battle Creek—Clarence B. Whipple has sold his grocery stock to R. L. Corey, who will continue the business.

Marshall—Chas. Bristol, of Northville, has entered the employ of S. E. Cronin as manager of the grocery department.

Kalamazoo—W. C. Wheelock has sold his drug stock to J. E. Paulson, formerly engaged in the drug business at Bloomingdale.

Detroit—The business formerly conducted by the Miller Brothers Co. will be continued under the style of the Miller Lighting Co.

Ludington—The hardware firm of Hansen & Black has been dissolved, Mr. Black retiring. H. C. Hansen will continue the business.

Pontiac—Stafford & Lehner have purchased the confectionery and cigar stock of the International Candy Co. and will continue the business.

Kalamazoo—E. L. Houghtalin has purchased the grocery stock of C. H. Asby, who has been engaged in trade here for the past nine years.

Greenville—C. E. Beck has sold his grocery stock to Ray L. Boelio, who has been employed in a wholesale grocery establishment in Saginaw.

Albion—Fred Richey, of Homer, who has been in the dry goods business for four years, has taken a position in the dry goods store of George Bullen.

Albion—C. E. Shumway has sold his interest in the bakery business to N. W. Holt, of Marengo, father of M. A. Holt. The store will now be conducted by Holt & Holt.

Port Huron—William Williams, of Sandusky, has purchased the grocery stock of J. C. Price. Mr. Williams also contemplates engaging in the produce business here and will soon erect a warehouse.

Ann Arbor—Fred W. Gross has opened a clothing and hat store. He has been employed for the past five years in the store of Jacob Lutz and prior to that time had acquired considerable experience in store life.

Saginaw—The wholesale boot and shoe business formerly conducted by

Waldron, Alderton & Melze will be continued in the future by the Melze-Alderton Shoe Co., the capital stock being increased from \$100,000 to \$125,000.

Kenton—A corporation has been formed under the style of the Northwestern Land Co. to deal in real estate, with an authorized capital stock of \$10,000, of which amount \$10,000 has been subscribed and paid in in cash.

Manistee—Gustav Kitzinger has merged his lumber business into a stock company under the style of the Michigan Lumber Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Holland—Ross Cooper has retired from the tailoring and men's furnishing goods firm of Sluyter & Cooper, his place being taken by N. Dykema, tailor, who removes his stock to the Sluyter & Cooper store. The business will be continued under the style of Sluyter & Dykema. Mr. Cooper will leave soon for California.

Bellaire—H. M. Coldren has purchased the hardware stock of Chas. Weiffenbach and removed the same to his furniture store, where W. G. Phelps will manage the hardware department and Chas. R. Brownson will continue the management of the furniture department, as heretofore. Mr. Weiffenbach will now give his whole attention to his grocery business.

Battle Creek—Jas. G. Redner has sold his stock of groceries to Geo. F. Barney & Son, of Charlotte, who will take possession as soon as the inventory can be completed. The stock will then be disposed of and the new firm will put in a line of dry goods. Mr. Redner will assume the active management of the Candy Crabb Confectionery Co., of which institution he is treasurer.

Detroit—W. H. Brace and C. B. Phelps, formerly of the house of Phelps, Brace & Co., wholesale grocers, have joined W. W. Krag and formed a corporation under the style of the W. W. Krag Co. to conduct a wholesale tea and coffee business. The company has an authorized capital stock of \$30,000 common and \$20,000 preferred, of which amount \$50,000 has been subscribed, \$1,000 being paid in in cash and \$10,000 in property. The shares are \$10 each and are held as follows: W. H. Brace 1,475 common and 2,000 preferred, C. B. Phelps 50 common and W. W. Krag 1,475 common.

Manufacturing Matters.

Bomanville—The Bomanville Lumber Co. is cutting 20,000 feet of lumber and 50,000 shingles a day.

Polo—The Zesto Cereal Co. has declared an annual dividend of 24 per cent. from the profits of last year's business.

Grayling—The T. E. Douglas Co., which conducts a lumber and sawmill, has increased its capital stock from \$10,000 to \$25,000.

Port Austin—The Wallace Canning Co. has been incorporated, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Orion—The Orion Lumber & Coal Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,550 has been subscribed and paid in in property.

Owosso—The Gerow Implement Co. has been incorporated to deal in agricultural implements with an authorized capital stock of \$11,000, all of which has been subscribed and paid in in cash.

Detroit—The Strelinger Marine Engine Co. has been incorporated to manufacture gas engines, with an authorized capital stock of \$75,000, all of which has been subscribed and \$3,000 paid in in cash and \$72,000 in property.

Saginaw—The Stone, Purser Fruit Co. has been incorporated to engage in the commission fruit business. The company has an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Detroit—The New Process Kiln & Engineering Co. has been incorporated to manufacture and sell dry kilns and steam fittings, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Port Huron—The Hitch Railway Signal Co. has been incorporated to manufacture railway signal devices, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,000 being paid in in cash and \$8,000 in property.

Dollar Bay—The Dollar Bay Land & Improvement Co. will start sawing at its mill the middle of next month. Superintendent Eckman has a crew of men repairing the plant now. The lath and shingle mills will begin operations the same time as the saw mill.

Detroit—A corporation has been formed under the style of the Art Stone & Tile Co. to engage in the contracting and constructing business, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Filley Automatic Railway Signal Co. to conduct a manufacturing business, with an authorized capital stock of \$125,000, of which amount \$70,000 has been subscribed and paid in in property.

Niles—A corporation has been formed under the style of the Kawneer Manufacturing Co. to make articles for building construction. The company has an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Detroit Wood Grain Co. to manufacture wood grain cloth and imitation leather, with an authorized capital stock of \$24,000, of which amount \$24,000 has been subscribed, \$3,000 being paid in in cash and \$21,000 in property.

Detroit—A corporation has been formed under the style of the J. H. Buckers Manufacturing Co. to manufacture interior, finish and special furniture. The authorized capital stock of the company is \$10,000, all

of which has been subscribed, \$4,000 being paid in in cash and \$6,000 in property.

Lansing—A corporation has been formed under the style of the Cere Root Cereal Co., which will manufacture and sell cereal food and beverages, with an authorized capital stock of \$20,000, of which amount \$16,500 has been subscribed, \$500 being paid in in cash and \$3,700 in property.

Cheboygan—The Cheboygan Paper Company is getting in its supply of pulpwood. It will consume 18,000 cords and during February it received from farmers near Cheboygan 1,260 cords, the price averaging \$4.50 a cord. Last year the plant consumed 8,000 cords, the sulphite mill not being finished.

Germfask—The Blaney & South-eastern Railway, now having its terminus at Blaney, is to be extended to this place, a distance of ten miles. The purposed extension will penetrate the finest timber land in Schoolcraft county and also open up a farming area that is not excelled in any section of the State.

Sturgis—F. W. Shoecraft has merged his woodenware manufacturing business into a stock company under the style of the Shoecraft-Smith Manufacturing Co., which will continue to conduct same. The new company has an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Marshall—The food product manufacturing business formerly conducted by the Colon F. Hardy Co., Ltd., will be continued by a new corporation under the style of the Colon F. Hardy Co. This company has an authorized capital stock of \$110,000, of which amount \$96,000 has been subscribed and \$12,500 paid in in property.

Detroit—The cigar manufacturing business formerly conducted by Marcero Bros. Co. has been merged into a stock company under the name of the Marcero Bros. & Spietz Co. The new company has an authorized capital stock of \$9,000 common and \$1,000 preferred, of which amounts \$10,000 has been subscribed, \$1,500 being paid in in cash.

Evidently Gaining Ground.

Hastings, March 26—The Consolidated Press & Tool Co. now has fifty-four men on the pay roll and the wage account at the last pay day, covering two weeks, exceeded \$1,200. Since coming here, it has shipped presses and tools to Chicago, Peoria and Monmouth, Detroit, Elkhart, Des Moines, Elyria and Cleveland and Rochester, Minn.

A Pennsylvania cobbler has invented a chemical preparation which, when sprinkled on ashes, will produce 10 times as much heat as the best coal. Twenty-five cents worth of his secret compound and one ton of coal will carry a family through the winter. But the winter being over, there is mighty little consolation in his assurances.

A man may hide his sins, but he can not hide his sinfulness.



The Grocery Market.

Sugar—Prices are without change. M. G. Wanzor & Co. say of raw sugar: "The recent advancing tendency displayed by our raw market carried prices up rapidly and as long as buyers continued to take supplies values were firmly held. However, the figures traveled just a little faster than the conditions warranted and buyers withdrew. The refiners have been keeping their stocks in good shape and they are in a position to combat any undue acceleration of a movement pointing toward higher raw prices. That movement has started, but it can not be pushed along and built up unless the foundation keeps pace with it. And to build up the foundation so as to sustain higher than to-day's raw price more time is needed. There is no doubt that the better quotations will arrive, but the steps must be taken slowly, especially at this period while sugar is trying to find its way out and adjust itself to the supply and demand. The adjustment as every week passes will become less difficult and it will therefore be easier to gain and hold advances made. The general sugar foundation has not been impaired; in fact, it has improved. The turning point in Cuba's crop operations has been passed. That does not mean much to-day, but within a fortnight or so factories will be stopping work by dozens. Our refiners are doing a big business. Withdrawals are excellent and increasing every day. The refiners need raw sugar. They have enough to last for awhile, but if they find it impossible to break the price within the next week or ten days the opportunity to do so will have got past them."

Tea—Low grades of Ceylons have declined 4c per pound. This has not affected the market in this country, inasmuch as there is little or no demand here for the two grades named. Other grades of tea are quiet and unchanged. Prices are maintained on a rather firm level when a man comes to buy, but when he comes to sell he finds the basis low. The demand for tea is fair.

Coffee—The receipts of Rio and Santos continue abnormally heavy and the present situation shows that even if the next crop should fall off 7,000,000 bags there would still be an excess of production over consumption. Distributors of coffee are acting very conservatively, and have apparently decided to avoid all speculation, realizing that even if the syndicate's coffee is withheld from the market for a time it must inevitably come upon the market sometime, and in that sense constitutes a menace so long as it remains unsold, particularly if the next crop is going to be even of fair size. The market is likely to remain fairly steady until after the May settlements, as the syndicate has practically a corner on May options. Java and Mocha are steady and unchanged.

ed. Mild coffees are in the same position. The demand is good.

Canned Goods—Light offerings and a steady demand for goods to supply current necessities of consumption keep the market for California fruits on a firm basis. There is an upward tendency to prices on extra standards and extras in apricots, peaches and cherries. Spot gallon apples are very firm and demand is light. The advance of 20c and 30c in the price of quarter oil and of 10c in three-quarter mustard domestic sardines became effective March 15. Stocks of spot red Alaska salmon in first hands are reported to be closely cleaned up. The coast market remains firm, but no further business for shipment on orders from this market is reported. Jobbers are showing more interest in offerings of spot tomatoes, but the speculative element in the buying is absent, the size of individual purchases indicating that they are made with close reference to actual requirements. Spot corn finds a fair sale when price and quality meet with buyers' approval, and according to some reports the volume of business is on the increase. No very large lots are changing hands, the biggest reported being 1,500 to 2,000 cases, although negotiations are under way which may result in a sale of 5,000 cases. New York State packing future corn is not being urged for sale by New York State or Southern packers, and Western canners are not in the market. The Maine packers have sold heavily, and it now becomes a question whether they can deliver in full, as it is said to be certain that the acreage can not be materially increased. As a matter of fact it is understood the Maine canners do not yet know what they can depend upon in the matter of supplies of raw material for the coming pack. There is a steady demand for spot peas, but not much is offered from any quarter. Speculative offerings of future Southern peas seem to attract little attention. California packers of asparagus have as yet given no notice of an intention to make opening prices on the 1907 pack. Orders already in hand subject to approval of prices are said to much exceed in quantity the largest pack that can be made under the most favorable circumstances this season.

Dried Fruits—Apricots are unchanged, but firm and scarce. Seeded raisins are higher and on spot the fancy grade is quoted at 10 3/4c in large lots. This is nearly 100 per cent. advance over the opening price and almost unprecedented. The market on the coast is about cleaned up on Muscatels, and the situation is exceedingly strong. Further advances are not unlikely. The opening coast market on fancy seeded raisins was 5 3/4c, against a present price of 9 5/8c. Nothing of volume is offered in loose raisins. Apples are unchanged and quiet. Prunes are slow and inclined to be easy. All sizes share in the easier feeling except 30s, which are so scarce as to be on a basis of their own. Peaches are unchanged, being scarce and sluggish. The high prices seem to have effectively killed the demand for the present season. Currants are in ordinary demand at unchanged prices.

Syrups and Molasses—Compound syrup is steady and unchanged and in the usual small demand. Sugar syrup is in light demand at unchanged prices. Molasses is in light demand at unchanged prices.

Provisions—Owing to the Easter season there has been an increase in the consumption of everything in the smoked meat line, and the outlook after Easter is for lower prices. Pure lard is 1/4c lower. Compound is firm and unchanged. Dried beef is unchanged and firm. Canned meats are unchanged and dull. Barrel pork is unchanged and dull.

Fish—Norway mackerel is scarce and practically out of first hands. The demand is fair. Irish mackerel is more plentiful and relatively easier. Cod, hake and haddock are firm and in fair demand. Domestic sardines are unchanged and quiet. Imported sardines are firm and in fair demand. Salmon is quiet and unchanged, red Alaska salmon being firm.

The Produce Market.

Apples—Prices are strengthening, although there has been no change in quotations, which hold to the following range: Spys, \$3.25; Wagners, \$3; Baldwins, \$3; Greenings, \$2.75; Colorado stock in bushel boxes fetches \$2.25 for Jonathans and \$2 for Kings.

Bagas—\$1.35 per bbl.

Beets—\$1.50 per bbl.

Butter—The make of fresh butter is very light and the storage stocks are very low. These conditions, added to the very good consumptive demand, justify a prophecy that the market will remain firm for a month or six weeks with probably unchanged prices. Creamery is held at 30c for No. 1 and 31c for extras. Dairy grades are held at 24c for No. 1 and 16c for packing stock. Renovated is in fair demand at 24@25c.

Cabbage—85c per doz.

Celery—75c for California.

Cheese—The market is quiet and unchanged. There is a good consumptive demand and stocks are gradually decreasing. At the present rate of consumption stocks of cheese are heavy enough to carry the trade at unchanged prices until grass cheese is available, which will not be until May.

Cocoanuts—\$3.50 per bag of 90.

Cranberries—Late Howes from Cape Cod are in moderate demand at \$9 per bbl.

Cucumbers—\$1.50 per doz. for hot house.

Eggs—The market is ruling about 10 per cent. higher than a year ago. The production is about normal and the consumptive demand very good. Present prices are likely to prevail until Easter, as storage speculators are showing some interest, and lower prices are not likely during the season where there is a good demand for storage. Dealers are offering 15 1/2c for stock to-day, finding a ready market for their stock on the basis of 17c.

Grape Fruit—Florida commands \$6 for either 54s, 64s or 80s. It is a splendid seller at full prices.

Honey—16@17c per lb. for white clover and 12@14c for dark.

Lemons—Californias and Messinas are strong at \$4 per box.

Lettuce—14c per lb. for hot house.

New Beets—50c per doz.

New Carrots—50c per doz.

Onions—Local holders are firm at \$1 per bu. f. o. b. for red and yellow Danvers. Spanish are finding an outlet in a small way at \$1.65 per 40 lb. crate.

Oranges—Quotations are up 25c a box and are very firm. There is an unusually large demand, and this, coupled with the difficulty experienced by California shippers in securing cars, has caused the advance. Prices range from \$3@3.25 for large stock to \$3.50@3.75 for the more desirable sizes.

Parsley—35c per doz. bunches.

Pieplant—8c per lb. for Garfield hot house—grown in the dark and colored more beautifully than outdoor grown stock.

Potatoes—Local dealers pay 35c per bu. and hold at 40c. The market is weak and featureless.

Poultry—Local dealers pay 12c for live hens and 15c for dressed; 13c for live chicks and 16c for dressed; 12c for live ducks and 14c for dressed; 16c for live turkeys and 17@20c for dressed. Receipts are so meager that local dealers draw most of their supplies from the freezing warehouses in Chicago.

Radishes—Long fetch 35c per doz. bunch.

Spinach—\$1 per bu. for Illinois.

Strawberries—\$2.50@2.70 per crate of 24 pints.

Sweet Potatoes—\$4 per bbl. for kiln dried Jerseys.

Veal—Dealers pay 5 1/2@6c for poor and thin; 7@9c for fair to good; 8 1/2@9 1/2c for good white kidney from 90 lbs. up.

Wm. H. Van Leeuwen, who has been connected with P. Steketee & Sons for the past seventeen years, has purchased an interest in the Grand Rapids Notion & Crockery Co. and been elected Vice-President of the corporation. He will take up the work of house salesman.

A corporation has been formed under the style of the Rex Manufacturing Co. to manufacture carved moldings and interior finish. The company has an authorized capital stock of \$1,500, of which \$750 has been subscribed and paid in in cash.

C. E. Pearson, formerly engaged in general trade at Fremont under the style of Pearson Bros., will shortly open an exclusive shoe store at that place. The stock will be furnished by Hirth, Krause & Co. and M. D. Wells & Co.

O. C. Pemberton, who was engaged in the drug business at Fennville for six years, selling out about a year ago, will shortly open a new drug store at Sand Lake. The Hazeltine & Perkins Drug Co. has the order for the stock.

The Grand Rapids Novelty Manufacturing Co. has increased its capital stock from \$10,000 to \$15,000.

The capital stock of the Grand Rapids Plaster Co. has been increased from \$210,000 to \$250,000.

WAY DOWN SOUTH.

Some Interesting Features Peculiar To Miami, Florida.

St. Augustine, Fla., March 21—It wasn't "Put me off at Buffalo," but put me off at Miami, which was easy, as the train went no farther. Miami is quite a pretty little place of some 6,000. It is situated on Biscayne Bay, a beautiful sheet of water. It has fine hotels. The Royal Palm, which belongs to the Flagler system, is very large and has most beautiful grounds extending along the bay and Miami River, and is crowded with guests. Halcyon Hall, on Ave-



Our Special Correspondent at Work

nue B, is also a very handsome building, constructed of Miami rock, which is very white, and the effect is striking. There are fine residences, one of the finest being that of our townsman, Maurice Shanahan, on Twelfth street, opposite the Royal Palm grounds. The streets constructed of this same rock are painfully white, and with the bright tropical sun shining on them are very trying to the eyes. The only way to keep your shoes black is to wear white ones, and I am led to believe that Mark Twain got his idea of white dress suits from a visit here. No matter what the color of your clothing is when you come it is always white when you leave, from hat to shoes. The planting of 5,000 shade trees would, in my opinion, add much to the attractiveness of the place.

The climate is ideal, much resembling that of Cuba. During a month's stay in February the mercury never went lower than 57 deg., and generally ranged from 70 to 82 deg., and as there is always a fine breeze off the bay it is an easy matter for most people to keep cool, although, unfortunately, some of us are so constituted that we can not keep cool even with the mercury at zero. Such people, however, must cultivate the accomplishment or their future may possibly be extremely warm.

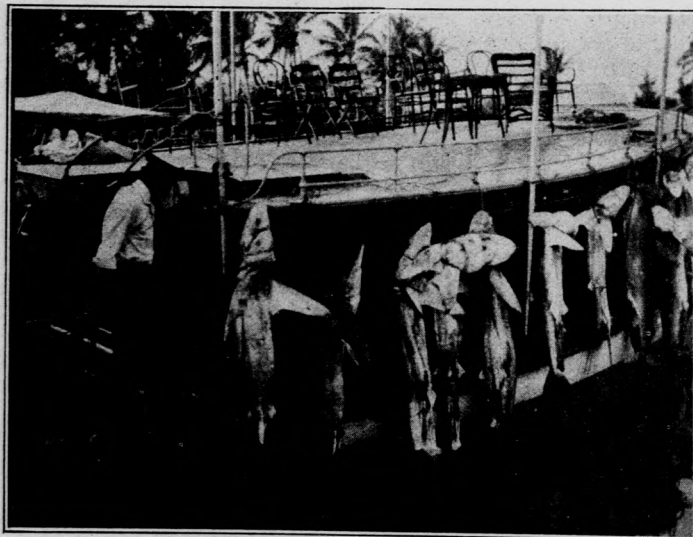
What a wonderful country is this, with one end of it buried in drifting snows and freezing blizzards and the \$8 coal man going around with his diabolical grin reaching from ear to

ear and rubbing his hands in glee, while down here the flowers are blooming, the birds are singing, everything is warm and bright and sunny! It is the ice man who goes prancing around with his fiendish grin, instead of the coal man. In all the world no land like this! What other country on God's green earth can make a like showing?

Then this is a fisherman's paradise—big fish and little fish, good and bad, from sharks to perch, even minnows and any quantity of suckers—the latter not very gamey and easiest to catch of them all. These fish generally migrate from the North in the winter like the birds and are quite as welcome. They are said to be very wholesome and many people down here subsist on them entirely.

The Southern people do not seem to be particularly fond of hard work and are inclined to take life as it comes, and I find that with each succeeding visit I make here I rather admire this feature myself more and more, and it seems a very sensi-

your sail. He is at the depot, the shooting gallery, the news stand, the band concert. He reminds me of a picture I have at home of a little girl trying to eat some bread and milk, and before her stands her doggy with that hungry, wistful, begging dog look on his face peculiar to dogs, watching every mouthful, and the picture is entitled, "He barks every time I try to taste it." That's him. You can't get up early enough to see him make his appearance—he's always there. You can not stay up late enough to see him disappear. He's like the roosters and doesn't seem to know night from day. He is always pleasant and smiling and never out of sorts, and his everlasting, "Help the army; help the army," is always ringing in your ears. It makes no difference whatever how much you do or do not "help the army," you are never immune, but must "pass under the rod" every time he gets that all-seeing eye on you. He certainly is a success and deserves a private box in Heaven. He is well dressed and,



Snap Shot of Dead Sharks

ble idea. I have in mind two or three of my Grand Rapids friends who I really believe would readily agree with me in this were they to come down here a season or two. I will mention no names. Brother Stowe is not one of them. It would be too slow and comfortable for any one who drives an automobile at his pace, but there is a certain tall, good looking and most delightful gentleman engaged in the merchandise brokerage business there who, I am sure, would take to it, as the Irishman says, "like a duck to the water."

About as energetic a man as I find here is the herculean leader of the Salvation Army. He shadows you from morning until night and from night until morning. He is a veritable shadow to everyone, although he is, in fact, anything but a shadow, being a giant in stature. He is at your door when you open it in the morning and when you close it at night; go to the postoffice and he is there; go to the boat he is there and he is at the dock when you return from

thank God, never plays in the Army Band. Heaven only knows what would happen were he to tackle a horn, but there would certainly be something doing.

The weather is just like June at home and, of course, is ideal, but we have nothing I can compare to the mocking bird. He is a whole forest of robins, wrens, larks, song sparrows, blue birds and cat birds condensed. The Lord might have made a better bird than the mocking bird, but he certainly didn't. They have some things that are not so pleasant. For instance, bugs—big bugs, little bugs and humbugs. I had a little experience with one the other day which may interest you. This was one of the big bugs. I was moving a trunk when, from under it, ran what I at first mistook for a mouse and made a grab for and, fortunately, missed. If I had caught it I certainly would not have lived to tell the story. The critter stopped a moment, probably to consider and get breath, and to my horror I saw

it was a spider about as big as a pancake. If there is anything on earth that will give me the horrors it's a spider, but this one looked like Victor Hugo's devil fish and grew bigger and bigger and blacker every second. "Kill it," said Mrs. B., very coolly. Kill it! She might as well have asked me to jump across Biscayne Bay. I was simply paralyzed and helpless, but she fixed it—I do not know how and I do not care—shot it, I think. When I came to all traces of it had disappeared and three nurses and a doctor were standing over me with fans and the garden hose.

Mr. Flagler has built for the Presbyterians here a very handsome church. Mr. Flagler seems to be the good genius of Florida. When he dies I do not know what will become of the State. I attended church, as I generally do, and heard some good music, but the preacher—well, the least said the better. The regular pastor is a very fine old gentleman and an interesting preacher, but he had to yield this time to some visiting clergyman from somewhere and—well, his regular congregation, if he has one, must be enjoying his vacation immensely whether he does or not. The old gentleman is over due in Heaven many, many years, and the good Lord must have overlooked him.

We made a trip the other day to Soldiers' Key, lying about fifteen miles southeast of Miami, on the launch Louise, a very pretty little launch which will carry comfortably about fifty. We had some difficulty in securing a satisfactory location on the boat. We first sat down in what seemed to be a semi-pilot house and cabin. It was very roomy, airy and pleasant and I wondered why more did not avail themselves of it, but I found out, as a man came in very soon and said, "Very sorry, Colonel, but no passengers are allowed in here." I remembered then something said in the testament about not taking the high seats at a feast lest the Lord of the feast should come in and order you to take a lower one and make room for someone else. I had forgotten about that, but it suggested itself very promptly then, but too late. I vacated, as requested, and took up a camp chair and started for the upper deck, but was intercepted, by the engineer this time, with, "No more passengers on upper deck, sir; full now. There's a limit." I agreed with him. There was a limit and I was fast reaching it. "Well, can I sit down here on the stern?" "Oh, yes, I guess so." "Thank you," says I, and sat down, wondering what next. In about a minute

"The cook and the captain hold,

The mate of the Nancy brig,
The bos'n tight, the midshipmite

And the crew of the captain's gig" came along and said, "Can't sit there, Mister." Well, I was beginning to get just a little bit riled by this time. My Dutch was rising. I thought I had been hustled around about enough by the swell-headed crew of a dinky little launch, so I said, "Oh, I guess I can. It's quite comfortable, thank you." "But you can't sit there."

"Don't bet a cent on that, son, for you're sure to lose. Don't you see plainly that I am sitting here? And I'm going to continue sitting right here or I go ashore and my fifty cents goes with me." I had struck the combination. The bluff worked. "Well, I guess you're right, Captain; I guess you're right; I guess I'm wrong." He didn't have to guess again and I had no more trouble.

Soldier's Key is a little island of about two or three acres with a few scraggly trees growing on it, and

Way. I am sure the world is growing better. Rome was then the center of civilization. Such a thing would hardly be tolerated now, but it is all right with sharks, skeets or roosters. I got a snap shot at them which will show you how sharks look to us when they can't look at us. I did think of securing some live specimens for the John Ball Park zoo, but, on further deliberation, concluded that sharks could hardly be considered "a necessary public improvement" and so abandoned the idea.

got some pointers from a friend concerning them. The lady is very wealthy in cents, but a pauper in sense. She brings the son down in a special car, you know, supplied with sterilized air. He goes tiptoeing around; always has a colored waiter light his cigarettes. Another, I think, spits for him and I understand he has a pair of kittens up his sleeves or in his pockets somewhere to breathe for him. The lady is decked out with diamonds galore, looks neither to the right nor to the left, but glides along in studied stateliness in a heavy satin gown that would stand up alone and never miss her should she drop out of it. Her walk reminded me of that peculiar to a wooden Indian on wheels. She is a great source of diversion. I do hope she will outstay me, as I should miss her very much. After watching the circus an hour or so all remembrance of the spider, crawfish, Salvation Army Band, etc., had passed from my mind and left it calm and serene, but if I ever do catch one of those spiders be kind to me in my obituary.

Heman G. Barlow.

Shoe and Tool Factories To Be Enlarged.

Holland, March 26—R. Weurding has begun breaking ground for the erection of a flouring mill on the site of the old Holland City mills.

The Holland Shoe Co. has so completely outgrown its factory that it is about to begin the construction of an addition to its plant, which will increase the present capacity one-third. This means, the company will

the desired acreage of sugar beets for the coming season.

Prosperous Conditions at Monroe.

Monroe, March 26—Grassly & Guttman, who recently purchased the large tract of land just south of the city on LaPlaisance road, have decided to quarry building stone. The machinery is nearly all installed. This will be the third quarry in this city.

The Monroe Glass Co. is doing an enormous business, two concerns alone taking two carloads of the product a week. Some extensive improvements are also to be made shortly. The pay roll of the company is nearly \$6,000 per month. The plants are being operated three nights a week.

Since January to the Wilder-Strong Implement Co. has shipped not less than one and as high as three carloads of farm implements a day from its factory here. The company has enjoyed a very prosperous year and still has many orders booked for future delivery.

The Radtke-Wolter Cement Co. expects to put on a night force in its factory April 1.

Good Report from Holly.

Holly, March 26—The Holly Bending Co. commenced business scarcely more than a year ago when Walter Andrews came here from Pontiac and launched the enterprise. Last week it had twenty-six men on the pay roll, besides paying for the service of eleven teams in hauling logs.

The plant of the Michigan Manufacturing & Lumber Co. is rushed with orders in the box making de-



St. Augustine Street Cars

there is also a good sized house, where are served elegant fish dinners at \$1 per. Then there are boats to let and guides to pilot you to the finest fishing in the world. A lot of nice big fellows are kept in fish boxes just to tempt you to go fishing. To amuse the crowd a perch is occasionally dropped in among the big fellows. It amuses all right, but is hard on the perch. He knows instantly that he has a seat in the cannon ball train for fish Heaven, and in about ten seconds the train starts and he is king fish instead of perch and the king fish in the course of an hour or two is walking around on two legs and encased in a dress suit in the Royal Palm. The only trouble is that neither the perch nor the king fish knew of or appreciated the promotion. Crawfish, too, they say, are fine eating, but in their natural state are a most complicated looking nightmare and perfectly safe, so far as I am concerned.

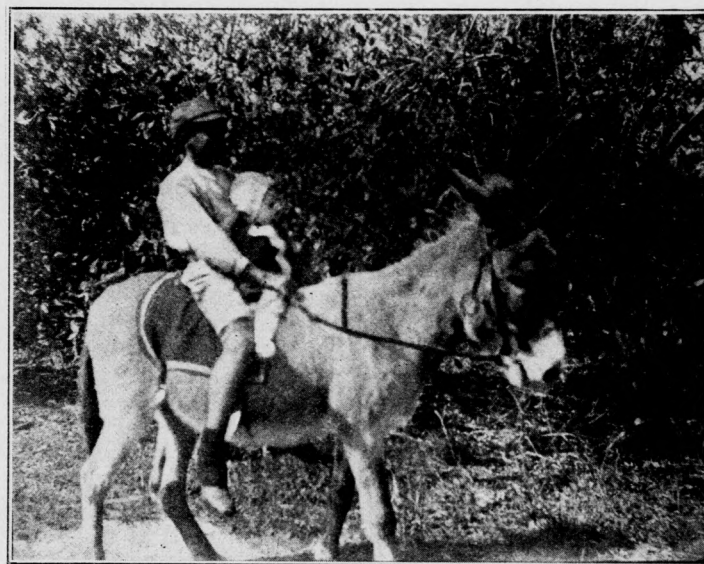
These Keys, they tell me, are in summertime almost inaccessible on account of mosquitoes. They are so bad that screens have to be put over the top of the chimneys to keep them from coming down.

In the evening it is the proper thing to go down to the Royal Palm dock and inspect the trophies that the fishermen have brought in after the day's sport. This evening one good sized boat displayed thirteen sharks strung up from the upper deck. It was literally a cold blooded spectacle and called to my mind the terrible scene in old Roman history, where 6,000 men were crucified along the Appian

The next treat(?) in store was a serenade by the Salvation Army Band. Salvation Army bands, you know, generally fall somewhat short of the Sousa standard, and this one exceeded anything I have so far encountered. They were evidently born musicians, at least I think so, as they certainly were not trained ones. They carefully observed all the p. p.'s and f. f.'s, particularly the latter, and where they were omitted by the composer they were supplied by the band. A very peculiar feature of their playing was that they played the music upside down and backwards, same as an engraver does his engraving. Then they seemed to play in several different keys. This all convinced me that they must be artists; also that I was not and so could not appreciate them. I judged, too, from remarks dropped around me that "there were others." It really made my ears cross-eyed and I hastened away.

To get the taste out of my mouth I thought I would go over and listen to the Royal Palm Orchestra and see the sights. The music did not seem to have quite the force of the Army Band, but I could grasp it better. Then the people themselves, in a large hotel like the Palm, are very interesting to one who can appreciate the show. You see all kinds of freaks and curiosities. Possibly and probably I myself contributed my share to the entertainment. I hope so, for being entertained I ought to entertain.

One old lady and her son attracted my attention in particular. They certainly made a pair of spectacles. I



Florida Baby Carriage

then turn out 1,500 pairs of shoes daily.

The Western Michigan Tool Works is also preparing to greatly enlarge its plant, so that it will more than double the output. Most of the company's machines are sent to foreign countries, and at present the company is back from three to nine months in filling its orders.

The Holland Sugar Co. has declared a 15 per cent dividend on the past season's run. The company is meeting with no trouble in securing

partment, over a dozen arriving on one mail Saturday. They are considerably behind in this department and it may be necessary for the men to work nights for a while in order to catch up. The company is now having less difficulty than heretofore in getting cars for shipping.

½ billion ft. standing timber for \$150,000. 2½ million dollars profit. Write to-day. Box 462, Sibley, Iowa.

He who kills time is a thief as well as a murderer.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, March 27, 1907

THE PRICE OF DEGENERACY.

Two news items worthy the attention of sociologists are that the collection of artistic treasures in the home of the late Stanford White, at New York, is soon to be sold at auction, and that the Thaw family will spend about a quarter of a million dollars to defend Harry Thaw.

The Thaws will disburse, it is estimated by competent judges, \$150,000 in lawyers' fees, \$25,000 in payments to experts and \$50,000 for outside miscellaneous expenses.

Stanford White designed the pedestal and stone bench for Augustus St. Gauden's statue of Farragut in Madison Square; he designed the eagle capped monument at West Point; the big marble jars, jardinières and the classic sarcophagi placed along the narrow strips of grass in Lexington avenue and Gramercy Park were so set by Stanford White. His house was literally a museum of art, created by a man with the keenest appreciation of design, the finest sense of color and form. It includes, perhaps, the most harmonious collection of paintings, sculptures, tapestries, bronzes and art objects of all kinds to be found in this country, and yet, because of miserable degeneracy on the part of a man otherwise broad, learned, skilled and wholesome, this treasure house is to be scattered to the four winds by the auctioneer.

The Thaw trial in its moral features is slightly reminiscent of the Sickles-Key case in Washington nearly half a century ago, but is more strikingly comparable to the Fisk-Stokes case in New York thirty-five years ago. The Washington case embittered the entire life of a gallant soldier and an able statesman; the Fisk-Stokes case removed a vain, unscrupulous man from earth, sent a foolish, showy woman into exile during her natural life and ruined the life of a handsome successful young business man of New York. The Thaw case has nauseated the nations, exposed the fatal errors of two mothers, given undue notoriety to the innocent sister of the wild and reckless young man now on trial, cast an eternal shadow over the lives of the kindred of the dead architect and brought disgustingly into the limelight a young woman who was vitally wronged by the mother who bore

her and who, thus far, has succeeded in evading the notoriety she deserves.

Truly the sociologists have one very easy and most potent deduction to draw and to teach, and it is that parents who are very wealthy may do much worse than to throw their bonds and their dollars into a white heat furnace.

COMMERCIAL VICTORY.

With the frequency and the certainty of the coming of the seasons the pessimist is out for his spring airing and ready with his tale of woe. The foreign trade of the United States is to be interfered with and as a consequence the "bow-wows" are upon our borders. Russia, if we may give credence to the report, is filled full of American agricultural implements and Great Britain has entered into a conspiracy with the country of the Slav to drive out of Russian territory every American machine there is there. Without saying so the American article is to be displaced by the Great Britain product and Russia, for some reason known only to herself, is to get along with the second-class goods which the second-class machine is openly admitted to produce.

Under such conditions it is safe to "guess not." History stands ready to repeat itself, and the old story of the American machine is to be told again, with this time a Russian variation. It must be borne in mind that in matters of trade, foreign as well as domestic, sentiment has no place. It is a matter, pure and simple, of trading for gain. The topec and the dollar are "swapping for keeps." Yankee ingenuity and wit are grappling with the Slav for his trade and the profit that comes with it, and experience knows without further trial what the underlying principle is. If the article bought surpasses its competitors and is cheaper the bargain is made, and the machine bought insures the purchase of its fellows in proportion as it "makes good" what the importer claimed for it; and the story, that history in these lines repeats, is the superiority of the American machine and the superiority of the American product. It is safe to conclude that the pessimist has lost his case.

In this connection it may be well for the reader, if he be at all interested in such matters, to watch the coming contest over the manufacture of the Chinese shoe. There are in China to-day 400,000,000 pairs of feet to be covered by as many pairs of shoes. American enterprise has already found out that the lower classes in China expend about \$1.50 American money per capita a year for shoes, while the expenditure of the upper classes ranges from \$3 to \$10 a year. It is also found that Chinese boots and shoes are made by the cheapest labor in the world; but that in the manufacture of the enormous quantity required no machinery of any kind is used. Consequently while there is a certain necessary uniformity observed in the cut and pattern, the work is slow, the workmanship poor and the quality of the materials used unserviceable.

To show how far investigation has gone it is well to state that the

shoes worn by the natives are made with leather or cotton cloth soles, above which is a layer of rags or paper or feathers, with cotton cloth next to the foot. The uppers are made of cotton sheetings or shirtings, Italians, satins or velvets, dyed black or blue. Women are employed to sew together the uppers, which are cut by the shoemaker. After that work has been completed the uppers are returned to the shoemaker, who attaches the sole, and the shoes are then ready for distribution through the native dealers. The best quality may be obtained at retail for \$1.40 "Mexican" a pair; medium quality, \$1.20 a pair; cheap quality, 80 cents a pair; coolie shoes, 50 cents a pair, and women's shoes, 70 cents a pair—an item to be remembered in this connection being that the women's shoes are those worn by the "reformed ladies," a class whose numbers are constantly increasing because of emancipation from the custom of binding the feet. These prices are subject to a reduction of 10 per cent. when shoes are purchased at wholesale.

With these facts to grapple with the question to be considered is whether the American-made shoe is to cover the Chinese foot. Is the ingenuity of American invention equal to the displacement of the Chinese rags and paper and feathers, together with the cheap wages and the cheap prices to contend with? Have the American manufacturer or dealer forgotten the Chinese boycott and is race prejudice to play its part in the contention? The answer to these conditions must be based upon what has been. If, in the first place, the American machine found its way all over Russia—and it did, in face of violent opposition—if Germany, having done its best to bar out the American shoe, now wears only the American product; if Europe generally has shown itself to be the commercial battlefield where American invention, Caesar-like, exclaims, "I came, I saw, I conquered!" is it going too far to believe that the commercial conquest of China, with its countless millions of souls, is to be only another instance where American superiority is to assert itself? Four hundred million pairs of shoes is a tremendous contract; it is well worth working for and, if secured and kept, will be only another instance where American wit has won by its ability to furnish the best article at the lowest price which the challenged world can furnish.

TAKES A QUEER TURN.

Through the revelations made by the Spreckels-Older campaign against the labor union mayor, Schmitz, and his pal, Abe Ruef, both of whom are proven criminals and will be punished, the city of San Francisco finds itself in a unique and almost humorous position. Not only is the labor unions' pet, Mayor Schmitz, shown up in his true colors as a knave and scoundrel, but every member of the Board of Supervisors has made a confession and each one is under indictment for active participation in the stupendous system of graft so suc-

cessfully established by Schmitz and Ruef.

And yet, seemingly by consent of the freeholders of San Francisco, this Board of Supervisors are to continue to perform the duties and carry the responsibilities of the offices to which the members were elected before their thievery was revealed, upon condition that any one of them may, upon the first suggestion of crookedness in any way, be sentenced to imprisonment and fine for the crimes they have already committed.

This is a new practice in civil government, and coming from San Francisco—the city of novelties—its workings will be watched with deep interest. Briefly stated, the Board of Supervisors are under suspended sentence and are required to go on doing the work they were selected to do when they were considered upright citizens; but known to all people today as having been recreant to their trust they are now being tested with everyone watching them.

Just what will be the outcome of this test is not important unless it ultimately reveals the convicted Supervisors as repentant men who succeeded in establishing themselves as honorable men and who, ashamed of their fall in the past, maintain their rectitude because they truly desire to do right. After all, they have not been the chief offenders.

The king-pin criminal is Mayor Schmitz, he having committed a triple offense: First, he most grossly abused the confidence placed in him by his fellows of the labor unions; next he permitted himself to become the willing tool of a shrewd, unscrupulous scamp named Abe Ruef, thereby committing an offense against himself, and, finally, he outraged all public decency by inveigling his associate city officials and involving them in his own dishonesty—to say nothing of his capital crime, the swindling and shameless abuse of the entire citizenship of California. Schmitz should be severely punished, and beyond question Attorney Francis J. Heney will do all in his power to effect such a result.

In the Pennsylvania Legislature a bill has been introduced which gives damages to every person who thinks he has been wronged by published matter defamatory of himself or parent, child, sister, wife or fiancée. The dog will probably be added later. Society generally will commend the passage of such a bill. It is so troublesome to have another tell you the truth about yourself; it is disconcerting to have your bluff called; to run up against someone who does not care a continental who you are or what you are, but goes right ahead and treats you as if you were just an ordinary dweller on the earth, with shortcomings like other people. So it is good to have the privilege of assaulting the man who lets people know the truth; good for you and good for the paper; it makes news. Another advantage will be that some men whom a newspaper trimming does not reform will have an excellent chance of getting a physical thrashing as well.



Companionship the Cement Which Holds the World Together.

It it were my precious privilege to be a fairy godmother to a girl, and bestow upon her some gift that would be an open sesame to all hearts, I would give her the art of being companionable.

Beauty is, of course, highly desirable, but we tire very soon of the woman who is nothing but a living picture. Wit and cleverness are all very well, but no one wants an uninterrupted round of bright sallies any more than he would want to make three meals a day on salted almonds and biscuit glaze, but the woman who is companionable, who can fit into any picture, join in any chorus, blend into any mood of others, has that indestructible charm that will stand the wear and tear of life, and of which we can never have enough.

This art of being companionable is one that women understand far less than men, for with women bone camaraderie is an acquired virtue. It does not come by nature. In her heart every woman cherishes a deadly suspicion of every other woman, and most men; and she is always afraid to be pleasant to strangers for fear they may not be in her own particular social stratum. The idea that you may spend an agreeable hour or two with a person who is either above or below you, and then, in the slang of the day, "forget it," does not seem to occur to her.

If you want an example of this you have only to note women and men when traveling. Every man on the sleeper will make the acquaintance of the other men, and before the day is over will be swapping cigars and reminiscences and yarns with them, but the women will all be sitting bolt upright, each in her own particular section, glaring coldly at each other and as silent as the sphinx. Attempt to break down this icy barrier and you do it at your peril. They have read in the Ladies' Home Journal that you must not make indiscriminate acquaintances while traveling, and if you speak to one she will make a frantic clutch to where she has her money sewed up in her dress, and get a death grip on her pocket-book, and turn on you a look that says plainer than words: "I had my suspicion of you from the first, and now I know you are a bold thing and no better than you should be."

Aside from this phase of the question, however, there is the more serious one of the lack of companionableness among women that we see in daily life, and that makes friendship nothing but a hollow mockery. We all know dozens of women whom we respect for their intelligence and culture, and revere for their virtues, and love for their amiable qualities, but how many of us know even two with whom we would voluntarily elect to live? As a general thing the less we see of our friends the better we

like them, and all because they have never acquired the art of being companionable.

There's Mary Brown, for instance, who is a saint if there is one on earth, but she is a continuous performance preacher who would drive a comfortable sinner into an asylum in six months. There's Susan Jones, who is so clever that she positively scintillates, but she is as full of angles as a right-angled triangle, and life holds enough of trouble without having to be perpetually dodging somebody's peculiarities. There is Flora de Smythe, who is so noble and sweet, and whose good qualities we admire so much from a distance, but Flora has "ways," which is another form of expressing adamantine selfishness. There is Jennie Black, whose conversation is like a dash of Tobasco sauce. It can liven up any dinner, but heaven defend us from having to live under the roof with a woman who is always behind time, and who always has to have things just so.

And so the list goes and then you think, perhaps, of one woman who has none of the startling attractions of the others, who is neither over-wise, nor witty, nor pretty, but who has that indefinable quality that makes you always want to have her about, and grip her to your heart with hoops of steel.

She may not say anything worth repeating, but she falls into the moods of those about her, and she laughs with those who laugh and weeps with those who weep. She is interested in other people's affairs, and is willing to listen to your hopes and plans, instead of always discoursing about her own. If she is highly educated her knowledge sits lightly on her, and she is not forever correcting everybody else's history and grammar and pronunciation. If she visits you she does not give you overmuch of her society. If she travels she does not expect to monopolize the best seat and run the itinerary. She recognizes that other people may have preferences for certain things as well as herself. If she is a girl she does not try to make every man fall in love with her, and if she is a married woman she is not always flinging her husband, as if hers were a personal triumph, into every other woman's teeth.

The woman who is companionable, who is simply comfortable to live with, is such a rara avis that it frequently occurs to me to speculate on why girls do not think it worth their while to cultivate this fine art of being agreeable. They do not do it. Each particular one believes that she is the "it" of creation, and that it is the duty of the world to defer to her and make things pleasant for her, and so she goes serenely on her way, and we all wonder why it is that there are so few women we really like to be with for more than fifteen minutes at a time.

To my mind the art of being companionable is the answer to two, at least, of the vexed questions that every woman has to solve—how to keep her husband and children at home. Every engaged girl is led to believe, of course, that her adoring

Augustus desires nothing else but to spend the balance of his natural life in gazing enraptured on her rosy cheeks. Her stern parent has had to chase him home every night at 11 o'clock, and she does not apprehend that she is going to have any of the troubles about the staying-out-at-night business that other women have. But, alas! she finds out that after marriage she can no more get him in by 11 o'clock than before marriage she could get him out, and if she is a sensible woman she sits down and does some hard thinking.

Ninety-nine times out of a hundred it is because she has not learned the art of being companionable, and when the fire of romantic love burns itself out, as it is bound to do, she is not clever enough to become her husband's chum. She burdens him with household mishaps; she nags at him for his faults; she grows querulous and dissatisfied, or, perhaps, she merely becomes stupid and uninteresting, and she sends him away from home, to other men, or other women, for his companionship.

"Are you going to take your wife with you on your travels?" asks one man of another, according to the comic paper.

"Oh, no," replies the other, "I am going on a pleasure trip."

A bitter satire or more searching arraignment of woman's failure as a wife has never been made than is compressed in that little story, and the pity of it is that it is so true. Look at a man and woman on the street, both walking along with a wearied and bored air; observe a couple sitting up in deadly silence between the acts of a play. You do not have to ask if they are married. You know.

I have seen a woman, whose bookish husband was fond of reading aloud at home, wait until he paused to take breath and then break in with something that showed she had not followed a word. I have known women who religiously sat down upon every fad and home amusement of their husbands, and ridiculed their pet theories until the men became silent and austere. I know of plenty of families in which there is no cheerful home gossip about the hearth. All of this is a woman's fault. It is in her province to make her home such a comfortable place, and her society so fascinating that all others will pall beside it. If she is not the trusted

friend and confidante of her husband she has only herself to blame.

It is the same way with her children. It is the same way with her children. She has the first show with them. It is her privilege to be their closest friend, the sharer of every thought and hope and joy, and if she finds that her daughter is going to some other woman with her first love secrets, or her boy is telling his ambitions to somebody else, let her write herself down as a failure, for she has missed not only the duty, but the reward of motherhood. There may be many qualities that have a higher sounding title than companionableness, but the woman who is always pleasant and agreeable as a friend, who is her husband's confidante and her children's chum, is the cement that holds the world together.

Dorothy Dix.

He Got No Quarter.

A corpulent man with a red face went to Coney Island one day and sat in the cross seat of an open car in front of two stout German women. In searching for a nickel to pay his fare he dropped a quarter, which rolled almost under the dress of one of the women.

He realized that he might make a spectacle of himself if he attempted to pick up the quarter, so he decided to wait until she and her friend got out. Meanwhile he took an occasional glance at the coin.

The women found themselves at their station unexpectedly, and in their hurry to get out, one of them knocked her handkerchief, which was weighted with something, on the back of the fat man's seat. A corner of the handkerchief dropped and let out a shower of jingling silver.

The owner knelt and began collecting the coins, while her friend urged her to hurry. The man gave a sigh of relief when he noticed that the woman had not noticed his quarter. Just then, however, the other woman observed it.

"Katrina," she said, "you have not all-dot schange got. Look! Dere is a quarter."

Katrina, with an effort, stooped and picked it up, and she and her friend rushed from the car. The fat man, who saw the futility of protest under the circumstances, sighed regretfully and sadly watched them go.—New York Sun.

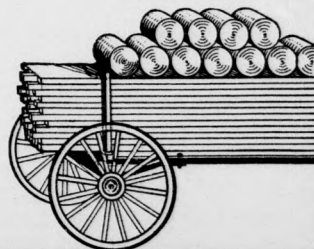
Rolls of Roofing TAKE THE PLACE OF SHINGLES

The increasing popularity of H. M. R. Prepared Roofing—the Granite Coated Kind—is proven by the rolls and rolls of it that appear on the loads of lumber leaving the yards of up-to-date dealers.



Building supply men appreciate the great need of a good prepared roofing to take the place of shingles and slate, and they are making good money pushing the H. M. R. Brand. Proof and prices will convince you it will pay you to push too. Write.

H. M. Reynolds Roofing Co., Grand Rapids, Mich.



FAIL BY IGNORANCE.**Why Dealers Must Learn Business Laws.**

To the long list of causes responsible for the myriads of failures that clog the business world there must be added one which it seems seldom is taken into consideration. This is ignorance; not the ignorance that implies lack of education, but ignorance of plain, everyday business ways and means. No man expects to enter into any trade or profession as a full fledged member of the same; but every day men start in the merchandise business for themselves with absolutely no training in the matter of conducting a business of any sort. The result is, in 90 cases of 100, failure.

While it is impossible to tell every individual who goes into business just what to do to avoid the chance of such disaster, it is possible to cite examples which will warn him what not to do. Here are a few instances of "horrible examples" which have come within my scope of observation recently.

B makes a comfortable living in the jewelry business by working for others. He saves a few hundred dollars, rents a small store in a small but lively country town, puts up his bench, hangs up a sign, and works in his trade. As he is a pleasant and hard working young man he soon has all the work he can do and is on the sure road to prosperity. Then comes his mistake.

Agents who notice his sign and his success offer to sell him goods, and as he has no capital they, of course, give him four months' credit, relying on the business which he is doing. He has remarkable success and sells out the first small bill in a few weeks. Then, instead of paying for the first bill, the time on which has not expired, he buys another larger bill from the next traveling man, this venture being followed by the same success. Another and another follow with the result that at the end of the four months B has bought and sold \$800 worth of fancy goods, realizing a large profit.

If this young man had had the least conception of business methods he would have confined himself to the first house in buying goods, at least until he had established his credit. He would have paid off the first bill as quickly as he sold the goods, and the firm would have been glad to fill his second order. By living economically he would have increased his stock slowly, soon would have been able to discount his bills, and now would have been as prosperous and wealthy as my friend D, who started out in business at the same time and under exactly the same circumstances.

But he did not follow this line of action. Instead, as soon as he commenced to sell goods he took the money with which he should have paid his bills and invested it in fitting up the store. He bought fine show-cases, took down the small sign and replaced it with a large and expensive one, had letterheads printed, bought his wife an expensive dress, and when

the four months were up and the first bill came due he had no money with which to pay it. His creditors became alarmed, sent a representative to investigate, and he, finding an almost empty store, closed up the shop.

B was thunderstruck. He was as honest as a gold dollar and would not have beaten any one out of a cent knowingly. But by his ignorance he found himself worse than penniless, for he was about \$800 in debt. His career in the town was ruined, his ambition gone, and for the rest of his life he will have to work for others.

It seems to me that such a case should prove a necessary warning to every young man who thinks it such an easy matter to go into business; who is a good salesman for others, but who utterly is incompetent to manage a business for himself. Cases like this I have seen almost every year. Not many of them failed in four months through such extreme recklessness as B, but failure came to the majority of them within a year or two, and sometimes their liabilities were ten times as large as those in the instance which I have cited.

M has a general store in a lively country town. He is honest and sells many goods. The first two years he is prompt in his payments, but gradually finds that he is getting behind, and finally that he is receiving statement after statement with threats to remit at once or account will be placed in the hands of an attorney for collection.

This worries M terribly; he can't account for it. His business is as good as ever; in fact, he sells more goods than he ever did, and yet, in spite of this, he runs deeper into debt every year. He is careful in buying and is not overstocked. What is the cause of these conditions? This

A Mine of Wealth

A well-equipped creamery is the best possession any neighborhood in a dairy section can possibly have, for the following reasons:

1. It furnishes the farmer a constant and profitable market for his milk or cream.
2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.

3. It is a profitable investment for the stockholders.

We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

Hastings Industrial Co.
Chicago, Ill.

A GOOD INVESTMENT

The Citizens Telephone Co., of Grand Rapids, Mich.

Having increased its authorized capital stock to \$3,000,000, compelled to do so because of the **Remarkable and Continuing Growth** of its system, which now includes **27,000 Telephones**, of which more than 4,000 were added during its last fiscal year—of these over 2,000 are in the Grand Rapids exchange, which now has 7,600 telephones—has placed a block of its new **Stock on Sale**. Its stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes paid by the company.) For further information call on or address the company at its office in Grand Rapids.

E. B. FISHER, Secretary.

Capital, \$800,000.00

All Business Men Require

A safe Bank in which to deposit their money—large enough to inspire the confidence of its customers.

The
Old National Bank

No. 1 Canal Street

Grand Rapids, Mich.

Is the oldest and largest bank in Western Michigan.

Resources \$7,000,000.00

When Ordering
Don't Forget the Quaker Brands

Quaker Tea
Quaker Coffee
Quaker Spices
Quaker Flour
Quaker Can Goods
Quaker Mince Meat

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

question worries him night and day.

He consults his friend O, an experienced business man. O looks into the management of the business and there discovers the whole trouble. M does not keep account of his expense and loss on goods. He sells his groceries at a certain percentage, which he thinks will net him a fair profit. He has to deliver the goods to his customers, but he calculates "that doesn't cost me anything; I have two delivery wagons; they do the work."

The man does not figure the interest on the money which is invested in the horses and wagons, neither does he figure the repairs, the keeping of the horses, nor the salary of the delivery boys, one being his son, whose salary also should be added to the store expenses. He owns his store and dwelling house, so he calculates: "I have no rent to pay, consequently my expenses are low."

But he does not consider that the capital invested in stock, store, and house would net him a nice income if invested in safe mortgages, and that this interest must be added to the cost of the goods. His two clerks are his daughters, therefore he thinks he has no clerk hire to pay, but he does not know that what they earn should be added to the cost of the goods.

He pays insurance on stock, house, and store, but does not charge this up to expense account, because he keeps no account of expenses. He does not add freight and express charges, nor loss on "shopkeepers" nor on bad accounts to the cost of goods. All these mistakes combined have been the cause of M losing money in his business instead of making it, and he did not know it.

Here is another mistake he made. In the first years of his business he always bought a bill of gloves and mittens amounting to \$200. He discounted the bill at 6 per cent, netting him \$12. But a few years later these goods advance in price and they are sold for "net," but M keeps on selling them at the old margin, not thinking that he loses discount of \$12 on a \$200 bill. He should have added the lost discount on the price of the goods and advanced the price.

These and similar mistakes O pointed out to his friend. M was dumfounded; he had no conception of such business methods. O made him keep a book of his expenses and sales. He stepped into the business as silent partner with \$3,000 capital. This took M out of the deep water, and after following O's advice for two years he now is on his feet again and is discounting his bills. Without the advice and help of his friend O he would have been a bankrupt in a year.

There are hundreds of merchants

in the country, mostly small ones, who never take stock, never keep account of their expenses; they don't know their own standing; they think they are worth something, but are really bankrupts. If their stock were sold they could not pay 50 cents on the dollar. But they are honest, still have some credit, and keep on doing business until the creditors lose patience and close up the shop, with no one to blame but the merchant himself for mismanaging his business.

A merchant must make a certain amount of yearly profit above his store and living expenses. If he does not, the quicker he sells out the better for him and for his creditors.

One thing I would say to all young men who intend to go into business for themselves: Business is a profession. It is more than a trade. It requires much more experience than is required in the ordinary trade, and fully as much training and education as are demanded by the average profession. To be successful in it you have got to study it. You have got to master its principles as well as the doctor masters the principles of medicine and surgery, as well as the attorney masters the principles of law. If more business men would realize this there would be less failures; and if the young man about to start into active business life will stop and soberly accept this doctrine as a solemn truth the chances for his failure will, at least, be cut in two.

C. T. Wettstein.

New Plans for Polar Exploration.

Southward the star of exploration wends its way. The plans are advanced for the equipment of the Belgian polar expedition, which, under the direction of the well known scientist, M. H. Arctowski, proposes to set out in eighteen months for the researches on the polar seas, and which proposes to settle the question of the one great continent or of two or three large islands in as yet unentered regions which surround the South Pole. Many scientists, of whom M. Arctowski is one, lean to the belief that one vast continent covers the greatest part of those regions. Following somewhat the course made by Capt. Scott in the voyage of the Discovery. M. Arctowski's expedition will cast anchor in one of the natural bays which there is reason to believe are to be found in Ross' wall, and, leaving his ship to winter there, will push over the ice fields already traversed by Capt. Scott, using motor sledges. He will start in 1908 and expects to return by 1911.

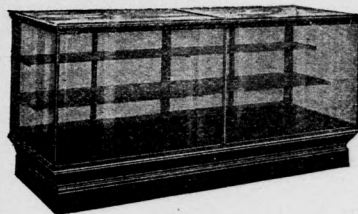
Some folks never feel cheerful unless they are dispensing bad news.

Established 1894

BUTTER—All Grades of Dairy Butter Wanted EGGS—Get Our Prices Before Shipping

Stroup & Carmer

Grand Rapids, Mich.



Our "Crackerjack" No. 42
Note the narrow top rail

Our new 1907 General Store Catalog "A" is now ready. Let us figure on your requirements. One case, a hundred or your complete outfit.

Consult our "Expert" if you desire your store planned or remodeled.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Show Case Plant in the world
New York Office, 714 Broadway
Under Our Own Management

Seals--Stamps--Stencils

WE MAKE THEM

Volk Stamp and Stencil Co.
H. J. VOLK. J. P. SOLOMAN.

91 Griswold St.
Detroit

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.

Our harness are strictly up-to-date and you can make a good profit out of them.

Write for our catalogue and price list.

U. S. Horse Radish Company

Saginaw, Mich.

Wholesale Manufacturers of

Pure Horse Radish



Graft, graft, everywhere graft,

It seems to be all the go.

Buy "AS YOU LIKE IT" horse radish,

It's the best thing here below.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

ESTABLISHED
1883

WYKES & CO.

SUCCESSORS TO WYKES-SCHROEDER CO.

MANUFACTURERS AND
WHOLESALE DEALERS IN

WEALTHY AVE. AND S. IONIA ST.

FLOUR, GRAIN & MILL-PRODUCTS

GRAND RAPIDS MICH.

THOS. E. WYKES
CLAUDE P. WYKES

MEN OF MARK.

Isidor Lehman, Proprietor Geo. H. Reeder & Co.

In the passing period the popular mind is engrossed with the idea that the acquisition of great wealth is the most desirable achievement of a man's career. Though many individuals—probably a fair minority of the community—mentally recognize the

to relax or be rendered impotent by the conclusive power of money.

The smart young man of our time has too generally imbibed the notions that the way to get riches is by pursuing a course of adroitness and cunning and that so called successful men are gifted with such attributes. Moreover, this idea is prevalent among all classes and ages and has become imbedded in the popular

enough remains in the business interests of the country of the healthful kind indicated to save it from utter putridity and disgraceful dissolution.

It is with pleasure that the Tradesman embraces the opportunity to introduce an example of a business that emphasizes the more hopeful view just expressed. It is also a cheerful and grateful office to bring into relief a personality that, as head of one of the promising mercantile establishments of the country, has based success upon what is right and honest instead of upon cunning and deceit.

Isidor Lehman was born in a small town in Germany, May 17, 1864. He graduated from the high school of his native town and at the age of 16 graduated from the University of Bonn, having pursued a business course in connection with his regular collegiate studies. He then came to this country and located at Harper, Kansas, where he was employed one year in the general store of his brother. He then became manager of the

the Lehman Shoe Co. In February, 1902, Mr. Lehman formed a copartnership with Sol Kann and engaged in the wholesale rubber business under the style of the Independent Rubber Co. The business was established for the purpose of exploiting the Hood and Old Colony lines and, in addition to rubber goods, the company handles moccasins, felt goods, socks, leggings, etc. Ten men are now kept on the road, covering Indiana, Ohio and Michigan, and the business is rapidly expanding in both extent and volume.

Ambitious to conquer other fields, Mr. Lehman recently came to this market and purchased the interest of Geo. H. Reeder in the wholesale shoe house of Geo. H. Reeder & Co. He will continue the business here along established lines until July 1, when the name of the house will probably be changed to the Lehman Shoe Co. or some other title more in keeping with the changed character of the business.

Mr. Lehman was married twenty-



Isidor Lehman

existence of other valuable things than wealth they are most complacent, and somewhat cynical, regarding moral qualities as minor considerations. Wealth, as measured by dollars, is the paramount thing and the impression is strong that the attainment of it should command the most attention and inspire the greatest effort. The desire to accumulate riches has become so absorbing a motive that it neutralizes the claims of moral obligations as touching other desirable things in character and life. The impression prevails extensively that the attainment of great wealth can be made to atone for and cover from sight any reprehensible methods that may have been pursued in the getting of it, so the popular mind is inclined to condone cunning, crookedness, chicanery, oppression, bribery, political and judicial corruption and almost any wrongdoing up to the verge of illegality, and even violation of law may be without penalty when the judicial grip can be made

conception and belief, judging by the disclosures that recently have been made in high finance and corporate manipulations. The glare and glamour of brilliant and extensive modern finance and business have blinded the popular vision to the fact that the material stability of National prosperity rests not upon the amazing and pyrotechnic exploitations of the gamblers in so called securities and jugglers in finance but upon the business of the country that is founded upon substantial investments and is carried forward under the influence of sound and honest business policies.

At the head and in the management of many of the commercial enterprises of the country are men who have attained eminent success through honest intent and fair dealing—men who believe it the best policy to do right and that surer results can be attained through straightforward dealings than through any scheming that involves taking undue advantage of their competitors or patrons. It is to be hoped that salt



Arthur B. Rothschild

cloth department of a dry goods establishment at the same place and a year later formed a copartnership with William and Sigmund Lehman and engaged in general trade at Harper under the style of Lehman Bros. Five years later he retired from this firm and located in Fort Wayne, where he purchased the shoe store of the late B. Rothschild. This business he continues to the present time as

five years ago last month to Miss Hattie Heilbronner. They have one daughter, 16 years of age.

Mr. Lehman is a member of Jewish lodges and Secretary of the Jewish congregation at Ft. Wayne. He is a director of the Citizens Trust Co. and the Home Telephone Co., President of the Hebrew Relief Union and local representative of the Jewish Hospital for Consumptives at Denver.

Arthur B. Rothschild, who is in charge of the Reeder establishment as the personal representative of his uncle, Isidor Lehman, was born Feb. 8, 1884, at Waterloo, Ind., his antecedents being German on both sides. When he was 4 years old the family removed to Fort Wayne, where he attended the public and high schools until he was 18 years of age. He then entered the employ of his uncle, Isidor Lehman, as a clerk in his retail shoe store. He remained in this position six months, when he was transferred to the wholesale rubber establishment, where he had charge of the orders and shipments.

Mr. Rothschild has but one hobby and that is bowling. He is faithful to his business and is to be found at his desk early and late. His application to business and his fidelity to his uncle's interests will be rewarded by his being admitted to partnership in the Independent Rubber Co. on April 1.

A Bad American.

In looking up some mining claims in Mexico I found myself making enquiries of a native gentleman named Don Estanso. His greeting was anything but cordial, and he answered my queries in a way that gave me no information. I was rather surprised at this, and a few days later expressed myself so to a friend of the don's. He couldn't see through it, but said he would find out why things were thus. In a couple of weeks he came to me and said:

"Senor, I now know why Don Estanso gave you such coldness."

"Well?"

"A year ago he was in the mining business with one of your countrymen. At that time he was in love with Americans. Together they did business. It was pleasant between them. They were like sisters. If one said so then the other said so. Nothing was the trouble for a long, long time."

"And then there was trouble, eh?"

"There was. My good and sincere friend, Don Estanso, he saw his chance."

"Chance for what?"

"To beat that American out of thousands of dollars—many thousands. He improved that chance and did beat him."

"And is that why he is down on Americans now?"

"Ah, no. When your compatriot had been beaten he went to the courts. He said it was a swindle. He called for justice."

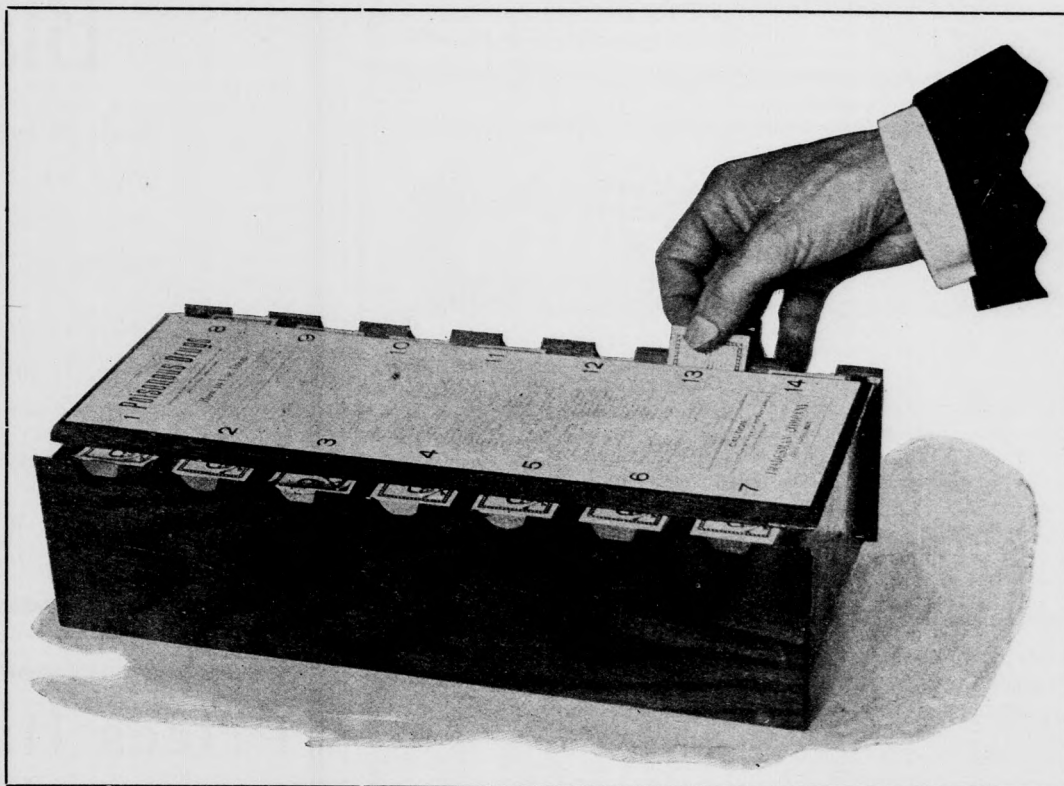
"And did he get it?"

"Not at all; but what did he do? Instead of leaving the case to the judge, whom my friend could have bribed for \$5,000, he demanded a jury, and it cost my friend four times that sum to keep what he had swindled. It was very bad policy—very bad. It gives my countrymen the idea that you will not give us what you call a square deal."—Baltimore American.

A strong breath usually comes from a weak backbone.

Most men lay their sore heads on to their tender hearts.

Tradesman Company's Classified List of Poisonous Drugs



THE LAW

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results, with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN

DRY GOODS

Weekly Market Review of the Principal Staples.

Domestics—The situation of these goods is perhaps more exaggerated than at any previous time, if such a thing is possible. Few goods of any nature can be had, and of necessity the volume of business is relatively small. However, were it possible to supply the goods for which there is a regular demand the market would make a very different showing. At the present time there seems to be no end to the demand, the curtailment of the supply being the only unsatisfactory feature in this connection. A much greater amount of business could be taken on almost any line were it possible to fill the orders. For instance, the demand for gingham, even at higher prices, shows but little signs of abating. Other domestics, such as tickings, denims, sheetings, etc., are very much called for, but with little hope on the part of sellers of meeting the demand. Odd lots of spots find eager buyers at the best prices, but accumulations of this nature are so small that they can not be in any way considered a feature in market operations. Orders are being taken right along on fine goods for deliveries well into next year, and the chances are that the market will keep at least a year ahead for some time to come. Such deliveries as are being made go to markets absolutely in need, the consequence of which is that they are bare, so to speak, most of the time and never really get all that they need. On the principle of "leaving the table hungry," this is no doubt a healthy condition, but hardly as satisfactory as might be possible were the conditions different.

Bleached Goods—Without any doubt bleached goods offer the most difficult problem for solution of any line. The securing of any kind of a satisfactory delivery is well-nigh impossible, even at prices which represent remarkable profits. Advances have been quoted on goods that have been held "at value" for a long time, which prices are subject to change in almost every instance without further notice. Almost all of the best known tickets have been advanced during the past week, and further advances are anticipated in the near future; in fact, where the advanced prices will end is a matter of which no one has the slightest knowledge.

Dress Goods—Business for fall in the dress goods market is now well under way, and in point of fact has been so for some time, when viewed from the buyers' standpoint. It began somewhat earlier than usual in certain instances, some buyers having completed their purchases and returned, being compelled to forego some lines that they have been in the habit of buying because of the fact that they were not ready. Several reasons have been assigned as to the cause of the early action on the part of buyers, conspicuous among which,

and most feasible, is that the deliveries of spring goods during the past three months have been so poor that they deemed it expedient, if they were to secure their goods for early fall delivery, to act as early as possible in the buying.

Underwear—There is a constant demand for most lines of standard underwear, the urgency of which merely emphasizes the increasing scarcity that has long been apparent in all lines; it is felt in some more than others, to be sure, but it may fairly be said of all lines. Surface conditions bespeak inactivity, but underlying conditions feel the existence of undefined pressure, which would readily shape itself were there any possibility of supplying a demand. Some filling in is being done for spring, and there is also some business being done for summer. Instances are rare in which more goods could not be sold than could be delivered. This is true of popular priced ladies' goods, perhaps not to the extent indicated above, but nevertheless reasonably so. In fall lines wool goods may be said to be as strong as any lines shown; in fact, in medium weights at 50c, 75c and \$1 there is a marked scarcity. Wool goods have had a particularly good season, and were it possible to supply the demand a much larger business than has already been booked could be taken. The demand for medium weights in all wearing apparel seems to be on the increase. This fact is particularly true of medium-weight wool goods. For the past three years it has been making itself felt until this year the demand is far in excess of the supply.

Sweaters—The business in this line of goods showed a perceptible improvement last week; nothing phenomenal, to be sure, but of a satisfactory character in a general way. Much is not expected by first hands, so to speak, at the present, as retailers have not commenced their buying for the fall trade as yet, nor will they for some time to come. For this reason jobbers have not gauged their necessities, and will not be forward with reorders. The buying of these lines has been rendered a subordinate issue to other knit goods lines by these buyers, their activity being governed largely by necessity in the latter connection. There is no change in the indications that have been manifest for some time, all agreeing that the trend is toward the finer grades of goods.

Hosiery—While the week in this line has not been a very active one, still it shows an improvement over last week, both in volume and urgency of demand. No particular line has enjoyed a monopoly of the enquiry, as it has been sprad around in rather a promiscuous way. Ladies' split sole goods have been in demand, also men's half hose, at medium prices, and 84-needle goods. The improvement noted in these columns last week, as regards 84-needle goods, is of a lasting character. Many of the best known makes are receiving 57½c, at which figure there is a chance for a profit. It is reported that offerings of these goods have been

Edson, Moore & Co.
Wholesale Dry Goods Detroit, Mich.

SOLE AGENTS

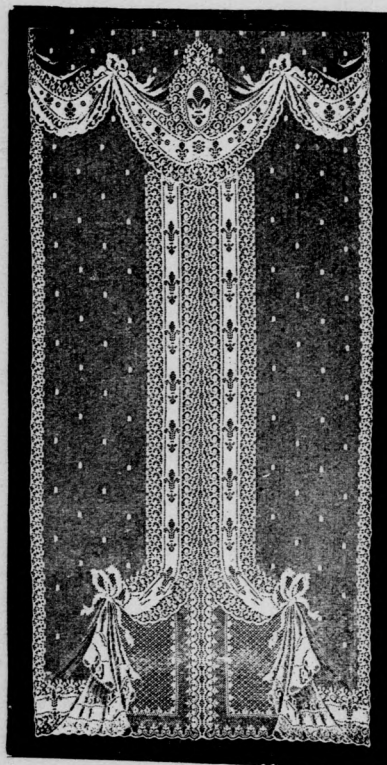
Sleepy Hollow Blankets

Made on special looms. An entirely new finish. Each pair papered separately. Finest wool-blanket finish.

Sample pairs of these blankets will be ready for delivery in about two or three weeks, and will be forwarded only on request.

EDSON, MOORE & CO.

Prices Have Advanced



Prices of lace curtains have been advanced by all manufacturers, but we bought early, therefore are not affected by the rise. Our line is an exceptionally good one and the values offered will permit asking good profits. We have the Nottingham and Brussels net at 40c, 45c, 47½c, 55c, 60c, 65c, 80c, 85c, \$1.00, \$1.10, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.25 and \$4.50 per pair. Siamese or Two Tones at 60c per pair, Ruffled Muslins at \$1.00, \$1.25 and \$1.75 per pair, and Irish Points at \$2.50, \$3.00, \$4.00, \$5.00 and \$6.00 per pair.

Orders by mail given careful and prompt attention.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

made at 52½c, during the past week, but occasion should be taken to say that there is absolutely no reason for such action now that a better standard is established. Children's ribbed goods have also been in demand. Prices continue to advance in an informal way, and while not appreciable at the time, the result is the same in the end. Deliveries are not up to the mark by any means, as yet, some, to be sure, being worse off than others in this respect.

Needed Protection.

A good Samaritan, passing an apartment house in the small hours of the morning, noticed a man leaning limply against the doorway.

"What's the matter?" he asked. "Drunk?"

"Yep."

"Do you live in this house?"

"Yep."

"Do you want me to help you upstairs?"

"Yep."

With much difficulty he half-dragged, half-carried the drooping figure up the stairway to the second floor.

"What floor do you live on?" he asked. "Is this it?"

"Yep."

Rather than face an irate wife who might, perhaps, take him for a companion more at fault than her spouse, he opened the first door he came to and pushed the limp figure in.

The good Samaritan groped his way downstairs again. As he was passing through the vestibule he was able to make out the dim outlines of another man, apparently in worse condition than the first one.

"What's the matter?" he asked. "Are you drunk, too?"

"Yep," was the feeble reply.

"Do you live in this house, too?"

"Yep."

"Shall I help you upstairs?"

"Yep."

The good Samaritan pushed, pulled and carried him to the second floor, where this man also said he lived. He opened the same door and pushed him in.

As he again reached the front door he discerned the shadow of a third man, evidently worse off than either of the other two. He was about to approach him when the object of his solicitude lurched out into the street and threw himself into the arms of a passing policeman.

"For heaven's sake, officer," he gasped, "protect me from that man. He's done nothin' all night long but carry me upstairs 'n' throw me down th' elevator shaf'."

Letters Written by Magic.

Who writes W. T. Stead's letters? He says that he needs only to put his mind in a passive state, place his hand with a pen upon a sheet of paper, to call up the name of some certain friends, and his hand then and there writes a letter addressed to himself which differs only from the letters that friend writes himself in that it is different handwriting from his own and from Mr. Stead's own, and usually is much more frank and outspoken than if it had been written by his hand instead of Mr. Stead's own. "To many," says Mr.

Stead, "the idea may seem incredible that if you disconnect your hand as it were from your mind, and place it at the disposal of a third party, your hand should write anything intelligible." He does not say that all persons possess this faculty. Many persons he knows do not. But he had had it for years and was extremely surprised when he was first told that such a thing was possible. No one could have been more incredulous. He scoffed at the thought. Even if he were willing to admit it for other people, it seemed preposterous that he should be the possessor of such a strange faculty. But after a little practice he had no difficulty. His own experiences justify him in the belief that, given a little more time and patience and study of the laws that govern this system of thought transference, it will be possible for us in time to communicate with each other as accurately without the aid of any instrument as we do now with the aid of the telephone or the wireless telegraph. He sometimes thinks he never really will be able to solve the mysteries of telepathy until he has the good fortune to undergo another term of imprisonment. In the seclusion of the prison cell he thinks he might find out many things impossible to him in the hurly burly of the busy world.

Came Out With Flying Colors.

James McCrea, President of the Pennsylvania Railroad, said in an interview in Pittsburg, apropos of a false charge against a financial institution: "This charge was more than refuted. The institution came out with flying colors. It reminds me of an incident that happened when I was a rod man in my youth. Working on the Connellsville line, I took a number of meals with a middle-aged farmer and his wife. One day at dinner I noticed that the farmer's wife seemed rather out of sorts, and after dinner I wasn't surprised to hear her say: 'Josiah Simmons, to think that you have forgotten that this is the anniversary of our wedding!'

"Old Josh flushed guiltily, looking up from his paper with a start. Then he frowned and said in a surprised voice: 'Why, mother, you must be mistaken. We were married on the 8th.'

"The wife bit her lip. 'Oh, excuse me,' she said, 'I was thinking of my first marriage anniversary.'"

The most eloquent sermons are thundered forth in silence.

Faith can not be forced by an appeal to fear.

We are Headquarters for

**Base Ball Supplies
Croquet, Marbles and
Hammocks**

See our line before placing your order.

Grand Rapids Stationery Co.
29 N. Ionia St.
Grand Rapids, Mich.

REMEMBER

P. Steketee & Sons, Grand Rapids, Michigan
are Headquarters for

NOTIONS

Full line of Fancy and Cabinet Pearl Buttons, Wire, Rubber and Cabinet Hair Pins; in fact, everything in the Notion Line.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
And Hold Our Interest Bearing Certificates
Until You Need to Use Them

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Why Do You Insure Your Goods?



A View of Our No. 100 System with the Metal Hood Covering

You insure your goods because you want protection from loss in case they are destroyed by fire.

You insure all other tangible property you possess for the same reason.

Have you the same protection for your accounts in case of fire? They are a part of your assets just as much as your merchandise protected by fire insurance.

Our Keith Credit System will give your accounts PROTECTION IN CASE OF FIRE, PROTECTION AGAINST THE CARELESSNESS OR DISHONESTY OF CLERKS as well as the best of PROTECTION AGAINST THE ACTIONS OF UNSCRUPULOUS CUSTOMERS. IT WILL PROTECT YOU AGAINST BAD BILLS as IT DISCOURAGES OVER-TRADING and INSURES PROMPT REMITTANCES.

Our catalog will give you complete information and will be mailed to you free upon request.

THE SIMPLE ACCOUNT SALEBOOK CO.

1062-1088 Court St.

Fremont, Ohio

FACIAL FOOD.

The Time One Girl Had Purchasing It.

Written for the Tradesman.

"I would like to ask if you have a first-class skin food for 25 cents a jar," I said to the presiding genius at the Beauty Counter of the department store.

The girl was looking at me in a dazed sort of way. She might have been 18—at any rate she was no younger than that delightful period of youth.

I repeated the question:

"Have you a cheap skin food for 25 cents that is good for anything?"

"Oh—yes—yes," she answered, rather vaguely.

Then she began to wake up.

"Yes," she continued, "here's Madame Young-Lovely's Facial Food. It is very good. I use it myself all the time."

And the girl took a little thin paste-board carton down from the shelf directly back of her, opened it up and set the jar down before me.

I had noticed that there was only the one box of the facial cream on the shelf as she took it down for me to examine, and when I looked at the aluminium top I saw that it was all smeared.

Now, I always like to have neat ap-purtenances for my dresser, if it isn't anything more than a "face dope," so I said to the young lady:

"Show me another jar, please. I'd like one with a better looking top."

"Why, there isn't anything the trouble with this one," came the quick assertion, but at the same time the girl picked up the jar and gave the most unsightly spot a rapid pass or two with her forefinger. But she only made matters worse, leaving an even dirtier streak.

She looked rather crestfallen as she observed what she had done; however, made no move to grant my request.

I stood my ground and repeated my wish.

The girl glanced at me defiantly.

"I'd have to go upstairs," she stated crossly.

Now, in as much as that journey would have to be taken for the very next customer, I thought to myself that the service might as well be performed for myself. The color of my money was certainly as brilliant as the glitter of the next patron's, who might, perhaps, never have crossed the threshold before, while I was a regular buyer at the place.

So when the girl said so ungraciously, "I'd have to go upstairs," and evidently thought she had me there—that I would quail and give in—I said in a bland tone, that she apparently did not know just how to take:

"All right."

The girl then knew that her flimsy excuse didn't work, and banged the glass jar down on the glass show case with such a whack that I thought she'd surely break one or the other or both! (She had picked up the jar for the second time, scanning the smeary top with an incredulous and bored expression, killing time in the hope that I would relent and she would not be

obliged to "go upstairs" and get me a clean-topped container.)

But she was doomed to disappointment from the foundation of the world; I didn't budge.

Finally, after the bang and the waiting, an idea seemed to strike in on her gray matter, for she picked up the offending box, walked with it over to a glass floor case a few feet off, which was filled with all sorts of beautifying samples from her department, slid along, very still, the side door, reached in and brought out a similar (but clean) jar of Madame Young-Lovely's Facial Food, placed the dirty one in its stead and brought back, triumphant, a jar that she didn't have to "go upstairs" for!

I had to laugh to myself to see how the girl circumvented me, after all. But what did I care, so long as I got what I wanted—and had set out to have?

I politely said my thanks.

Then I asked the girl if she had any mother-of-pearl manicure sets.

I had on my old clothes, and for a few moments the girl's inquisitive eyes rested full on them.

"I have one at \$10," she answered, laconically, as if that settled it—as if I could no more purchase that set than I could fly to Mars—and she stood stock still.

"Let me look at the set, please," I asked, and added that next Christmas I was minded to get a mother-of-pearl manicure set for a small relative of mine and would like to see what that store kept.

I made this statement with such an air of candor that the girl began to scent a possible immediate sale of expensive goods, and very perceptibly to unbend in deportment. She chatted voluminously anent the "too-swell-for anything" set, also bringing to light a slightly smaller one for \$7.50 and discussing the merits of each impartially and with much suavity of manner.

I accepted the change of tactics pleasantly, and when I left the girl was all smiles and vivacity.

Who shall say that the change that had come over the spirit of her dreams was not unreservedly due to the fact that she had checkmated me in not being obliged to trot "upstairs" for the clean-covered jar of Madame Young-Lovely's Facial Food?

Lucy.

Uncle's Joe's Postscript.

Representative Cushman, of Washington, came to Speaker Cannon with a letter written by the Speaker himself.

"Mr. Speaker," he said, "I got this letter from you yesterday and I could not read it. After I studied it quite a spell I showed it to twenty or thirty of the fellows in the House and, between us, we have spelled out all the words except those last three. We can not make them out. I want to know if you won't translate those last three words?"

Uncle Joe took the letter and studied it. "Those last three words that stuck you and everybody else," he said, "are 'Personal and Confidential.'"

Manufacturers' Guarantee



Jennings
Flavoring Extract Co.



We are pleased at this time to inform our friends and patrons that the Secretary of Agriculture has accepted our guarantee and has given us the number

6588

and this number in due time will appear on all bottles of Jennings' Flavoring Extracts and such other goods as we pack that come under the Food and Drug Act June 30, 1906.

Assuring the trade that the Jennings D. C. Brand is worth 100 cents all the time, we solicit your orders.

Jennings Flavoring Extract Co.

C. W. Jennings, Manager

Grand Rapids, Michigan



It Always Pays to Have

The Ben-Hur Cigar on Hand

The cigar cases which are paying most handsomely to-day are those which attract most strongly the nickel trade of their locality.

The Ben-Hur will do this without any "ifs," "ands" or "buts" about it.

Made in a clean factory where personal cleanliness and sanitary conditions are compulsory—made of expert selected leaf tobacco, blended naturally and hand-rolled by high salaried workmen, is it any wonder that its unapproachable merit is doing so much trade-upbuilding with every dealer wise enough to stock them?

GUSTAV A. MOEBS & CO., Makers

Detroit, Michigan, U. S. A.

BEN-HUR CIGARS MADE ON HONOR
SOLD ON MERIT
WORDEN GROCER COMPANY
Wholesale Distributors for Western Michigan

Story of Man Who Was Saved by a Snub.

Dollar by dollar, with infinite labor, John Rusler saved. I was heroic work the first year or two—laying by from \$5 to \$10 per month on a salary of but \$500 per year. But manfully John faced the horror of the hall bedroom of the big city. He grew accustomed to the long evenings of silence, the dreary Sundays. He beat down the intense longing to visit theaters and dancehalls. At first the sacrificing of the tobacco habit was little less than bodily torture, but well Rusler realized how one luxurious habit might upset all the plans he had laid out for an upward, victorious fight, and he conquered the craving for his cigar.

Eventually sturdy effort brought its reward. After five years of patient self-denial and untiring exertion, John Rusler was making \$150 per month and had \$1,000 in the bank. And there was no mortgage on the property of his mother in the little country town. The monthly sum that Rusler had sent home explained the lifting of that grievous burden.

How big that \$1,000 looked to Rusler! The day that he had managed to bring his savings bank balance to just an even thousand dollars John's breast swelled with pride. In his wildest dreams he scarcely had dared to hope that he could lay by such a fabulous amount as \$1,000 in solid cash.

The little girl with eyes of heaven's blue and a voice of seductive sweetness, who chanced to meet John on his way home that night, showed plainly how proud she felt of her tall, manly looking lover. Gazing at her, John for the first time in his career realized that occasionally it means something for a man to be in a position to marry. Once or twice the confession of love was on the tip of his tongue, but shyness kept him from speaking.

When he went out that evening after supper, a wave of intoxicating happiness swept over Rusler. To his imagination nothing seemed impossible. A splendid success in commercial life, a happy home, an honored name—all these things appeared not only possible but probable.

Then he fell to thinking how he had denied, pinched, and at times almost starved himself in order to get a start. From some remote depths in his being welled up an irresistible longing to participate in the pleasures of his fellow men. For the first time in years he allowed himself unreservedly to feel the true intoxication and glamour of the brightly lighted streets. A theater loomed up before his vision. Acting on a sudden impulse, Rusler resolved to go in. Could he not afford it? Doubtless, he reflected, he could buy and sell most of the would-be "sports" who stood at the entrance of the playhouse, several times over.

That visit to the theater was the beginning of the end of the spending of the thousand dollars. Before he went to bed that night two fellow clerks he met by accident had beguiled him into taking a drink. Urged

by a momentary feeling of triumph, he related how he had managed to accumulate \$1,000, and the pair he met decided that Rusler could do nothing less than celebrate the occasion. There was nothing half hearted about Rusler's suddenly acquired liking for whisky. After leaving the theater he took several drinks more before he went home.

The descent of Rusler was much more rapid than his ascent had been. He quickly acquired all manner of expensive habits. He got to know the secret signal for entrance to a poolroom. Soon the days were spent in working and the best part of the nights in debauchery.

But there was no pure Eve in his world of reckless abandonment. The little blue eyed girl looked at him sorrowfully the first time she detected the odor of liquor on his breath.

Then the time came that John Rusler absolutely and entirely was "down and out." The first night that he was penniless and out of a job he went around to see a distant relation—an old woman who, unknown to John, had watched him on his downward course with evident enjoyment. She detested Rusler because he had his mother's features.

The interview did not last long. Having heard his story, she surveyed him critically for a moment and then opened the door for him. Her words of dismissal were keen and stinging: "Young man, I think you are thoroughly disreputable and dangerous. You'll get no help from me. Now go, and I hope this will be the last I'll ever see of you or any of your worthless brothers."

Dazed by his dismissal, it took Rusler a minute or two to catch the full import of her words. Then for the first time in months he strode along like a man, though his face was clouded with hot anger. "I'll show her and the whole bunch of that part of my family whether I'm any good or not," he muttered, between clenched teeth.

The next day he took the first job that offered, telling the story of his downfall in straightforward fashion. The boss kept his eyes on Rusler. He had been a "sport" himself and realized how well some reformed "sports" can work. And John fought for advancement like a demon. He swore off the whisky and poolroom habit. He cut out every friend who had assisted him in the spending of his thousand dollars.

Inside of eighteen months Rusler was earning more salary than before he lost his first position. He had saved money and married the little blue eyed girl.

Some time ago John, who now is a prosperous merchant, was asked his opinion as to what is the best way to restore lost ambition in a man. Rusler's advice was short and terse. "A good, swift kick helps considerable at times," he remarked. The questioner looked at John's feet; he is quite a big man and wears number eleven shoes. Rusler saw the glance and smiled. "I don't mean that way," he said. Then he related the history of his career.

George Brett.

We Want Your Candy Trade

and in order to command the same we are putting out a larger and finer line of goods than ever.

We Have a Wonderfully Fine Selection of Package Goods

Straub Bros. & Amiotte
Traverse City, Mich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

**One Full Size Carton
Free**

when returned to us or your jobbe properly endorsed.

PUTNAM FACTORY, National Candy Co.
Makers
GRAND RAPIDS, MICH.

Grand Rapids Safe Co. TRADESMAN BUILDING

Dealers in Fire and Burglar Proof Safes

We carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual.

Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.

TEN YEARS AGO.

Pere Marquette Was Prosperous in Those Days.*

I received on Sunday a communication from the President and Secretary of the local Council at Flint, representing 180,000 commercial traveling men, asking me to appear here in behalf of the two cent fare. I had no thought of intruding upon your committee and this letter was the first intimation that I had. It is not necessary for me to say anything with reference to the army of commercial men of this or any other state; it is not necessary for me to say a word with reference to their character, with reference to the part they play in the upbuilding of everything that tends to the advancement of the local community, of the city or the country. There are some things, however, with reference to their work that they have and ask the right to be heard before you as representatives of the people. I will try and take up but a few minutes of your time.

I found this little book (showing book) in my drawer last night. It is a book that the Pere Marquette road was glad to sell in 1877, a 500 mile book to any person, without any restriction in any way, shape or manner. I have bought very many of them. Every traveling man has had them and, under the management then in force, the road was not in the hands of a receiver either. It was doing a business then that was fair and profitable and the Pere Marquette road was the pride of every citizen of Michigan. It was paying dividends. It was in the hands of men who have made history in this State. When the argument is made to you that you can't furnish mileage for two cents, remember that the Pere Marquette furnished it for years. It didn't ask you to buy one thousand miles. It would sell you 500 miles.

The whole principle of the mileage book is wrong. I believe that the farmer who wants to take his eggs to market should get the two cents, the same as anybody else.

The traveling men have some grievances. Not very many. We don't believe that undue hardships should be put upon the railroads. No one knows better than we do what these great common carriers are doing. This country couldn't exist without them. What is the next thing they do then? We had to buy a one thousand mile book; this was taken off. Then we had to take and pay ten dollars extra—pay thirty dollars for one thousand miles—and if you have seen the figures of the Chicago Tribune, I think it is five million dollars in eleven states that is tied up with that ten dollars extra, of the people's money, to conduct the railroad business. There is another little thing: I can take a mileage book under a two cent rate—a book that I have paid \$30 for—ten dollars more than the two cents a mile (of course I will get the rebate eventually)—I can get on the Pere Marquette or the

T. & A. A. Road and go to Toledo and then get a flat two cent rate in that State and yet here I have paid \$30 for my book and, of course, eventually will pay a flat two cents, and yet I can not ride for two cents into Toledo, and when I have crossed the border, it is flat two cents.

Gentlemen, what you want to save the railroads from is from themselves; the railroads are all right, but you want to save them from themselves. They made more money under that 500 mile book, that was almost a flat two cent rate; now you want to save them from themselves. You have seen possibly men that wanted to be saved from themselves. Save the railroads from themselves. They are all right, but this great and growing State, with all the immense

they are on the road or in the hotel; they come here with a legitimate claim. I come here from a sense of duty and justice, not because I can talk with perhaps the ability or state you facts like these gentlemen who have spoken, not as President of the Knights of the Grip, but it is on behalf of the traveling men in my city. What has the commercial traveler got from the railroads as a class? He has to put up his three cents and puts the money up months in advance. Does he ask class legislation? No, nothing for him that any other business man doesn't get. He never asks for a thing on earth that he doesn't pay for. He doesn't want anything from the railroads that he doesn't pay for. But I ask you to save the railroads from themselves

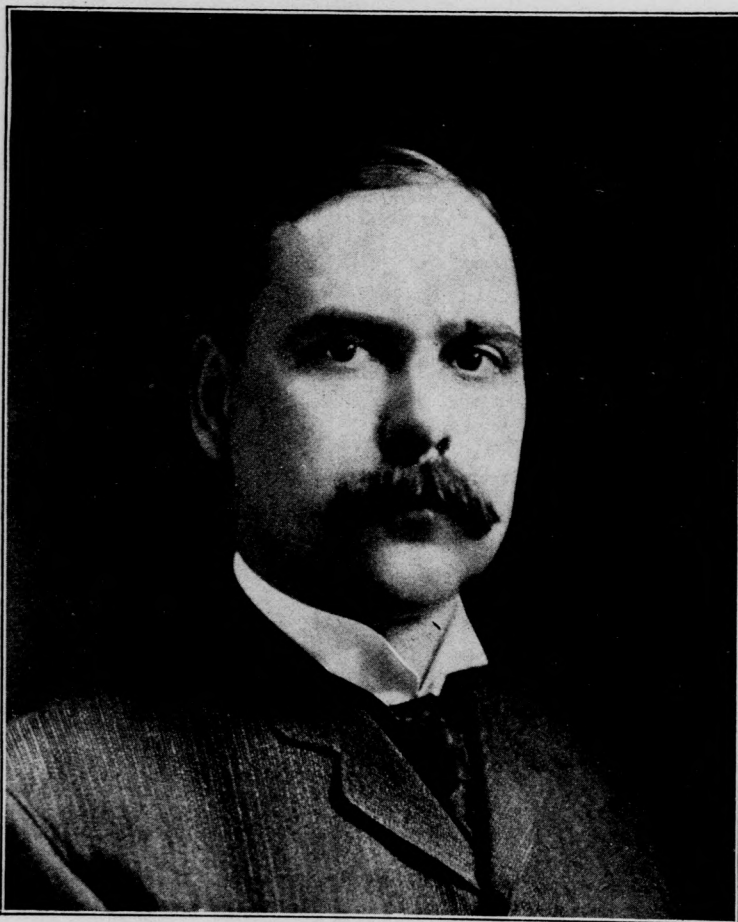
electric roads. We can go from Flint into Detroit for one dollar on the electric. What does the Pere Marquette do in that case? It makes a dollar rate and is glad to do it; but it doesn't want the people up north to get the benefit of it; a man can't come down from Saginaw and get his ticket unless he goes to a drug store seven blocks away. You ought to stop that and you ought to stop this ten dollars—this \$30 mileage book. Why should we pay a man thirty dollars, ten dollars more than the price he expects to charge? And don't charge us 25 cents afterwards. I beg of you to handle this in the interests of the people. These railroads belong to the people; no one wants to harm them, but a two cent rate wouldn't hurt anybody, and the commercial travelers ask it as a business proposition. I made a misstatement a moment ago; there has been a change, they only require \$5 additional. That is only the Michigan book, however, that is not interchangeable.

The question is asked, What per cent. of this money that is paid for mileage is paid out of our own pocket, or is it paid by the firm for our expenses? I never knew a business on earth that the man didn't pay it that was out selling the goods. If it is a business house, they say, "John Smith, salary \$1,500, expenses \$1,700, total cost so much." And when the end of the year comes, each traveling man comes in under his average, and they ask what it costs each year, and his salary is based on what it costs to sell the goods, by any business house on earth.

I do not want to contradict Mr. Mitchell, who preceded me. In justice to him, I think he is in earnest, but I do wish to say one word: You say the people up there will not ride and that you can not get them to ride. I think under this two cent rate the father would take his little boy, as every one of us takes his little boy, and he would take his wife, as every one of us takes his wife, for a ride, if his pocket book and the rate were such that he could figure it out. You say, The people will not travel if you give them a two cent fare. They do ride on the electric lines and my friend Moeller, of the Pere Marquette, carries us clear into Detroit from Flint for 1½ cents a mile. Why? Because he is in competition with the electric. I think the people will ride if you give them a chance.

Horse Meat as Poultry Food.

An Alton, Ill., poultry raiser has offered a suggestion to the humane society of a profitable way of disposing of carcasses of horses executed by the society. The poultry raiser says he received a large increase in the number of eggs when he killed old horses purchased for a few dollars and fed them to his chickens. He said that during the whole winter he received a good price for eggs, caused by the horseflesh food. He also received almost as much money for the hides of the horses as he paid for animals alive. He claims that his experiment was a complete success.



Edwin O. Wood

traffic, everybody will say it is more than it was twenty years ago, yet there is the same track; it is the people's right of way.

Don't be worried about the railroad employee; there is a little bit of manufactured sympathy—quite ingenious work on the part of the railroads to manufacture sympathy and scare you—that the ministers won't get any more rates; you won't get any more half fare rates, and you won't get any more excursions and that the employees will be cut down. The railroads are a little misguided; all you want to do is to save them from themselves. You will give them more dividends by giving them a straight flat two cents. The business of commercial travelers is on the railroads; they start in the morning,

and don't keep this State back, when eleven states have given us a two cent flat rate. And don't let them tell you they will have to reduce the wages of railroad employees. I don't blame the railroad employees, they are getting the least for the service they perform of any class of people on earth. You watch a train at night, with the icy top of the freight train, and see that man with his lantern and think if that man waves his lantern just a minute too soon or too late, his life is crushed out and no more thought of John Smith than if he was a bolt or a coupling. I hope there is no railroad man here will say that for one cent a mile he would cut the price of railroad employees in this State.

One word more: We have the

*Address by Ed. O. Wood, of Flint, before Senate Transportation Committee at Lansing March 14.

The New Incandescent Electric Lamp.

A new incandescent lamp especially suited for store-lighting purposes has just been put on the market. This is known as the tantalum, and represents the latest development in commercial incandescent lighting. It possesses many features that will make it extremely desirable for many purposes. The most interesting to the average consumer, possibly, is the saving of thirty-five per cent. in cost of operation over the most effective carbon filament or common incandescent lamp for equal illumination.

The light given by the tantalum is also more brilliant and of better quality than the ordinary incandescent. The filament is strong and durable and the lamp will last nearly 750 hours when operated on direct current circuits. It is not well adapted to alternating currents, however, and its life is greatly shortened when it is so used.

The lamp takes its name from the filament—the tiny thread within the bulb emitting the light—this being made from the rare element tantalum, which is only found in a few places.

The lamp is practically the same size and shape as the ordinary incandescent, and fits into the regular Edison socket. As stated in the foregoing, the chief argument in favor of the lamp is the saving of 35 per cent. in the cost of illumination. The tantalum lamp costs a few cents more than the ordinary incandescent, but this difference is more than equalized in a few months by the saving in cost of current and the increased illumination.

This may be proven by figures. A customer, for example, who burns 100 ordinary 16-candle power lights six hours a day for thirty days, at the rate of 15 cents a kilowatt hour and 10 per cent. discount, would save \$14.58 every month by using the new tantalum lamps. To figure it out, one lamp would burn 180 hours in a month, hence all the lamps 18,000 hours. Figuring the lamps at 50 watts an hour, which is low, the meter would show 900 kilowatt hours at 15 cents, which makes \$135, and this, less 10 per cent, leaves \$121.50, the bill for the month.

Even these figures do not absolutely represent the full saving, for inasmuch as the tantalum lamp is 22 candle power, and the ordinary incandescent only 16, it can thus be seen that the number of lamps could, if necessary, be cut down very materially, or to be exact to over a third.

The lamps are equipped with new concentrating and distributing reflectors. Owing to the peculiar shape of the tantalum filament the downward candle-power value of the lamp is low, and when employed in this manner the lamps should be used with the special Holoplane reflectors, which give the unit an efficiency in downward lighting of from 1 1-4 to 3-4 of a watt per candle.

Clarence Burton Collecting Data of Cadillac.

Paris, France, March 11—I presume you have seen from the Detroit News

that I have been in Cadillac's old home, where I learned a lot more about Cadillac than I ever knew before and, what will probably be of more interest to you, secured a peculiar and fine old lamp from the home of Cadillac as a memento. This old lamp had been preserved in the family of the village physician, and the office of the village physician had come down through successive generations from Cadillac's time. I was in the old church where Cadillac was baptized and saw the font, and in the house where he was born, walked through all the streets where he walked as a boy, went to the school and tried to take a picture of the scholars. The schoolmaster dismissed the school to accompany me in my wanderings and the people turned out to see the procession. Then we went to the place where Cadillac lived after 1722 and where he died in 1730, saw the place where his palace had stood—now a public park. One wall of the palace is still used as the wall for another building. Here Cadillac was the Governor from 1722 to 1730 and here he died. He was buried in an old monastery, now a prison, and when the old building was fixed over for its present use his remains were deposited, with others, in the rear end of the building, and here they rest.

I hunted up in the archives in the Louvre and in the Bibliotheque Nationale in Paris the original reports made by Cadillac and found nearly two volumes of papers extracted and compiled by Pierre Margry, all relating to Cadillac and all so far uncopied. I employed a man in this city to copy these volumes for me.

We have been seeing quite a bit of the world since we left Detroit and I wish I could make known to everyone all that I have seen, but I suppose it is quite useless to attempt it. You know the trip was largely made for the purpose of collecting data regarding Cadillac and other matters pertaining to Detroit. I spent five weeks in London—much of the time in the Public Record office, Somerset House and the archives of the British Museum—and two weeks in Paris, some of the time among the archives. I have collected a mass of new material and am having a lot more copied, traced and photographed for my use.

I found the original papers fixing the boundary of the new United States (1782) and the correspondence between the British officials on this subject; went to the place in Paris where the treaty (1782) was drawn up and signed, and have copies of the various drafts; got the original map that was used by Franklin, Jay and Oswald on that occasion; found some new papers relating to Pontiac's conspiracy; found a journal kept by a man who visited Detroit in 1767. It is very interesting and I had a complete copy made. Found several unpublished maps of Detroit, Niagara and the Lakes from 1760 to 1770.

Clarence M. Burton.

If the voice of conscience disturbs you silence it by obeying it.

Everything Is Up
Excepting

Mother's Oats

Same good quality

Same old price, but an additional profit for the grocer

Why?

Because of our Profit Sharing Plan
which applies to

MOTHER'S

Oats Twos
Oats, Family Size
Cornmeal

Encourage economy by pushing these brands
and make MORE PROFIT

The Great Western Cereal Co.
Chicago

IF YOU WON'T SEND
ME MY
ARBUCKLES'
COFFEE
VOUCHERS



HE DID NOT DIE.

Effort Required To Locate Writer of Threatening Letters.

"There is one style of business house which prefers to remain a mystery to the general public," said John Ford. "This is the 'silent firm.' There are lots of different kinds of firms. Some are noisy, some quiet, some obtrusive, some diffident and some silent—much like men, after all.

"The silent firm is the kind that keeps its affairs exclusively to itself. It never advertises unnecessarily. It makes a policy of keeping out of the papers as much as is possible. It never gets into the courts if it can help it. Its legal department is always large and well paid. While the public may be as familiar with the brand of goods which it puts out as with that of any product in the country, about the firm itself, its personnel, method of doing business, and its inside affairs, the public knows no more than it does about the internal workings of the Chinese government.

"This is just what the firm wants—to keep its affairs to itself. Sometimes this is because its affairs are such that it wouldn't be healthy for the firm to have them made a matter of general knowledge. Sometimes it simply is a case of a policy reflecting the nature and disposition of the man at the head of the enterprise.

"And this was the case with the firm of Molleson & Co. Molleson was a big mole of a man, and as a consequence the firm of which he was the

founder and head was a big mole of a business house. Its product—enameled iron wear—is staple all over the country. I suppose if the matter ever were tested it would be impossible to go into any four kitchens in the country where housewives use enameled kitchen utensils without finding the bottom of one vessel at least stamped with the distinctive trade mark of Molleson & Co.

"If there is a retailer of any consequence in the country who does not include in his line some of Molleson & Co.'s goods then it must be because Molleson & Co.'s selling department has not thought him worth going after; and if there is anybody who reads papers and billboards who has not seen the Molleson & Co. advertisements it must be because they didn't read with an eye at all observant.

"But when it came to the firm itself it is doubtful if any firm of similar proportions, no matter what its line or connections, was any less known. Molleson enameled ware was known all over the country; Molleson & Co., the firm, was not known at all. It was a mole of a firm, patterned, as I have said, directly after the man who had founded and made it. It had located itself on the outskirts of the city, plant, office and all. The office was a private building set off by itself to one side of the works, and what went on inside of that building only the office help knew and they knew better than to tell.

"All this may sound unnecessary to the story I'm going to tell, but it is

n't; for the exclusiveness of Molleson & Co. is the keynote of the story, and I want to impress upon you the surprise, not to say shock, that I felt when I received a visit from the chief of the legal department of this firm. I knew something about the firm, as I make it my business to know something about all big firms, no matter what their lines, and I knew that it was traditional in business circles that Molleson & Co. bury their own dead without any help from the outside, so there was reason for my surprise at this visit.

"First, Mr. Ford," began the attorney, "are you in any way engaged at present?"

"I had two or three little things on hand, of no especial moment, and told him so. 'Then,' said he, 'will you cancel these minor engagements and sign this contract to enter the employ of Molleson & Co. on the conditions herein cited?'

"I looked at the contract, read its terms; and the result was that five minutes later we both had put our signatures to a paper which bound me to exclusive service for the firm 'until the matter which has resulted in said John Ford's engagement, by said firm of Molleson & Co., is settled completely.'

"That's a pretty general sort of a contract to sign, but the figures in the remuneration end covered all that and more.

"Now," said the attorney, stuffing the contract into his pocket, 'we'll get down to business and explain.' He reached into another pocket and pulled out a package of envelopes—small,

delicate, blue envelopes, with letters in them.

"Then it's anonymous letter trouble," I said, as he pulled the rubber off the bundle. He grinned.

"Here they are—read for yourself, and after that I'll explain as much as I can."

"There were exactly thirty-three letters. I picked up the first one and read. There was no date nor signature:

"Molleson—You know what to do. Do it."

"I picked up the next and read the same. The third, and fourth, and fifth, and up to the thirtieth, the same. Then the thirty-first, which was different. It read:

"Molleson—You know what to do. I will kill you if you don't do it."

"The thirty-second was different again:

"I will kill you by Feb. 18 unless you do it."

"The thirty-third, the last, simply said: 'Feb. 18 is the day.' I looked at the calendar. It was the 6th day of the month of February. I looked hurriedly at the date of the last note. It was the 15th of January.

"So your own people couldn't do anything?" I said to the attorney. "Why didn't you try the postoffice department people?"

"He shook his head. 'You know what our firm's policy is—to keep everything concerning itself as quiet as possible. The postoffice men might have given it to the papers. We don't want it made public. So we didn't notify anybody. That's why we've engaged you.'

Your Customers Will Ask For ATLAS Fruit Jars

Here is the jar every one wants—the most perfect jar made. Better quality of glass than common jars—no thin spots, and *extra* strong at top where common jars break.

Atlas Special Jars

are extra wide mouth, which permits preserving *whole* fruit. Smooth at top and always seals perfectly. Last year we had thousands of inquiries and this year we expect more, because we shall continue to advertise largely in women's papers. We are also making

E. Z. SEAL JARS

(Lightning Trimmings)

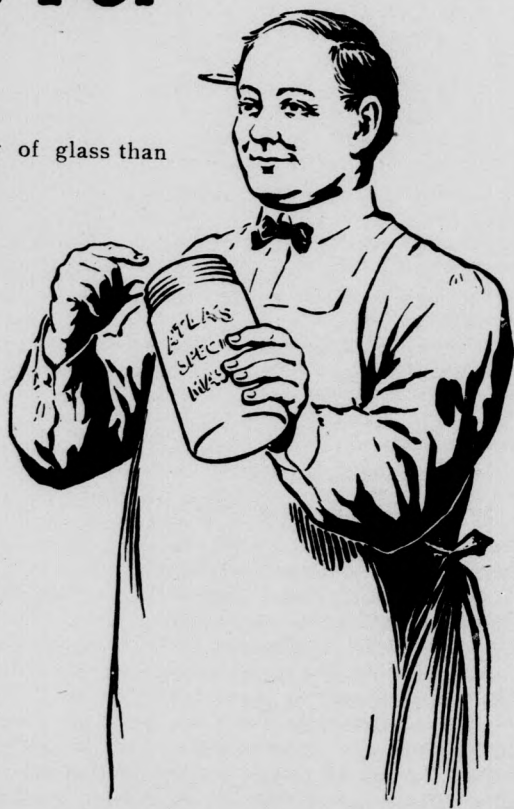
with much wider mouth than other jars of this style. These we know will be in great demand, as sales up to this time have largely exceeded our anticipations. These are the popular styles of jars and your customers will want them.

Why not carry what people ask for and get the benefit of our advertising?

No difficulty in getting these jars of your nearest jobber. We ship Atlas Mason and Atlas Mason Improved Jars in car lots and these special jars can easily be included.

Don't put cheap and unsatisfactory jars in stock—handle the *Atlas*.

If not with your jobber, write us before it's too late. We have done our part; now it's up to you, and really "It's all in the jar."



Hazel-Atlas Glass Company, Wheeling, W. Va.

"You waited long enough to do it," I replied. "You waited three weeks. Now we have just twelve days to work in before the time set in the letter for the killing of Molleson. You—"

"But, good heavens, man!" he said excitedly. "You don't mean to say that you think there is anything in this; that the man actually means to kill Mr. Molleson?"

"You think it's a man, then?" I asked.

"Assuming it to be a man," he said, "do you think he means to do what he threatens?"

"Don't you?"

"I don't know what to think. At first I laughed at the thing. But it's been so persistent that I confess it's begun to trouble me. You may have noticed that it's continued nearly a year."

"It will be a year on Feb. 18, to be exact," I said.

"Yes, so it will. But you didn't answer my question," he said. "Does it look to you as if it was written by a man who means what he says?"

"I replied that it looked that way to me. Judging merely from the letters, which I had examined as I went through them, the threats were the work of a man entirely sane and in possession of his mental faculties and with a well defined and determined plan in his head. They were written on a typewriter, all on the same typewriter, for the capital 'M' in Molleson displayed the same imperfection—a slight indentation in the first line—and they emphatically were terse and businesslike. The note of them—the impression that I got from reading them—was that here was a man who had determined to kill another man unless that other man did something or other before a certain day. He didn't particularly like the job of killing this man, but he was going to do it. That's what I read between the lines—or thought I read."

"What does Mr. Molleson think of it?" I asked quickly.

"Mr. Molleson is worried. He, too, laughed at the letters at first. In fact, he tore up the first four without letting any of us see them. He began filing them away in a drawer in his desk, without mentioning their receipt to any one, and it was not until the thirty-first letter arrived, containing as it did the threat to kill, that he called a consultation of the legal department. Since then the great work of my department has been to try to find the writer of these letters. We've worked hard, but we haven't found one single promising clew. Mr. Molleson, to the best of his knowledge, has not an enemy—at least not an enemy capable of such things—in the world. He has no idea what the man is writing about when he says: 'You know what to do.' In fact, he is as much puzzled about the whole thing as the rest of us, and is willing to do almost anything or pay almost anything to have the matter cleared up. Now, I suppose you want to examine the letters more carefully?"

"No, I'm through with them. There's nothing distinctive about

them. They might be written anywhere in the city, by anybody. But I do want to examine our mutual employer, Mr. Molleson."

"Next morning I met Molleson in his private office. He was a big man, a strong man, and not at all frightened, only disturbed. After the usual introductions I asked abruptly: 'Do you think he really means to kill you?' The question took him back considerably. 'I don't know, I'm sure,' he said. 'I don't know why anybody should kill me, I'm sure. What do you think?'"

"I think he means what he says," I said, watching him closely. A flash of fear—just a flash—came into his eyes, but he drove it away and laughed. 'Oh, I guess not,' he said. 'But it's awfully disturbing. See what you can do, Mr. Ford, and do it in a hurry.'

"I devoted the rest of the day to securing a history of Molleson's life, both in business and in private. I found that he had started on nothing and come up. There were no big black spots in his life to speak of. He never had been defendant in a breach of promise case, never embezzled money. His record was pretty clean for a successful business man. It is true that once during a strike he had filled his works with private detectives, who shot and killed three strikers, but he had settled this when the strike was settled. At another time, way back in his career, when Molleson enameled ware was comparatively unknown on the market, there had been a little trouble with a partner, a Seifert, a German with a scientific turn of mind, whom rumor made responsible for the famous Molleson process of enameling, and the partner had suffered accordingly, losing his hold in the firm altogether. But beyond these things—little things such as you could dig up out of the past of every business man whose career stretches over many years—there was nothing in the record of Molleson to impeach him. He was a good, average business man."

"Next morning there was additional excitement in the office. Another threatening letter had been received. It read:

"The new detective can help you no more than the others. Your case is hopeless. Do what you know you ought to do, or get killed."

"That day there was a long conference. Molleson was breaking down under the strain. Finally it was decided that he should slip quietly away and go to Europe, while we continued our efforts to find his tormentor."

"To shorten the story, Molleson was to leave the city on Friday, two days after this conference. On Thursday there came another letter. It said simply: 'Do not go away. You will hasten your end by doing so. You can not escape.'

"I hugged myself with satisfaction when this letter was read. It narrowed the field of possibilities. Two attorneys, the Vice-President of the firm, Molleson, and myself were the only people in the world who knew that the day before Molleson had planned to leave the city. I began

asking questions. No, none of them had told anybody on the outside. Molleson had told his wife and she had determined to accompany him."

"Then the servants know?" I said. "Only my wife's maid," replied Molleson. 'She's an old woman. Been in the house twelve years. Really one of the family. She's safe.'

"But I played four hardheaded, close tongued business men against the safeness of that maid, and the result was a decision in my mind that the logical thing to do was to investigate her. For the information of Molleson's proposed journey had leaked out somehow, and between a woman and business men especially enjoined to silence, the woman was the natural suspect. I promptly began to investigate Mrs. Gray, the maid."

"But there was nothing to substantiate this suspicion. I shadowed her and shadowed her. She went out twice, once downtown shopping, another time to church. I was never further than ten yards away, but nothing developed. She was a cold, phlegmatic sort of creature, who spoke only when she was spoken to and who seemed to live only for the privilege of taking care of her mistress, Mrs. Molleson. But in spite of her apparent regularity my determination to run the clew down was not shaken, and on the second day, the day when under other circumstances Molleson would have started for Europe, I had him direct Mrs. Molleson to take her maid driving. And while they were away I broke into the maid's room and began to search."

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gal. cans.

Standard Oil Co.
Grand Rapids, Mich.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999

BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS
DETROIT OFFICE, PENOBSCOT BUILDING



The Sign of Quality

A Call in the Night

FIRE! POLICE!

Lift the receiver from the hook and tell the operator.

Exclusive Feature—We Have Others

Let us call and explain. Main 330 or a postal card. We will do the rest.

Michigan State Telephone Company

C. E. WILDE, District Manager

Grand Rapids, Mich.

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

"It was in her trunk that I found the thing that put me on the track that led to the solution of the trouble. It was in a package of old letters, inclosed in one of them, apparently by mistake, and it simply was a yellow old envelope. The letters were addressed to Mrs. Mary Gray. This single envelope was addressed to Miss Amelia Seifert!

"And you may remember that 'Seifert' was the name of the partner with whom Molleson, twenty years before, had the trouble. Miss Seifert, alias 'Mrs. Gray,' had destroyed most of the traces of her real identity, but she had overlooked one, and that was enough.

"I went promptly to Molleson. 'How long ago is it since you had any communication from Seifert?' I asked. He didn't recall the name at first, so far was he from thinking of his old partner in connection with this trouble.

"Why, it's all of fifteen years,' he said. Then he caught himself. 'Hold on,' he said. 'Come to think of it, I got this thing about a year ago.' He reached into a pigeonhole and drew out a newspaper clipping. It was about Seifert. It was from some small country paper down in Missouri, and it told how Seifert, whom it called a 'one time great inventor,' was running an engine in a coal mine for a living. Molleson had filed it away and had forgotten all about it. He had never recalled it for an instant in connection with the troublesome letters, although the first of them had come the day after the receipt of the clipping.

"Now do you see what is meant by 'You know what to do?'" I asked.

"You mean to take Seifert up and remove him from poverty?"

"Yes."

"Then I left him and went to see Miss Seifert, alias Mrs. Gray. I spent a bad hour with that woman. I told her that I knew she was related to Seifert, that I knew she was responsible for the letters, and that she had placed herself in a bad way. She defied me at first—all women do that at first, whether it's shoplifting or murder—but in the end she began to cry. She tried to poison herself, too, taking the bottle out of her bosom, where she'd stowed it for just such an emergency, and I lost considerable hair in subduing her.

"Then she confessed. She had written the letters, doing it on the typewriter of a friend who was employed as a stenographer downtown, under the guise of writing a billet doux which she must keep secret. She was responsible for the whole thing. She had mailed the clipping about her brother, and she it was who had threatened to kill Molleson.

"But I never intended to do it," she sobbed. 'I was only trying to scare him.'

"And that's what the kernel of the whole thing amounted to—just a foolish, morbid woman trying to frighten a man into the righting of an old wrong. She had brooded over her brother's poverty so continually that it had become the big idea in the world to her and she supposed, naturally, that it was likewise with Mol-

leson. She never had imagined that he would not understand when she wrote, 'You know what to do.'

And then as the months went by and nothing was done for her brother her brooding began to be of the angry sort—the sort that results in threats to kill. She had kept track of Molleson's intentions through her conversations with Mrs. Molleson, whose confidence she had, and she had written the last letter in her desperation at discovering that Molleson was going away where her threats could not reach him. That was what had given her away, and now she was mighty sorry she had ever written it.

"Molleson didn't prosecute her. She was discharged from the family. But she got plenty of results from her foolishness. Molleson bought Seifert a little farm and settled him for life. He said he didn't have to do it, but he did it just because he wanted to know what it was to enjoy complete peace of mind once again."

James Kells.

Heavier Soles Wanted.

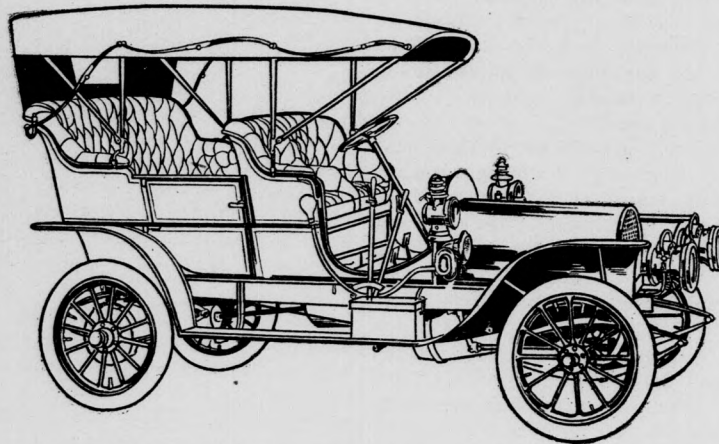
Shoe retailers, we are informed by traveling salesmen, are insisting upon heavier bottom stock in their spring shoes. It has long been a complaint of the consumer that the soles of his shoes wore poorly. The manufacturer and jobber came back with the explanation that they were using the best selections of oak soles possible to use in that grade of shoes, and that the dealer could do no better, no matter where or of whom he bought the goods. Of course, the manufacturer spoke what he knew was true. Every detail in the manufacture of his shoes is worked out. So much must be paid for the inner-sole, counter, vamp, topping, labor, etc. Each part is priced to bring out a uniform shoe.

This manner of balancing a shoe led a certain shoe manufacturer some half dozen years ago to try the plan of using a less expensive upper and adding the difference to the soles, with the result that in a short time he had a reputation for making the best line of medium-priced shoes in the West. The bottoms were splendid, and his salesmen were urged to sell only calf uppers, which even in a cheaper price wore well.

It is a fact that many consumers expect the soles of their shoes to wear equally as long as the upper stock.

The latest fad is for the physician to take a few drops of the patient's blood and send it away for analysis on which to base a diagnosis. A doctor in a neighboring town took a few drops of blood from a patient and put it in a vial to send away. Some one changed the bottle and put in some blood from a tomcat. The returns came back as follows: "Your patient is liable to be all swelled up; chase him up a tree, set a bulldog to watch him, and let him yowl till 4 o'clock a. m. Then take him down, let him whip four tomcats, give him a cup of new milk and some raw liver. The spread of this disease will be a catastrophe."

Individuality



Franklin Type D, four cylinders, air-cooled, shaft-drive, sliding gear transmission, Franklin disc clutch, 105-inch wheel base, self-finding gear shift, 20 Franklin horse-power, 1,900 pounds, 45 miles per hour, full lamp equipment. Ironed for top and glass front, \$2,800.

Individuality can be found in products as well as persons. Look the field over and where will you find a motor car with an established reputation possessing such marked INDIVIDUALITY as the FRANKLIN, so pronounced that it is universally conceded to be a type of construction in a class by itself? What does this prove? It proves that we are original; that we initiate and not follow; that we do not accept the standards established by others; that we are not satisfied merely with making a car sufficiently good for the present, but making one so good that the future of the FRANKLIN is positively assured; making one so good that the entire field of water cooled adherents arrayed against us could not prevent the most conspicuous motor car success in the history of the automobile—an achievement attended with unusual difficulty at the outset, it is true, but the barriers of unfounded prejudice, slowly but surely, have had to yield to a principle of construction founded on merit and developed by the skill and experience of the best mechanical talent in the country.

Air cooling, light weight and comfortable riding are three big things that have made prominent the INDIVIDUALITY of the FRANKLIN.

Ask for the '07 Franklin catalogue, one of the most beautiful and instructive motor car books ever issued; also Whitman's story of his trip "Across America in a Franklin."

H. H. FRANKLIN MFG. CO.,

Syracuse, N. Y.

ADAMS & HART

Sales Agents--Western Michigan

47-49 No. Division St. Grand Rapids, Mich.

DISCOURAGED HENS.

Something New Concerning the Egg Crop.

Written for the Tradesman.

"How much for eggs?"

The farmer placed his basket of eggs on the floor and sat down on the top of a pickle cask.

The farmer's hair and beard are long and white, and he walks more like 50 than 21, with a pathetic stoop in his shoulders, but he has a merry blue eye and a sense of humor.

He owns a fine farm out Byron way, including a windmill and a red barn with a lightning rod on each corner, but he makes it a point to come to the city in the worst suit of clothes he has, so he doesn't look like money in the bank.

The grocer stepped forward to wait on the farmer, waving a clerk back.

"Eggs are 12 cents to-day," he said.

The farmer looked meditatively at his basket.

"Twelve cents for eggs!" he exclaimed.

"That's the price," replied the grocer. "You can't expect city people to pay 40 cents a dozen the year round."

"I got 30 cents a few days ago."

"Oh, yes, and I got 35. Now I get 15."

"I'm sorry," said the farmer, soberly.

"Oh, I think you'll get along, all right," said the grocer, who knows all about the farmer's finances. "You won't go hungry if eggs go down to nothing."

"I wasn't thinking of myself," said the old man. "I was thinking of the effect this slump in eggs will have on my hens."

"You think they'll mourn over it?"

"Say," said the farmer, "you don't know how merry and chirk my hens have been with eggs at 30 cents a dozen. They got quite vain. They strutted and came to the windows of the house to be admired. I was thinking of putting a mirror in the hen house."

"I don't wonder at it," said the merchant.

"I'm afraid they'll strike," said the farmer.

The grocer accepted the situation and urged the farmer on.

"I presume you'll go home and call an indignation meeting," he suggested. "The hens would appreciate your sympathy."

"You don't know the sensitive nature of hens," said the farmer. "Hens have feelings. It's a lot of trouble to get an egg together, the shell, and the white, and the yolk and all that. We couldn't do it if we cried our eyes out!"

"No, I suppose not."

"And hens have to get up mighty early and get to work. If they could lie in bed until noon and have coffee and toast served on a tin server with a picture of a sunset in the middle it wouldn't matter so much. But to work so hard and have eggs go down to 12 cents a dozen! Couldn't make it 14, could you?"

"Twelve is the limit."

"I should think you city people would be ashamed to look a hen in the face," said the farmer, in a moment. "The hen is honest and industrious, and she works while you sleep. She's not much on style or beauty, but she's there with the goods when it comes to turning out breakfast food. Indeed, the hen is a noble bird, and she ought to be on the flag instead of the eagle."

"She's industrious, all right," said the grocer, pointing to about a dozen bushel baskets of eggs standing at the back of the store, "but I can't say much for her honesty."

"She's the soul of honor, sir!"

"But she gives short measure sometimes. If she was in the grocery business and the city sealer came along she'd be arrested."

The grocer bent over the basket for a second and lifted an egg about as large as a plum. The farmer grinned.

"I see that's a little one," he said, "but I guess the horse power is up to the standard. There ought to be some way to test the horse power of an egg."

"That's an old story," said the grocer. "I used to read that in the primer with green covers."

"Well," said the farmer, soberly, "you can't expect new stories with a small basket of eggs at 12 cents a dozen!"

"I suppose not," said the grocer.

The farmer took a cigar from his vest pocket and tried to light it, but the wrapper was broken and the weed would not draw. He put it back in his pocket with a sigh and looked longingly in the direction of the cigar case at the front of the store.

"I'll have to be jogging along," he said.

"Shall I count out the eggs?" asked the grocer, who had all the eggs he wanted, but not all the fun.

"I don't think the hens would like it if I left 'em," he said. "You've said they ought to be arrested."

The grocer bent over the basket.

"I suppose they're all fresh?" he asked.

"If they had chickens in 'em," said the farmer, "I'd be selling 'em by weight. Chickens are worth more'n 12 cents a dozen! If you make it 13 I'll leave 'em!"

"Can't do it!"

The grocer took an egg from the basket and, making a little tunnel with his hand, held it up to the light.

"What is that for?" asked the farmer.

"Just to see if it's fresh."

The farmer snorted.

"Is it fresh?" he demanded.

"I'll tell you in a minute."

The farmer walked out to the cigar case, helped himself to a fine one and walked back, asking the clerk for a match on the way.

"Do you know what I thought?" he asked, lighting the cigar, "when you put that egg up to the light in that way?"

The grocer shook his head.

"How should I know?" he asked.

"I got a notion," said the farmer, with a grin, "that you were hunting for a water-mark date in the shell of the egg. I can't see how you can expect the name and date blown in the shell of the egg for 12 cents a dozen. You might make it a shilling. A shilling is even money."

"When a man can cross a hen with a printing machine," said the grocer, "and print the date of production on the shell of every egg, he'll be able to get about a dime each for them. You might suggest something of the kind to your hens."

"Oh, yes, I presume that will come in time," observed the farmer. "About the time you see the date of manufacture printed on your tinned goods you'll see a water-mark date in the shell of eggs, with a picture of the barn and a description of the sanitary surroundings thrown in. You might take this matter up with the men who put up the second hand fruit they buy down on the market."

The grocer counted the eggs out of

the basket and held several of them up to the light.

"I'll have to candle these," he said. "They are not all fresh."

"Out in Wisconsin," said the farmer, "they are passing a law that the State has to supply every hen with a machine that prints the date of birth on the egg. I don't know how this machine works, whether by electricity from the hen or a spring, like an alarm clock, or whether it goes off with a whirr when the egg drops into the nest, but I have a notion that the honesty of the thing will be questioned by the grocers when the product is taken to market. If an egg should fall from the sky and land in a grocer's pocket, the first thing he'd do would be to make a telescope of his hand and question its integrity. Do you pay cash for those eggs?"

"Of course," said the grocer. "Here are twelve dozen. Makes \$1.44, and 10 cents for the cigar leaves \$1.34."

"All right," said the farmer, "but I'll have to candle this cigar. I think it's got a stove leg or something in it."

"It may be a chicken," said the grocer.

"Anyway," said the farmer, "it ain't worth a whole dozen of eggs less 2 cents."

Alfred B. Tozer.

Trees, Roses, Shrubs, Fruit

should be planted now

The
Central Michigan Nursery
of Kalamazoo, Michigan

will sell them to you and plant them
as well, if desired

Free catalogue on request

Great Mail Order House. No agents

Our Specialty Feed, Grain and Mill Stuffs

Straight or Mixed Cars

You will save money by getting our
quotations, and the quality of the
goods will surely please you.

Watson & Frost Co.

114-126 Second St. Grand Rapids, Mich.

Are You a Storekeeper?

If so, you will be interested in our **Coupon Book System**, which places your business on a cash basis. We manufacture four kinds, all the same price. We will send you samples and full information free.

TRADESMAN COMPANY, Grand Rapids, Mich.

UNEEDA PRODUCTS.

Forceful Selling Methods That Have Brought Fabulous Results.

Half a century ago people would not have been able to understand so stupendous a success as that which the National Biscuit Company has achieved; they would not have credited the possibility of a single business growing to such immense proportions—especially when the business was that of supplying simple crackers to a public whose appetite aspired more especially to “cakes and ale.”

Any prophet who should have arisen in those times and foretold that within fifteen years the annual sales of a single corporation marketing crackers would average over a tenth as much as all the money then in circulation in the United States would have been put down in the class of harmless visionaries.

There is nothing strange in the fact that fifty years ago such a monster enterprise should have been incomprehensible. It was then an unknown thing for a single business organization to get such a grip on the public's attention that the very catch words in its advertising were as familiar to all Americans as the commonest slang phrases in the language—were proverbial in millions of homes all the way from California to Maine.

But it does seem unaccountable that so few people of the present time have any knowledge of the dynamic forces in business that make a success possible, or care to explain the causes for such a corporation's hold upon the public on any more explicit ground than that it is a strongly capitalized concern and that “combines” are omnipotent.

A cursory study of the methods of such an organization as the National Biscuit Company should have a degree of interest for any one who wishes to cultivate a business insight.

The work of capital alone does not explain the tenacious hold which Uneeda Biscuit and the other manufactures of this company have obtained on the public. Capital makes it possible for the company to perform the feat of supplying so tremendous a demand as that which has been developed, and of course it is a factor in stimulating the demand, since demand results in a measure from advertising, and it takes capital to advertise. But the essential facts in the case relate to management and not to money—to the brains behind the business, without which any amount of capital that might have been invested would only have been thrown away. The backbone of the National Biscuit Company is its far-seeing and competent policy. Here are a few important aims of this policy from which no deviation is permitted:

First, while the company sells to dealers as a matter of course, it is the consumer and not the dealer who is appealed to in all the company's advertising. Every possible effort is made to excite the curiosity and interest of the consumer, to please his taste, to win his confidence, to make him think of Uneeda Biscuit not as

something which grocers have to sell and which he might possibly buy, but something which he remembers he can not do without, which he insists on buying, and with which it is the grocer's business to supply him.

In this manner the great public is made involuntarily to act as an organized sales force; the public, in demanding any article it has been trained to prefer, brings essentially the same influence to bear on the dealer that salesmen of that article would bring—that is, makes him familiar with the merits of the goods if he is not already so; it convinces him of his opportunity to make a profit in handling them; it gives him the most unquestionable proof that the goods will not remain unsold on his shelves.

Naturally, the public does not take the place of a sales force; so far from rendering a full complement of salesmen unnecessary, it has quite the opposite effect. For the more strenuously the public demands a certain article of dealers, and thus co-operates with the company in marketing its product, the more important it is that a sufficiently large and competent force should be at work in the field to gather in the business and see that new customers become permanent ones.

A second important feature of the company's policy regards its attitude toward the relation of quality and price.

“Win the best people over to your side and the masses will follow” is an aphorism familiar to all National Biscuit Company salesmen and one which others would do well to adopt.

“The best people” are fastidious. You can depend upon rousing their interest, and feel confident of securing their patronage if you appeal to their fastidious tastes, and more especially if you appeal to their pride in considering themselves and in being considered by others to possess a fine discriminating sense. There are people who are exactly dainty about their food because it is their nature to be; and others who are equally particular, not because refinement in such matters is necessary to their happiness, but because it makes them happy to think that they are and to have other people think so.

These people are always on the lookout for any advertised article which flatters such a belief in their delicacy of taste. An appeal of this kind may be entirely consistent with the further consideration of economy, as in the case of the “In-er-seal” wrappers peculiar to Uneeda products. The fastidious consumer is first attracted by the idea that even so commonplace an article as a cracker may afford him a chance to exercise his powers of discrimination. That some company should have taken the pains—apparently especially on his account—to invent a wrapper guaranteed to keep dust and dampness from the crackers served at his table pleases him because it emphasizes the idea that refinement is necessary to his happiness. He champions the “In-er-seal” idea at once from a hygienic standpoint, having indeed the soundest reasons for doing so, and he feels a partiality for an article

which represents an appreciation of the fitness of things equal to his own. Unconsciously he takes an almost proprietary pride in the article. Dealers would find it difficult to make him accept a substitute.

Now, if this consumer is one whose preference for economy and practicability is as strong or stronger than his fastidious preferences, he will champion the “In-er-seal” idea as heartily from another point of view. He realizes that, although he may not get as many crackers in a patented carton for five cents as that amount would purchase from the grocer who deals them out from a barrel, he gains more than he loses by preferring the carton. None of the crackers have to be thrown away on account of being damp or soiled or broken. The “In-er-seal” guarantees that they “will keep.” Owing to the good condition in which they are kept they are bound to be uncommonly palatable, and for this reason they can be made to take the place of other staples of diet formerly thought indispensable but assuredly far more expensive and less wholesome.

The practicability of the carton is obvious. It is easier and more elegant to carry than a paper bag; it is conveniently packed for travelers' use; it can be used in lieu of a dish when the biscuits are served at the table. This latter suggestion, being father in the nature of an innovation, might appear debatable in type, so it is generally offered to the public by means of illustration. Every man, woman and child in the country must have seen, on magazine pages, or painted on walls, or posted up in street cars, any number of pictures showing a temptingly spread dining table with a carton of Uneedas as its chief attraction. In this fact is to be found a capital lesson in advertising salesmanship; the illustration above described performs a double office. First, it accomplishes the aim of every illustrated advertisement, which is that of attracting attention and familiarizing people with the appearance of the article they are asked to buy—so that they get a more definite impression of it, and therefore remember its name and the claims made for it better than in the case of advertisements which are not accompanied with illustrations. Second, it anticipates and effectively answers a possible objection to one of the talking points in favor of practicability. The talking point in question is that of the convenience and appropriateness of using the carton in place of a dish at the table. No one, after seeing the illustration, would be likely to think of objecting that a carton were as out of place on a well-set table as a paper bag would be. The illustration proves the fitness of the carton with its surroundings. In doing so it at once scores a valuable talking point and removes the possibility of objection to that talking point.

Carrying out its policy of assisting the dealer to sell his stock of N. B. C.'s goods as readily as possible, so that he may reorder on a larger scale, the company has evolved a very thorough system of arranging dealers'

window displays. These displays are never intended to monopolize a man's window space. They provide for other goods as well as N. B. C. products, and much study has been given to determine which of N. B. C. decoration materials can be used most appropriately in combination with this, that, or the other specialty which a dealer may wish to give prominence in his window display.

It is generally designed to have the window display look the same when viewed from the inside of the store as from the outside.

New advertising matter is furnished to each dealer regularly once a month.

The selling agencies of the National Biscuit Company are numerous and are not so far apart but that the salesmen attached to each agency can cover their territory every week—all regular customers thus receive a call at least once in seven days, and many at more frequent intervals.—J. G. Brown in February Salesmanship.

Satisfactory Method of Pickling Pork.

For 80 pounds meat use 5 pints of fine salt, 4 pounds brown sugar or 1 quart best molasses, 3 ounces saltpeter. Mix the seasoning, but using only 1 pint of the salt. Rub the meat well all over and lay upon boards in the cellar for 24 hours. Then put a few clean, round stones in the bottom of a barrel and lay some sticks across these so that the meat will not soak in the liquor that drains from it. Pack the meat in layers, between which the remaining 4 pints of salt should be divided. Let remain in barrel 15 or 16 days, drawing off the liquor every day, and pouring it back on the meat in small quantities at a time. Take out at end of 14 days, rub each piece well with dry salt and return to barrel. If the liquor does not cover it, add fresh brine in the proportion of 2 pounds of salt, ¼ ounce saltpeter and 1 quart water, poured on cool after being boiled half an hour. Lay a round piece of board on top of the meat and keep down with weights. The pork should be laid rind upwards so as to prevent oversalting. Examine from time to time to be sure meat is keeping well.—Butchers' Advocate.

Shoddy Leather.

We have heard rumors of a new industry which is said to have obtained large proportions in New York city in the way of making shoddy leather. It is to buy up all the old boots and shoes and throw them into a machine which grinds them into a coarse powder. This powder the man, who is entitled to a medal from his own product, mixes with about 40 per cent. of melted India rubber, and the mixture is pressed out thin under huge rollers, applying a pressure of 10,000 pounds to the square foot. The composition is colored afterward and put on the market.

The light of love shows the true self as the light of learning can not.

The man with a chip on his shoulder never gets it from hewing to line.

Lyon Brothers Set the Pace

for low price on reliable merchandise.

Practically every merchant in the United States knows it.

The fact is again convincingly demonstrated in our **large Spring Catalogue** which is now ready.

Notwithstanding the prevailing high market conditions we have hammered every price down to a point that will surprise you.

We are offering right in season lines at practically manufacturer's cost today.

You need the price protection this catalogue gives you.

Write for it today.

Sent free to merchants only on application.



LYON BROTHERS

Chicago, Ill.

Madison, Market and Monroe Streets

Wholesalers of General Merchandise

We Sell to Dealers Only



Dressing Your Husband To Make Him Happy.

Men have a good deal of credit given them for not being vain; but they do not deserve it.

People say that women are continually thinking about clothes and trying to look well, whereas men are really just as anxious to make a good appearance, and way down where no one ever sees it is a secret desire to please by dress. But the reason we hear so little about it and think men do not care is that they soon find out they do not know how to get the best effects and so they give up and pretend they think anything will do. Just let a woman's ingenuity and good taste tackle her husband's wardrobe and see what a wonderful transformation there will be. When he sees himself in the glass he will seem to purr with satisfaction like a full grown cat, and when he goes out self-complacency will shine all over him.

Women do not realize how appreciative a man is when given a bit of help on this weak side. He really needs it and is conscious of the need. Let every woman turn her attention to men's clothes and we shall see much more content.

Most women are ignorant about men's clothes. They are scarcely thought of at all except now and then when a loose button is brought to notice by a hint from the man himself. So if a woman wishes to help him she will have to do a little hard thinking with some careful observation at first.

Get a good clear idea in your mind first of all of how you would like your husband to appear as he starts out in the morning to be compared with other men. Of course you want every one to single him out from his neighbors as the lucky fellow who has such a good wife. Then you will be proud of him. A woman will be known by this just as people praise or criticize her about the baby's appearance.

If you feel absolutely helpless about fixing a standard for yourself examine the fashion plates and pictures in the advertisements of the magazines and newspapers. These will help you a great deal. After making up your mind, set to work to reproduce the man in the picture that appeals to you most. Always keep the picture in mind. Then turn to your husband, who is the material with which you have to work.

Suppose you begin with his hair. This should be light and fluffy, yet still lie down in a smooth part. And the part must be perfectly straight, and to be absolutely correct it should be on the left side, just on a line with the eye. Have you ever noticed to see if your husband parts his hair straight? Some men are sure to make a zigzag or slanting line. If your husband is like that you had better do it for him. Sometimes hair needs a good deal of encouragement to part

properly, but it will yield finally. A wet brush makes it lie down. If your husband has a cowlick and the hair at first stubbornly resists this kind of part, do not fret about it. A part in the middle or on the right side may look well, indeed.

A man's collar frequently frets him because he does not know how to buy the right kind. Measure around his neck, also the height of his neck from the neckband of his shirt to his chin. Get a collar whose height will fit easily. If too tight it will interfere with the movement of his jaw and if too low—well, you know how a long neck looks emerging from a white band far below. The length of the collar should be just sufficient to allow your husband to turn his head from one side to the other without feeling bound. Men rarely know enough to get just the right size. Look at any ordinary group of men in a street car, for instance. Many of them look so choked you would be alarmed if they tried to swallow, and more yet seem in imminent danger of losing their chins in the yawning semi-circle of white.

Either a standing or turnover collar will be correct. It is just a matter of taste. If you get a standing collar you will have trouble in keeping the man's tie in place. A four-in-hand or Ascot will be easier to manage than a bow tie, because the vest helps to hold down the former. One great help will be to see that the little strap at the back of the shirt is always there, to run the tie through. The laundries wear this off quickly. If this is not sufficient to hold the tie, and it will not be with a string bow tie and standing collar, it is best to have some pins and pin down the tie, cleverly keeping the pins out of sight, just as you do with your own neckwear. If a bow tie is most becoming to your husband it is a good idea to have one ready tied in case you are in a hurry or busy.

Never let him tie it himself. Women can make neater bows than men, and the man will get it all rumpled, too.

In selecting the tie itself you will have your supreme opportunity to display your artistic ideas. Do not shrink from giving them full play and do not let the jokes about the ties women buy disturb you. Most of these jokes originated with men whose taste was poor and so did not know any better.

If your husband has already slighted ties of your selection do not be discouraged. He can be educated into true appreciation. Keep on getting him ties, and, in case of absolute refusal to wear them, you might off with all the others and then he will have to wear yours. And you can be sure you are really helping him by this method.

After being convinced that yours is the superior taste, get what seems most attractive. If your eye for color is not particularly good try matching his eyes or his hair. This always brings good effect, with white or gray for an occasional change, then remember that blue, black and green are generally the blonde's col-

ors, and red, yellow and orange belong to brunettes. Of course you have used that knowledge always in reference to your own dress, without its occurring to you that it would apply to your husband, too.

The color of shirts also should be chosen with some thought to becomingness. A nice allover color for working will save laundry bills, and then you can see that this is changed in the evening for something lighter and more dainty, just as you change for dinner yourself. Plaits and tucked bosoms are pretty for evening at home, and if your husband sits up straight you might get him some stiff bosoms, but you can never make him appear well in these if he sinks forward and the shirt takes on an ugly bulge.

A man who owns to any vanity at all usually acknowledges to satisfaction when being certain of wearing attractive socks. It does not take a second glance to pick out the men who feel this complacency, but we often have to smile at the inappropriate colors which have been brought out. Here is a field for women's taste which reaps gratitude.

The key to the whole subject is to match the tie and harmonize with the shirt. With a blue tie, blue socks, gray tie, gray socks, and so on. Have the man wear low shoes to set the socks off to advantage. When it is necessary to wear high shoes you need not give them so much thought. A black sock will do nicely. With tan shoes tan socks are pretty, and a



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

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

San Francisco, California, Crowd.

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.

Yours very truly,
Adam Goldman, Pres. and Gen'l. Mgr.
New York and St. Louis Consolidated Salvage Company.



Monopolize Your Business in Your City

Do you want something that will monopolize your business? Do you want to apply a system for increasing your cash retail receipts, concentrating the entire retail trade of your city, that are now buying their wares and supplies from the twenty-five different retail clothing, dry goods and department stores? Do you want all of these people to do their buying in your store? Do you want to get this business? Do you want something that will make you the merchant of your city? Get something to move your surplus stock; get something to move your undesirable and unsalable merchandise; turn your stock into money; dispose of stock that you may have overbought.

Write for free prospectus and complete systems, showing you how to advertise your business; how to increase your cash retail receipts; how to sell your undesirable merchandise; a system scientifically drafted and drawn up to meet conditions embracing a combination of unparalleled methods compiled by the highest authorities for retail merchandising and advertising, assuring your business a steady and healthy increase; a combination of systems that has been endorsed by the most conservative leading wholesalers, trade journals and retail merchants of the United States.

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:

ADAM GOLDMAN, Pres. and Gen'l Mgr.

New York and St. Louis
Consolidated Salvage Company

Home Office, General Contracting and Advertising Departments,
Century Building, St. Louis, Mo.

Eastern Branch:
ADAM GOLDMAN, Pres. and Gen'l Mgr.
377-379 BROADWAY,
NEW YORK CITY.

stunning brown tie. An ecru shirt would finish this combination beautifully. If your husband is inclined to be auburn and you add this color scheme to a brown suit and hat you would have as fetching an effect as could be desired.

Now is the time to think of spring clothes. If your husband is a blonde have him get a gray suit. (He will have to get his suits himself, on account of fitting, but it would be well for you to go with him and guide him a little.) For a blonde a gray suit and hat, tie gray with a blue or green design, and with socks repeating the combination would be quite attractive. Gloves match suit or tie, as seems best. If you are dressing a man with dark hair and eyes, try a darker suit, with light shirt with tiny dark red figures. Get a dark crimson tie and socks. The color schemes can be worked out indefinitely, giving a wide range to your ingenuity and providing you with a new, fascinating and commendable occupation.

Hat and Cap Conditions Generally Satisfactory.

Trade in headwear at retail is variously reported. Those who have had much to show in the way of new or radical goods find sales all that they have anticipated. On the other hand, some of the stores that carry a more conservative line have been disappointed with the business done since spring openings.

That it is still early for much business is a statement frequently made, but this would seem to be gainsaid by the very satisfactory business which not a few stores have done. Another reason for poor business is found by those who are seeking reasons in the raw weather, the flurries of snow, the days of rain and cloud, that have not been infrequent during this most changeable of months.

The trouble with the hatters who are complaining, however, perhaps arises not so much from a real slackness of demand for the spring goods as from failure of trade to come up to expectations. It was supposed that the coming of Easter on the last day of this month, instead of about the middle of April, as often, would have the effect of opening spring business early, and with a rush that would continue unabated until the season was advanced enough for straws. If trade so far has disappointed some hatters, that fact is not to be taken as betokening that it is poor generally. The majority of retailers are well pleased with results up to the present time and are looking forward to the best Easter trade they have ever done.

Wholesalers are still shipping. The slowness of deliveries of factories, especially on fur hats, is a source of general complaint. The fact that manufacturers are unable to keep up with the demand is due primarily to labor conditions. It was made quite plain to the writer when he was in Danbury a few months ago that conditions might be greatly alleviated if hat makers were willing to do more work.

In jobbing circles adverse criticism

of the union is heard at this time. It is said that, at a time like the present, production ought not to be held back by setting a limitation on the amount of work each member may accomplish. Yet, according to the dictates of the union, it makes no difference whether A can handle five dozen hats while B handles one dozen. B is the average or medium workman, and he is the basis by which all the others work. The expert is not allowed to go ahead and accomplish any more than his associate, who is a mediocre hand.

All this, of course, is well known and has always been the cause of criticism from those opposed to labor organizations. Just at this time it is especially pertinent, meaning as it does so much to all those engaged in the hat trade. It is said that many workmen have their day's labor completed by 2 o'clock in the afternoon, and yet they are not allowed to lift a hand after that time.

Regarding the sale of caps and children's goods there are no developments worthy of record. Some goods continue to be sold, but the spring business is at present hardly in full swing. Fall selling of caps at wholesale appears not to have been inaugurated generally, although, as already reported, some Western houses have shown their goods on the road. As a rule, cap lines are ready or nearly so, but hat lines are not and jobbers are not in favor of making two distinct trips. While it may be true that more goods are sold when two trips are made, it is also true that the expense of selling is doubled, and therefore more goods must be sold.

The announcement that a prominent establishment has taken the agency for an equally prominent London hat brings up the question: What

does the sale of English and other foreign hats amount to in the cities like Chicago, New York, Philadelphia and other of the large centers? Some idea of the volume of business done in headwear of foreign make may be gained from Government reports of manufactured imports. In 1904 there was imported \$1,237,155 worth of headwear. In 1905 the amount was \$1,274,649 and in 1906 it rose to \$2,197,995. Italy, France and England were the countries from which most of the goods came. In 1904 there were imported from England slightly more than \$60,000 worth of hats. The superiority of the English-made hat is in its color. American-made hats are not surpassed for style and workmanship, but the fine colors produced by foreign makers are not equaled here, it is said. This is due to the peculiar quality of the English water, which takes the dye better than the water here.

Which does the average man prefer to do, buy one hat every season at five dollars or two at three dollars? That the younger men prefer to do the latter very few hat men will deny. Doubtless those who prefer two three dollar hats argue that by so doing they may always have a hat that looks fresh and new, whereas the \$5 hat is not enough better in quality to wear through the season without getting a bit shabby. The man who buys two pays six dollars and so gets more value, while the seller on his side makes a larger profit.—Apparel Gazette.

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

Write us for prices on Feed, Flour and Grain

in carlots or less. Can supply mixed cars at close prices and immediate shipment.

We sell old fashioned stone ground Buckwheat Flour. Now is the time to buy.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan



FOOTE & JENKS'

Pure Extract Vanilla and Genuine, Original Terpeneless Extract of Lemon

State and National Pure Food Standards

Sold only in bottles bearing our address. Under guarantee No. 2442 filed with Dept. of Agriculture.

FOOTE & JENKS, Jackson, Mich.



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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.

DREAM OF EQUALITY.

Fantastic Theory Disproved by the World's Great Men.

An economist from London lecturing in New York has stirred up the social reformers who dream of a reign of equality upon earth. Newspapers and magazines are devoting much space to the discussion. The hope of equality is a lofty one, but Nature is opposed to the project. She confers genius on one man and inflicts mediocrity upon another. In one hut she produces a Confucius, while the millions of rookeries around him swarm with coolies.

"God must have liked the common people," said Lincoln. "He made so many of them."

Upton Sinclair puts the blood and brawn of the stockyards into fiction, and dines forever after on the choicest cuts. But the men and women he used in his novel still grind their lives away in the packing house.

There is only one Zangwill, but there are obscure and unnumbered multitudes in the Ghetto.

Few fallacies have worked a greater distortion of economic thought than the declaration of our forefathers that all men are created equal. The men who framed and signed that document stand out like landmarks. No strength of rhetoric could pull the American masses of that day up to the intellectual level of the leaders. The whole rank and file of the revolutionary army did not equal George Washington. The continental forces went down in rags to oblivion, fighting to uphold the delusion that all men are equal.

Before the days of the revolution it was customary for English sovereigns to pick out as overlords of American commonwealths men whose chief claim to distinction was frequently their lineage or their good looks. Under such a system the difference between the people and their leaders was not conspicuous, except as the masses were superior to their governors. But when democracy was ushered in, removing the handicap that had obstructed genius, the men of natural power went at once to the top, and the difference between the leader and the led became infinitely greater than it had been under the former artificial system. Instead of Culpeppers and Arlingtons, democracy made way for men like Washington and Jefferson.

It seems inevitable for genius to assert itself under any condition. When Caesar ruled Rome was a republic. Technically he was one of two consuls. The other man was Bibulus, and his name became a Roman byword.

Napoleon began his career of power as one of a triumvirate, but no one, without looking up the record, can give even the names of the two lay figures associated with that master of masters.

For centuries women have been held in subjection in the Orient, yet in China, the most conservative of all countries, one woman, by the force of her genius, has risen to supreme command of the land.

If there were any rule to go by in perfecting civilization the ambitious

programmes of the socialists and other reformers could be taken more seriously. But the student, incredulous of the sanguine promises of these dreamers, has the right to wonder how any economic ideal could establish equality in a home, for example, like that famous one in Stratford. We happen to know what became of one of the brothers of Shakespeare. His name was Gilbert, and he went to London, located on the Strand and became a dealer in gents' furnishing goods.

The most hopeful thing in the world is Nature's contempt of governmental attempts to establish either equality or inequality.

"The great man," said Ingersoll, "is usually a mountain, with the valley of ancestors on one side and the depression of posterity on the other."

Josh Billings expressed a similar idea when he said: "The American aristocrat is usually ashamed of his ancestry and if he lives long enough has occasion to be ashamed of his posterity."

If the great man had the power to reproduce himself invariably we would have some marvelous geniuses in the world who could trace their lineage to ancestors like Socrates, Aristotle, Caesar, Charlemagne, Napoleon and others. Emerson said that the descendants of genius declined in power, just as decoctions of tea made from the same leaves get weaker and weaker. That sagacious idea does not seem to be always borne out, either in the record of genius or in the serving of tea. The father of Roscoe Conkling was a successful man. He was United States Minister to Mexico, and held other important portfolios, and before his more illustrious son came into prominence the elder Conkling engaged much public attention. But there came a time when he was introduced to an audience in New York as "the father of Roscoe Conkling." But there the law of heredity stopped, so far as any indication now shows.

There are a great many people in the United States who have managed to trace their lineage to revolutionary sires, but the trouble in this as a demonstration of the law is that these jubilant descendants are far prouder of their ancestors than their ancestors would probably be of them.

I know of no really great man in America who owes anything genealogically to the political geniuses of George Washington's day.

This same uncertainty in regard to the ability of a great man to duplicate himself in his offspring has been conspicuous in the lineage of all ages. It is universally admitted that Aurelius Antoninus, for example, was not only one of the greatest emperors of antiquity but one of the noblest men of all time. His maxims are among the choicest writings, and his life was an inspiration. But his son, the Emperor Commodus, was the most detestable tyrant in the history of Rome. In brutal jealousy he had the greatest scholars of the day, the respected friends of his illustrious father, and his own preceptors cowardly murdered. Not one of the traits

of his great parent was reproduced in this royal degenerate.

We have had in America some curious instances of acrobatic surprises in heredity.

The father of Jesse James was a clergyman.

The father of Jim Jeffries preached the gospel.

Those two names by no means exhaust the list of prominent Americans whose exploits have been in fields foreign to their early environment. It is reported that Harriman's father was a preacher. This magnate has successfully learned the art of taking up the collection, but it is hardly credible that he got his financial genius counting the offerings in his father's church.

It is easily possible that the captains of industry, under some other economic system, might have their titles changed, but it is doubtful that any form of government could keep Jim Hill chopping wood in Northwestern forests or compel Rockefeller to serve forever as a shipping clerk, or confine Harriman's operations to the curve of a pulpit.

Men who have accomplished much like to minimize the gifts with which they started in and to emphasize the importance of industry. Thus the Far East has the sententious proverb: "Time and patience change the mulberry leaf to satin." The Occident likes to repeat that "Genius consists in an infinite capacity for taking pains." The value of this latter epigram lies in its euphony, not in its truth. A surer apothegm is that "You can't educate a goose up to be an eagle." Even if

Crown Piano

GROWING IN POPULARITY

The spreading fame of the Crown name is just what is sure to follow when skill and care and honesty are built into every instrument. Every day new friends are made for the "Crown" by its merits. This does not surprise its maker, but multiplies its friends, whose appreciation grows by the actual test in the home. Get the name in mind, the piano in your home, and its benefits in your life. It requires no skill to select it—the skill has been put into its making.

The Quality Goes In Before the Name Goes On

Write for our new catalogue

George P. Bent

Manufacturer

211½ Wabash Ave., Chicago

FOR SALE

General Stock

In thrifty Central Michigan town of 350 population, stock of shoes, dry goods and groceries. Inventories \$2,590. This stock is located in store building with living rooms on second floor. Rent, \$12 per month. Leased until May 1, 1908, and can be rented again. Nearly all cash business. For further particulars address

TRADESMAN COMPANY,
Grand Rapids, Mich.

Dykema Cement Brick Machine \$35



Makes a FACE DOWN brick. A quick, handy machine at a low price. 10 brick machine \$65. Block machines \$25 up. Concrete mixers \$50. Book cement plans 30c. Send for catalog.

DYKEMA CO., Huron St.
Grand Rapids, Mich.

With
Bour Quality Coffees
You Have
America's Best
Drinking Coffees

They are the Perfected Result of Years of
Painstaking Experiment and are the

Standard of Quality the
Country Over

You are losing
money and
business every
day without them.

Detroit Branch
127
Jefferson Ave.

The
J. M. BOUR CO.
Toledo, O.

an infinite capacity for industry and detail would invariably win the highest success that would not be a demonstration of equality, for the ability to take vast pains is in itself an exceptional possession.

The lives of many men reveal that the genius inspiring them was the outcome of no capacity for taking pains, for their mighty gifts frequently became manifest in childhood, long before they had thought of ambition or had made any conscious effort. Turner, the greatest landscape artist of England, began to make sketches almost in his infancy. Beethoven began his marvelous musical career at the age of 4. What would a system of equality do for the juvenile colleagues of such a boy? Before he was 9 Paganini had produced a sonata. At 16 he was making triumphal tours of Europe. At the age of 9, Chopin had played a concerto in public, but was far more interested in his new collar than he was in the performance. He received an ovation and, boylike, his boast to his mother was that everybody in the audience showed great admiration for his collar. Here was genius defying the limitations the proverb writers have set up for it. And it is such genius in all art, in all invention, and in great commercial undertakings, no less than in music, that will set at naught the equality programmes of any political economy.

Who will contend that the operas of Wagner are the results merely of a superb industry? Even in his boyhood he showed the character of his genius by compiling a tragedy built upon the jumbled plot of several of Shakespeare's, and killing off so many of the players in a Titanic struggle that their ghosts had to come back to complete the final act.

All people who have listened to the thumpings of a student not naturally endowed need not be told that a lifetime of practice would not make him the equal of a Mozart, who at 5 years of age was composing minuets and concertos and at 6 was giving successful exhibitions before critical audiences in the capitals of Europe. By what subtle processes Nature produces such prodigies is a mystery, but we do know that no socialistic ideal could supply the deficiencies which the vast majority of mankind disclose.

Napoleon had many colleagues at Brienne and they all had the same opportunity as he to become the emperor of France. At 25 he was cannonading the mob in the streets of Paris. At 26 he was in command of the army of Italy and had scattered the Austrians, under Archduke Charles. At 30 Napoleon was master of France and had begun to dictate terms to Europe. Clearly here was demonstration of the hopelessness of creating men equal, for Napoleon a few years before was an obscure and taciturn draftsman in the hydrographic office at Paris. No man will deny that this unknown government clerk was marked by destiny, and that Nature, with imperial disregard of France's revolutionary dogma of equality and fraternity, gave to this youth from Corsica more brains

than were combined in the multitude his cannons destroyed.

Yet economic idealism beguiles itself with the thought that under its regime a Napoleon would grow contentedly gray over a hydrographic chart!

In Grant's graduating class at West Point there were thirty-nine cadets. They have for the most part passed forever out of history, and their greatest glory was that they were once "with Grant." Cromwell, who never attended a military academy, overthrown the English nation. When he was 13 years of age Genghis Khan rode to war at the head of an army.

What is true with regard to warriors and musicians applies equally to genius along every walk of life. Its development takes place without regard to rule or precedent. "Thanatopsis" was written by Bryant at the age of 19, nor did any of his works produced after years of scholarship exceed this creation of his boyhood. The point is not that genius is necessarily precocious, but that Nature works in fine scorn of our curriculum, our social system and our infinite capacity for taking pains. Genius, of course, knows no statute of limitations. At 30 Shelley was dead. Du Maurier was 60 before he published "Trilby," the book that made him famous.

In 1851 there were many messenger boys in the city of Pittsburgh, but only one of them had in his brain the keen perception and organizing genius that was to make him the greatest ironmaster in the world. We rave against the oil trust, but we forget kerosene was open to exploitation before Rockefeller put it all in his tank. Crowds rushed to the oil fields, and in 1854 the Pennsylvania Oil Company began to operate on an extensive scale. It is worthy of note that this corporation made a failure of its enterprise. It was reserved for a shipping clerk in a commission house in Cleveland to so corner the kerosene of America that at the age of 30 he was at the head of perhaps the most complete business organization in the world.

It seems reasonable to believe that under any system, whether it be a republic, an oligarchy, or a commune, the man of genius will enjoy greater reward than the man with the hoe—or even with the muckrake. One man walks and another rides in an automobile. The protest of the man in the dust should not be against the plutocrat whizzing by, but against Nature, which gave to the one and denied to the other the ability to organize, to exploit, and to pile up wealth. The only way for the man of one talent to ride as fast as his master is to turn chauffeur and work on the front seat.

The theory that under any system of society the world would cease to exalt the man of natural gifts, and that these endowments would fail to bring to their possessor a greater share of whatever is coveted, whether it be goods, land, money, or the acclaim of humanity, is fantastic. Assuming, for example, that money could be eliminated and that the only thing that would commend a man to

his generation was a generous life, it would naturally follow that the man most liberally gifted with the genius for doing the greatest good to the greatest number would tower above his age.

Just as men now amass fortunes, so the Napoleons of virtue would consecrate themselves to the commonwealth!

They would become the acknowledged Messiahs of their day, and in the veneration and adulation paid them their rewards would be just as significant as the millions are today. Even if they should pledge themselves to their fellow men, with no thought of ensuing gratitude, they could not prevent the sentiments which their service to their generation would evoke. And so, whether they sought to accumulate plaudits or not, they would be known by their works, and their labors, directed to the betterment of humanity, would elevate them above the common multitudes.

So that under the most idealistic system there would still be the bridgeless chasm between mediocrity turned out by the millions and the few geniuses—the captains of salvation—that would dominate the world.

Harold Bolce.

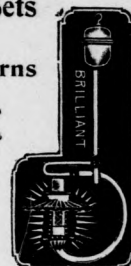
Glassware

Decorated Lemonade and Water Sets.
From \$6 to \$20 per dozen.

Grand Rapids Notions & Crockery Co.
Cor. So. Ionia and Fulton Sts. Grand Rapids, Mich.

The Sun Never Sets where the Brilliant Lamp Burns

And No Other Light
HALF SO GOOD OR CHEAP
It's economy to use them—
ing of 50 to 75 per cent. over
any other artificial light,
which is demonstrated by
the many thousands in
use for the last nine years
all over the world. Write
for M. T. catalog, it tells all
about them and our systems.



BRILLIANT GAS LAMP CO.

42 State Street

Chicago, Ill.

Our registered guarantee under National
Pure Food Laws is Serial No. 90

Walter Baker & Co.'s Chocolate & Cocoa

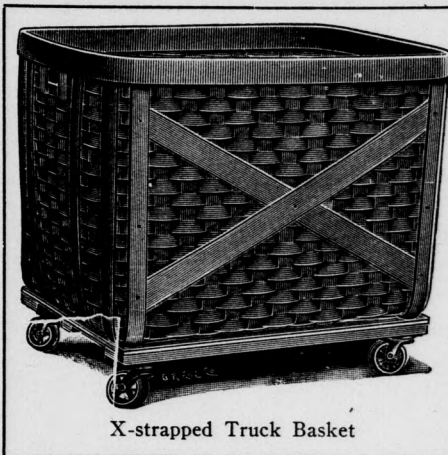


Our Cocoa and Chocolate preparations are
ABSOLUTELY PURE—
free from coloring
matter, chemical sol-
vents, or adulterants
of any kind, and are
therefore in full con-
formity to the requirements of all
National and State Pure Food Laws.

48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.
Established 1780, Dorchester, Mass.

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

A Gold Brick

is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may be in market.

BALLOU MFG. CO., Belding Mich.

GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

Made Up Boxes for Shoes,
Candy, Corsets, Brass Goods,
Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal
Foods, Woodenware Specialties,
Spices, Hardware, Druggists, Etc.

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

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

GRAND RAPIDS, MICH.

MAKING MONEY.

Instances Where Success Waits at Your Door.

One of the most fallacious ideas in the world is contained in the complaint so often made to me, "There isn't room for anything in our town; everything's filled up." Perhaps five out of six boys who leave their own home towns leave with the idea that the field there is exhausted and that business lines are impossible. Yet a boy from a strange town jumps right in, finds a place where he not only has a chance, but fills what the country paper would call "a long felt want."

I often have wondered why it is that the big opportunities in cities as well as small towns always are seized upon by outsiders. The home people go along in the old rut—and if they are looking for business openings, or chances for investments, they have their eyes fixed on some town other than their own. They suffer from business hypermetropia. The things close at hand are entirely overlooked. Many young men come to me asking where they can "locate" and complaining bitterly that they "have no chance," and that "a boy hasn't the opportunities now that his father had." I might stand for that except that I have heard their fathers and their grandfathers say the same thing.

As a matter of fact there are in every town, village, and hamlet in this country—even in the backwoods and along the "back roads"—chances simply waiting to be grabbed up. They are overlooked. The persons who are seeking opportunities gaze way toward the horizon and old Opportunity almost breaks a panel knocking on the door at home without arousing them.

Only last week I met a young friend who had gone to the Klondike, then hurried to the Philippines, and pursued opportunity everywhere. He is getting rich in his home town in the tuckster business. Experience in the Far West called his attention to poultry. He saw that there was a big chance for some one to handle poultry in his own town, so he hurried back and went to work.

It has been my good fortune to travel much and to work little, which combination gives an opportunity for observing opportunities. Also it has been a kind of fad with me—since I have plenty of money—to tell others how to make it. John W. Gates remarked not long since that any one could make a million. That is true. Since I got money enough to have leisure to observe I have seen a thousand chances to make a fortune. Sometimes I have been tempted to stop and add to my fortune—and once or twice it has been so easy that I have yielded and made some more money.

Perhaps it is harder for the man who earns barely enough to live on to see the chances than it is for one who, like myself, has enough for himself and desires no great wealth. However, I have seen scores upon scores of chances to make a competence from nothing and with practically no original investment. I made

my money in the first two ventures I entered. I worked hard, made the ventures go—and then retired.

That explains why now I sometimes am pained to hear young men complain that they have no chance.

Do not misunderstand me. I am not a gambler, nor do I even countenance "get rich quick" schemes. In these statements I mean only legitimate business ventures. I am getting to be an old man. I am worth a quarter of a million of dollars, honestly made in honest business deals. I spend the interest—and then some. I never gamble.

It has given me great pleasure to advise boys and young men who come to me for advice. Most of them have come with a sort of idea that I would back them financially. This I never do. I simply tell them what I would do. Sometimes I promise to look around and see if I can find an opening for them. Half of the time they laugh at me for "an old crank" and refuse the advice.

Here is an instance of what watching for openings that have been overlooked will yield. A few years ago I was in New York. One of my grandchildren wanted candy, and I volunteered to get it. I walked out of a hotel at Twenty-third street and started to stroll up Broadway. There was a candy store on the next corner, but desiring to walk farther I went past it. I walked up the west side of that great thoroughfare to Forty-second street. With the exception of one dingy stand near Fortieth there was no candy store. I crossed and returned down the east side. I went below Twenty-third street before I found a store.

In nineteen blocks on the busiest part of the busiest thoroughfare in America there was no candy store worthy the name. Candy had been overlooked. I called the attention of a manufacturer to the fact. He insisted that I must be mistaken. I invited him to investigate. He did. Also he began hunting store rooms and putting in retail stores every few blocks.

This winter, my health being impaired, I went to California. In Los Angeles—one of the most phenomenally growing towns in the country—I discovered at Christmas time a famine in toys. Also I discovered it practically is impossible to have toys mended in that city, and that almost none are manufactured. Yet the stores of that city were stripped clean of all descriptions of toys in the holiday rush. Think of that for opportunity to clean up a modest fortune in a fortnight.

A few weeks ago a boy from southern Illinois, looking for work in Chicago, hunted me up, because his father and I had been school friends. I agreed to see what I could do to find an opening for him. At the end of a week I advised him to go back home, take a trip to California, study the citrus unions there and their manner of pooling and shipping fruit, return home, organize the apple growers in his part of the country into a similar union, and get rich. He scoffed at the idea—yet in the great



It would be too bad to decorate your home in the ordinary way when you can with

Alabastine

The Sanitary Wall Coating

secure simply wonderful results in a wonderfully simple manner. Write us or ask local dealer.

Alabastine Co.
Grand Rapids, Mich.
New York City

My Personally Conducted Sale Will Help You

If you wish to increase your business.
If you wish to reduce your stock.
If you want to get on a cash basis.
If you want to get out of debt.
If you want to quit business.
If you want more cash, no slow selling goods and more trade, my work and methods insure successful results at any time of year.

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

We Sell Whale-Back and Lady Ryan Cigars. Do You?

Vandenberg Cigar Co.

816 E. Fulton St.

Grand Rapids, Mich.

"Fun for all—All the Year."

Wabash

Wagons and Handcars

The Wabash Coaster Wagon—A strong, sensible little wagon for children; combining fun with usefulness, it is adapted for general use as well as coasting.

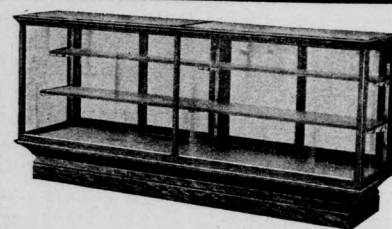
Large, roomy, removable box, hard wood gear and steel wheels (Wabash patent). Spokes are drawn tight so there is no bumping or pounding. Front wheels turn to the center, so wagon can turn completely on a narrow walk.

Wabash Farm Wagon—a real farm wagon on a small scale, with end boards, reach and fifth wheel and necessary braces—strongly built, oak gear. Wabash wheels; front, 11 in. in diameter—back wheels 15 inches. Box 34x16x5½ inches.

The Wabash Limited—A safe, speedy, regular flyer. Built low down and well balanced so there is no danger of upsetting. 36 inch frame, with Wabash 11 inch steel wheels. Handsomely painted in red and green. Affords sport and exercise combined. Recommended by physicians.

Manufactured by
Wabash Manufacturing Company
Wabash, Indiana

Geo. C. Wetherbee & Company, Detroit, and Morley Brothers, Saginaw, Michigan, Selling Agents.



Wolverine

Show Case & Fixture Co.

47 First Ave.

Grand Rapids, Mich.

Get in your orders now. Write for catalogue. We are prepared to make prompt shipment on any goods in our line.

Good to the Very End

S.C.W.

5c Cigar

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

apple growing belt of Southern Illinois any man who knows the system of handling oranges in California can get rich. He can do the same in the peach district of Michigan. Yet they complain of lack of openings.

Not long since a young man from a thriving Indiana city came to me for a position. He had a job paying \$27 a week. He wanted to get into business for himself and, like most of the young men of to-day, to get rich immediately. I gave him a long lecture. I told him that his desire to make money easily and without much effort to himself never would bring him happiness. Only money honestly made brings happiness. I inquired why he had not staid at home. He said there was no chance there. He had saved up \$5,800 and came to Chicago to "take a chance" and plunge, in the hope of gaining wealth quickly. I insisted he should have staid at home. Finally, after some argument, I agreed to go to his town and show him, within five days, an opportunity to get rich. I found it in two days.

I advised him not to do it. The scheme, while entirely legitimate, smacked of knavery. I said to him:

"I have found a way that will bring you a big income without work. I wouldn't do it myself, but you seem to want money. I would work for \$1 a day the rest of my life before I would do it, but it is just what you want."

He insisted on having the plan, so I said: "Your town has a population of over 50,000. The business district is extremely restricted. The big business is all within five blocks on one street and the merchants believe that if they move off that street they will fail. There are, in those five blocks, 327 storerooms, counting the smaller ones. The demand for office room is double the supply."

"I haven't money to build buildings."

"Don't," I remarked. "It isn't necessary. Take your capital and go back home quietly. Begin quietly and lease every vacant storeroom and building in those five blocks. Get long term leases. Then commence bidding for leases soon to expire. Lease everything you can, and pay more than the present tenant is paying. When you get twenty-five leases you will be sure of a big income. When you get fifty, you will be rich. If you can lease a hundred, your income will be that of a millionaire."

I had to explain. He decided to try it. He leased the vacant buildings and commenced paying rent on them. Then he began grabbing leases. No one knew who was doing it, for he worked in secret and made the other parties keep his name quiet. He got, in all, thirty-eight leases before the merchants began to writhe. He commenced raising rents. The merchants threatened to move. When they hunted stores they found they would have to get off the main street or lease from him. He used some judgment and did not apply the screws too hard, but there are about thirty-four merchants on that street paying him from \$25 to \$100 a month

more than he pays the owners of the buildings.

If you want to be rich in about twenty-five years go down into Southwestern Texas, into the Imperial Valley, into the Rio Grande Valley, and take up land. Before doing so study scientific irrigation. If the people of Southwestern Texas knew as much about irrigation as do the orange growers of California, they would be far ahead of the Californians. They do not. Any one who knows irrigation can get rich in a few years down there.

If you don't like that, then take up government land anywhere in the west and plant trees. Twenty-five years from now they will make you rich. If not that—then take a homestead in the Wisconsin, Minnesota, or Michigan woods—where the pine has been mostly cut. A quarter section will make you wealthy.

Don't run around saying there is no chance—the whole world is full of them. Simply look for them, instead of settling down to plod at something that really affords no future.

Forty Things Not to Fear.

1. Don't be afraid to work, it is healthy physical and mental exercise.
2. Don't be afraid to hustle, be glad of the chance.
3. Don't be afraid of being turned down.
4. Don't be afraid to change a man's opinion, but be careful how you do it.
5. Don't be afraid of failure. Keep on although you fail a dozen times.
6. Don't be afraid of difficult undertakings. Be glad of the opportunity to show your metal.
7. Don't be afraid of honest competition. It's competition that makes success worth while.
8. Don't be afraid to do more than is required of you.
9. Don't be afraid that your efforts will not be appreciated.
10. Don't be afraid to play the game honestly. Honesty always wins out.
11. Don't be afraid to go out of the way to do a good turn for a friend.
12. Don't be afraid to begin at the bottom. It is the safest way to climb.
13. Don't be afraid to think out new ways. Originality is appreciated.
14. Don't be afraid to do your best. The best is none too good.
15. Don't be afraid to tell the truth. It is a part of your honor.
16. Don't be afraid to think before you act.
17. Don't be afraid to use your time to advantage. It is given you for that purpose.
18. Don't be afraid of imitators. Originality always bears a trade mark.
19. Don't be afraid to risk. The great successes are born of chance.
20. Don't be afraid to make your goods known.
21. Don't be afraid to admit when you are in the wrong.
22. Don't be afraid to obey. A man must learn to obey before he may hope to command.
23. Don't be afraid of experience. He is the best teacher.
24. Don't be afraid of pleasure. It is necessary for good work.
25. Don't be afraid of censure. We

all need toning down as well as toning up.

26. Don't be afraid of rivals. Things may be crowded below, but there is always room on top.

27. Don't be afraid to fight against odds. Most things worth having are hard to get.

28. Don't be afraid to be polite at all times and under all circumstances. It is no disgrace to be called a gentleman.

29. Don't be afraid of rebuffs. This may be your employer's method of trying your grit.

30. Don't be afraid to trust your boss. Confidence is a necessary part of success.

31. Don't be afraid of overtaking your strength. Work kills but few people.

32. Don't be afraid of utilizing an opportunity unless you receive orders. Waiting often results in failure.

33. Don't be afraid to watch the successes of your house. The fact that you are in its employ makes you a part owner.

34. Don't be afraid to work out your salvation. Every man must work out his own destiny.

35. Don't be afraid to rest if your health demands it. A strong mind needs a healthy body.

36. Don't be afraid to forget your work at times. Your work will be the better for it.

37. Don't be afraid to relieve your boss of cares and worries when you can.

38. Don't be afraid to give your fellow workman a boost where you can.

Generosity shows a man's character.

39. Don't be afraid of failures. They are often promises of future successes.

40. Don't be afraid of fear.

This world is enriched by the good more than by the clever.

Uneasy is the tooth that wears a misfit crown.

Better a good enemy than a bad friend.

Fifteen Carloads of Buggies

that is what we have in stock at Grand Rapids to begin the season. That means prompt shipments on hurry-up orders during the season when factories are crowded. **Try It.**

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY

OUR MOTTO—"First-Class Work—Prompt Service—Reasonable Charges"

Grand Rapids Typewriting & Addressing Co.

Citizens Phone, 5897-2R

Bell Phone, Main 97

We typewrite speeches, legal papers, specifications, etc.

We address envelopes, postals, wrappers, etc.

We furnish imitation typewritten letters, fill in the headings, address the envelopes, sign, fold, insert, seal, stamp and mail.

Write, call on or phone A. E. Howell, Mngr., 23 So. Division St.

Fishing Tackle

Meek
Reels

Talbot
Reels

Blue Grass
Reels

Hendryx
Reels



Complete stock of up-to-date
Fishing Tackle



Spaulding & Victor
Base Ball Goods
Athletic Goods

FOSTER, STEVENS & CO., Grand Rapids, Mich.



Educate Your Customers To Better Shoes.

In planning for the future season's trade there is available for adoption by retailers an idea already proven profitable by the United Shoe Machinery Company. This company does not plan to make money from the sale of machines outright, but from the sale of supplies and parts of them and for keeping them in the best possible condition. Several years' experience has proved this idea excellent.

Now it is feasible for the shoe retailer to consider himself the caretaker of the feet of his customers just as the United Shoe Machinery Company assumes the position of caretaker of the machinery of its customers. Many methods of the machinery company may be adopted by the shoe retailer. For example, the big company has agents who are constantly inspecting machinery in factories. "Road men" they are called. The agent notices an obsolete machine in a shop. Forthwith he suggests to the manufacturer that a new and improved machine be put in, and he demonstrates to him how a new and improved machine will be a good investment.

Now there is a corresponding opportunity for the shoe retailer to tell a customer that old fashioned ideas in footwear are costly and that the modern shoes and methods are better.

The big machinery company will put into the factory of the manufacturer a new and improved machine at little cost. Perhaps it would not pay for the average retailer to deliver a pair of new shoes to a customer at small cost, but it would certainly pay if the retailer could depend upon the customer's trade in the future and could sell him dressings, trees, laces or buttons and other supplies.

Another example is this: The agent of the machinery company finds in a factory a machine that is doing poor work because of lack of proper adjustment or proper operation, or a defective part, or other cause. He proceeds to fix it. He even instructs the operator in the best methods of running his machine. Now there is a corresponding opportunity for the shoe retailer, or his clerk, to point out to customers that they do not get the best results from their footwear, either through defective parts, through lack of proper fit, lack of proper treatment, or other cause. And the retailer who does so creates an opportunity for the sale of a new pair of shoes, of a bottle of dressing or of a pair of trees, of laces, buttons, rubber heels, rubbers, or of otherwise doing business.

It is a common story in the shoe trade that shoes would wear longer if they were properly dressed, and that they would keep their shape better if they were put on trees, that

rubbers should be worn in wet weather, that heels should not be allowed to wear unevenly, that laces and buttons should be kept fresh, that rubber heels are desirable, and that a number of other features which might be mentioned would make shoes more satisfactory, both to shoe wearers and retailers. Every retailer knows for himself how much or how little attention is paid to these ideas, and many retailers know how little, to their disappointment.

This general idea of adapting the methods of the big machinery company was suggested to an enterprising retailer, and his prompt answer was, "My customers wouldn't stand for it. If I told a man his shoes needed more frequent shining he would get mad. If I told a woman that her shoes did not fit she would feel insulted. If I told any customer that trees kept shoes in better shape, or that two pairs of shoes, worn alternately, one pair being worn while the other was kept in shape on a tree, they would accuse me of too strenuous endeavors to make money."

Now, these objections correspond very much to the criticisms made by manufacturers to the big machinery company when it began to practice the above described methods. Manufacturers resented visits of inspectors and agents to factories, particularly when they told a manufacturer that his machinery, method or product was faulty. But the state of mind of manufacturers has now changed and they welcome criticism and suggestions for improvements.

But here is the vital point: The machinery costs of making shoes have not increased in the last few years, while the cost of everything else has advanced. Indeed, in some cases the machinery costs of making shoes have decreased. And at the same time it is a matter of common knowledge that the shoe machinery company has made a great deal of money.

Apparently these modern methods pay. Consequently wouldn't it pay for retailers to recommend to customers that \$4 shoes will wear better than \$3 shoes—that a box of dressing, a pair of shoe trees and other supplies will prolong the life of shoes and that the many other methods of caring for shoes known to the shoe retailer would increase the satisfaction of the customer?

In China the shoe man sells his customer as poor a pair of shoes as possible, with the idea that the poorer the shoes the sooner he will come back for another pair. In this country the shoe retailer sells his customer the best shoes possible, with the idea that it will make him a better customer. China has slept a thousand years or more. The United States has flourished more than any other nation. And as men are like their countries, it is to be presumed that the Chinese shoe man is asleep, also the shoe man who pursues Chinese tactics. But the strenuous American retailer is wide awake and hustling. It is an evident fact that the Chinese are not prospering in the shoe business. It is also evident that a number of American retailers are making money.

This general suggestion for improving the shoe trade must be handled with skill, as must all other ideas that are to be proven practicable. It would be folly for a retailer to bluntly tell a customer that he should pay \$4 instead of \$3 for a pair of shoes, and it is almost as bad to tell him plainly that on account of the rise in prices of leather and other supplies he must pay \$4 instead of \$3 for his footwear. But a tactful explanation that increases in costs have compelled manufacturers to change their grades, that a pair of \$4 shoes is as much superior to a pair of \$3 shoes as a ten cent cigar is to a five cent, or as 60 cent candy is to 29 cent candy, and, also, that the better shoes will wear longer and give better satisfaction, is likely to bring results that will please both the retailer and his customer.

Moreover, a little explanation that a bottle of the right kind of dressing and a pair of shoe trees will increase the durability of the shoes is likely to result in a sale that will further please the customer and the retailer.

And if the retailer hasn't the opportunity for a personal explanation to his customer, he may use a small card or other advertising matter to set forth the advantages of the use of dressing, trees and of other goods and ideas for the prolongation of the life of a pair of shoes, and also the promotion of the trade of the retailer.—Fred A. Gannon in Boot and Shoe Recorder.

SELL Mayer Shoes

And Watch
Your Business Grow

Saves Oil, Time, Labor, Money

By using a

Bowser Self Measuring Oil Outfit

Full particulars free.
Ask for Catalogue "M"

S. F. Bowser & Co. Ft. Wayne, Ind.

"Josephine" Shoes For Women

The most popular shoe made for women who want style, quality and medium cost.

Retail at \$2.00 and \$2.50

MICHIGAN SHOE CO., - DETROIT, MICH.

No Matter How Honest You May Be

one pair of shoes that falls down on wear is enough to give at least one family a false impression of your store. Your customer's confidence depends on the wear of the shoes you sell—you cannot evade this responsibility.

Other dealers are having splendid success with **HARD PAN SHOES**—made from our own special tannage—good to look at—but what is even more important, they have great wearing qualities.

"A word to the wise is sufficient" if it be the right word.

Hard Pans is the dealer's fore word of today. Just write it on a postal and send it with your address to the makers of the only Hard Pan Shoes.

[Our Name on the Strap of Every Pair

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.



Stock No. 887

SUBSTITUTION.

It Worked Havoc in the Trade of the Umbrella Man.

Written for the Tradesman.

This is going to be about "substitution;" not manipulation nor sophistication in its relation to pharmaceutical preparations but substitution in regard to the merchandise of a department store in a large city in the eastern part of the State. As it was my own sister who met the annoyance I know whereof I am speaking.

This winter, for a Christmas present, I gave her a very expensive umbrella. I really felt guilty to pay out so much money as I did for that rainstick, but it was one that Little Sis had admired and longed for with "exceeding great longing," and she's so very careful of everything she has, and she's my only sister—the only girl in a bunch of six strapping boys, and I suppose we do spoil her maybe more than we ought, and—and—but—well, without any more ands and buts, I overrode my better judgment and just got that regenschirm for Little Sis. And she was so delighted that I forgot how extravagant was the purchase and revelled in it with her.

I noticed when I selected the umbrella that the handle seemed a trifle shaky, and spoke about it to the merchant. He said:

"Yes, the handle doesn't seem very strong at the joints, but if it gives out you bring it back and I'll fix it free of charge."

That proposition seemed fair enough, so I paid for the present that was to gladden Sis' heart on

Christmas day and took the umbrella and my departure at one and the same time.

All went well until an extra severe rain-storm that Sis got caught out in. She had my gift with her. Sis isn't very strong and in attempting to raise it against the wind the handle suddenly snapped in the weakest place. With difficulty Sis managed to put it up, carrying it by the rod and sticking the broken end down her neck, to be carried in her blousy shirt waist, that fortunately opened in the back. Funny schemes these girls have of disposing of their personal belongings, but they're not the least particle to blame for their peculiarities in this direction. What would masculinity do without its five trousers pockets, its five vest pockets, its five sack coat pockets, not to mention its five more pockets when it has on its overcoat? Almost two dozen! And then criticise Fair Woman for her crying need of just one pocket to stick her handkerchief in! We ought to be ashamed of ourselves, gentlemen of the pockets, for daring to breathe a comment upon her oft-thought and oft-expressed desire for a "pocket like the men have!" It's positively mean in man to laugh when he observes the womenfolk trying to find some place on their anatomy to store things. Goodness knows it's hard enough for the dears to have to be trammelled with their daily — diurnal — paraphernalia without having the dire and omnipresent necessity of a pocket!

But I'm wandering way out in the

field—far from my subject of "substitution!"

I remembered the merchant's offer to "bring the umbrella back and have it repaired free of charge if the handle broke," and so I took it back to the store.

You couldn't ask a merchant to act nicer in a difficulty with a patron. He took the umbrella in his hands, examined the handle with care while I was stating the grievance—there wasn't much to say, however—and the conference ended with the retention of the regenschirm by the merchant and his promise to have the matter satisfactorily adjusted, "without any extra charge."

After quite a long waiting the umbrella man telephoned my sister that her umbrella was ready and would be delivered at the house as soon as she wished.

It came home that same day. Little Sis happened to be quite busily occupied on its arrival and, pulling down the paper a couple of inches on the handle to see if it was her property, she signed for its receipt and, sticking the umbrella in a big blue and white Jap jar in the hall, went on with the work in which she was interrupted.

The umbrella stood undisturbed in the jar for several days. Then, the weather being cloudy, my sister took the wrappings off, preparatory to taking it down town with her on a shopping tour, when what was her astonishment to discover that the bright agate in the handle, beautifully striped with gray, black and red,

had been substituted with another, of a dull, dirty-looking brown, hardly showing any stripes at all!

My little sister did not know what to make of this palming-off. She telephoned to my office and asked me what to do. I know the merchant of whom I bought the merchandise to be an oily fellow, and so I cautioned my sister not to back down in any demands she might make, but to insist on the restoration of her property in its original shape.

She took the umbrella back to the store and carried out my instructions.

The dealer said he "was sorry for the happening but that, as the handle was now good and stout, he didn't see that he could do anything further about it. What harm did it do anyway, if the agate was a trifle different in shade?"

My sister told the man that it made a difference to her if it didn't to him; that she should leave the umbrella there until it was returned to her in its original condition, if she waited ten years.

The merchant was obdurate, my sister left the umbrella.

That interview transpired weeks ago. Nothing has been heard from the man by either of us. We hope to have the silence broken before long, but the signs are not very propitious.

If the merchant does not give us the square deal that's the last \$25 he ever gets out of — John Burton.

A man's religion never dies so long as it is doing something.

There Are All Kinds of Leather Tops



on the market, BUT ONLY ONE BEACON FALLS. They have to be seen to be appreciated. THE RUBBER has the MALTESE CROSS



on it. THAT MEANS IT'S THE BEST; and THE TOP is cut from our special CHROME CALF, pliable and waterproof.

We carry them in stock in 8s, 10s and 16s. Better let us send you a sample dozen, FREIGHT PAID.

The Beacon Falls Rubber Shoe Co.

Not in a Trust

236 Monroe St., Chicago

Hat Salesman Dreamed Two Men Gave Him a Million.

"You bet you, that goes a long way, this treating people right," spoke up a railroad man. "Even in railroad-ing the company that treats its men the best gets the best men. I'll never forget what my company did for me when I was a young fellow. I had been humping it over the books in the office quite awhile, until I had about as much life in me as a dummy in front of a clothing store. One day the manager in the office said to me: 'Harry, you're doing mighty good work for us here in the office, but I fear it is breaking down your health. I've seen the manager of the freight department, and he tells me he'll make a place for you out on the road soliciting business, and I think we'll spare you out of here for a year or so and let you do that. When you get built up again, why, of course, we want you back here—if you feel that you care to come back to office work.'

"They first sent me out for a couple of weeks under the wing of one of their old freight solicitors, and I shall never forget the day I went out to do my own scratching. This was out in Springfield, Ill.

"I was told that one of the largest shippers in the town was a man who ran a big dry goods store. I walked by that door twenty times before I finally had nerve enough to go in, and if it hadn't been that I was more or less on my honor and had been treated so fairly I believe I would have gone back to office work even if I had known that I would die as a result of it.

"As it was, I walked back to the office finally and told the gentleman my business. He held out his left hand to me. The right hand was covered by a kid glove—it was a cork one.

"Yes, sir, you bet your life, I give freight to your road. Why, it's my old road. I lost a hand for them. They treated me mighty squarely, too, when that misfortune came. They paid me a few thousand dollars and my wife and I began a little business in this town. It was her old home. My wife no longer is in the store, and it's a pretty hard thing to go from punching tickets to measuring calico, but here I am and you can see we're getting on all right.

"As far as my freight is concerned you have all of it, but come on, now; I want you to go up to the house with me and after luncheon I'll take you around to see the biggest shippers in the town.'

"And that man hitched up his horse and drove to every shipper from that point. It was the interest I had in my company which made me work.

"You know when you have an interest in a business you can work at it in a different way from when you go at it half heartedly. I never shall forget on that trip I went to see a man who had to make a shipment of five carloads of eggs. As I was going to his town I met a competitor in the smoker. 'Going to Henly?' said he. 'Yes, I'm going after those eggs that you want.' 'All right,' said he, 'there are going to be four of us down there. I think we'll pluck your

pin feathers all right.' 'Well, we'll see,' I answered cheerfully.

"When I went into the man's store who had the eggs to ship he was busy talking to the man who had come with me on the train. I tried to keep out of his way, but he asked me, 'Is there something I can do for you?' 'Yes, you can give me those five cars of eggs to ship, if you want to, but I'll get out of the way until you finish talking with my friend,' said I. 'Come around after luncheon,' he answered.

"I saw my merchant friend in a hotel at luncheon with another traveling freight agent. I felt sure that I had a hard game, but somehow I said to myself I was going after that shipment and going to get it, too. When I went in I merely said I would like to ship the eggs for him. 'Well, that depends on conditions,' said he. 'What are your conditions?' 'Well, rates, speed and treatment.' 'I don't know that our rates are any lower than others,' said I. 'And I don't know that we make much better time, but still I'd like to get that shipment.' 'How often do you ice?' 'Four times,' said I, 'and, when I say four times I mean four times. I'll put them through in four days and three nights for you, too. This I will guarantee. Now, look here, sir,' said I, 'my company is a good square company. I don't belong on the road. I am green at this business. I was working in the office and, as you see, was getting pretty thin. My manager, just to build me up in health, saw that I got a place on the road.' 'Well, now, that's enough. Don't go any further,' said the merchant. 'I like to deal with people who treat the men who work for them right. Companies that do this usually treat their customers right. Now I'm going to give you a trial of two cars. If they go through all right you're to get the rest of it.'

"I wired at once to have two good, clean cars come the next morning. When they came, properly iced and looking clean and fresh, the shipper said, 'Well, now, we won't debate about the other cars at all. Order them at once.'

"Yes, sir; people like to deal with concerns that treat their men right," concluded the railroad man.

"Well, this conversation all seems strange to me, gentlemen, and familiar," began the hat salesman. "Strange because of a coincidence; familiar because last night I had a dream which I will tell you.

"I dreamed that two men came into my room and said, 'Young man, we have come here to ask you to do a strange thing.' 'Well, what is it?' I asked. 'We each wish to give you half a million dollars which you shall use in the way that will do the most good. I myself have given away many millions of dollars. I have endowed a few colleges and I have given money to build a library in every community where they have asked for it. Still, the newspapers say that I am a hard man.'

"And I,' spoke up the other strange visitor. 'have given away many millions of dollars for education, and yet these same newspapers say that it is "tainted money." Now, what we wish you to do is to take this

Are You Sporty?



Maybe not, but bear in mind you have a lot of customers that are and that will soon be looking for a pair of

Goodyear Glove Sporting Boots

Order now and be ready for the demand.



Hirth-Krause Co.

Grand Rapids,
Michigan

\$1,000,000—here it is—and do with it that thing which you decide will accomplish the greatest good.' Without saying another word the two strange visitors left my room and closed the door, leaving the million in \$2,000 bills upon my table.

"This is a strange situation for a poor hustler like me to be in," I thought. 'But here the money is left with me. What shall I do with it? I can't build any libraries or endow any universities—that's a cinch—because my two strange visitors have tried this and still are roasted by the newspapers. I don't exactly believe it would be right to them or fair to the people to whom I gave it if I stood down on the street corner and handed out a hundred or a thousand to every one who came along until it was all gone. I'll start a big hat factory,' said I, 'and I'm going to start it on this basis:

"Instead of building a factory in a smoky city on a dusty, murky street, I'll go out to a suburban town and build it where I can have grass and trees around it. I shall keep it clean and hang beautiful pictures on the walls that will inspire my workmen. I shall build a hospital, and a library, and a club house, and homes for my workmen. I shall see, too, that my workers are made happy by having something uplifting to do during their hours of leisure. I do not see why some of them may not be students and others teachers. I do not see why they should not organize an orchestra and a choral society, or the young women study music and learn to paint, and do other pleasant things during the hours that they might otherwise waste.' And I dreamed that all this could be done easily.

"It seems to me," I thought, 'that I would not be giving my workers their full and just dues when I did nothing more than pay them their weekly wages. I will,' I resolved, 'pay myself a reasonable interest, per cent., upon my million dollars. Then I will take the rest of the earnings and divide it. I will take half, because my capital is worth something—capital being accumulated labor—and the other half I will distribute among those who work for me in proportion to what each one has earned.'

"My dream did not end here, for just before I awoke, with the sun shining in my face, I saw a little colony that I had built after I had been running my factory for ten years. My business had grown so great that I had built addition after addition to my plant. My workers all had good, comfortable homes; they dressed well; were contented, intelligent, progressive, and some of them were accomplished. The children, skipping ropes in our little park, were clean and happy. A few of the men, who had grown too old to work, sat on benches looking at the little ones and speaking with gratitude of the pensions that made them comfortable. Ivy vines grew over the brick walls of my factory and big, sleek horses pulled heavy loads of cases toward the freight houses."

While this one man had told his dream all those who sat around the

table looked straight at him, listening intently. For a moment after he had quit speaking all were quiet, until the hat manufacturer said to his salesman: "Well, let us hope that your dream may come true! It's made of the right stuff!"

Charles N. Crewdson.

Island Arose in a Night.

There is a new world to explore, a little world, 'tis true, but entirely new. The port officer of Rangoon reports the upheaval of a new volcanic island off the Arakan coast five and a half miles from Beacon Island, where a party of workmen employed in the construction of a new lighthouse were alarmed by a series of loud, indescribable noises on the night of Dec. 14. To add to their alarm a wave from six to eight feet high broke over Beacon Island, the highest part of which is but thirty feet above sea level. When daylight broke on the morning of the 15th the workmen were astonished to see land at some distance off, where nothing but water had been visible hitherto. When the new island was visited a week later it was found to be circular in shape, with a diameter of about 300 yards, and composed of soft gray mud or clay, rising at the summit to some fifteen feet above sea level. The depth of the water around the island is about twelve fathoms, and slightly to the southward is a shoal marked on the charts with water of at least five fathoms. Above the high water line the soil was found to be rapidly hardening into rock on the surface, but was quite soft and hot below. The amount of power behind the volcanic eruption must have been immense. The Island of Cheduba, some nine miles to the northwest, has several mud volcanoes upon it, some said to be active, and it is reported that a great deal of crude petroleum exists in that vicinity.

Making a Map of the Heavens.

A geography of the universe is what Prof. J. C. Kapteyn, of the Geoningen Astronomical Laboratory, proposes: The determination of the rough positions and sharply defined photographic magnitudes of some 200,000 stars, visual magnitudes for the same 200,000; the determination of the accurate proper motions of some 20,000 of these objects. For the same 20,000 parallaxes are necessary, and for as many of them as possible the class of spectrum and the radial velocities must be determined. Finally, the determination of the total amount of light received from different parts of the sky would complete a set of homogeneous data from which undreamed of additions to our knowledge of the sidereal universe might accrue. In addition to this Prof. Kapteyn's plan includes special research on forty-six special areas, such as the Milky Way. The scheme includes 9,710 exposures on 2,620 plates for a part of the special areas' work alone, visual observations of 3,024 standard magnitudes, the measuring of nearly 1,500,000 images and other stupendous calculations. A number of well known astronomers heartily indorse Prof. Kapteyn's plan and are ready to aid therein.

To the Retail Shoe Dealers

We desire to call your attention to the fact that our business will be continued in the future on a larger and better scale than heretofore. The stories you may hear regarding our inability to fill orders for future deliveries are wholly untrue, and we wish in this manner to contradict them

Geo. H. Reeder & Co.

Grand Rapids, Mich.



Idle Stock

is a bad thing to have around. Ties up money, depreciates with age, and of course the longer you keep it the greater the loss.

We have told you, and if you are a customer, proved it, that our shoes have all the selling characteristics that are necessary to quick sales.

We are fixed to manufacture shoes at the lowest cost—not the cheap kind. These we don't make, but the best kind at prices equal to those for which you pay more.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 23—The speculative coffee market has been irregular, and this seems to have been reflected in the spot article, which closes rather quiet. Demand generally has been for rather small lots and buyers are taking little interest in the situation. At the close Rio No. 7 is still quotable at 7½c and No. 6 at 7¾c in an invoice way. In store and afloat there are 4,039,249 bags, against 3,932,818 bags at the same time last year. In mild grades there has been very little activity. Good Cucuta is worth 9½c. East Indias are quiet. Fancy Padang, 18@20c and Mochas 18@21c.

A moderate business has been done in withdrawals of refined sugar under previous contract, but new transactions were few and far between. Quotations remain practically without change—from 4.60c regular terms to 4.70c less 1 per cent. cash for granulated.

Low grade Indias, Ceylons and Congous are firm owing to rather limited supplies, and this has been the case for many weeks. The general demand for teas has been very moderate and, while holders profess to be quite content, there is not much to rejoice over. Perhaps with the weather settled and roads in better condition matters may improve in the country districts.

Rice is without change in rates and is in very light demand. Of course there is a little business all the time but there is no animation.

Spices show no change. Sales are usually of little amounts, and from now on no great volume of trade is to be anticipated. Prices are without variation.

There is a firm undertone to the market for molasses and the volume of trade is fairly satisfactory for the time of the year. Prices are without change in any particular. Syrups are in more liberal supply and are steady. Good to prime, 20@23c for good round lots.

In canned goods we have little to record. Buyers of future tomatoes are—not buying future tomatoes; in fact, so backward are they that the packers are meditating making "attractive" rates, or at least some of them are. As a rule, however, the canners are pretty firm in their views and 82½c is very generally asked, although some quote 81c. Spot tomatoes are quiet at about 90c for standard No. 3. Corn is steady, that is, for really good stock, but most of the supply is of low grade. Buyers seem to think a quotation should be made of less than the prevailing rate of 50@55c for New York State, but packers do not agree. In futures some Maine style of Maryland corn has been sold at 55c f. o. b. Other goods are quiet.

Butter is still firm and the tendency seems to be toward a slightly higher

basis. Extra creamery, 30½@31c; firsts, 28c; seconds, 25@27c; imitation creamery, 24@27c; Western factory, 20½@21c. Some low grades of creamery, renovated, etc., have been taking a trip to Europe, but their health not being fully recovered they have returned to this country and will spend their final days in the Western States, whence they came originally.

Not an atom of change can be recorded in the cheese market. Supplies are, of course, very limited, and as these are held in a few hands the market depends upon the say-so of a few men. New York State full cream is still held at 15c.

There is a mighty active egg market and quotations are steadily advancing in anticipation of the Easter demand. Advices from the West are of a character that adds strength to this market, and until April 1 the situation will be in favor of the seller—and the seller is often the speculator. Many retailers have purchased very freely in anticipation of this advance. Western extra firsts, 18¾@19c; firsts, 18¼c; seconds, 17½@18c.

Sleuths Sometimes Employed To Dog Worker's Steps.

The principal detective agencies of the country maintain on their staffs men and women whom they employ at the instance of the heads of large commercial enterprises and for various purposes. The most frequent instance is that of the chief of a large house, who desires to keep himself accurately informed as to the comings and goings of a trusted employe—not that this necessarily implies any doubt, but rather a desire to make sure. Or the chief of an Eastern works may desire information as to the manner in which his representative in another city performs his duties. Or there may be other legitimate reasons why an employer should desire to receive accurate reports as to what an employe is doing. In that case the first step is to communicate with a strictly reliable detective agency and instruct them accordingly.

The detective agency, upon receiving the order, usually selects its best general all-around "shadow" to shadow the man, who thereafter becomes known as "the subject." First of all, it becomes necessary that the shadow see the subject. This sometimes is done by another attaché of the agency, who calls at the office of the subject on some imaginary errand and thus meets him face to face. After leaving him he takes up a convenient position in the rotunda of the office building where the shadow readily can see him and waits until the subject leaves the building.

It then is a simple matter for the second man to "put the shadow on" to the subject. From that moment on, until the case is called off, the subject is under observation during every minute that he is not in his office, from the time he leaves his residence in the morning until there is every reason to believe that he has retired for the night.

The shadow follows the subject wherever he may go. If the subject

enters a restaurant or a saloon the shadow does likewise; he endeavors to take a seat where he can observe exactly what the subject is eating or drinking, and what he pays for it. For if an employe on a beer salary should be to fond of drinking beverages not warranted by that salary, it would furnish sufficient cause for the employer to examine the employe's books.

If the subject meets with or calls upon anybody, the identity of such parties is ascertained. If possible, together with such general facts as may be obtainable. Failing this a general description is submitted.

It is impossible to shadow a man if he has the least reason to suspect that he is being shadowed. It is different in the case of a criminal whose record is not clear; he dare not appeal to the police.

But a business man of supposedly clear antecedents need have no hesitation to appeal to the nearest policeman and point out to him the man who he claims persistently has followed him, and the policeman promptly will interfere.

Large department stores, stations and a variety of other places offer ample opportunities for "getting away" from the shadow, so that the latter has his work cut out for him and finds that following a man is by no means the sinecure that the average layman imagines it to be.

At times, when the subject gets wise to being trailed by a shadow, he takes advantage of the fact to have a little private enjoyment at the unlucky shadow's expense. A shadow has been led wild goose chases that lasted until the early morning hours—through lonely streets, across empty lots, through parks, byways and hedges—until the subject finally returned to his home and, before entering, quickly approached the shadow and quietly asked him:

"Well, I am sorry, old man, if I have caused you any trouble. Have a cigar?"

At times the shadow has a rougher experience. Once the President of a large Eastern corporation desired to have his Chicago representative shadowed. The representative was not aware of it, nor would he have cared if he had known it, for he was honest and conscientious in the discharge of his duties. One night he was sitting on a grip car when a gentleman took a seat alongside him and whispered to him:

"Say, keep quiet and look straight ahead. I don't know who or what you are, but you have been shadowed for an hour or so by a fellow who now is in the trailer behind. I have been watching you both and thought I would put you wise."

Before jumping off he gave the subject a brief description of the shadow, as to the shape and color of his hat, etc. The subject had no trouble in locating his man and determined to teach him what he considered a lesson. He led the way to the lake front, which at that time was deserted, and assured himself that the shadow was following him. Then he crossed the street quickly to where

the shadow was—and administered to him a most severe beating.

Sometimes it is necessary to put several shadows on a man. In such a case they usually work in pairs, and each pair of shadows trails a man for a stipulated length of time, or as long as it may be deemed prudent, when they are relieved by the second pair, and so on. Thus, if the subject should "get next" to the shadow, his mind will soon become disabused of the idea that he is being followed when he fails to find the man whom he suspected of following him after half an hour or thereabouts. If he grows suspicious of one man of the pair he soon shows it. Then this man, who is thus uncovered, goes about his business elsewhere and the other man of the pair takes up the trail alone until relieved.

At other times a detective takes a room in the residence or boarding house of the subject, if possible, and endeavors to make his acquaintance and thus learns all his ins and outs—all of which promptly are reported.

A detective is required to submit each night a full report of every incident that may have transpired during the day. He must omit no detail, no matter how insignificant the same may seem. This he mails to the office or postoffice box address of his agency. There it is transcribed in neat typewritten form and mailed to the employer.

To guard against errors should the report fall into unauthorized hands certain precautionary measures are observed. The case is known, we will say, as case No. Ch.-411. The detective in question is known as operative C-48. The name of the man shadowed never is mentioned; he invariably is referred to as "subject."

A Chicago detective had been detailed to shadow the Chicago agent of a Philadelphia concern. While there was nothing decidedly amiss with the Chicago man, yet he attended to his various duties in a haphazard and eccentric manner. Somehow he became aware of the fact that he was being shadowed, but could not imagine by whom. Without in any way giving away the fact that he knew that he was being shadowed he arranged with a friend of his, who in his day had been a private detective, to shadow the shadow.

The shadow's shadow soon ascertained the identity of the shadow. Thereupon the Chicago man went to the headquarters of the agency, accompanied by his friend, and demanded to know why and at whose instance he was being shadowed. The manager of the agency deemed it best, for various reasons, to give the facts to the subject. Just why he should have done so never has been satisfactorily explained, for it is one of the strictest rules of detective agencies never to disclose a principal. The Chicago man thereupon thought it best, in order to hold his position, to go to Philadelphia, say "Pater peccavi" to his employer and make a clean breast of it all, which he did, and was reinstated in the good graces of the firm.

There are, of course, detective

agencies and detective agencies. There are a few—extremely few—that are conducted strictly on the square, but the large majority are anything but what the unsuspecting would-be client imagines them to be. Fortunately the larger agencies are careful as to whom they employ and insist on absolutely accurate and fair dealings, exact conditions and facts in the reports of their operatives, and nothing that savors in the least of padding or coloring of reports is tolerated.

Our Incomplete Reading.

"Did you ever think," said an old printer, "that we really notice only the upper halves of the letters? The lower halves are in many cases only the stems, the remainders of ornamental flourishes which have been gradually reduced in size and length, and are now meaningless. Take, for instance, the heading of a paper. Cover up with a blank sheet the lower half of the letters and even if you did not know what they were you would have no difficulty in reading the words. Now reverse the process and cover the upper half and if you did not know the words it would be impossible to make out the letters. This fact is even more plainly seen in the case of the Roman letters used for headlines. An L might be mistaken for an I, but nearly all the other letters are so plainly indicated by the shape of the upper half that the lines may be read without difficulty. In their zeal for reform and economy the advocates of the new spelling might make this idea useful and instead of abolishing a few letters in a few words they might cut off the lower quarter or half of every letter, and so save 25 or 50 per cent."—St. Louis Globe-Democrat.

Best Method of Making Blood Pudding.

Use the belly, cheek meat and heart of one pig. Boil from one to three hours, according to the age of the pig, but be careful not to cook too soft. When it has cooked sufficiently cut it into small cubes. Pour enough broth over to cover it, so that the fat which has gathered can be removed. When the meat is clean of all fat, add to it 16 ounces of salt, 2 ounces ground marjoram, 2 ounces ground allspice, 3 ounces ground pepper, ½ ounce ground cloves, ½ ounce ground ginger. Then take all the blood from the pig, press it through a sieve, and add to the meat. Mix it thoroughly, pour into casings and tie. Then place them in the broth in which they have been boiled, and keep in constant motion until they begin to swim. Then prick them with a fork to allow the air to escape. Then remove, place them in cold water for a short time, after which place them on a clean board to cool and dry. They will not keep long in warm weather. If you intend to make them now you had better smoke them about eight days, and then keep them in a moist place.—Butchers' Advocate.

The longer a bill runs the more apt we are to lose sight of it.

If you want to be happy make some one less sad.

Hardware Price Current

AMMUNITION.				
Caps.				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges.				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 75			
Primers.				
No. 2 U. M. C., boxes 250, per m.	1 60			
No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads.				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells.				
New Rival—For Shotguns.				
No.	Drs. of	oz. of	Shot	Size Gauge
120	4	1 1/2	10	10
129	4	1 1/2	9	10
128	4	1 1/2	8	10
126	4	1 1/2	6	10
135	4 1/4	1 1/2	5	10
154	4 1/2	1 1/2	4	10
200	3	1	10	12
208	3	1	8	12
236	3 1/4	1 1/2	6	12
265	3 1/2	1 1/2	5	12
264	3 1/2	1 1/2	4	12
Discount, one-third and five per cent.				
Paper Shells—Not Loaded.				
No. 10, pasteboard boxes 100, per 100.	72			
No. 12, pasteboard boxes 100, per 100.	64			
Gunpowder.				
Kegs, 25 lbs., per keg	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60			
Shot				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	2 10			
AUGERS AND BITS				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
AXES				
First Quality, S. B. Bronze	6 00			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. S. Steel	7 00			
First Quality, D. B. Steel	10 50			
BARROWS				
Railroad	16 00			
Garden	33 00			
BOLTS				
Stove	80			
Carriage, new list	70			
Plow	50			
BUCKETS				
Well, plain	4 50			
BUTTS, CAST				
Cast Loose, Pin, figured	70			
Wrought, narrow	75			
CHAIN				
1/4 in. 5-16 in. 3/8 in. 1/2 in.				
Common	7 1/4 c.	6 1/4 c.	5 1/4 c.	5 3/4 c.
BB.	8 1/2 c.	7 1/2 c.	7 c.	6 1/2 c.
BBB.	9 c.	8 c.	7 1/2 c.	7 c.
CROWBARS				
Cast Steel, per lb.	5			
CHISELS				
Socket Firmer	65			
Socket Framing	65			
Socket Corner	65			
Socket Slicks	65			
ELBOWS				
Com. 4 piece, 6 in., per doz.	net 65			
Corrugated, per doz.	1 00			
Adjustable	dis. 40 & 10			
EXPANSIVE BITS				
Clark's small, \$18; large, \$26	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Raps	70			
GALVANIZED				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List 12 13 14 15 16 17				
Discount, 70.				
GAUGES				
Stanley Rule and Level Co.'s	60 & 10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
HINGES				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
Pots	50			
Kettles	50			
Spiders	50			
HOLLOW WARE				
HORSE NAILS				
Au Sable	dis. 40 & 10			
HOUSE FURNISHING GOODS				
Stamped Tinware, new list	70			
Japanese Tinware	50 & 10			

IRON	
Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	9 1/2
Per pound	10
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Castors, Bed and Plate	50 & 10 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 & 10 & 10
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS	
Advance over base, on both Steel & Wire	
Steel nails, base	3 00
Wire nails, base	2 35
20 to 60 advance	Base
10 to 15 advance	5
8 advance	20
6 advance	30
4 advance	45
3 advance	50
2 advance	55
Fine 3 advance	60
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrell 1/2 advance	85
RIVETS	
Iron and tinned	50
Copper Rivets and Burs	30
ROOFING PLATES	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '36	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	30 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	3 00
Nos. 25 to 26	4 00
No. 27	4 10
All sheets No. 18 and lighter, over	30
inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz.	6 50
Second Grade, Doz.	5 75
SOLDER	
1/4 @ 1/2	30
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade	1 25
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade	1 50
BOILER SIZE TIN PLATE	
14x56 IX., for Nos. 8 & 9 boilers, per lb.	13
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	12 1/2
Mouse, delusion, per doz.	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 85
Barbed Fence, Painted	2 55
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nickleled	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE

Butters

1/2 gal. per doz.	44
1 to 6 gal. per doz.	5 1/2
8 gal. each	52
10 gal. each	65
12 gal. each	78
15 gal. meat tubs, each	1 13
20 gal. meat tubs, each	1 50
25 gal. meat tubs, each	2 13
30 gal. meat tubs, each	2 55

Churns

2 to 6 gal. per gal.	6
Churn Dashers, per doz.	84

Milkpans

1/2 gal. flat or round bottom, per doz.	44
1 gal. flat or round bottom, each	5 1/2

Fine Glazed Milkpans

1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6

Stewpans

1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16

Jugs

1/2 gal. per doz.	56
1/4 gal. per doz.	42
1 to 5 gal., per gal.	7

SEALING WAX

5 lbs. in package, per lb.	2
----------------------------	---

LAMP BURNERS

No. 0 Sun	38
No. 1 Sun	40
No. 2 Sun	50
No. 3 Sun	87
Tubular	50
Nutmeg	50

MASON FRUIT JARS

With Porcelain Lined Caps

Pints	Per gross 5 25
Quarts	5 50
1/2 gallon	8 25
Caps.	2 25

Fruit Jars packed 1 dozen in box.

LAMP CHIMNEYS—Seconds.

Per box of 6 doz.

Anchor Carton Chimneys

Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75

Fine Flint Glass in Cartons

No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Lead Flint Glass in Cartons

No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00

Pearl Top in Cartons

No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30

Rochester in Cartons

No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75

Electric in Cartons

No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 40
No. 2, Lead Flint, (95c doz.)	5 50

LaBastie

No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	8 90

OIL CANS

1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 25
3 gal. galv. iron with spout, per doz.	3 25
5 gal. galv. iron with spout, per doz.	4 10
3 gal. galv. iron with faucet, per doz.	3 85
5 gal. galv. iron with faucet, per doz.	4 50
5 gal. Tiltling cans	7 00
5 gal. galv. iron Nacefas	9 00

LANTERNS

No. 0 Tubular, side lift	4 50
No. 2 B Tubular	6 75
No. 15 Tubular, dash	6 75
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	8 50

LANTERN GLOBES

No. 0 Tub., cases 1 doz. each, bx. 100	50
No. 0 Tub., cases 2 doz. each, bx. 150	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	1 90
No. 0 Tub., Bull's eye, cases 1 dz. e.	1 25

BEST WHITE COTTON WICKS

Roll contains 32 yards in one piece.	
No. 0 3/4 in. wide, per gross or roll.	28
No. 1 1/2 in. wide, per gross or roll.	38
No. 2 1 in. wide, per gross or roll.	60
No. 3 1 1/2 in. wide, per gross or roll.	90

COUPON BOOKS

50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00

Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

COUPON PASS BOOKS

Can be made to represent any denomination from \$10 down.

50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00

CREDIT CHECKS

500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	

ASK THE DRUGGIST.

He Knows Whatever You Want To Know.

Written for the Tradesman.

The druggist's coat lay across the counter. His face streamed with perspiration. The muscles of his back and arms were numb from unwonted exercise. He was helping the strong-arm man of the establishment pry the soda fountain into place. He was preparing for the annual bubble harvest.

The strong-arm man was saying things under his breath and bruising his hands on the rough corners of a handspike he was using. The soda fountain was contesting every inch of the way to the southwest corner of the store. It seemed almost human in its opposition to being placed in harness for its summer's work. Four loungers, with thoughts fixed on the large blue bottle back of the prescription case, stood by the counter and tried to help by applying the English language to the strain at the fountain.

There was electricity in the air!

To this place of suppressed revolution came the sweet girl graduate, clad in blue. She was 17 and glad of it. She was not exactly a graduate, but she would be in June, and she wanted to know something about something she had read in the morning newspaper.

The druggist wiped the sweat from his brow and stepped behind the counter.

"Why," said the girl, taking a clipping from her purse, "I want to know if this really is good for the complexion."

There was nothing the matter with the complexion of the sweet girl graduate, and the druggist said so with his eyes, as he took the clipping into his hand.

"It looks all right," he said.

"But won't it—"

A pretty blush and a turning away of the eyes.

The druggist waited, looking longingly at the soda apparatus, which now held the center of the floor.

"I'm afraid," said the girl, "that it will—"

The strong-arm man grinned and looked out into the street, where two dogs were engaged in a catch-as-catch-can growling match.

"I don't see anything wrong with it," said the druggist.

"I've heard these things make hair grow on the face," said the girl.

"I don't think this will."

"If it did, which one of the ingredients would do it?"

"Oh, I can't tell you that."

"Would it be this powder, or this fluid, or this gummy stuff?"

"I don't know, I'm sure."

"Oh, dear! I thought sure you'd know."

The druggist glanced reproachfully at the strong-arm man, who was chuckling and doing his best to keep a straight face.

"I cut this out of the paper," continued the girl, "and thought I'd like to find out before buying."

"It's harmless preparation," said the druggist.

"Will it make the complexion fairer?"

"I wish I could tell you," said the man of pills, "but, really, I've never tested it, you know. We have face preparations here that have been tested, though."

"That's just what papa said," pouted the girl. "He told me you'd be sure to have something just as good."

The druggist was silent. He carried in stock a dozen face lotions "just as good." He does not believe that there is only one remedy for any given disease or ailment. He does not believe that he must stop selling approved remedies of his own make just because some patent medicine shark compounds a "cure" for most of the ailments of men. Usually when he has something "just as good," or better, whatever the order may be, he says so, and tells why he says so, but he could not argue with this child.

"I don't believe they'd put this in the paper if it wasn't all right," said the girl, presently.

The druggist looked at the soda fountain and the strong-arm man lifted his handspike. The girl laid her purse down on the counter.

"This doesn't say anything about wrinkles," she said. "Do you think it will take out wrinkles?"

"That is a proposition that you will not have to meet for a long time to come," said the druggist, with a smile.

"If it does take out wrinkles," continued the girl, "which of these things does it? You ought to know that much."

"I really can't tell you," replied the druggist. "All the ingredients are well-known tonics and purifiers, and the general combination may produce the result."

"I don't know what you want to be so secretive about it for," said the girl. "You might tell me all about it if you cared to. I'll have to ask the clerk at Riley's, and I don't like to do that. You see, we buy all our drugs and things at Riley's. He'll think this stuff is for me if I take it to him and ask questions."

The strong-arm man pushed his handspike under the soda fountain and gave it a hunch that set the floor to undulating.

The druggist went back to his physical labors and the girl lifted her purse from the counter and went out with her chin in the air. What the druggist said is irrelevant and not in line with the plot.

The afternoon sun crept into the windows and the four loungers shifted their positions to the back of the store. The druggist and the strong-arm man lifted, and lifted and then lifted some. The soda fountain acted like it was nailed to the floor. It was still in the store save for the rumblings which came from the wide chest of the strong-arm man. The druggist was beyond speech.

And into this quiet which precedes the storm came the young man who shines at the soda fountain and the ice cream counter during the glad, sweet months of summer. He wore a spring tie and a white vest. He rolled a cigarette as he stepped over

L. J. Smith & Co.

Eaton Rapids, Mich.

Manufacturers of

Egg Cases
And Egg Case Fillers

WE AIM at all times to be able to furnish the best grades of Egg Cases and Egg Case Fillers. Cases sawed or veneered. Try our bass-wood veneer cases, they are clean, bright and strong, there is nothing better. Nails, excelsior, etc., always on hand. We solicit your inquiries. Let us hear from you.

L. J. Smith & Co. - - Eaton Rapids, Mich.

Butter, Eggs, Potatoes and Beans

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

R. HIRT, JR., DETROIT, MICH.

Redland Navel Oranges

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

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, MICH.

Clover and Timothy

All orders filled promptly at market value.

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

A New Commission House

We get you the highest prices. - We give you a square deal.
We send the money right back.

We can sell your Poultry, Veal, Hogs, Butter, Eggs, Cheese,
in fact anything you have to sell.

BRADFORD & CO., 7 N. Ionia St., Grand Rapids, Mich.

the tools which had been cast with violence to the floor.

"Little late with your fountain, eh?" he observed. "Thought I'd come in and get a little lemon."

"Come to-morrow," said the druggist.

"Say," said the young man, "I'm about choked. Can't you get me a glass of water?"

The druggist laid down his tools and went back to the water jar and gave the customer about a pint of water in a graduate glass.

"Wow!" said the young thing. "I couldn't drink out of that, you know. Looks like taking medicine. Haven't you got a glass?"

The druggist tossed the water in to the jar back of the counter.

"Sorry," he said, "but our glasses are not unpacked."

"Trade seems to be picking up," said the strong-arm man as the druggist got a collar hold on the soda fountain.

Again the two shoved and pushed, and for about the tenth time a friend blocked the street door long enough to observe that the druggist ought to get a derrick.

The druggist bruised his hand on a corner of the apparatus and went back to get a square of court plaster. While he stood at the desk binding up the wounds of battle a lean man bounced into the store and laid a ten-dollar bill down on the desk.

"Change for that!" he said. The druggist kept on at his surgery.

"I want to get one-ninety-eight out of that," said the lean man.

"Can't do it," replied the druggist. "Oh, come on, now. Be a good fellow! I can't run around with this bill because I've got to catch the next car. Hurry up!"

"Can't do it."

"Sure?"

"Sure. Sorry!"

"Where is there a store about here where they handle real money?"

"There's a cigar store across the street, but the owner is a cranky old chap."

"Oh, I don't care about that. If I get my change I don't care what he says."

"He objects to changing money unless he sells something."

"Well, I'm going over there and ask him, anyway. You watch that door; and if you see me coming out head first you may know that I've hit him on the wrong side."

The druggist waited and watched. The lean man did come out of the cigar store head first. He picked himself up off the walk and hastened back to the drug store.

"See that stunt?" he asked, with a grin. "No extra charge for it! Here, give me a cigar. I've got to do something with this bill."

The druggist handed out a cigar and threw back the hill, for there was no change in the cash register. Then he put on his coat and hat and went fishing, for there are times when— But all merchants know.

Alfred B. Tozer.

They are not all saints who use holy water.

Grocer Loses a Good Customer.

Written for the Tradesman.

The corner grocer was enlarging his store building by adding another story. Among his customers was a painter who had been buying groceries from him regularly for two or three years. There were only two in his family, but their trade at the grocery was cash, amounting to about \$3.50 per week.

Seeing the carpenter work progressing the painter enquired of the grocer if he had engaged a painter. He replied that he did not know whom he would have to do the work.

"Well," said the painter, "I have been your customer quite a while and I would like to do your painting. I do good work and will do it at low wages."

The grocer did not give any decided answer and so the matter dropped. A short time afterward a man from a distant part of the city was painting the corner store. Painter No. 1 remembered that there was another grocery a few blocks farther away and dropped in there and bought some groceries. When Grocer No. 2 learned that he was a painter he engaged him to do some painting. Through that job and the grocer's recommendation he secured several other jobs in the same locality. Seeing his patronage was appreciated he continued to trade at that store.

Meeting Grocer No. 1 the latter enquired where he was now buying his groceries. The painter informed him.

"Well," says the grocer, "it seems to me you go quite a way for your groceries."

"And you," was the reply, "go quite a way for a painter."

"Ha! ha! ha!" laughed the corner grocer, good naturedly, and that ended the conversation. The painter whom he had employed was of his own nationality; the other was not. He was governed by clanishness, while Grocer No. 2 believed in reciprocity.

We leave the reader to draw his own conclusion as to which is the better business policy. Yet we can not help picture the two men as we see them. The one narrow, distrustful, selfish, unappreciative, bound by race prejudice; the other broad, liberal, grateful, anxious to help those who help him, interested in the welfare of his patrons and ready to do his share in every enterprise for the good of the community. Which will succeed? E. E. Whitney.

The way to be safe is never to feel secure.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

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.

Safes New and Secondhand.
All kinds and sizes.
Twenty-five in stock.

GEO. M. SMITH SAFE CO.
376 South Ionia St. Grand Rapids
Both Phones

We are the Largest
Handlers in Michigan of

Hot House Lettuce

RADISH, PARSLEY AND RHUBARB

C. L. REED & CO., Grand Rapids, Michigan

You Don't Have to Worry
about your money—or the price you will get—when you ship your small lots of fancy fresh eggs to us.

Never mind how the market goes—if you can ship us fancy fresh stock—we can use them at pleasing prices—in our Candling Dept.

We Want Your Business

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
Established 1865. We honor sight drafts after exchange of references.

Saginaw Noiseless Tips

are the only safe match.

C. D. Crittenden Co.

Distributors for Western Michigan, Grand Rapids, Mich.

Highest market price for butter and eggs. Long distance Bell phone 1300.

ESTABLISHED 1876

FIELD SEEDS

Clover and Timothy Seeds. All Kinds Grass Seeds.
Orders will have prompt attention.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217 GRAND RAPIDS, MICH.

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

Butter

I would like all the fresh, sweet dairy
butter of medium quality you have to
send.

American Farm Products Co.
Owosso, Mich.



Modern Salesmen Must Be Leaders of Faith.

If I could have my choice of all the men who have ever lived, either in ancient or modern times, from which to pick five salesmen to represent our house on the road, here is the list I would select: Moses, St. Paul, Martin Luther, Dwight L. Moody, Henry Ward Beecher.

I would select them because of their energy, power, personal magnetism and preaching ability.

Whenever any one of them undertook to do any talking the "standing room only" card was always hung out and every one in the audience was willing to miss the last train rather than lose any part of their discourse.

Although they all had practically the same "line of goods" with plenty of competition, each always managed to accumulate some brand new selling talks with which to "close orders."

Are you surprised that the pulpit furnished all the men I have named?

Well, let me tell you that is the place to get salesmen and, moreover, the place to secure great preachers is from the ranks of successful salesmen.

An A 1 salesman, if he should turn his attention to preaching could fill the biggest church in America every time he spoke, and if the spirit of St. Paul lived in a salesman to-day he would have to pay excess baggage on his order books alone.

A business man of Boston said to me the other day:

"I am going to let all my salesmen go. I'm convinced that I can sell more goods alone by myself and save their salaries."

"Well," I replied, "I guess that's so, but before you discharge any salesmen you'll have to begin by hiring a few. Those chaps out there are not salesmen and never were."

It was true. His men had been simply going around with a lot of trunks and sample cases and asking old customers, who would have sent in their orders anyway, what they needed.

The other day I was talking with the purchasing agent of a million dollar a year house. During the conversation I said to him:

"How many real, bona fide, actual salesmen call on you in the course of a year?"

He thought a few minutes and then replied:

"There are only three I can think of," and, mind you, that man sometimes interviews a dozen so-called salesmen in a day.

Do you want a job of plumbing done? I know a dozen good plumbers. Do you feel ill? Here are the names of six skillful physicians. Are you going to build? Here are the addresses of ten architects who are at the head of their profession. Do you want to hire one good salesman? Oh, well, as Kipling says, "That's an-

other story." I really can not direct you there.

Each year competition gets closer. Each year the cost of doing business and getting business occasions greater talk in the private office and the time is fast drawing near when only real sellers of goods with well substantiated degrees and diplomas will get the positions.

What we need in the business world to-day is what we need in the pulpit, strong, magnetic personalities; men who are live wires, sparkling and crackling with the force generated in that great power house, the soul. Men who, when they come into your presence, vibrate with life and force and who by sheer strength of character and will create a desire in the buyer's heart for the good they offer.

Do you find these men in the smoking car playing pitch?

No.

Do you find them in that long line back of the mahogany giving orders to the man with the apron?

No.

Do they chalk cues in pool parlors or come home at 2 a. m. in cabs?

No.

What, then, is to become of all the average salesmen? I don't know.

What has become of all the high bicycles? What has become of the rear entrance tonneau on automobiles? There were thousands of the latter three years ago. But the demand came for something better and they disappeared, crowded out by an improved product.

The demand for real salesmen is setting in and it will be supplied slowly but surely.

You men who want to last; who have the real desire to be among the fittest of this survival, must get up and get; you must polish up your weapons and begin a course of study and thought that will turn your personality into a compelling, masterful force, with an attractiveness of disposition as well which will make your selling visit as pleasing to the merchant as that of an old friend of schoolmate.

Only by doing this can you become a permanent part of any business.—Henry C. Walker in Salesmanship.

Thy hand is never the worse for doing thine own work.

No one ever regretted burying a slander.

If every traveler who came to Grand Rapids stopped at

Hotel Livingston

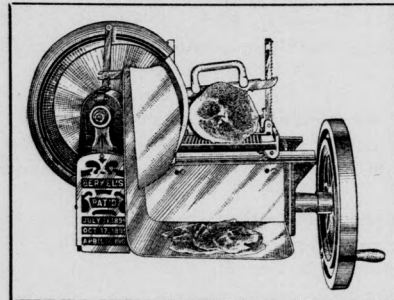
the outside world would hear pleasant stories about this city's accommodation.

A Word To The Wise

We receive in every day's mail letters of commendation of the American Slicing Machine, but once in a while one of our customers puts the facts so clearly and concisely that we prefer to let him talk to you direct.

Such a letter is the following, recently received from the E. H. Fowler Grocery Company, of Ann Arbor, Mich.:

"We take the greatest pleasure in recommending your machine to progressive merchants in the grocery line who are desirous of maintaining a neat and attractive store. Nothing is more difficult to handle, under the scrutiny of a customer, than the meats ordinarily sold in grocery stores. If this feature of your machine, the cleanliness, were the only feature, we would think it absolutely necessary to have your machine, but the other features are as much to be desired. We find our meat business to have greatly increased and the percentage of profits to be larger since we have used your machine. Further, the saving in time and labor is not to be left out by any of your prospective customers. On the whole, we can only say the best of things for you and the machine you are putting on the market."



It is not necessary for us to comment on a letter like this. The experience of Messrs. Fowler has been duplicated by thousands of merchants everywhere—the successful kind.

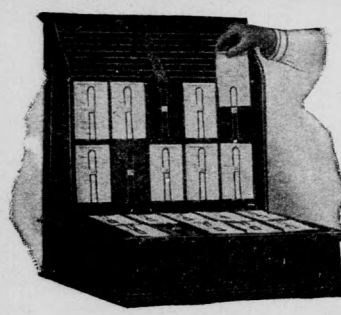
Additional proof—as much as you want—is yours for the asking.

If you want more trade—the best trade—and more profit, write for particulars now.

We can show you how you can get the machine with practically no investment whatever, if you prefer. Write **today**.

American Slicing Machine Co.

725 Cambridge Block, Chicago



From
200
to
2,000
Accounts

The McCASKEY ACCOUNT REGISTER SYSTEM is the **only** Practical Up-to-Date ONE WRITING System adaptable for handling the ACCOUNTS of Large Stores.

ALL Accounts are Indexed ALPHABETICALLY and by NUMBER. The **ONLY** SYSTEM having a Visible Patent Index.

Accounts can be referred to Instantly.

They can be handled in Duplicate or Triplicate.

They can be Protected from Fire.

The McCASKEY REGISTER SYSTEM is being installed in Commercial Colleges. W-H-Y?

Large Concerns having several stores are using the McCaskey in ALL their stores. W-H-Y?

If you are looking for the BEST, Drop us a Postal for further Information. It's FREE.

The McCaskey Register Co.
Alliance, Ohio

Mfrs. of the Celebrated Multiplex Duplicate and Triplicate Carbon Back Pads; also Single Carbon, End Carbon, Side Carbon and Folded Pads.

J. A. Plank, Tradesman Bldg., Grand Rapids, State Agent for Michigan
Agencies in all Principal Cities

Gripsack Brigade.

A. F. Smith, for some years employed by the Citizens Telephone Co. in the capacity of solicitor, has been engaged by Wilbur Burns to represent Gowans & Sons in this State. He will see his trade about four times a year.

A Flint correspondent writes: Clyde Simpson, who has been with the Robertson-Putnam Co., of Chicago, as traveling salesman, is in Flint, after covering territory in Illinois and Iowa. Hereafter he will be confined to Michigan territory.

There appears to be a hoodoo on the track of George Drury, a traveling salesman of Port Huron, for in three weeks he has witnessed one unfortunate accident and been the victim of another. Drury was driving near Harbor Beach Thursday when a boy by the name of Willie Feet caught a ride on the rear end of the carriage. One of his legs was caught in the spokes of the wheel and broken in four places. The little fellow, suffering great pain, was picked up by Mr. Drury and taken to his home, where his widowed mother had been waiting for him since early morning. A few weeks ago Mr. Drury was almost asphyxiated by escaping gas while rooming at a hotel in Sandusky, Mich.

A notable demonstration in honor of a traveling man took place at Hotel Ste. Claire (Detroit) Saturday night, when fifty officers and employees of Burnham, Stoepel & Co. gathered for a complimentary banquet to Frederick Crawford, for about fifteen years connected with the house. Mr. Crawford resigns his position as traveling salesman to accept an offer as buyer and manager in the underwear department of Carson, Pirie, Scott & Co., Chicago, at a large salary. A handsome gold watch was presented to him by Geo. A. Corwin, Secretary-Treasurer of the company, on behalf of his associates. Several other gifts also were presented in token of the esteem in which Mr. Crawford is held.

Annual Banquet of the Kalamazoo Grocers.

Kalamazoo, March 26—Because the date of the Grocers' annual banquet fell in the week just preceding Easter, the affair has been postponed and instead of taking place Thursday of this week it will be given a week later, on Thursday, April 4. In the meantime committees and sub-committees are at work preparing for the banquet. Invitations have been sent to all of the officers of the state organization, and many of the local organizations about the State have also been invited.

One of the features of this year's banquet will be the toasts. The committee in charge have been assured that E. A. Stowe, editor of the Michigan Tradesman, and President of the Grand Rapids Board of Trade, will be present to address the grocers, and it is also expected that Fred Mason, a former secretary of the National Association, will be able to attend the banquet.

The attendance of the banquet will not be confined to grocers for an in-

itation has been extended to the clerks and meat dealers of the city, and it is expected that many will attend with their ladies. The affair will be given at the Elk's Temple.

St. Johns Offers Inducements to Jackson Establishment.

Jackson, March 26—St. Johns has offered a \$60,000 factory building and agreed to subscribe \$25,000 cash for stock if the Michigan Wagon Manufacturing Company will remove from Jackson to that city. A peculiar situation confronts Mr. Cameron, the manager. Withington & Cooley having purchased the property now occupied, the Michigan company must vacate, as the Withington company needs the land for new factory buildings. The concern is now stocked for \$50,000, all of which is owned by N. S. Potter, Charles Lewis, P. H. Withington, George Matthews, W. M. Thompson and A. S. Cameron. Mr. Cameron is patentee of the principles upon which the famous dump wagon is made, but when he became associated with the company, assigned them. Last year they sold 1,000 wagons. This year they will sell 2,500. The manufacturer's profit is very large. They now employ sixty-five men—all they have room for with their present cramped quarters. They require a factory 270x50, with two wings, each 100x50. In such a building they can employ 200 men. The market for this dump wagon extends to the ends of civilization.

Annual Meeting of Petoskey Council.

Petoskey, March 25—Petoskey Council, No. 235, U. C. T., held its annual meeting last Saturday evening. The following officers were elected:

S. C.—F. E. Scott.
J. C.—A. H. Wise.
P. C.—Fay Pratt.
Secretary-Treas.—J. M. Shields.
Conductor—T. M. Travis.
Page—E. C. Kostenhoff.
Sentinel—Wm. B. Scattergood, Jr.
Executive Committee—L. C. Hankey, R. L. Baker, for two years; C. A. Reynolds, D. A. Walsh, for one year.

Petoskey Council now has sixty-three members, a gain of fourteen during the past year.

Refreshments were served and speeches and toasts followed, and all had a good time.

J. M. Shields, Sec'y.

Movements of Michigan Gideons.

Detroit, March 26—The annual convention of the Michigan Gideons will be held at Lansing April 27 and 28.

James H. Foster, of Saginaw; Ray Blakeman, of Flint; F. S. Frost, of Grand Rapids, and D. Bennett and Aaron B. Gates, of this city, were in the Thumb and in the mud last week after orders.

W. E. Hullinger has been called to Iowa on account of the death of his brother.

Henry Raymond, Grand Rapids, is now a 1907 Gideon.

W. D. SSchaack spoke for the Volunteers of America last Saturday evening.

Aaron B. Gates.

Recent Business Changes in the Buckeye State.

Canal Winchester—The clothing business formerly conducted by Chas. E. Yontz will be continued by Lechlitter & Yontz.

Columbus—John Maier and Wm. Maier, who have each conducted a meat market, will continue same under the style of Maier Bros.

Columbus—The People's Grocery Co. will succeed W. S. Callahan in business.

Columbus—Mrs. J. Wettenmeier is succeeded in the grocery business by Ruoff Bros.

Marengo—The general merchandise business formerly conducted by J. W. Pryor will be continued by J. W. Pryor & Son.

Massillon—Strickler & Wilson will succeed Mrs. W. S. Hays in the millinery business.

Toledo—The business formerly conducted by the Kieper Brothers Furniture Co. will be continued by Kieper Bros.

McComb—Wm. Bensinger is succeeded in the fruit business by Hy Wagner.

Montpelier—Bohner & Hause succeed C. J. Bohner and C. A. Lattaner in the boot and shoe business.

Piney Fork—R. H. Hill & Co. are the successors of C. I. Parlett, general merchant.

Bellefontaine—Kelly & Co. are succeeded in the racket store business by J. M. Underwood.

Fort Recovery—The Golden Variety Store will continue the bazaar business formerly conducted by Mrs. F. Böesche.

Mansfield—Lewis Heinsheimer, Jr., will continue the department store business formerly conducted by Lewis Heinsheimer, Jr., & Co.

Cincinnati—Kaufman & Lazarus, skirt manufacturers, are removing to New York City.

Columbus—W. T. Coutellier, grocer, is succeeded by E. W. Cochran & Bro.

Columbus—Louis Hoyt is the successor of E. & J. Hertlein, grocers.

Montpelier—The lumber business formerly conducted by C. H. Boon & Co. will be continued by the Boon Lumber Co.

St. Marys—The Hub Clothing Co., of which Schubert Bros. and Wm. Keller, are the proprietors, has made an assignment.

South Charleston—Barmann & Hamm succeed D. C. Funk, grocer.

Toledo—J. H. Spitler, grocer, is succeeded in business by Wm. McFall.

Youngstown—W. R. Terry succeeds Hitchcock Bros. in the meat business.

Recent Trade Changes in the Hoosier State.

Mecca—S. Marblestone, dealer in dry goods, has removed to Clinton.

North Salem—Bymaster & Co., general merchants, are succeeded in business by O. N. Trotter.

Connersville—C. E. Brubb, boot and shoe dealer, is succeeded by Geo. R. Beeson.

Crawfordsville—The creditors of Ed. Van Camp & Co., dealers in boots and shoes, have filed a petition in bankruptcy.

Jasonville—H. W. Hunter succeeds Mack Brown, dealer in boots and shoes.

Michigan City—A petition in bankruptcy has been filed by the creditors of O. F. Siegman, implement dealer.

Mishawaka—The grocery business formerly conducted by W. F. Gehring will be continued by Peter Bruegel.

Indianapolis—M. Bliedon will continue the men's furnishing business formerly conducted by Bliedon & Blumberg.

Indianapolis—The grocery business formerly conducted by Bennett & Foltz will be continued by John Foltz.

A Prayer in a Pillow.

One night the mother of two little girls was away at bedtime, and they were left to do as they would.

"I am not going to say my prayers to-night," said Lillian when she was ready for bed.

"Why, Lillian!" exclaimed Amy, with round eyes of astonishment.

"I don't care; I am not going to. There isn't any use."

So she tumbled into bed, while Amy knelt and prayed. The prayer finished and the light extinguished Amy crept into bed. There was a long silence; then Lillian began to turn restlessly, giving her pillow a vigorous thump and saying crossly: "I wonder what is the matter with this pillow?" Then came a sweet little voice from Amy's side of the bed: "I guess it's 'cause there isn't any prayer in it."

A few minutes more of restlessness and Lillian slipped out of bed and knelt in prayer. Then all was quiet and peaceful and the two girls slept.

Is there a prayer in your pillow when you go to sleep at night?

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 27—Creamery, fresh, 26@30c; dairy, fresh, 20@26c; poor to common, 18@20c; roll, 22@24c.

Eggs—Fancy white, 19c; choice, 18c.

Live Poultry—Springs, 15@15½c; fowls, 15@16c; ducks, 15@16c; old cox, 10c; geese, 10@12c; turkeys, 12@15c.

Dressed Poultry—Fowls, 14@15½c; chickens, 14@16c; old cox, 10c; turkeys, 15@18c; ducks, 16@17c; geese, 10@12c.

Beans—Pea, hand-picked, \$1.40; marrow, \$2.20@2.25; mediums, \$1.45; red kidney, \$2.10@2.25; white kidney, \$2.25.

Potatoes—White, 40@45c; mixed and red, 38@40c. Rea & Witzig.

The Greater Difficulty.

A gentleman driving an automobile on a country road near Grand Rapids met an old-fashioned high carriage in which was an old-fashioned couple. They jumped to the ground and the automobile came to a halt.

The gentleman of the car stepped forward and offered to help lead the horse past the machine.

"Oh, never mind the horse, never mind the horse," said the old gentleman. "You lead the old lady past that thing, and I'll get the horse by all right."



Michigan Board of Pharmacy.
 President—Henry H. Helm, Saginaw.
 Secretary—Sid. A. Erwin, Battle Creek.
 Treasurer—W. E. Collins, Owosso; J. D. Muir, Grand Rapids; Arthur H. Webber, Cadillac.

Michigan State Pharmaceutical Association.

President—John L. Wallace, Kalamazoo.
 First Vice-President—G. W. Stevens, Detroit.

Second Vice-President—Frank L. Shilley, Reading.

Third Vice-President—Owen Raymo, Wayne.

Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

How the Drug Clerk Saves the Doctor.

Ordinarily the physician has the reputation of being the "easiest" of all professional men to "work." Sometimes I have wondered if he may not have a little method in allowing the impression to get abroad.

That the idea is abroad, however, may be proved by the bunch of mail which comes every morning into my store for the three or four doctors who have offices over me. Three-fourths of this mail, day after day, indicates that it has come from men who have mining schemes, patents, and "get-rich-quick" plans to put into ready cash. The promoters have got copies of the medical directory, from which to take names and addresses, and from the way they follow up, year after year, there must be money in it.

Ordinarily the physician who has been practicing for a number of years successfully finds that he has some money lying idle which he would like to invest profitably. He has not been trained for business and the showing of a neatly printed advertisement or the talk of a smooth promoter goes a long way with the average medical man who has a little money which is earning him only 3 per cent.

But recently here in Chicago a company has sprung up along lines which have attracted the physician investor in a way to suggest that the doctor knows a good thing a little better than he has general credit for.

The company is making a powder tablet in small form not unlike a thousand other tablets on the market in appearance. It is patented and is a supposed specific for something. In floating the company scores of doctors have been invited into the organization as stockholders, the stock quoted at \$50 a share, and the doctor paying only \$5 a share.

In this selling price of stock the purpose is plain enough. Nobody seems to know who the particular patentee of the tablet is, or of what particular drugs the tablet is composed. But the tablet on the face of it is a specific for a certain disease, and the doctor owning stock in the concern naturally wishes to see the medicine pushed.

When the first prescription of the

the kind came in I never had heard of the patented remedy, but naturally had to send out for it. It came, a small vial holding about twenty-four tablets, price \$1! The prescription called for ten of these tablets, with directions for taking. Putting up ten of these tablets at 4 cents apiece and allowing the 25 per cent. for the druggist's business, the prescription cost the consumer 60 cents and left me with 60 cents' worth of medicine on the shelf behind the counter.

On top of this the customer who brought the prescription charged me with robbing him! I didn't rob him—his physician was the robber!

If there is one thing which the druggist of to-day despises it is the physician's prescription calling for the opening of a package of patent medicine in order to fill. In almost any drug store in Chicago you may find from dozens to hundreds of opened vials of patent medicines from which the compounding druggist has taken just one prescription, afterward corking up the bottle and putting it away on the shelf, a dead loss.

Nobody knows where most of these drugs come from, other than that they have a proprietary stamp and a place of manufacture. As long as most of these medicines are advertised they are called for; when advertising ceases the doctors forget them. The druggist may have to pay \$1 or \$2 or more for a package of such medicines in order to fill one prescription, which is never followed up by another. The remainder of the package is a total loss.

The position of the doctor is not easily determined in such a case.

Frequently I receive a prescription written by a doctor calling for one of these patent medicines, and the manner in which it is written shows me that he doesn't know whether the medicine is a liquid or a powder. It may be taken for granted that few doctors have an idea of the component parts of the medicine, and how they justify themselves in writing such prescriptions is more than I can guess.

The doctor is supposed to know the formulas to be used in certain cases—how to apportion and blend the drugs, and how to cover the obnoxious taste of any compound. Instead he writes a prescription calling for a concoction of whose ingredients he knows nothing. Even should the prescription fit the case under treatment, he may have the least possible idea of the drug or drugs which accomplish the work. At the best the firm putting out the patent medicine will have made sure of its profits and when the druggist has taken a portion of the original package, according to prescription, and has charged for it according to living schedules, the patient is the financial sufferer.

In his place as intermediary between the inaccurate physician and the law the ordinary druggist occupies a thankless position. I recall a case a short time ago in which, preparing to fill a prescription, I discovered that a downtown physician had written a quantity of strychnia which, in the doses prescribed by the

signature, would prove fatal to any man.

Instead of refusing to fill the prescription, as I might have done, I left my business and went down to the doctor's office. When I called his attention to the quantity of strychnia he mumbled something, took out his pencil, and made an erasure and a correction. I went back and filled the prescription and sent it over to an old customer of mine.

Some time later this customer came in to tell me that Dr. So and So was dissatisfied with my filling of his prescriptions—that I was inclined to meddle with his signature—and he would rather he took his prescriptions to some less officious druggist. I was hopping mad in a minute and for the benefit of my customer brought out the original prescription, showing the erasure and the changed quantity of strychnia. My customer stood by me and went back at once to the physician, telling him that he had lost a patient by his ugly attitude, and that he (the customer) more than ever was a customer of my store.

If all the cases in a year in which the druggist had stood between the physician and manslaughter were brought to the light only in Chicago the position of the doctor would be changed in the public mind. Naturally the doctor works under disadvantages in writing many of his prescriptions. About the time the physician begins writing the prescription the patient begins talking to his doctor, and there are few men who can talk and write prescriptions at the same time.

The druggist is expected to catch the errors.

New Food and Cabinet Companies.

Lansing, March 26—Within the past week the Cereroot Food Co. has been organized by W. S. Sly and David Howell with a capital stock of \$20,000. Both the principal organizers are ministers. The food and cereal beverages will be manufactured on a scriptural basis. For some time Rev. Mr. Sly has been manufacturing his products in a small way, and they have become quite popular in a limited circle. The new company will probably advertise extensively.

Lansing profits by the reorganization of the Cady Cabinet Co. of Battle Creek, which company will

at once establish a factory in Lansing for the manufacture of music cabinets and other goods of this class. In the reorganized company E. S. Porter, of Lansing, is President; H. E. Bradner, of Lansing, Vice-President; R. J. Cady, of Battle Creek, Secretary and Manager, and E. C. Ruch, Treasurer. The manufacture of goods will commence here within a few weeks.

The Drug Market.

Opium—Is very firm and has advanced.

Morphine—Manufacturers have advanced the price 10c per ounce.

Quinine—Is dull at unchanged price.

Acetanilid—Has been advanced by manufacturers 1c per pound.

Citric Acid—Is very firm at the last advance.

Cod Liver Oil, Norwegian—Has doubled in price within a very short time.

Balsam Copaiba—Has again advanced on account of small stocks.

Vanilla Beans—Are advancing.

Juniper Berries—Have advanced and are tending higher.

Oil Lemon—Has more than doubled in price during the last year and is tending higher.

Oil Sweet Birch—Has advanced.

Oil Pennyroyal—Both French and American have advanced.

Oil Wintergreen Leaf—Is very scarce and has advanced.

Oil Anise—Is tending higher.

Gum Camphor—Is very firm at the recent advance.

Dandelion Root—Is very firm and stocks are small.

½ billion ft. standing timber for \$150,000. 2½ million dollars profit. Write to-day. Box 462, Sibley, Iowa.

The whole ocean is made up of single drops.

The worst wheel of a cart creaks most.

Wait for the new line
Fishing Tackle
 Base Ball Goods, Hammocks
 Stationery, Druggists' Sundries
 Travelers will call soon.
FRED BRUNDAGE
 Wholesale Druggists
 MUSKEGON, MICHIGAN

Sell Post Cards

If you do, let us send you a sample line at wholesale prices.

If you don't, let us send you a complete assortment with display stand for five dollars.

Will P. Canaan

105 Ottawa St

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Aceticum 6@ 8	opaiba 1 75@1 85	Scilla Co @ 50
Benzoinum, Ger. 70@ 75	Cubebae 1 35@1 40	Tolutan @ 50
Boracic @ 17	Evechthitos 1 00@1 10	Prunus virg @ 50
Carbolicum 26@ 29	Erigeron 1 00@1 10	
Citricum 65@ 70	Gaultheria 2 25@2 75	
Hydrochlor 3@ 5	Geranium 70@ 75	
Nitrosum 8@ 10	Gossypii Sem gal 70@ 75	
Oxalicum 10@ 12	Hedeoma 3 75@4 00	
Phosphorium, dil. @ 15	Junipera 40@1 20	
Salicylicum 44@ 47	Lavendula 90@3 60	
Sulphuricum 13@ 15	Limons 2 20@2 40	
Tannicum 75@ 80	Mentha Piper 3 00@3 25	
Tartaricum 38@ 40	Mentha Verid 3 50@3 60	
	Morhuale gal 1 25@1 50	
	Myrica 3 00@3 50	
Aqua, 18 deg. 4@ 6	Olive 75@3 00	
Aqua, 20 deg. 6@ 8	Picis Liquida 10@ 12	
Carbonas 13@ 15	Picis Liquida gal @ 35	
Chloridum 12@ 14	Ricina 1 06@1 10	
	Rosmarini @ 1 00	
Black 2 00@2 25	Rosae oz 5 00@5 00	
Brown 80@1 00	Succini 40@ 45	
Red 45@ 50	Sabina 90@ 1 00	
Yellow 2 50@3 00	Santal @ 4 50	
	Sassafras 90@ 95	
Cubebae 22@ 25	Sinapis, ess. oz @ 55	
Juniperus 8@ 10	Tigil 1 10@1 20	
Xanthoxylum 30@ 35	Thyme 40@ 50	
	Thyme, opt @ 1 60	
	Theobromas 15@ 20	
Balsamum 1 00@1 10		
Copaiba @ 1 80		
Peru 60@ 65		
Terabin, Canada 60@ 65		
Tolutan 35@ 40		
Cortex 18		
Agave, Canadian 18		
Cassiae 20		
Cinchona Flava 18		
Buonymus atro. 60		
Myrica Cerifera 20		
Prunus Virgin. 15		
Quillaia, gr'd 12		
Sassafras, po 25 24		
Ulmus 36		
Extractum 24@ 29		
Glycyrrhiza, Gla 28@ 30		
Glycyrrhiza, po. 11@ 12		
Haematox 12@ 14		
Haematox, is 14@ 15		
Haematox, 1/2 14@ 15		
Haematox, 3/4 14@ 15		
Carbonate, Precip. 15		
Citrate and Quina 2 00		
Citrate Soluble 55		
Ferrocyanidum S 40		
Solut. Chloride 15		
Sulphate, com'l 2		
Sulphate, com'l, by 70		
bbl per cwt. 7		
Sulphate, pure 7		
Flora 16@ 18		
Anthemis 40@ 50		
Matricaria 30@ 35		
Folia 35@ 40		
Barosma 15@ 20		
Cassia Acutifol. 25@ 30		
Cassia, Acutifol. 15@ 20		
Salvia officinalis 18@ 20		
1/2 and 1/4 8@ 10		
Ulex Urst @ 45		
Gummi @ 45		
Acacia, 1st pkd. @ 45		
Acacia, 2nd pkd. @ 35		
Acacia, 3rd pkd. @ 25		
Acacia, sifted sts. @ 25		
Acacia, po. 45@ 65		
Aloe Barb 22@ 25		
Aloe, Cape @ 25		
Aloe, Socotri @ 45		
Ammoniac 55@ 60		
Asafoetida 35@ 40		
Benzoinum 50@ 55		
Catechu, is @ 14		
Catechu, 1/2 @ 14		
Catechu, 3/4 @ 14		
Comphorae 45@1 15		
Euphorbium @ 1 00		
Galbanum @ 1 00		
Gamboge 1 35@1 45		
Guaiacum 35@ 40		
Kino 45@ 50		
Mastic @ 45		
Myrrh 40@1 10		
Opium 60@ 70		
Shellac 60@ 70		
Shellac, bleached 70@1 00		
Stagacanth 70@1 00		
Herba 4 50@4 60		
Eupatorium oz pk 20		
Lobelia oz pk 25		
Majorum oz pk 28		
Mentha Flp. oz pk 25		
Mentha Ver. oz pk 25		
Rue oz pk 39		
Ranunculum V. 22		
Thymus V. oz pk 25		
Magnesia 55@ 60		
Carbonate, Pat. 18@ 20		
Carbonate, K-M. 18@ 20		
Carbonate 18@ 20		
Oleum 4 90@5 00		
Absinthium 75@ 85		
Amygdalae, Dule. 8 00@8 25		
Amygdalae, Ama 8 00@8 25		
Anisi 1 85@1 95		
Aurant Cortex 2 75@2 85		
Bergamit 3 35@3 50		
Cajuputi 85@ 90		
Carvophilli 1 50@1 60		
Cedar 50@ 60		
Chenopadi 3 75@4 00		
Cinnamoni 1 75@1 85		
Citronella 65@ 70		
Citronella 65@ 70		

Liquor Arsen et @ 25	Rubia Tincturum 12@ 14	Vanilla 9 00@
Hydrarg Iod @ 12	Saccharum La's 22@ 25	Zinci Sulph 7@
Liq Potass Arsinit 10@ 12	Salacin 4 50@4 75	
Magnesia, Sulph. 2@ 3	Sanguis Drac's 40@ 50	
Mannia, S F 45@ 50	Sapo, W 13 1/2@ 16	
Menthol 2 90@3 00	Sapo, M 10@ 12	
Morphia, S P & W2 55@2 80	Sapo, G @ 15	
Morphia, SNYQ 2 55@2 80	Seidlitz Mixture 20@ 22	
Morphia, Mal. 2 55@2 80	Sinapis @ 18	
Moschus Canton. @ 40	Sinapis, opt @ 30	
Myristica, No. 1 25@ 30	Snuff, Maccaboy. @ 51	
Nux Vomica po 15 @ 10	DeVoes @ 51	
Ox Sepia 25@ 28	Snuff, S'h DeVoe's @ 51	
Pepsin Saac, H & @ 1 00	Soda, Boras 9@ 11	
P D Co @ 1 00	Soda, Boras, po. 9@ 11	
Picis Liq N N 1/2 @ 2 00	Soda et Pot's Tart 25@ 28	
Picis Liq qts @ 1 00	Soda, Carb 1 1/2@ 2	
Picis Liq pints @ 60	Soda, Bl-Carb 3@ 5	
Pil Hydrarg po 80 @ 50	Soda, Ash 3 1/2@ 5	
Piper Nigra po 22 @ 18	Soda, Sulphas @ 2	
Piper Alba po 35 @ 30	Spts, Cologne @ 2 60	
Pix Burgum @ 8	Spts, Ether Co. 50@ 55	
Plumbi Acet 12@ 15	Spts, Myrica Dom @ 2 00	
Pulvis Ip'e et Opil 1 30@1 50	Spts, VI Rect bbl @ 7	
Pyrethrum, bxs H @ 75	Spts, VI R't 10 gl @ 7	
P D Co. doz @ 75	Spts, VI R't 5 gal @ 12 1/2	
Pyrethrum, pv 20@ 25	Strychnia, Crystl 1 05@1 25	
Quassia 8@ 10	Sulphur Subl 2 1/2@ 4	
Quina, S P & W 21@ 31	Sulphur, Roll 2 1/2@ 3 1/2	
Quina, S Ger 21@ 31	Tamarinds 8@ 10	
Quina, N. Y. 21@ 31	Percehenth Venice 28@ 30	
	Theobromae 65@ 70	

Full Protection To Our Customers

The Secretary of Agriculture has accepted our guarantee and has given us the number

599

This number will appear on all packages and bottles from us on and after December 1st.

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

Col	Index to Markets
A	Ammonia
A	Axle Grease
B	Baked Beans
B	Bath Brick
B	Bluing
B	Brooms
B	Brushes
B	Butter Color
C	Candles
C	Canned Goods
C	Carbon Oils
C	Catsup
C	Cereals
C	Cheese
C	Chewing Gum
C	Chicory
C	Chocolate
C	Clothes Lines
C	Cocoa
C	Cocoanut
C	Cocoa Shells
C	Coffee
C	Confections
C	Crackers
C	Cream Tartar
D	Dried Fruits
F	Farinaceous Goods
F	Fish and Oysters
F	Fishing Tackle
F	Flavoring Extracts
F	Fresh Meats
G	Gelatine
G	Grain Bags
G	Grains and Flour
H	Herbs
H	Hides and Pelts
I	Jelly
L	Licorice
M	Matches
M	Meat Extracts
M	Mince Meat
M	Molasses
M	Mustard
N	Nuts
O	Olives
P	Pipes
P	Pickles
P	Playing Cards
P	Potash
P	Provisions
R	Rice
S	Salad Dressing
S	Saleratus
S	Salt Soda
S	Salt
S	Salt Fish
S	Seeds
S	Shoe Blacking
S	Snuff
S	Soap
S	Soda
S	Soups
S	Spices
S	Starch
S	Syrups
T	Tea
T	Tobacco
T	Twine
V	Vinegar
W	Wicking
W	Woodenware
W	Wrapping Paper
Y	Yeast Cake

1	2
ARCTIC AMMONIA	Oysters
12 oz. ovals 2 doz. box...75	Cove, 1lb.@1 05
AXLE GREASE	Cove, 2lb.@1 85
Frazer's	Cove, 1lb. Oval...@1 20
1lb. wood boxes, 4 dz. 3 00	Plums
1lb. tin boxes, 3 doz. 2 35	Peas
3 1/2 lb. tin boxes, 2 dz. 4 25	Marrowfat
10lb. pails, per doz. 6 00	Early June1 25@1 60
15lb. pails, per doz. 7 20	Early June Sifted 1 35@1 65
25lb. pails, per doz. 12 00	Peaches
BAKED BEANS	Pie1 00@1 15
1lb. can, per doz. 90	Yellow1 65@2 25
2lb. can, per doz. 1 40	Grated Pineapple @2 50
3lb. can, per doz. 1 80	Sliced@2 40
BATH BRICK	Pumpkin
American75	Fair80
English85	Good90
BLUING	Fancy1 00
Arctic	Gallon2 60
6 oz. ovals 3 doz. box \$ 40	Raspberries
16 oz. round 2 doz. box 75	Russian Caviar
Sawyer's Pepper Box	1/4 lb. cans3 75
No. 3, 3 doz. wood	1/2 lb. cans7 00
boxes4 00	1lb. cans12 00
No. 5, 3 doz. wood	Salmon
boxes7 00	Col'a River, tails 1 80@1 85
BROOMS	Col'a River, flats 1 90@1 95
No. 1 Carpet2 75	Red Alaska1 20@1 30
No. 2 Carpet2 35	Pink Alaska@1 00
No. 3 Carpet2 15	Sardines
No. 4 Carpet1 75	Domestic 1/4s3 1/2@3 1/2
Parlor Gem2 40	Domestic, Must'd 6 @ 9
Common Whisk85	California, 1/4s11 @14
Fancy Whisk1 20	California, 1/2s17 @24
Warehouse3 00	French, 1/4s7 @14
BRUSHES	French, 1/2s18 @28
Scrub	Standard Shrimps
Solid Back, 8 in.75	Standard1 20@1 40
Solid Back, 11 in.95	Fair85
Pointed Ends85	Good1 00
Stove	Fancy1 25@1 40
No. 375	Strawberries
No. 21 10	Standard1 10
No. 11 75	Fancy1 40@2 00
Shoe	Fair@1 10
No. 81 00	Good@1 20
No. 71 30	Fancy@1 40
No. 41 70	Gallons@3 60
No. 31 90	CARBON OILS
BUTTER COLOR	Barrels
W. R. & Co.'s, 15c size. 1 25	Perfection@10 1/2
W. R. & Co.'s, 25c size. 2 00	Water White@10
CANDLES	D. S. Gasoline@16 1/2
Electric Light, 8s.9 1/2	Gas Machine@24
Electric Light, 16s.10	Deodor'd Nap'a.@15 1/2
Paraffine, 6s.9	Cylinder@29
Paraffine, 12s.9 1/2	Engine@16
Wicking20	Black, winter8 1/2@10
CANNED GOODS	CEREALS
Apples	Breakfast Foods
3lb. Standards1 00	Bordeaux Flakes, 36 lb. 2 50
Gallon2 65	Cream of Wheat, 36 lb. 4 50
Blackberries	Egg-O-See, 36 pkgs. 2 85
2lb.90@1 75	Evecello Flakes, 36 lb. 4 50
Standards gallons @5 50	Excello, large pkgs. 4 50
Beans	Force, 36 2 lb.2 50
Baked80@1 30	Grape Nuts, 2 doz.2 70
Red Kidney85@95	Malta Ceres, 24 lb.2 40
String70@1 15	Malta Vita, 36 lb.2 85
Wax75@1 25	Mapl-Flake, 36 lb.4 05
Blueberries	Pillsbury's Vitos, 3 dz. 4 25
Standard@1 45	Ralston, 36 2lb.4 50
Gallon@7 50	Sunlight Flakes, 36 lb. 2 85
Brook Trout	Sunlight Flakes, 20 lbs 4 00
2lb cans, spiced1 90	Vigor, 36 pkgs.2 75
Clams	Voigt Cream Flakes4 50
Little Neck, 1lb. 1 00@1 25	Zest, 20 2lb.4 10
Little Neck, 2lb. @1 50	Zest, 36 small pkgs.2 75
Clam Bouillon	Crecent Flakes
Burnham's 1/2 pt.1 90	One case2 50
Burnham's pts.3 60	Five cases2 40
Burnham's qts.1 20	One case free with
Cherries	5 1/2 cases.
Red Standards 1 30@1 50	One-fourth case free with
White1 50	2 1/2 cases.
Corn	Freight allowed
Fair60@75	Rolled C ts
Good85@90	Rolla Avena, bbl.5 25
Fancy1 10	Steel Cut, 100 lb. sacks 2 65
French Peas	Monarch, bbl.5 00
Sur Extra Fine22	Monarch, 90 lb. sacks 2 40
Extra Fine19	Quaker, 18-21 55
Fine15	Quaker, 20-54 00
Moyen11	Cracked Wheat
Gooseberries	Bulk3 1/2
Standard90	24 2 lb. packages2 50
Hominy	CATSUP
Standard85	Columbia, 25 pts.4 50
Lobster	Columbia, 25 1/2 pts.2 60
1/2 lb.2 25	Snider's quarts3 25
1 lb.4 25	Snider's pints2 25
Picnic Tails2 75	Snider's 1/2 pints1 30
Mackerel	CHEESE
Mustard, 1lb.1 80	Acme@14 1/2
Mustard, 2lb.2 90	Carson City@14
Soused, 1 1/2 lb.1 80	Climax@14 1/2
Soused, 2lb.2 80	Elsie@14
Tomato, 1lb.1 80	
Tomato, 2lb.2 80	
Mushrooms	
Hotels19@20	
Buttons24@25	

3	4	5
Emblem@14	Coffee Cake, pl. or iced 10	Raisins
Jersey@15	Cocoanut Taffy12	London Layers, 3 cr
Peenness@14 1/2	Cocoanut Bar10	London Layers, 4 cr
Riverside@14 1/2	Cocoanut Drops12	Cluster, 5 crown
Springdale@14 1/2	Cocoanut Honey Cake 12	Loose Muscatels, 2 cr
Warner's@16	Cocoanut Hon. Fingers 12	Loose Muscatels, 3 cr
Brick@17 1/2	Cocoanut Macaroons .18	Loose Muscatels, 4 cr 9 1/2
Leiden@15	Dixie Cookie9	Loose Muscatels, 4 cr 10
Limburger@15	Frosted Cream8	L. M. Seeded, 1 lb. 11@11 1/2
Pineapple40 @60	Frosted Honey Cake 12	Sultanas, bulk
Sap Sago@22	Fluted Cocoanut10	Sultanas, package @ 9 1/2
Swiss, domestic...@16	Fruit Tarts12	
Swiss, imported @20	Ginger Gems8	FARINACEOUS GOODS
	Graham Crackers8	Beans
	Ginger Nuts10	Dried Lima6
	Ginger Snaps, N. B. C. 7	Med. Hd. Pk'd.@1 50
	Hippodrome8	Brown Holland2 25
	Honey Cake, N. B. C. 12	Farina
	Honey Fingers, As. Ice 12	24 1lb. packages1 75
	Honey Jumbles12	Bulk, per 100 lbs.8 00
	Household Cookies8	Hominy
	Household Cookies Iced 8	Flake, 50lb. sack1 00
	Iced Honey Crumpets 10	Pearl, 200lb. sack3 70
	Iced Honey Flake12 1/2	Pearl, 100lb. sack1 85
	Iced Honey Jumbles12	Maccaroni and Vermicelli
	Island Picnic11	Domestic, 10lb. box...60
	Jersey Lunch8	Imported, 25lb. box...2 50
	Kream Klips20	Pearl Barley
	Lady Fingers12	Common2 75
	Lem Yem11	Chester2 85
	Lemon Gems10	Empire3 40
	Lemon Biscuit, Square 8	Peas
	Lemon Wafer16	Green, Wisconsin, bu. 1 40
	Lemon Cookie8	Green, Scotch, bu.1 60
	Mary Ann8	Split, lb.
	Marshmallow Walnuts 16	Sago
	Mariner11	East India7 1/2
	Molasses Cakes8	German, sacks7 1/2
	Mohican11	German, broken pkg.
	Mixed Picnic11 1/2	Taploca
	Newton12	Flake, 110 lb. sacks7
	Nu Sugar8	Pearl, 130 lb. sacks7
	Nic Nacs8	Pearl, 24 lb. pkgs.7 1/2
	Oatmeal Crackers8	FLAVORING EXTRACTS
	Oatmeal Gems8	Foot & Jenks
	Oval Sugar Cakes8	Coleman's Van. Lem.
	Penny Cakes, Assorted 8	2 oz. Panel1 20 75
	Pretzels, Hand Md.8	3 oz. Taper2 00 1 50
	Pretzeltes, Hand Md. 8	No. 4 Rich. Blake 2 00 1 50
	Pretzeltes, Mac. Md. 7 1/2	Jennings D. C. Brand
	Raisin Cookies14	Terpeness Ext. Lemon
	Revere, Assorted8	No. 2 PanelDoz. 75
	Rube16	No. 4 Panel1 50
	Scotch Style Cookies 10	No. 6 Panel2 00
	Snow Creams16	Taper Panel1 50
	Sugar Krisp11	2 oz. Full Meas.1 20
	Sultana Fruit Biscuit 16	4 oz. Full Meas.2 25
	Spiced Gingers Iced 10	Jennings D C Brand
	Sugar Cakes, large or	Extract Vanilla
	small8	No. 2 PanelDoz. 1 20
	Superba8	No. 4 Panel2 00
	Sponge Lady Fingers 25	No. 6 Panel3 00
	Sugar Crisp16	Taper Panel2 00
	Vanilla Wafers16	1 oz. Full Meas.85
	Waverly8	2 oz. Full Meas.1 60
	Zanzibar9	4 oz. Full Meas.3 00
		No. 2 Assorted Flavors 1 00
		GRAIN BAGS
		Amoskeag, 100 in bale 19
		Amoskeag, less than bl 19 1/2
		GRAINS AND FLOUR
		Wheat
		No. 1 White70
		No. 2 Red71
		Winter Wheat Flour
		Local Brands
		Patents4 40
		Second Patents4 20
		Straight4 00
		Second Straight3 70
		Clear3 30
		Graham4 75
		Buckwheat5 00
		Rye3 85
		Subject to usual cash dis-
		count.
		Flour in barrels, 25c per
		barrel additional.
		Worden Grocer Co.'s Brand
		Quaker, paper3 90
		Quaker, cloth4 00
		Wykes & Co.
		Eclipse3 70
		Kansas Hard Wheat Flour
		Judson Grocer Co.
		Fanchon, 1/2s cloth4 40
		Spring Wheat Flour
		Roy Baker's Brand
		Golden Horn, family. 4 60
		Golden Horn, baker's. 4 50
		Calumet4 20
		Wisconsin Rye3 90
		Judson Grocer Co.'s Brand
		Ceresota, 1/2s4 90
		Ceresota, 3/4s4 80
		Ceresota, 1/2s4 70
		Lemon & Wheeler's Brand
		Wingold, 1/2s4 85
		Wingold, 3/4s4 75
		Wingold, 1/2s4 45
		Pillsbury's Brand
		Best, 1/2s cloth4 90
		Best, 3/4s cloth4 80
		Best, 1/2s cloth4 70
		Best, 3/4s paper4 75
		Best, 1/2s paper4 75
		Best, wood5 00
		Worden Grocer Co.'s Brand
		Laurel, 1/2s cloth4 90
		Laurel, 3/4s cloth4 80
		Laurel, 1/2s & 3/4s paper 4 70
		Laurel 1/2s4 70
		Wykes & Co.
		Sleepy Eye, 1/2s cloth. 4 80
		Sleepy Eye, 3/4s cloth. 4 80
		Sleepy Eye, 1/2s cloth. 4 70
		Sleepy Eye, 3/4s paper. 4 70
		Sleepy Eye, 1/2s paper. 4 70

Best Pepsin	40
Best Pepsin, 5 boxes	2.00
Black Jack	50
Largest Gum Made	50
Sen Sen	50
Sen Sen Breath Perf	1.00
Sugar Loaf	50
Yucatan	50
CHICORY		
Bulk	4
Red	4
Eagle	7
Frank's	7
Schener's	7
CHOCOLATE		
Walter Baker & Co.'s		
German Sweet	25
Premium	30
Caracas	30
Walter M. Lowney Co.		
Premium, 1/4s	30
Premium, 1/2s	25
COCOA		
Baker's	35
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Epps	42
Huyler	45
Lowney, 1/4s	40
Lowney, 1/2s	38
Lowney, 3/4s	36
Lowney, 1s	36
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 3/4s	40
Van Houten, 1s	72
Webb	28
Wilbur, 1/2s	36
Wilbur, 3/4s	36
COCOANUT		
Dunham's 1/2s & 1/4s	27
Dunham's 1/4s	28
Dunham's 1/2s	29
Bulk	12
COCOA SHELLS		
20lb. bags	2 1/2
Less quantity	3
Pound packages	4
COFFEE		
Rio		
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Santos		
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
Maracaibo		
Fair	16
Choice	19
Mexican		
Choice	16 1/2
Fancy	19
Guatemala		
Choice	15
Java		
African	42
Fancy African	17
O. G.	25
P. G.	31
Mocha		
Arabian	21
Package		
New York Raisins		
Arbuckle	16 00
Dilworth	15 50
Jersey	15 00
Lion	14 50
McLaughlin's XXXX		
McLaughlin's XXXX sold		
to retailers only. Mail all		
orders direct to W. F.		
McLaughlin & Co., Chic-		
ago.		
Extract		
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1.15
Hummel's foll, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1.43
CRACKERS		
National Biscuit Company		
Brand		
Butter		
Seymour, Round	6
N. B. C., Square	6
Soda		
N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrette	13
Oyster		
N. B. C., Round	6
N. B. C., Square Salted	6
Faust, Shell	7 1/2
Sweet Goods.		
Boxes and cans		
Animals	10
Atlantic, Assorted	10
Cartwheels	8
Current Fruit	10
Cracknels	16

6	7	8	9	10	11
Meal Bolted 2 40 Golden Granulated 2 60 St. Car Feed screened 20 50 No. 1 Corn and Oats 20 50 Corn, cracked 19 50 Corn Meal, coarse 19 50 Winter Wheat Bran 22 00 Winter Wheat Mid'g 23 00 Cow Feed 22 50 Dairy Feeds Wykes & Co. O P Linseed Meal 30 00 Cottonseed Meal 30 00 Gluten Feed 27 00 Malt Sprouts 21 00 Brewers Grains 24 00 Molasses Feed 21 00 Dried Beet Pulp 16 50 Oats Michigan, carlots 45 Less than carlots 46 Corn Carlots 48 Less than carlots 50 Hay No. 1 timothy car lots 14 00 No. 1 timothy ton lots 15 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 JELLY 5 lb. pails, per doz. 1 95 15 lb. pails, per doz. 4 44 30 lb. pails, per doz. 7 78 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 75 Liebig's, Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 20 extra. MINCE MEAT Columbia, per case 2 75 MUSTARD Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 OLIVES Bulk, 1 gal. kegs 1 65 Bulk, 2 gal. kegs 1 60 Bulk, 5 gal. kegs 1 55 Manzanilla, 8 oz. 90 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 65 Cob, No. 2 85 PICKLES Medium Barrels, 1,200 count 6 00 Half bbls., 600 count 3 50 Small Barrels, 2,400 count 7 50 Half bbls., 1,200 count 4 25 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 20 No. 20, Rover enameled 1 60 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case 4 00 Babbitt's Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Clear Back 19 50 Short Cut 19 00 Short Cut Clear 18 50 Bean 16 00 Brisket, clear 20 00 Pig 20 00 Clear Family 16 00 Dry Salt Meats S P Bellies 13 1/2 Bellies 11 1/2 Extra Shorts 11 Smoked Meats Hams, 1 lb. average 14 1/2 Hams, 14 lb. average 14 1/2 Hams, 16 lb. average 14 1/2 Hams, 18 lb. average 14 1/2 Kinned Hams 15 Ham, dried beef sets 15 California Hams 15 Picnic Boiled Hams 15 1/2 Boiled Ham 22 Berlin Ham, pressed 8 1/2 Mince Ham 9 Lard Compound 8 1/2 Pure Intercres 10 1/2 80 lb. tubs advance 1/2 60 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 5 lb. pails advance 1/2 1 lb. pails advance 1/2	Sausages Bologna 5 1/2 Liver 6 1/2 Frankfort 7 Pork 8 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 11 25 Kump, new 11 25 Pig's Feet 1/2 bbls. 1 10 1/2 bbls., 40 lbs. 1 85 1/2 bbls. 3 25 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/2 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef, rounds, set 16 Beef middles, set 45 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 @ 16 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 40 Roast beef, 1 lb. 1 30 Roast beef, 2 lb. 2 40 Roast beef, 1 lb. 1 30 Potted ham, 1/2 lb. 45 Potted ham, 1/4 lb. 45 Deviled ham, 1/2 lb. 45 Deviled ham, 1/4 lb. 45 Potted tongue, 1/2 lb. 45 Potted tongue, 1/4 lb. 45 RICE Fancy @ 7 Japan @ 5 1/2 Broken @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 1/2 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56lb. sacks 20 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pellock @ 4 1/2 Halibut Strips 13 Chunks 13 1/2 Holland Herring White Hoop, bbls. 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 66 @ 75 White Hoop mchs. 80 Norwegian Round, 100lbs. 3 75 Round, 40lbs. 1 75 Scaled 12 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 14 00 Mess, 40lbs. 5 60 Mess, 10lbs. 1 65 Mess, 8lbs. 1 36 No. 1, 100lbs. 14 00 No. 1, 4 lbs. 5 60 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 36 Whitefish No. 1, No. 2 Fam 100lb. 9 75 4 50 50lb. 5 25 2 40 10lb. 1 12 60 8lb. 92 50 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 9 Cardamom, Malabar 1 00 Celery 16 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 8 Poppy 9 Rape 5 1/2 SHOE BLACKING Handy Box, large, 3 dz. 2 50 Handy Box, small 1 25 Bixby's Royal Polish 9 @ 11 Miller's Crown Polish 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky Diamond, 100 6 oz 3 80 Jap Rose, 50 bars 75 Savon Imperial 30 White Russian 30 Lome, oval bars 30 Satinet, oval 40 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 25 Big Master, 100 bars 40 Marseilles, 100 cakes 60 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 3 75 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gross lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyana 25 Cloves, Zanzibar 18 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochín 18 Mace 25 Mustard 65 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb. packages 4 @ 5 3lb. packages 4 @ 1/2 8lb. packages 5 @ 1/2 40 and 50lb. boxes 3 1/2 @ 3 3/4 Common Corn 20lb. packages 5 40lb. packages 4 @ 7 SYRUPS Corn Barrels 25 Half Barrels 27 20lb. cans 1/2 dz. in case 1 80 10lb. cans 1/2 dz. in case 1 75 5lb. cans 1/2 dz. in case 1 85 2 1/2 lb. cans 1/2 dz. in case 1 90 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 13 @ 14	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 32 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 oz. 55 Nobby Twist 39 Jolly Tar 39 Old Honesty 43 Tody 34 J. T. 38 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 43 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 1 1/2 oz. 35 Peerless, 3 1/2 oz. 35 Air Brake 36 Count Hook 30 Country Club 32-34 Forex-XXX 30 Good Indian 30 Self Binder, 16oz. 8oz. 25-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 13 Wool, 1lb balls 6 VINEGAR Malt White, Wine, 40 gr 8 1/2 Malt White, Wine, 40 gr 10 Pure Cider, B & B 14 Pure Cider, Red Star 12 Pure Cider, Robinson 12 Pure Cider, Silver 13 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide t d 1 60 Market 40 Splint, large 3 50 Splint, medium 3 25 Splint, small 3 00 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 50 Willow, Clothes, small 6 50 Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 30 No. 2 Oval, 250 in crate 35 No. 3 Oval, 250 in crate 40 No. 5 Oval, 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Barrel, 15 gal., each 3 75	Clothes Pins Round head, 5 gross bx 50 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete 32 No. 2 complete 25 Case No. 2 fillers 15 sets 1 30 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 55 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 75 No. 2 pat. brush holder 75 12lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-hoop Standard 1 60 3-hoop Standard 1 70 2-wire, Cable 1 70 3-wire, Cable 1 70 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 00 18-in. Standard, No. 2 6 00 16-in. Standard, No. 3 5 00 20-in. Cable, No. 1 7 50 18-in. Cable, No. 2 6 50 16-in. Cable, No. 3 5 50 No. 1 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 55 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 3 00 Single Peerless 3 00 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 40 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 25 15 in. Butter 1 25 17 in. Butter 1 30 19 in. Butter 1 30 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Jumbo Whitefish @ 16 No. 1 Whitefish @ 14 Trout @ 13 Halibut @ 11 Ciscos or Herring @ 10 Bluefish @ 12 Live Lobster @ 50 Boiled Lobster @ 50 Cod @ 12 Haddock @ 10 Pike @ 10 Perch, dressed @ 12 1/2 Smoked, White @ 12 1/2 Red Snapper @ 10 Col. River Salmon @ 16 Mackerel @ 20 HIDES AND PELTS Hides Green No. 1 10 Green No. 2 9 Cured No. 1 11 1/2 Cured No. 2 10 1/2 Calfskins, green, No. 1 13 Calfskins, green No. 2 11 1/2 Calfskins, cured No. 1 14 Calfskins, cured No. 2 12 1/2 Pelts Old Wool 30 Lambs 1 00 @ 1 75 Shearings 15 @ 40 Tallow No. 1 @ 5 1/2 No. 2 @ 4 1/2 Wool Unwashed, fine 23 @ 25 Unwashed, fine 20	CONFECTIONS Stick Candy Pails Standard 1 1/2 Standard H H 1 1/2 Standard Twist 8 Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 10 Old Time Sugar stick 80 lb. case 13 Mixed Candy Grocers 6 Competition 5 1/2 Special 7 1/2 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 7 1/2 Cut Loaf 8 1/2 Leader 8 Lundergarten 10 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Grand Made Cream 15 Cremio Cream mixed 13 O F Horehound Drop 10 Fancy-in Pails Gypsy Hearts 12 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 12 Eclipse Chocolates 14 Eureka Chocolates 14 Quintette Chocolates 13 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 11 Golden Waffles 12 Old Fashioned Molasses Kisses, 10lb. box 1 20 Orange Jellies 50 Fancy-In 5lb. Boxes Lemon Sours 55 Old Fashioned Hore- hound Drops 10 Peppermint Drops 60 Chocolate Drops 65 H. M. Choc. Drops 90 H. M. Choc. Lt. and Dark Nw. 12 1 00 Bitter Swt. 12 1 15 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 55 Lozenges, printed 55 Imperial 60 Mottos 60 Cream Bar 55 G. M. Peanut Bar 55 Hand Made Crms. 80 @ 90 Cream Buttons 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 54 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 18 00 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 100s 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack 3 25 Checkers, 5c pkg. case 3 50 Pop Corn Balls, 200s 1 20 Cicero Corn Cakes 5 per box 60 Azulikit 100s 3 00 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 15 @ 17 Brazilis 15 @ 17 Filberts @ 18 Cal. No. 1 @ 18 Walnuts, soft shelled @ 16 Walnuts, Grenoble @ 15 Table nuts, fancy @ 15 Pecans, Med. @ 16 Pecans, ex. large @ 18 Pecans, Jumbos @ 20 Hickory Nuts per bu. Ohio new @ 5 Chestnuts, New York State, per bu. @ 5 Shelled Spanish Peanuts 8 1/2 @ 9 1/2 Peanut Halves @ 75 Walnut Halves @ 75 Filbert Meats @ 32 Alcantre Almonds @ 27 Jordan Almonds @ 41 Peanuts Fancy, H. P. Suns 7 1/2 @ 7 1/2 Fancy, H. P. Suns Roasted 8 1/2 @ 8 1/2 Choice, H. P. Jumbo @ 9 1/2 Choice, H. P. Jumbo Roasted @ 10 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 2 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
85 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

Carcass5% @ 8 1/2
Hindquarters6 1/2 @ 10
Loins8 @ 14
Rounds6 1/2 @ 7 1/2
Chucks5 @ 6 1/2
Plates4 @ 4 1/2
Livers3 @ 3

Pork

Loins@ 11
Dressed@ 8 1/2
Boston Butts@ 10
Shoulders@ 9 1/2
Leaf Lard@ 16
Trimnings@ 8 1/2

Mutton

Carcass@ 8
Lambs@ 12 1/2
Spring Lambs

Veal

Carcass6 @ 8 1/2

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, 11b.
White House, 21b.
Excelsior, M & J, 11b.
Excelsior, M & J, 21b.
Tip Top, M & J, 11b.
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.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 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 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

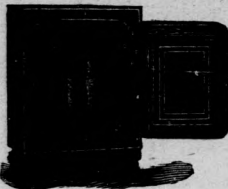
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 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's1 50
Oxford75
Plymouth Book1 35

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent 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, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

A Special Sale
of

Glassware Crockery and China

That's the BIG
special feature of
our April catalogue,
just out.

This feature sale,
remember, is over
and above the lead-
ers in every depart-
ment which we reg-
ularly provide each
month.

And it is especial-
ly worth while to
remember right now
that of every one of
the forty thousand
odd items in our
line—we have the
goods.

Are you a good
buyer if you pay
more for the same
thing than our guar-
anteed net price
printed in our April
catalogue?

Tell us NOW to
send you that April
catalogue No. J607.

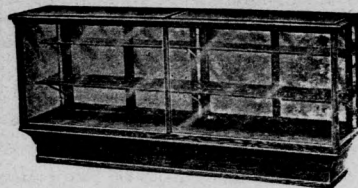
Butler Brothers

"The House that Covers the
Country"

NEW YORK CHICAGO
ST. LOUIS MINNEAPOLIS

Sample Houses:

BALTIMORE DALLAS



THE CASE WITH A CONSCIENCE

is precisely what its name indicates.
Honestly made—exactly as de-
scribed—guaranteed satisfactory.
Same thing holds on our DE-
PENDABLE FIXTURES.

GRAND RAPIDS FIXTURES CO.

So. Ionia and Bartlett Sts. Grand Rapids, Mich

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmiths' and Horseshoers'
Tools and Supplies. Largest
and most complete stock in
Western Michigan. Our prices
are reasonable.

24 North Ionia St.

Grand Rapids, Mich.

G. R. & I. LOW RATE

ROUND TRIP HOMESEEKERS EXCURSIONS

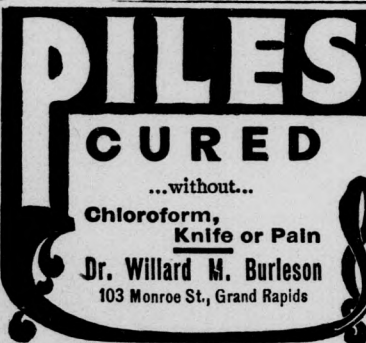
To many points in the South, Southwest,
Southeast, West and Northwest.

TICKETS on sale March 5 and 19,
April 2 and 16.

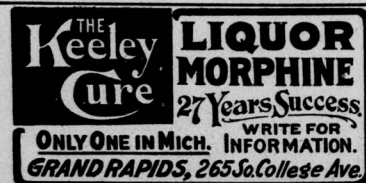
ONE-WAY SPECIAL SECOND- CLASS TICKETS TO PACIFIC COAST

And many Intermediate Points in the NORTH-
WEST are on sale daily during March and April.
TICKETS To the WEST, SOUTH,
WEST, SOUTH and
SOUTHEAST will be sold on March 5 and
19 and April 2, 9, 16, 23 and 30. Ask your Local
Agent for full particulars. Address

E. C. HORTON, C. L. LOCKWOOD,
Trav. Passenger Agent Gen'l Passenger Agent
Grand Rapids, Mich. Grand Rapids, Mich.



Booklet free on application



BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale or Exchange—Custom flour and feed mill located at Williamsburg, Mich. Good grain country. Only mill within 12 miles. Address A. Kimball, Mancelona, Mich. 712

Opening for a furniture or home outfitting store, live factory town, Michigan. Address R. G. Clement, Colon, Mich. 711

Wanted—Man to stock and run general country store in new town; new stone building, 24x50; fine agricultural, cattle ranch district, monopoly of large territory for trade; Rent \$25 per month. Address J. M. Conrad, Conrad, Newton County, Indiana. 710

For Sale—Bazaar stock in a good hustling town. Best location. Will take 75 cents on the dollar to get out quick. No trades. Address \$600, care Tradesman. 708

1/2 billion ft. standing timber for \$150,000. 2 1/2 million dollars profit. Write to-day. Box 462, Sibley, Iowa. 707

Wanted—To exchange for shoe stock, farm of 100 acres of the very best fertile land, near town and railroad. Price \$60 per acre; good buildings. For further particulars address W. H. Davis, 171 Main St., Ashtabula, Ohio. 706

For Sale—About \$2,500 stock hardware, stoves and tinware in Southwestern Michigan town. Bargain if taken quick. Address No. 705, care Tradesman. 705

For Sale—Good business proposition in Kansas and Oklahoma. Hotels, restaurants, farms, general stores, hardware, groceries, etc. Also laundries and several bowling alleys. Country never was more prosperous. Come to Oklahoma the New State. If you are thinking of making a change let us hear from you. Write us to-day and state kind of business wanted. No charge for our reply which will be of interest to you. Berg's Trade Bulletin, Salina, Kansas. 704

Drug Stores For Sale—Michigan stores that show a profit. All kinds and prices. Buyers and sellers should consult us. National Drug Exchange, Detroit, Mich. 701

Drug Stock For Sale. \$5,000. In good Michigan city of 8,000. One of the finest stores in State, doing big business. Address No. 702, care Tradesman. 702

Drug And Grocery For Sale. \$4,000. Town of 600, in Michigan. Cash business, doing \$12,000 a year. Fortune for a hustler. Address No. 703, care Tradesman. 703

If taken soon, \$2,000 will buy one of the finest bakeries and restaurants in country seat city of 4,000 in Southern Michigan. Doing cash business of over \$10,000 yearly. By adding ice cream department, business could be nearly doubled. Chance of a lifetime. Benham & Wilson, Real Estate and Investment Brokers, Hastings, Mich. 700

For Sale—A stock of general merchandise that turns four times a year. Paying a good dividend. Doing the leading business. Has the best location. Reason for selling, sickness. Ed. Kelly, Franklin, Minn. 699

For Sale—Store house and dwelling. Nice clean stock of general merchandise. Must sell at once for cash. Have other business. The Enterprise Store, Texas, Ky. 698

Will Exchange—Some nice farms in Tenn. for merchandise goods. Address N. L. May, Jr., 123-5th Ave., Nashville, Tenn. 697

For Sale—One-half interest in good hardware business, 35 miles west of Chicago; good town, 4,000 population. One other hardware store in town. Write for particulars. Preston Hird, St. Charles, Ill. 695

Lumber For Sale—Four cars 1 1/4 in. clear maple squares, 18 to 24 in. long; eight cars 2 1/4 in., 17 to 27 in. long. J. S. Goldie, Cadillac, Mich. 694

Must sell at once, up-to-date stock general merchandise, account of other business. Stock reduced about \$45,000. Will lump it off at \$2,100 or will sell at inventory. Last year's business \$30,000. Best farmers and factory town in this State. Remember, best location and leading store of the town. Address No. 690, care Tradesman. 690

Young man having good commercial education and business experience would like a position as manager or will buy half interest in general store. First-class reference. Box 484, Cedar Rapids, Iowa. 684

For Sale—One of the best located general stores in the Arkansas Valley east of Pueblo, Colo. Investigate. Address S. H. Longmoor, Nepesta, Colo. 678

Rare business opportunity. To rent. A hardware store where trade has been established for years. Located in one of Michigan's banner towns. Address F. B. Whitehead, Mt. Pleasant, Mich. 691

For Sale—A clean up-to-date stock of shoes, clothing, men's furnishings, hats, caps, etc. Have just taken inventory. Stock and fixtures invoice for \$3,500. Will sell everything complete for \$2,500 or would be willing to form partnership with reliable party. \$1,500 for half interest. Address Gavin W. Telfer, Big Rapids, Mich. 685

Big Bargain—\$140 cash buys Henniman coffee roaster, good as new. Cost \$400. Capacity 50 lbs. Splendid for window display advertising. R. M. Chapman, Grocer, 732 Nicollet Ave., Minneapolis, Minn. 677

For Sale—Building suitable for manufacturing purpose. Address No. 681, care Michigan Tradesman. 681

For Sale—Clean stock drugs, wallpaper, paints and oils, invoicing about \$2,000. No competition within 6 miles. Good farming country. Full prices. Established 20 years. Rent low, good reason for selling. Terms to suit. Address "Drugs," care Tradesman. 679

For Sale—Stock of drugs, wall paper, school supplies, etc. Inventories about \$1,500. Cash or will trade for small farm. Frank Heacox, Vickeryville, Mich. 672

Wanted—Position as manager of country store or manager and buyer of any dry goods department in city department store. All references. Address No. 674, care Michigan Tradesman. 674

Stone hotel, nearly new, 32 rooms, in center of thriving town of Fort Collins, Colo., near P. O. and depot. Building and business \$10,000. Doing \$150 and \$175 per week. Owner in poor health. Golding-Dwyre, Ft. Collins, Colo. 655

For Sale—For cash only, clean up-to-date stock general merchandise, 25 miles from Grand Rapids on L. S. & M. S. Positively the best opening in farming, fruit and dairy country in Michigan. Reason for selling, other business. Noggle & Gordon, Hopkins, Mich. 671

Two years ago I furnished the money to start a general store in a live town in Michigan. The man for whose benefit I made the investment, did not make good, although he had a large trade. I am not a merchant and have no time to give to it. I want to sell good will and all and rent the building. I would take part cash and allow time on paying balance or would take desirable real estate at cash value. Only those meaning business need apply. Address No. 675, care Michigan Tradesman. 675

There is money in the furniture and undertaking business. Here is a location where you can make it pay. Address No. 654, care Michigan Tradesman. 654

An excellent opportunity for anyone wishing to engage in the bakery business. Town of two thousand people, ten miles from Chicago. No bakery in the town. Will help get a good man started. Call on or address A. R. Owen, Riverside, Ill. 635

Printer Wanted—Live energetic young man to establish a printing office in hustling town of Western Michigan, surrounded by good farming community. Address Secretary Business Men's Association, Alto, Mich. 646

For Sale—Stock hardware. Only one in live town. Wade Bros., Traverse City, Mich. 602

For Sale—One set 12 ft., and one set 6 1/2 ft. heavily tinned meat racks with mountings. One lard press, one sausage stuffer, one No. 41 Enterprise chopper, one 30 gal. lard cooler, one dried beef cutter, one 3 H. P. Miller gasoline engine, all in first-class condition. Address G. E. Woolf, Copemish, Mich. 624

For Sale—One of the best water power flour and feed mills in the State. Don't answer unless you mean business. B. Hoefelmeyer, Ravenna, Mich. 667

For Sale—First-class grocery stock of old-established firm. Good reasons for selling. Address M. Wiseman, Marshall, Mich. 666

An especially attractive opening. Fully equipped pasteurizing creamery plant and grocery store, modern in all respects. Near center of city. For rent cheap. Will bear the closest investigation. Address W. J. Smith, c/o Old National Bank, Battle Creek, Mich. 658

For Sale—Two-story and basement brick store building, well located at Shelby. One of the best towns in Western Michigan. Address M. E. Stewart, Sec'y Co-Operative Association, Shelby, Mich. 664

For Sale—All or in lots, 250 acres, well-improved lands within two miles of Auburn, county seat of Placer county, California; this land will produce \$500 worth of berries per acre each year. Address James Cook, Auburn, Placer county, Calif. 648

For Sale—Large store building, with large basement, two stories. All opening for drug store with fountain or boots, shoes and furnishings. Large factory just completed in town. Rent \$365 a year. \$2,000 if taken in March. Address E. A. Ferguson, Middleville, Mich. 634

Wanted—To buy stock of clothing, shoes or general stock. Address R. E. Thompson, 427 University Ave., St. Paul, Minn. 583

Call Stones—Your bilious colic is the result; your physician can not cure you; only one remedy known on earth; harmless but positively cures. Brazilian Remedy Co., Box 2926, Boston, Mass. 573

Converting stocks into cash, our hobby. Our system will close out your business satisfactorily or no pay. All references. G. E. Breckenridge Auction Co., Edinburg, Ill. 608

For Rent—Two store rooms, 25x100 feet, ground floor, suitable for dry goods or grocery business. A fine opening for a strong firm. Located in the best farming country in Ind. Ter. of 3,000 population. Wood reserve opening two miles west, same to be developed. The heaviest railroad tonnage of any town south of Chickasha to Fort Worth, Texas. For further particulars address E. J. Wyatt, Box 268, Marlow, I. T. 639

I WANT TO BUY

From 100 to 10,000 pairs of SHOES, new or old style—your entire stock, or part of it.

SPOT CASH

You can have it. I'm ready to come. PAUL FEYREISEN, 12 State St., Chicago

For Sale—Stock of clothing and furnishings. Must be sold by April 1st, at a sacrifice. Write A. Ullman, Ovid, Mich. 650

To Rent—Modern double store, 38x60 ft. and basement. Fitted for dry goods, clothing and shoes. Reasonable rent. J. R. Lieberman, St. Clair, Mich. 631

Wanted—Location for stock of dry goods, clothing and shoes of \$12,000 to \$15,000; give full particulars. Address No. 586, care Michigan Tradesman. 586

Butcher's Boston Polish is the best finish made for floors and interior woodwork. Not brittle; will not scratch or deface like shellac or varnish. Send for free booklet. For sale by dealers in paints, hardware and house furnishings. The Butcher Polish Co., 356 Atlantic Ave., Boston, Mass. 505

For Sale—Old-established candy store, ice cream parlor and news-stand. Up-to-date in town near Grand Rapids. Reason for selling, other business. Address "Good," care Michigan Tradesman. 506

For Sale—Pork packing house, capacity 150 hogs per day. Reason for selling, wish to retire. J. H. Copas, Sr., Owosso, Mich. 485

For Sale—A clean stock of drugs, fixtures, etc., complete. Everything up-to-date. Stock invoices about \$2,700. Annual sales \$5,000. In town of over 2,000. Store centrally located. An old stand. Expenses light. Reason for selling, other business requires attention. Address No. 591, care Tradesman. 591

For Sale—Whole or part interest in high class planing mill and lumber yard in one of the best locations in Central Michigan. Additional capital required to care for increasing business. A desirable, legitimate and established proposition clearing 25 per cent. on investment at present time. Address W. C., care Michigan Tradesman. 570

For Sale—\$10,000 to \$12,000 stock dry goods, notions, carpets, etc., largely staple. Long-established in Southern Michigan city. Part pay, productive clear real estate. Easy terms. Address No. 528, care Michigan Tradesman. 528

Wanted—2,000 cords basswood and poplar excelsior bolts; will pay highest market price—cash. Address Excelsior Wrapper Co., or W. F. Mueller, Hall St. and Godfrey Ave., Grand Rapids, Mich. 543

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

For Sale or Trade—We are willing to give you a bargain of \$3,000; house could not be built for less than \$7,000; good barn, three lots; one of the best residence locations in Grand Rapids; will take \$5,500. Would consider outside income property or drug stock to the amount of \$1,500. Yes, will give long time on \$1,500. Must change climate. Address Climate, care Michigan Tradesman. 482

Parties with ample means are looking for a location for a bank in a small city or village. Any citizen of locality needing a bank is requested to Address No. 540, care Michigan Tradesman. 540

For Sale—Stock of shoes, dry goods and groceries located in Central Michigan town of 350 population. Living rooms above store. Rent, \$12 per month. Lease runs until May 1, 1908, and can be renewed. Last inventory, \$2,590. Sales during 1905, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

Retail merchants can start mail order business in connection with retail business; only a few dollars required. We furnish everything necessary; success certain. We offer retail merchants the way to compete with large mail order houses. Costs nothing to investigate. Milburn-Hicks, 727 Pontiac Bldg., Chicago, Ill. 201

SITUATIONS WANTED

Wanted—Permanent position by registered pharmacist. Reference. Address "Registered," care Michigan Tradesman. 709

Wanted—A good steady position as saleslady in dry goods or general store. Five years' experience. Best of references. Address "Saleslady," care Tradesman. 682

HELP WANTED.

Wanted—Experienced young man for general store with fair knowledge of dry goods and window trimming. Salary \$10 week. Address Dewey, care Tradesman. 693

Wanted—A good, bright grocery clerk for general store. Must be of good habits and well recommended. Address Clerk, care Michigan Tradesman. 587

Want Ads. continued on next page

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.

MEN MUST THINK.

Scientific processes are coming to be used to such an extent in manufacturing and converting raw material into articles of consumption that it is no longer sufficient for success in such matters to possess hand skill and to be acquainted with the mere routine of operating. It is necessary not only to know the practical part of such business, but also to possess a knowledge of the scientific principles and processes which have done so much to increase production and to lessen costs.

Steel is now made on a large scale by direct processes, whereas formerly it could be produced only in small quantities. Gold ores which were for a long series of years thrown away because they would not pay the cost of extracting the precious metals are now worked profitably, and this is true also of silver ores. Tons of copper were once wasted in the methods of extracting that valuable substance, but now through improved processes the greater part of that waste is saved.

The mixing of iron with nickel and manganese produces a variety of steel vastly harder and tougher than any formerly known, and it is now in great demand for the armor of battleships.

Like considerations apply to almost every branch of manufacturing, and thus it comes about that what is merely learned by practical work in the shops, mines and factories is not enough to prepare men to conduct such work. They must become familiar with the principles of chemistry, metallurgy and electricity in addition to the practical work, and they must be acquainted with the operations of scientific laboratories.

In this connection it is interesting to learn that a steel manufacturer of Bethlehem, Pa., a great steel and armor plate making center, has established a school for the training of skilled steel workers, and that his project has proved eminently successful. It appears that he made a proposition to receive 300 boys and give them special oversight in teaching them all the details of the steel and iron trade, in order that they may be available for service above the grade of a mere mechanic when the company is in need of such helpers.

In response to this offer more than 200 boys have appeared. Their ages range from 16 to 20 years, about half of them being Germans, a quarter Irish, and the rest mainly of pure American stock. The most of them have had a high school education or have attended a manual training school. Not more than 5 per cent. of those who applied failed in their allotted tasks and decided to quit. The great majority entered into the work with spirit and are giving complete satisfaction to the company. Incidentally, it has been noted that the parents of these boys, most of whom are steel workers, have rejoiced over the fine opportunity for their children to secure positions in coming years in advance of what they themselves have been able to fill.

The steel magnate's invitation was not given in a spirit of pure philanthropy. It was a plain business proposition. It may be paralleled by projects in other industries. There are plenty of laborers who can do the routine work, while those who have the administrative ability, the initiative and the driving power to make successful superintendents of departments are comparatively few.

Banking houses encourage their clerks to join organizations planned for instructing them in the details of their business. The large insurance companies hold a sort of school, in which prospective agents are trained in the principles of that branch of industry. Many firms offer prizes for suggestions made by employees which may increase the efficiency of management. Many illustrations might be given of the constant effort on the part of those who have large interests in charge to develop future heads of departments. Few of the routine workers in a large establishment have any conception of the thought given to such matters.

It is to such instruction that boys of wealth and position should apply themselves if they wish to play any really important part in the world, while it offers great opportunities to poor young men who will have to make their way in the world and have the ambition to rise by their own talents and acquirements. There ought to be many more of such establishments, and if they can not be attached to factories that are controlled by trade unions, they should be set up separately.

The day is going to come when something more than hand skill will be required. Every day machinery is displacing manual labor, and we are just in the beginning of such an era. To-day machinery will talk and record and reproduce what is said or sung. It is plain that mechanical appliances will be made to do everything but think, and men must fit themselves to do the thinking while the machinery performs the drudgery.

Curves of Human Speech.

"What are the wild waves saying"—the waves of your voice? What are the curves of your speech? Dr. E. W. Scripture, of Washington, D. C., says that speech curves are as irregular as the leaves of a tree; no two are alike, yet the individuals of a variety resemble each other, and differ from other varieties. No two waves of a vowel are alike; the differences often are so great that we may be sure that one part sounds utterly different from another, although the ear apparently gets only a single general impression. Dr. Scripture shows the various curves when "Oh" is uttered sorrowfully, admiringly, questioning, etc. He writes out the "melody curves" in Depew's speech, and then writes the melody in musical notation. He has analyzed the curves in Joseph Jefferson's speech in "Come, Rip, what do you say to a glass? That's fine schnapps." Each line contains only a few waves out of the curve for a vowel.

Some are always busy and never do anything.

SCARCITY OF FARM HELP.

Every farmer, it is said, must have inherent faith else he would not sow in the spring with the expectation of reaping in the autumn. There are many things that may happen to ruin crops before the season of harvest arrives, but every farmer believes that in some measure, great or small, his labors will be rewarded. If the average farmer were able to do all his own work or have it done by members of his family he would be in a happy frame of mind at the present time for the value of farm products has not been higher since the Civil War and there is a chance to make money in agricultural pursuits.

The trouble is that the average farmer is obliged to employ assistance and that experienced farm workers can not be obtained at anything like wages that were readily accepted by them a few years ago. The railroads and the manufacturing establishments have been calling many men from the country districts by offering them wages that the farmers can not afford to pay. In some localities farm workers are demanding and getting as much as \$60 per month. Even at this figure the supply of men is insufficient.

The situation is a rather remarkable one, due to the unusual activity and prosperity of industrial enterprises in the United States. Farming is in no danger of dying out, no matter what conditions develop. Farmers have faith enough in their calling to appreciate that. The rest of us can not live unless the farmers keep on sowing and reaping, and somehow they will find inducements to continue the process.

Secret of Success in Specializing.

This is the age of specialization, and the secret of success in specializing is thoroughness.

The day of the jack-of-all-trades passed with the coming of labor-saving machinery. To-day the man who can "turn his hand to anything" is kept so busy turning that he does not stay at any point long enough to prove his real worth. The dollar-eyed eye that is searching for specialists doesn't follow the erratic orbit of the young man who tries to hustle in four different ways at once.

The tremendous aggregate of business done to-day throughout the world makes division and subdivision of talent and skill and effort imperative. There still are men who make an entire shoe themselves, but they neither own nor manage a great shoe factory. It is the man who knows in a general way how a shoe should be made, but who has specialized in "uppers" or soles or eyelets, who is managing the particular department in the mastery of which he has become uncommonly proficient through thoroughness.

There is scarcely an industry or a business left in the world that will pay a young man to master in its entirety; but there is no industry or business which will not pay him well for learning a part of it as well as it can be learned. Let him but pick his part, according to his inclination, guided by sane, far-seeing judgment; let him but devote all his energies

and ability and earnestness to the full mastery of his chosen part, and the whole vast field of the world of industry is open to him.

For, paradoxical as it may seem, it usually is the man who has made a conspicuous success of one thing—the man who has specialized—who is asked to take control of many things.

It is much easier to catch the dollar-eyed eye when you are doing a specialized task brilliantly than when you are doing a multiple task indifferently, or even fairly. Of course, your object is to catch this eye and then to hold it. To do the first you must be at your undivided best; to do the second you must have reached your best through thoroughness—and this latter implies faithfulness.

Fashion your best talent into a single gem—a stone of the first water in a plain setting of unalloyed gold. Clustered talents may sparkle now and then; but for steady brilliancy nothing can equal the perfectly polished, firmly set and judiciously displayed single talent.

What They Need.

No doctor can succeed without plenty of patience.

A lawyer should learn to accustom himself to trials.

A druggist must be, above all things, a good mixer.

A dentist should be always ready for any opening that may present itself.

A surgeon must be a clever sort of cutup.

A poet is most successful when he can work a loan.

A school teacher must be able to talk intelligently with all classes.

A banker should be a man of resources and able to meet all checks calmly.

A good real estate man must be a man of deeds, as well as words.

A barber ought to be able to scrape an acquaintance on short notice.

A preacher should be prepared to waken men.

A successful politician must be able to play the lyre with ease.

W. Kee Maxwell.

Fooling Teacher.

Indignant Old Lady—Stop that at once. What do you mean by hitting that little boy in the jaw?

Little Boy (quickly)—Oh, dat's all right, lady. He is going to hit me in de other one, too, and when dey both swell up I can tell de teacher I have de mumps and stay home from school.

Our idea of a selfish person is one who is unable to remember a favor.

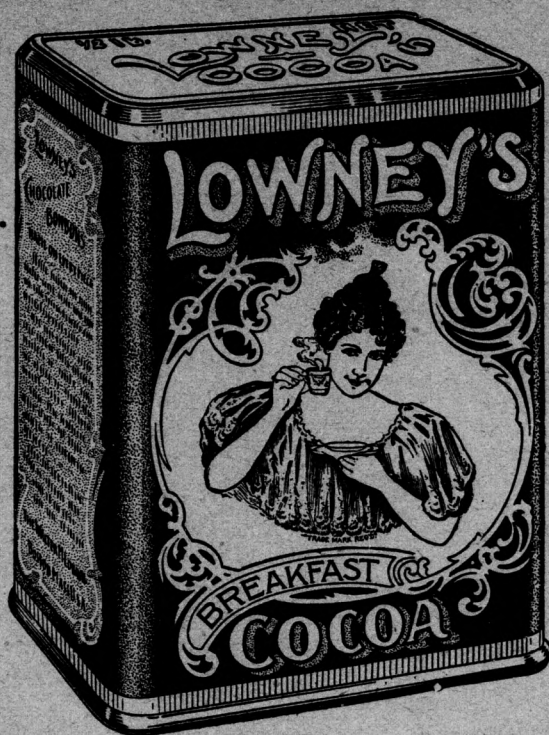
BUSINESS CHANCES.

For Sale—Ten second-hand show cases, 1 wood counter, 24 ft. long and one 13 ft. counter with drawers. Address Van I. Witt, Grand Haven, Mich. 696

Upholsterers Wanted—First-class men on leather turkish chairs and odd pieces; no labor troubles. Wages per day, from \$3 up, according to ability. Steady work. Wagner Couch Co., Herkimer, N. Y. 715

For Sale—\$750 toilet parlors, city 8,000. Established 12 years; averaging \$100 month. Desire to join son in California. Will teach, but prefer selling to experienced operator. Address Bonnell Toilet Parlors, Clinton, Ill. 714

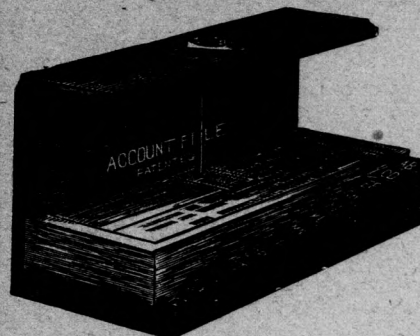
Wanted—Location for general store or shoes and gents' furnishings, or will buy stock. Address Box 287, Hastings, Mich. 713



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

A Triumph for the Grocer

After years of costly experimenting the Automatic Even Balance Scale has at last been perfected

With characteristic enterprise The Computing Scale Co., of Dayton, Ohio, has the first and only Even Balance Scale that weighs automatically.

No more beam weighing. No poises to adjust. No time lost.

No More Overweight

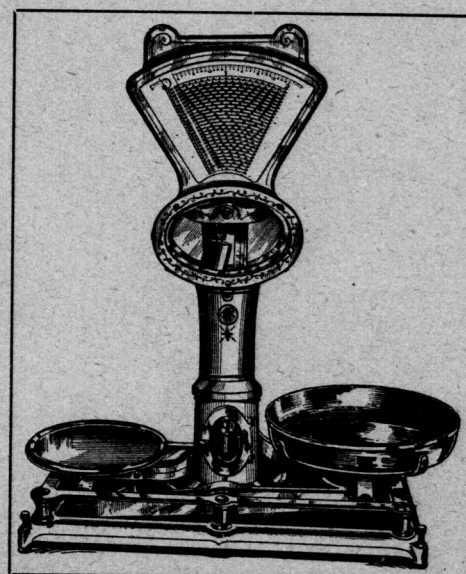
No more errors of calculation. This scale computes, as well as weighs, automatically.

The most sensitive and accurate grocer's scale ever built.

Prove it on your own counter

Ask our local agent for free personal demonstration.

Cut out this advertisement and send with your name and address to this office.



The
Computing Scale
Company.
MANUFACTURERS
DAYTON, OHIO.

Moneyweight Scale Co. 58 State St. = = CHICAGO

To Build Up Your Crockery and House Furnishing Goods Trade

you need the right kind of goods at the right prices. We are working and planning six days of every week to secure just such trade-building materials for you. Therefore, it will pay you to order from this store.

\$4.45 "QUICK SELLER" ASS'T \$4.45 "Columbia Gray" Enameled Ware

Strictly Double Coated Ware--Handsome Light Gray Color--All Edges Black--Warranted Selected First Quality

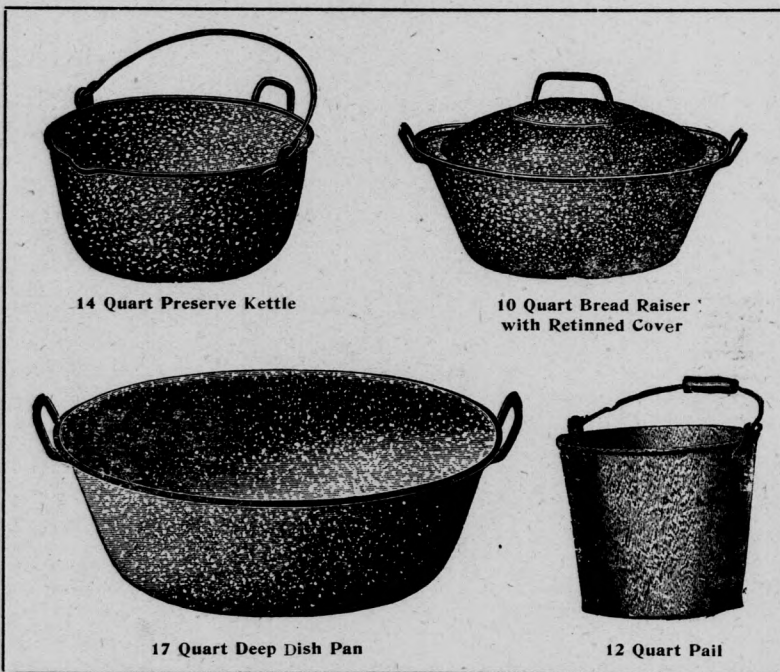
This is the greatest bargain ever offered in any line of **double coated** enameled steel kitchen ware. Every item a rapidly-selling staple, paying a profit of nearly 100 per cent.

Every article in the
"Quick Seller"
Assortment
is a household
necessity

Order Today

one or more packages, and if you do not find them the best bargains you ever bought you may return them at our expense. Order a full line of

"Columbia Gray"
Enameled Ware



14 Quart Preserve Kettle

10 Quart Bread Raiser
with Retinned Cover

17 Quart Deep Dish Pan

12 Quart Pail

The assortment
comprises

**One Dozen
Articles**

as follows for only

\$4.45

$\frac{1}{4}$ Dozen
17 Quart Dish Pans

$\frac{1}{4}$ Dozen
12 Quart Seamless Pails

$\frac{1}{4}$ Dozen
10 Quart Bread Raisers
with retinned covers

$\frac{1}{4}$ Dozen
14 Quart Preserve Kettles

We Handle America's Most Celebrated Porcelain Dinner Ware

made by the famous Homer Laughlin potteries who today enjoy a most enviable position in the pottery world on account of the exceptional high grade quality of their products.

White Granite or Ironstone China White and Decorated Porcelain

We have been agents for these goods for many years and an ever-growing demand proves their increasing popularity. You need it to

Build Up Your Crockery Trade

Your best customers demand the better class of goods and will not be satisfied with inferior grades. Homer Laughlin's ware is

Absolutely Warranted Not to Craze

Johnson Bros.' Famous English Porcelain

is beyond question the very best porcelain dinner ware produced in the world and is superior in

**Texture, Beauty of Design, Purity of Color
Lightness of Weight, Finish and Artistic Decorations**

to any other make. We handle the largest variety of patterns of this justly famous ware of any house in the country in both **plain white and decorated**. We have just received a line of samples of two entirely new patterns and shapes which we consider the "very best yet" in point of artistic taste and beauty.

The "Bellevue" Pattern, "Elite" Shape, is a dainty border design in crimson and green that cannot fail to please the most exacting taste.

The "Ashland" Pattern, "Elite" Shape, is profusely decorated with scattered bunches of blossoms in dainty pink with green stems. Both patterns are full gold and must be seen to be fully appreciated.

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.

Grand Rapids, Mich.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade. Ask for "Purchaser's Certificate" showing amount of your purchase.

Crockery, Glassware
and
House-Furnishings