

# MICHIGAN TRADESMAN

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Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 3, 1907

Number 1228



**S**eek not that things should happen as you wish; but wish the things that happen to be as they are and you will have a tranquil flow of life. If you wish for anything that belongs to another you lose that which is your own.

Epictetus

\*\*\*

**N**ever hold anyone by the button or the hand in order to be heard out; for, if people are unwilling to hear, you had better hold your tongue than them.

Lord Chesterfield

**M**en give me credit for genius; but all the genius I have lies in this: when I have a subject on hand I study it profoundly. The effect I make they call the fruit of genius; it is, however, the fruit of labor and thought.

Alexander Hamilton

\*\*\*

**A** man ought to keep his friendships in constant repair. I look upon a day as lost in which I do not make a new acquaintance.

Samuel Johnson

# 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.,**

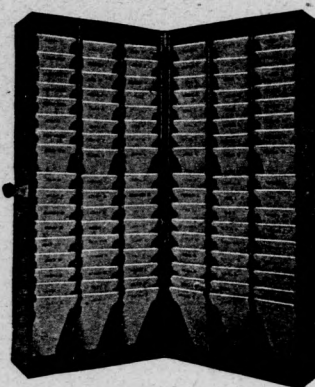
of Michigan

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

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Investigate the

## Kirkwood Short Credit System of Accounts



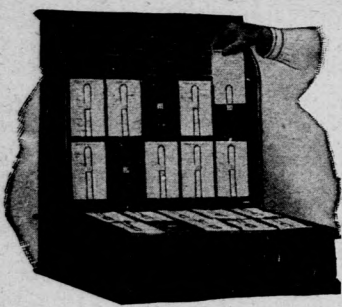
It earns you 50 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. 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, 1908, June 1, 1908, March 10, 1901.



## It Has a Visible Index

The McCASKEY ACCOUNT REGISTER has a VISIBLE INDEX. It gives you the Customer's Name and tells you WHERE to find the ACCOUNT by NUMBER. It's different from ALL Other Systems as it is run ALPHABETICALLY and NUMERICALLY.

Other Systems are run Alphabetically and can only be compared to a Cross Road Guide Board which points to Smithville or Johnstown but does not tell you HOW FAR you have to go; if you go FAR ENOUGH or HUNT LONG ENOUGH you will find the place. See the Point?

The McCASKEY DOES IT RIGHT and Pleases the User.

Minok, Ill., March 28, 1907.

McCaskey Register Co.,

Gentlemen:—If you could give six months' trial before paying a cent for your register you could get \$100.00 easier than \$50.00 for it before trial.

Yours, truly,

H. A. MILLER, Grocer.

Write us for Full Particulars.

**The McCaskey Register Co.**

Alliance, Ohio

J. A. Plank, Tradesman Bldg., Grand Rapids, State Agent for Michigan

Agencies in all Principal Cities



## 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.



Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

**SNOW BOY WASHING  
POWDER.**

**GOOD GOODS — GOOD PROFITS.**

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## 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.**

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Resources Exceed 3 Million Dollars

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

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

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# SAFES

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Grand Rapids

### THE BACTERIOLOGICAL FAD.

Now that the preliminary expression on the water supply question has been given by the voters of Grand Rapids, it will be a very good idea for the several recently contending campaign committees to join forces and work to make plain for ordinary people that most recodite of all present day fads, the germ theory in its claims and denials in regard to the water birth of typhoid fever and other diseases.

Let a score of young men enter a medical college with a determination to fit themselves to practice medicine and surgery and, in perfect accord with human nature, there will be those who become enamored of the study of anatomy; others who are fascinated by the study of materia medica and yet others who lose themselves in the multitudinous mazes of the general problem of pathology. And so, as they progress and gain in enthusiasm, other subdivisions follow, developing medical and surgical specialists. There is nothing strange about their enthusiasm, and it is perfectly human that they should be loyal to this, that or the other theory, whatever it may be, that has won their most intense study.

The peculiar thing is that when they graduate, have subscribed to the hypocritical oath and received their degrees they go out into the world ready to swear by all that is holy that what they know they know beyond any question and for all time, and among the things they know best are the theories which, not yet demonstrated to a finality, have most interested them.

It is only a very few years ago, from the historical standpoint, that the average physician and surgeon made any great demand on the microscope, and even to-day a very large majority of the physicians and surgeons do not profess to be experts in microscopy. Indeed, it is within the memory of men just out of their teens when one of the best known State Health Officers was more of a statistician than physician, surgeon, bacteriologist or microscopist, and yet his tabulated statements, diagrams, comparative exhibits and conclusions as to causes, prevalence and results of diseases were religiously accepted as authentic and reliable by physicians and surgeons in general.

It is doubtless true that Prof. Koch, Dr. Pasteur and other eminent scientists have seemingly developed reliable facts as to the origin, operation and effects of certain of the infinitesimal parasites known as microbes, and it is so interesting to study and know about micrococci, bacilli, spirilla and their many divisions because the student can not help knowing that the laymen will be "in

the air" when he discourses on staphylococci, streptococci and diplococci. Such things help greatly in creating an impression as to wisdom, learning and skill.

It matters not that a very, very large proportion of bacteria are essential to all living members of the vegetable and animal kingdoms, because when your doctor, discussing the water you drink, tells you that he found colon bacilli therein, his statement is unanswerable. It matters not that millions of people are so absurdly healthy that they may eat and breathe all sorts of "cocci" without knowing or experiencing the danger they incur. These facts are nothing, as is the fact that there are thousands of physicians who, as physicians, have been uniformly successful and who do not subscribe to the microbe theory at all.

Pure cultures have developed, thousands of times, millions upon millions of the microscopic germs which, according to size, outline, color and groupings, are the originators and distributors of this, that or the other disease, and the study of toxicology has developed antidotes which will minimize and sometimes annihilate these poisonous bacilli.

With these dread creatures from one-twelve-thousandth to one-twenty-five-thousandth of an inch in length confronting us the microscopists and bacteriologists have an advantage over ordinary mortals in the discussion. They can tell us that these things are in our foods, our milk, our water and the atmosphere, and we are bound to believe them implicitly until some person equally learned, just as wise and so far as we know just as honest and sincere, comes along and expresses the opinion that the germ theory is being carried to a ridiculous extreme.

Then we have a right to stop and question. Advocates of the germ theory are very like the expert alienist under examination in a court of law. It is the next thing to the impossible to pin them down to an exact, specific point. They think that typhoid fever may come from water carrying the germs of that disease; they know that such bacilli exist in water, milk, meats, vegetables, and so on, and, on the basis of such knowledge, are of the opinion that epidemics of the disease may come from such sources.

On the other hand they are sometimes willing to admit things. For example, Wm. C. Woodward, M. D., Health Officer for the District of Columbia, in a discussion before the American Society of Civil Engineers of the new filtration plant (costing millions of dollars) at Washington, said: "If, however, the filtration plant has actually prevented a single case of typhoid fever or of other water-

borne disease, evidence of it has not been discovered."

In the same discussion George M. Kober, M. D., of the Georgetown University, said: "While the bacterial efficiency of the Washington plant is all that could be desired, the average number of bacteria in the effluent being only 29 as compared with 4,900 in the raw water, no apparent decrease in the number of typhoid fever cases has resulted. To the student of epidemiology the situation, on the whole, is extremely interesting and perplexing and indicates that there is yet much to be learned regarding the causes and spread of typhoid fever."

And there you are. The entire theory of disease germs is undoubtedly interesting to those who are making a study of it and it is equally perplexing to those enthusiasts. They have succeeded in gaining a microscopic grip upon a microscopic fact and insist that we shall believe them when they declare to us any old conclusion they may see fit to offer.

Great fleas have little fleas upon their backs to bite 'em  
And little fleas have lesser fleas, and so ad infinitum.  
And the great fleas themselves, in turn, have greater fleas to go on;  
While those again have greater still, and greater still, and so on.

The foregoing, two centuries old or more, furnished the basic suggestion, perhaps, for the microbe theory of today and contains as much absolute knowledge on the subject as has been gained since it was written.

A while ago some of the railroads adopted a rule that they would accept as new employees no men over 35 years old. This policy was heralded as furnishing proof that this was the young man's era and that none who had not an established position at 35 need hope for consideration. The new rule could not be maintained. It has been revoked because it was impossible to find men under 35 who could do the work that was wanted of them. The railroads and other corporations that employ large numbers are glad to get men at any age provided they are efficient. Any man who is 45 or under will be accepted in new employments, while a man who is experienced is welcomed regardless of the number of his birthdays unless he is actually senile. There is really no reason for an arbitrary rule as to the age of men in ordinary employments. No two men are alike in their powers at a given period. Some develop while others decline. Each man should be considered according to his personal ability and encouraged to maintain it for as many years as possible.

Correction should not respect what is past so much as what is to come.



### Fine Exhibit With Fleur-de-lis Frieze.

To mention the recent Steketee windows, they displayed a deal of taste in the arrangement of the compartments. The two large ones had the same sort of decoration, also the two small ones were similar. The background of the quartette was a soft buff, harmonizing nicely with the frieze of mammoth—regular California size—purple fleur-de-lis. In each back corner of the two large sections was a tall square white column; these towered dignifiedly several feet above the frieze. In the right window were but six pieces of goods, ticketed:

Arnold's  
Silk Mulls  
29c Yard

The beauty of these windows was that there was just enough to remember easily. In the thicker goods section there were also only half a dozen sorts of goods shown; two drapes of gray and one each of white, fawn, green and biscuit color. A few long kid gloves were observed, suitable in tint to go with the dainty suitings; also a couple of handbags, and just one lace fan—the latter more effective as a dressy adjunct than twelve would have been.

The sign said:

Opening Showing  
of

Dress Goods and Silks

At the right of the entrance were pretty embroideries, while at the left were fine pleated-front shirts. These (all-white) were appropriate for Easter wear. The error was not committed, as in the Benjamins window, of showing colored shirts in an Easter display.

High at the top, in these two smaller Steketee sections, in place of the lavender iris frieze, were squares about a yard across, placed diagonally. A wide wreath of purple violets reached part way around these squares, the center of which was of buff, while the wide border was white. These squares formed a change from the "sweet flag" frieze and yet did not clash with it as to the shapes employed.

By the way, I never see the name "sweet flag" without my mind reverting to childhood days when boy and girl cousins of mine and myself used to make pilgrimages to a certain wide field of black earth on the outskirts of the town and dig sweet-flag roots, which in their aromatic bitter-sweet taste remind one of the taste of the yellowish-red berry of the vine of that name. It's strange how the taste of flowers or a certain whiff of their perfume stirs the tender memory towards the dead. With me the thought of the word "bitter-sweet" is inseparable with the death of a dear relative. I was wandering along the banks of the Kalamazoo River with some friends and my aunt. She asked me if I had ever seen "bitter-sweet" growing. I replied in the negative. Plucking a piece off of a

very ordinary looking vine growing up a tree by the roadside, she handed me its fruit and suggested, with a funny little smile, that I taste it. "Will it kill me?" I asked. "Oh, no," she replied, "the juice won't hurt you." On this assurance I bit a little off the end of the berry opposite the stem, as she directed, and touched my tongue to the exposed surface. "How deliciously sweet," I exclaimed, "almost like honey! I never tasted anything so nice." While I was enjoying the strange new taste, I noticed the smile was broadening on my aunt's face. Soon a fleeting bitter flavor began to manifest itself. And say! that bitter taste on my tongue turned to a positive biting pain that was present for hours afterward. I would advise you not to satisfy any latent curiosity in regard to the taste of the "bitter-sweet" berry. That same fall my dear aunt sickened and died.

\* \* \*

The Heystek & Canfield Co. had six seasonable samples of brilliant red wall paper in their west window. Two of them were of the "panel paper." Every one likes red and these two and three toned papers are extremely attractive to those who like to renovate their houses with cheerful wall coverings. Never select a dreary wall paper. It has to be seen daily for months and months—there's no getting away from it a part of every twenty-four hours. The two, three or four toned red carpets to go with the similar wall papers make a pleasing combination. There's a considerable amount of gloom bound to enshroud this old world of ours anyway—don't add to it by inflicting on those around you papers, draperies and carpets of somber hue, so that your family may not "rise up and call you blessed."

\* \* \*

This is a lace season "all right, all right." Laces, laces, laces, laces everywhere: on lingerie, on silk petticoats, on hats, on robes and wraps, many of the last three being composed entirely of the cobwebby stuff. It counts into money when a woman sets out to be a lacey creature. She herself may be lacey, but her husband can't be lazy—she may walk erect, but he has to hump himself!

One of the most magnificent lace robes ever brought to Grand Rapids was that displayed on Monroe street over pink silk on a papier mache dress form. It was white net with an elaborate design in dull silver sequins. A belt of the latter encircled the waist.

\* \* \*

The Boston Store had a large assortment of the new polka dot and "coin" goods in striking color effects. Some of the "coins" were as large as the "cart-wheels" in Mel Trotter's collection of rare old money.

### A Seeker After Knowledge.

One day the office boy went to the editor of the Soaring Eagle and said: "There is a tramp at the door, and he says he has had nothing to eat for six days."

"Fetch him in," said the editor. "If we can find out how he does it we can run this paper for another week!"

### Buying Small Bunches of Timber.

Saginaw, April 2—A feature of the lumber industry has been the cutting of numerous small bunches of timber that have remained in farmers' hands or the property of small investors. The high prices of timber have induced owners to cash their holdings, and little mills have been busy wherever little stands of timber have been available.

While the cut of each little mill is inconsiderable, their aggregate cut represents a considerable total, and much of the lumber has come to this city, the pine for building operations and the hardwood for manufacture in various forms.

L. P. Mason is cutting \$15,000 worth of pine, hemlock and mixed hardwood at Bay Port. North of Bay City more than fifty small mills are at work. Hubinger Bros., at Frankemuth, will have 200,000 to 300,000 feet to cut, and Liken & Bach are having several hundred thousand feet cut near Unionville and Sebawaing.

Briggs & Cooper, of this city, report dry hardwood lumber of all kinds scarcer than ever before, compared with the demands, with not over one-third the stock required to fill the demands. All grades are considerably higher than they were five or six months ago. Dry basswood is nearly off the market.

The Saginaw Cement Stone Co. is a new industry about to begin operations here that promises to grow into one of importance. It is a local project, the company being formed of Saginaw men, Lloyd M. Richardson, Robert K. Richardson and Ard E. Richardson, young men well equipped to place it upon a substantial basis. A site has been purchased on Holland avenue, 275x800 feet, upon which the plant will be located. Work on the buildings will begin at once, the first to be 60x100 feet for the presses, kilns, etc.

### Will Make Stove Pipes With Joints That Lock.

Niles, April 2—The contract between the Business Men's Association and the Eager Manufacturing Co., of Indiana, to locate its factory in this city has been completed. The deed for the real estate has been delivered, and all is now ready for the commencement of building operations, which will be started next week or soon thereafter. The building to be erected will be a one story brick. The output of the Eager Manufacturing Co. will consist of a patented stove pipe with a special device for locking joints together so that they do not have to be pushed one into the other, as in the ordinary pipe. The company also makes a special furnace pipe. Both these articles are claimed to possess extraordinary merit in the opinion of men capable of judging of their utility. The company is capitalized at \$50,000 under the laws of Indiana, and the stockholders have backed their faith in the enterprise with their money.

This will make the third factory to be located on the LaPierre tract in the last four years.

The Garden City Fan Co. and the National Wire Cloth Co. are two very prosperous institutions, and if

the latest addition to this city's growing list of industries proves as good as either of these the Business Men's Association will feel well repaid for efforts in securing it.

### Flint Industries Gradually Expanding.

Flint, April 2—A frame building, 90 x50 feet and two stories, to be used for wood bending in connection with the wheel department of the Flint Wagon Works, is in process of construction at the plant of that big industrial institution. Its completion will mean an addition of between twenty-five and thirty employes to the working force of the plant, and an important extension of the facilities for handling the business in the wheel department. The present capacity of the plant in this department is 225 sets of wheels per day.

The Buick Motor Co. has purchased fifteen acres of land adjoining Oak Park subdivision on the north. The purchase was made in connection with the addition to the Buick plant, now in course of erection, and also with respect to the prospective location of the plant of the new Janney Motor Co. on a site adjacent to the buildings of the Buick Motor Co. The land adjoins the main line of the Pere Marquette and will be used for trackage purposes.

### Toast to Laughter.

Here's to laughter, the sunshine of the soul, the happiness of the heart, the leaven of youth, the privilege of purity, the echo of innocence, the treasure of the humble, the wealth of the poor, the bead of the cup of pleasure; it dispels dejection, banishes blues and manages melancholy; for it's the foe of woe, the destroyer of depression, the enemy of grief; it is what kings envy the peasant, plutocrats envy the poor, the guilty envy the innocent; it's the sheen on the silver of smiles, the ripple on the water's delight, the glint of the gold of gladness; without it humor would be dumb, wit would wither, dimples would disappear and smiles would shrivel, for it's the glow of a clean conscience, the voice of a pure soul, the birth cry of mirth, the swan song of sadness.—Life.

### The Cumulative Restaurant Tip.

A young man traveling a long distance had one hour and forty minutes for refreshments and dropped into a near-by restaurant for a meal. When he came to pay the cashier said his bill would be 85 cents. She gave him his change and then said he had had an extra piece of toast, which would be 10 cents extra. He forthwith produced a 50-cent piece and on getting his change started to walk out, when the waiter stopped him and said there would be 10 cents more, as he had had a second piece of butter. He gave the waiter a quarter and was starting out again, when the waiter called after him to wait for his change. But he said:

"No, keep the change, as I have just stepped on a bean."

It will take more than singing "The Sweet By and By" to bring the right now and here.

# Corl, Knott & Co., Ltd.

Manufacturers of Trimmed Hats

20, 22, 24 and 26 N. Division St.

## Grand Rapids, Michigan

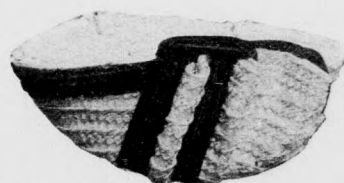
Below are a few cuts taken from our new Spring Catalogue of some of the leading numbers in **Ready to Wear** and **Street Hats**. If you handle anything in **Ladies' Trimmed Hats** you ought by all means to have our Styles represented in your stock. If you have not received our Spring Catalogue send for one. We will appreciate your **mail orders** and guarantee prompt shipment.



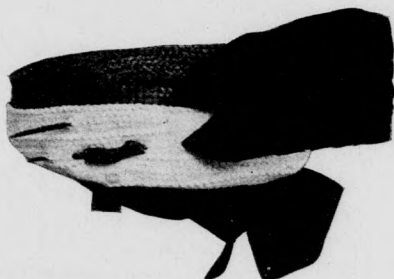
213-T—Misses' hat of mixed fancy braid; quill on front, and band of velvet ribbon. Comes in blue, green, brown, and red mixtures. Price dozen. ....\$ 7.50



381-E—Plaque top of pyroxaline braid, tucked chiffon facing, rosette of braid on brim. All colors. Price dozen....\$13.50



X41-X—Hand-made hat of fancy chip braid. Trimmed with velvet and ornaments. All colors. Price dozen. ....\$15.00



X47-A—Medium turban of chip braid with draped top. Facing of the same braid in a different color. Comes in all combinations or solid colors. Price dozen. \$21.00



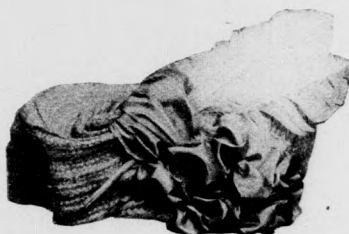
X515-X—Large draped turban of German hair braid. Black only. Price dozen...\$15.00



281-R—Misses' hat of satin braid. Band of plaid silk, and rosette and quill on side front. White only, with assorted trimming. Price dozen. ....\$10.50



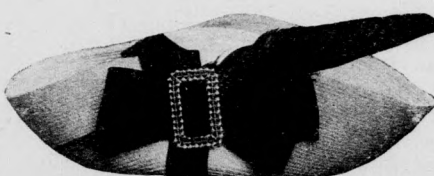
338-X—Pyroxaline braid turban. Trimmed with knot of the braid, and quills. All colors. Price dozen. ....\$15.00



623-G—Turban with a plaque top on wire frame. Trimmed with knot of silk and quills. All colors. Price dozen....\$16.50



624-N—Mushroom shape of fancy chip braid. Rosette of straw, quills, and knot of silk on side. All colors. Price dozen. ....\$18.00



360-X—Milan hood. Velvet bow, buckle, and quill on side. White only, assorted trimmings. Price dozen. ....\$15.00



X30-Z—Mushroom shape of fancy pyroxaline braid. Tam crown of Jap silk. All colors. Price dozen. ....\$24.00



X52-L—Tam crown mushroom effect, made of Bedford chip; trimmed with rosette and quill, and velvet bow on bandeau. All colors. Price dozen.....\$27.00



### Movements of Merchants.

Flint—W. C. Wolcott will open a meat market soon.

Eaton Rapids—C. L. Belnap succeeds the M. L. Clark Clothing Co.

Marion—A \$12,000 brick school house will be erected here this season.

Detroit—Chas. E. Chambers is succeeded in the drug business by S. E. Morgan.

Detroit—A. J. S. Beers & Bro. have opened a confectionery establishment.

Sherman—G. A. Lake & Co. will soon remove their grocery stock to Glengarry.

Battle Creek—C. B. Whipple is succeeded in the grocery business by I. A. Corey.

West Gilead—Neil Carroll, of Coldwater, will engage in the grocery business here.

St. Louis—Clark & Brooks, bakers, have dissolved partnership, Mr. Clark continuing same.

Morley—C. W. Smith has decided to close out his bazaar stock and retire from business.

Howell—John Cook has purchased the meat market of A. T. Martyn and will take possession April 15.

Port Huron—P. C. Mowry has sold his grocery stock to James Hyde, who took possession of same April 1.

Grand Ledge—T. B. Robinson has sold his dry goods stock to R. N. Nott & Co., of Kendallville, Indiana.

Fenton—A. A. Riker and F. H. Kelley have purchased the drug and grocery stock of T. J. Collins and taken possession.

Homer—Fred Webber is succeeded in the bakery business by Fred S. Cortright. Mr. Webber will return to Plymouth, Ohio.

Marion—Orr & Dunham have sold their hardware stock to Morton & Doudan, of Lake City, who have taken possession of same.

Rives Junction—Thomas and Clarence Pulver, grocers, have dissolved partnership, Thomas Pulver taking on the interest of his partner.

Saginaw—Chas. L. Grube and Wm. F. Clark, druggists, have formed a copartnership and will continue business under the style of Clark & Grube.

Sidney—W. J. Pettit has purchased the interest of his partner, David Woods, in the Sidney cheese factory, and is now sole proprietor of that industry.

St. Joseph—E. D. Collins, shoe dealer, will soon close out his entire stock and leave St. Joseph and locate in Oklahoma, where he will re-engage in business.

Point Mills—Haun & Schulte, of Dollar Bay, have established a branch store here, which will be managed by K. Cameron, for a number of years connected with the Dollar Bay store.

Fennville—C. B. Gehlert, proprietor of the Benton Fruit Products Co., of Benton Harbor, has purchased the

large fruit packing warehouse here and will utilize same as a cider mill.

Corunna—Michael Reidy, who has resided here for the past forty years and been engaged in the drug business nearly all of that time, died in his store on the morning of March 20.

Wayland—V. S. Fish & Son and D. A. Stockdale have formed a copartnership and will establish an implement business here, which they will conduct in connection with a livery business.

Fenton—Dr. A. E. A. Mummery has purchased a half interest in a drug stock at Saline and will move to that place, where he will also practice his profession as an ear and eye specialist.

St. Johns—The Lake Creek Timber Co. has been incorporated to deal in timber lands with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$200 being paid in in cash and \$24,800 in property.

Ypsilanti—The Horner Specialty Shoe Co. has filed articles of association. It is capitalized at \$5,000, of which amount \$2,000 has been paid in. The stockholders are Ned R. Horner, Milton E. Horner and Norval W. Ayres.

Holland—Cornelius DePree has sold his drug stock to R. M. DePree and G. T. Haan, who will continue the business under the style of R. M. DePree & Co. The retiring druggist will now devote his entire attention to the DePree Chemical Co.

South Range—A corporation has been formed to conduct a general merchandise business under the style of the South Range Co-operative Co. with an authorized capital stock of \$50,000, of which amount \$8,920 has been subscribed and \$5,300 paid in in cash.

Central Lake—George Mathers, of Rochester, N. Y., a brother of John H. Mathers, came here last week, and bought his brother's interest in the grocery business of Mathers & Son. The new firm will consist of Melvin and George Mathers, and will be known as Mathers & Mathers.

Addison—Kline, Dean & Rogers have merged their general mercantile business into a stock company under the style of the Central Supply Co. with an authorized capital stock of \$45,000 common and \$15,000 preferred, of which amount \$51,000 has been subscribed and paid in in property.

Marion—A corporation has been formed under the style of the Marion Hotel Co. for the purpose of securing a site upon which to erect a \$10,000 or \$12,000 hotel. The stockholders have subscribed \$6,500, of which \$1,850 is paid in. The officers of the company are J. F. Piper, President; E. J. Parr, Secretary; E. J. Hall, Treasurer.

Birmingham—C. J. Shain has purchased the drug and grocery stock of Whitehead & Mitchell. The old firm had conducted the business for over twenty-five years and will hereafter devote their time to banking, real estate, the publication of the Birmingham Eccentric and the man-

agement of the Michigan Bell Telephone Co. at this point.

Eaton Rapids—Spears & Scofield, who recently sold their hardware store to M. P. Bromeling, have purchased a stock of hardware at Potterville, from M. J. Mulholland, but will not take possession of same for some time. Mr. Scofield will take active management of the new store, while Mr. Spears will look after the interests of the firm here.

Morley—Charles E. Hawley and Elroy Moore, comprising the hardware and implement firm of C. E. Hawley & Co., have dissolved partnership, the latter retiring from the business. Mr. Moore is now associated with the Michigan Case Goods Co., of Howard City, which demands his entire attention. Mr. Hawley will continue business and will be assisted by his father, H. R. Hawley.

Caro—Johnson & Gidley, dealers in shoes, have sold their stock to Cummins Bros., who have taken possession. Cummins Bros. conduct a general store and will remove their stock to the double store building recently vacated by E. V. Silverthorne. Mr. Johnson will go to California in the fall and Mr. Gidley contemplates locating in New Mexico, although neither gentleman has definite plans as to his business future.

Allegan—The Allegan Board of Trade has completed negotiations for the purchase of the James Clock farm of sixty-three acres, located on the Dumont road near the Pere Marquette track, at a price of \$6,000, and a tract south of the railway, seventeen acres, for \$700. Parts of this land will be offered to new factories, as sites, but the largest part of it will be platted into city lots, of which there will be about 190. One hundred and eight of these will be offered for sale next week for \$150 each and the others will be put on the market later. The factory of the new furniture company which will be organized soon will be located on the south end of the site and other good locations will be offered to other factories.

### Manufacturing Matters.

Alpena—J. Levyn, cigar manufacturer at this market for about thirty-five years, has taken his son, David E. Levyn, into the business as a copartner. The business will be continued under the style of Levyn & Son.

Detroit—The Michigan Crucible Steel Castings Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and \$3,000 paid in in cash.

Lowell—The Lowell Board of Trade has signed a contract with B. W. Doyle, of Elsie, and Henry P. Fitzpatrick, of Carson City, to start and operate a cheese factory here, to be known and operated under the name of the M. S. Doyle Cheese Co.

Battle Creek—A corporation has been formed under the style of the Detroit Hoist & Machine Co. to conduct a machine business. The company has an authorized capital stock

of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—Frank J. Trippensee has merged his wood novelty business into a stock company under the style of the Trippensee Manufacturing Co., with an authorized capital stock of \$25,000, of which amount \$21,000 has been subscribed and paid in in property.

Shepherd—A corporation has been formed under the style of the Burnham Cement Tile Machine Co., which will conduct a manufacturing business. The company has an authorized capital stock of \$3,500, of which amount \$2,000 has been subscribed and \$1,841 paid in in property.

Detroit—The Sherwood Brass Works, which manufactures brass and aluminum goods, has merged its business into a stock company under the same name. The authorized capital stock of the company is \$30,000, all of which has been subscribed, \$582 being paid in in cash and \$29,418 in property.

Portland—Mrs. Herbert Emery has sold her 530 shares in Ramsey-Alton Manufacturing Co. to W. J. Walton, of Sturgis. Mr. Walton is the manufacturer of a patent push-button Morris chair, under the name of "Royal." The same make of chair will be manufactured here under name of "Monarch."

Saginaw—A new industry, the Saginaw Concrete Stone Co., has been launched in this city. A start will be made on the buildings at once. Hollow blocks, art work in cornices, pillars, steps and supports will be made. This bids fair to be an important addition to the city's establishments as it will be well financed, the Richardsons, Lloyd M., Robert K. and Ard E. being the men back of the project.

### The Tradesman Is Completely Sustained.

Four or five years ago the Tradesman Company had a controversy with the Superior Manufacturing Co., of Ann Arbor, over the force and legality of an advertising contract. Failing to obtain a satisfactory adjustment of the matter, the Tradesman Company brought suit against the Superior Manufacturing Co. in the Kent Circuit Court. The case was tried before Judge Wolcott, who freed the contract from the taint of fraud and rendered a verdict for the full amount claimed. The Superior Manufacturing Co. thereupon appealed from this decision to the Michigan Supreme Court, which yesterday handed down an opinion, affirming the verdict of the Kent Circuit Court. The Tradesman fought this case through to a finish, not because of the amount of money involved, but to establish the legality and integrity of its contract, and the decision of the court of highest resort is naturally a source of much satisfaction to the Tradesman Company, because it rules on a point which has never been passed upon by any other Supreme Court in the United States.

He can not be clear eyed who is not clean hearted.



**The Produce Market.**

Apples—The market is quiet, with a firm tone. 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 market has been very firm during the past week, mainly because the make has been light and the supply of storage butter about exhausted. The market is likely to remain in its present firm condition until there is an increase in production, which is hardly likely for thirty days at least. The consumptive demand for butter is very good and for some time to come weather conditions will control all grades of print and tub butter. 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.

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, although the undertone is still very strong and the price relatively high, has declined ½ @1c during the week. The receipts have been very heavy and the quality running fancy. The consumptive demand is at present very active and no further decline seems likely, particularly as speculators are already in the market packing eggs for storage. Dealers are paying 15c for stock to-day, finding a ready market for their stock on the basis of 16c.

Grape Fruit—Florida commands \$6 for either 54s, 64s or 86s. It is a splendid seller at full prices.

Green Peas—\$1.50 per bu.

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

Lemons—Californias and Messinas are strong at \$4.50 per box.

Lettuce—12c 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—Prices range from \$3@3.25 for large stock to \$3.75@4 for the more desirable sizes.

Parsley—35c per doz. bunches.

Pieplant—17c per lb. for hot house.

Potatoes—The week marks a reduction of 5c per bu. on Rose and Burbanks, sacked, in carlots. The market is somewhat weaker and there is not very much doing in a large way. Local dealers undertake to obtain 30 @35c in a small way. Country buyers are paying 20@25c.

Poultry—Local dealers pay 12c for live hens and 15c for dressed; 13c for live chickens and 16c for dressed; 13c for live ducks and 15c for dressed;

16c for live turkeys and 17@20c for dressed.

Radishes—Long fetch 30c per doz. bunch.

Spinach—\$1 per bu. for Illinois.

Strawberries—\$1.75@2 per crate of 24 pints.

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

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@8½c for good white kidney from 90 lbs. up. Receipts are quite heavy this week.

**Good Report from the M. K. of G.**

Port Huron, April 2—The Michigan Knights of the Grip are very much alive. Most encouraging reports are coming in from the Vice-Presidents, and the month of March shows an actual increase of forty-five new active members in the State Association.

Post F, of Saginaw, has begun active work in anticipation of the convention to be held there Aug. 23 and 24, which will, without doubt, be well attended, for we all know the Saginaw boys are the jolliest and best entertainers in the State.

Post L, of Lapeer, the latest to be organized, has added several new members within the past two weeks and is soon to give a big party.

Post H, Port Huron, has gained six new members and at the last meeting worked the new initiation ceremony on a candidate, who declared he received all that was coming to him.

This enthusiasm is extending over the entire State and indicates that the Michigan traveler realizes and appreciates what the Knights of the Grip has done for the past eighteen years and is now doing for his welfare.

Strong efforts are being made by the proper committees to induce all hotels to provide individual towels for guests in place of the long roller towel which is so often in a filthy and unsanitary condition.

We have put up a good fight for the flat two cents per mile passenger rate and have been ably supported by our brothers of the U. C. T.

Many other matters are being cared for by the different committees, a full report of which will be given at the convention in Saginaw.

Let us "keep busy." We have started the year strong, 117 new members having joined since Jan. 1.

Frank N. Mosher.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, April 3—Creamery, fresh, 26@31c; dairy, fresh, 20@26c; poor to common, 18@20c; roll, 23@25c.

Eggs—Fancy white, 18@19c; choice, 17½c.

Live Poultry—Springs, 14@14½c; fowls, 14@15c; ducks, 15@16c; old cox, 10c; geese, 10@12c; turkeys, 12 @15c.

Dressed Poultry—Iced 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@2.15; mediums, \$1.45; red kidney, \$2.10@2.25; white kidney, \$2.25.

Potatoes—White, 40c; mixed and red, 35@38c. Rea & Witzig.

**The Grocery Market.**

Tea—All lines are steady and the trade is for actual wants only, there being no disposition and no reason to speculate or even to anticipate wants to any extent.

Coffee—Actual Rio and Santos are unchanged. The market waits for news as to whether the new Brazilian coffee loan goes through. If it does the present firmness will probably be sustained, but otherwise if it fails. The demand for Brazil coffee is moderate. Java and Mocha are steady and active, as are mild grades.

Canned Goods—Spot tomatoes are very slow of sale. Spot stocks in first hands are reported to be cleaning up. Such meager advices as have been received give a very discouraging view of the outlook for the California asparagus pack, as a result of the high water in the Sacramento River. Communication with the coast is difficult on account of the disorganized condition of the mail and telegraph services, and it may be several days before definite information is received as to the extent of the damage done by the floods to asparagus beds on the islands in the river. The demand for cheap spot corn continues, but buyers and sellers are apart in their views on prices, and comparatively little business is being accomplished. Sellers are making low prices, but still are not able to get quite within the limits of buyers who are looking for large blocks. In other canned vegetables there were no new developments at the close of the week. Offerings were light. A steady demand for small lots of California fruits is being satisfied by jobbers. There is little stock available and prices are a matter of negotiation between buyers and sellers. Gallon apples are quiet but strong. There continues a good demand for Singapore pineapples, but Baltimore packing is neglected. Offerings of the latter are light and prices are held up to the quotations. The movement in salmon is mainly from jobber to retailer, but is on a rather larger scale than usual at this season, and with stocks in first hands light the tone of the market is firm. Domestic sardines are quiet, but there is very little stock left in packers' hands.

Dried Fruits—Apples are unchanged in price and in moderate demand. Currants are unchanged and steady. There is the usual moderate demand. Raisins are strong and scarce. There is no advance for the week, however. Prunes are in good jobbing demand, but dull in first hands. Floods are said to have greatly damaged the growing crop, and later this may have some effect upon the spot market. At the present time, however, prices are unchanged and steady. Peaches are unchanged, scarce and high. There is a demand for anything at a low price, but cheap goods are almost unavailable. Apricots are unchanged. The supply shows no increase and the market is still firm and high.

Syrups and Molasses—Compound syrup was in excellent demand until the weather warmed at firm prices. Sugar syrup is in good demand, both for manufacturing and export, al-

though not much in a grocery way. Prices are unchanged. Molasses is quiet but firm.

Cheese—The market remains unchanged. Stocks of fancy cheese are getting low, and under grades are reported scarce. The market throughout is in a healthy condition and probably no further advance will come. There is a good active consumptive demand.

Fish—Codfish is quiet, but the tone of the market is strong. Mackerel is moving slowly, but holders look for an early improvement in trade, and as stocks are light prices are firmly maintained. Holland herring are selling to a moderate extent at the previous quotation. Scotch herring are neglected. Domestic herring are firm and in some demand.

Provisions—Smoked meats have declined ¼c. Pure lard shared in the decline, but compound remains unchanged. Since the decline the speculative element has taken care of everything as fast as offered and the market shows a strengthening tendency. Packers accordingly prophesy that prices have reached bottom, but this depends on whether the demand is sufficient to absorb the goods. Barrel pork, dried beef and canned meats are all dull and unchanged.

**The Grain Market.**

Wheat prices have worked up about 1c per bushel during the past week. The market has been affected more or less by damage reports from the Southwest, but from latest advices the crop as a whole is progressing finely, and with anything like favorable weather from this on we will have a good winter wheat crop coming.

The visible supply for the past week shows decreases of 565,000 bushels of wheat, 680,000 bushels of corn, 126,000 bushels of oats and 102,000 bushels of rye. May wheat is now selling within about 2c per bushel of the price one year ago, while corn is practically at the same figure with July and September. Oats are 4@5c per bushel higher than last year, and May oats are practically 10c per bushel higher. The present visible supply of oats is 9,396,000 bushels, compared with 21,332,000 bushels at the same time last year.

Cash corn is a little firmer and there has been some improvement in the demand for ground feeds. Greater care than usual must now be exercised in the handling of corn at present, as the weather has been very soft and corn, meal and feed will heat unless handled and kept exposed to the air.

Millfeeds continue in good demand with prices unchanged locally, but Western feeds have been advanced from 25@50c per ton.

L. Fred Peabody.

A corporation has been formed under the style of the Liken, Brown, Phelps Co. to deal in timber and forest products with an authorized capital stock of \$300,000, of which amount \$200,000 has been subscribed and paid in in cash. The principal stockholders in the company are Chas. A. Phelps, of Grand Rapids; C. W. Liken, of Sebewaing, and Guy S. Brown, of Central Lake.

## HEAVY REDUCTION

## In the Deposits of the National Banks.

The State banks are called on for four statements each year, while the Nationals must respond five times. Last year the States were permitted to skip the March disclosure, and for this reason the data is not at hand for a comparison of the conditions as shown by the statements of March 22, published last week, with those of a year ago. The following com-

parisons are with those of Sept. 4, 1906, approximately six months ago:

The striking features in the comparisons are the heavy reduction in deposits, in the National banks, the substantial increase in the State Bank's deposit and the closeness of all the banks to their reserve. In round figures the Nationals have lost \$800,000 in commercial deposits and \$180,000 in certificates, and against this gained \$380,000 due to banks and \$200,000 Government deposits, a net reduction of about 500,000. This reduction is easily accounted for in the withdrawal of the State primary school money. The total deposits now are about \$20,000 greater than on Nov. 12 and about \$4,000 less than on Jan. 26. The State banks show a reduction of \$150,000 in commercial deposits, which is attributable also to the calling in of the State money and a gain of \$550,000 in savings and certificates. A further explanation of the apparent loss and gain will be found in the shift of the county money from the Grand Rapids National to the State Bank. The amount involved was not great, but it helps make the difference. In the grand totals the commercial deposits are about \$960,000 less, the savings and certificates \$365,000 more, due to

## National Banks.

	Sept. 4, 1906	Mar. 22, 1907
Loans and discounts	\$12,907,344 31	\$12,732,268 86
Stocks, bonds, etc.	726,417 73	985,050 58
Due from banks	2,374,917 71	2,110,149 55
Cash and cash items	1,297,032 36	980,902 91
Surplus and profits	1,095,719 75	1,162,159 06
Commercial deposits	8,203,713 22	7,400,379 26
Certificates	4,129,320 50	3,947,914 56
Due to banks	2,077,160 70	2,464,023 60
Government deposits	160,000 00	360,000 00
Total deposits	14,679,564 45	14,177,970 88

## State Banks.

Loans and discounts	\$ 5,747,424 62	\$ 5,971,543 11
Stocks, bonds, etc.	4,383,279 31	4,438,983 68
Due from banks	1,257,016 44	1,327,727 78
Cash and cash items	713,256 41	701,269 87
Surplus and profits	266,028 42	278,531 80
Commercial deposits	2,278,441 92	2,122,785 03
Certificates and savings	8,485,860 57	9,033,576 48
Due to banks	162,375 02	178,768 33
Total deposits	10,933,559 98	11,336,716 59

## Combined National and State.

Loans and discounts	\$18,654,768 93	\$18,703,811 97
Stocks, bonds, etc.	5,109,697 04	5,424,034 56
Due from bank	3,631,934 15	3,437,877 33
Cash and cash items	2,010,288 77	1,682,172 78
Surplus and profits	1,668,107 16	1,785,949 75
Commercial deposits	10,482,155 14	9,523,164 29
Certificates and savings	12,615,181 07	12,981,491 04
Due to banks	2,239,530 72	2,642,791 93
Government deposits	160,000 00	360,000 00
Total deposits	25,613,124 43	25,514,687 47

parisons are with those of Sept. 4, 1906, approximately six months ago:

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loaned up considerably closer than is usual, and the effect of this is seen in the material stiffening of interest rates.

The Old National and National City each have \$100,000 Government deposits, the Grand Rapids National \$50,000 and the Fourth \$110,000.

## High Finance in the Pulpit.

A negro preacher, whose supply of hominy and bacon was running low, decided to take radical steps to impress upon his flock the necessity for contributing liberally to the church exchequer. Accordingly, at the close of the sermon he made an impressive pause, and then proceeded as follows: "I hab' found it necessary, on account ob de astringency ob de hard times an' de general deficiency ob de circulatin' mejum in connection wid dis chu'ch, t' interduce ma new otter-matic c'lection box. It is so arranged dat a half dollah or quartah falls on a red plush cushion widout noise; a nickel will ring a small bell distinctually heard by de congregation, an' a suspendah-button, ma fellow-mawtels, will fiah off a pistol; so you will gov'n yo'selves accordingly. Let de c'lection now p'ceed, wile I takes off ma hat an' gibs out a hymn."

The best way to convict sinners is to make saintliness concrete.

## FIGHTING THE PEST.

## Commission Man's War on San Jose Scale.

Written for the Tradesman.

The clothier found the commission man sitting with his feet at the top of his desk, going through a stack of farm papers.

"How's the gentle spring?" he asked.

Benjamin, the commission merchant, looked up with a grin.

"Fine," he said.

He went back to his papers, and the clothier took a chair and lighted a cigar.

"Anything ripe out your way yet?" he asked.

"Sure! This here little thing they call the tree scale has been ready for harvest for some weeks."

"Oh, you have the San Jose scale out your way, eh? Are you bringing any of them into the amrket?"

"Of course," replied Benjamin. "I'm packing 'em in little berry boxes and bringing 'em in to city customers."

"Keeping you pretty busy, are they?"

"I'm trying to make a deal with a cannery to take the lot."

"Wish you luck."

"It's about all I can raise," said Benjamin. "I'm having a merry time with 'em, you may bet a barrel of money on that."

"Hard proposition?"

"Oh, I don't know. It seems easy enough. Look here! You know what a cute little place I've got out there—acre of orchard and an acre of weeds?"

"I've heard you describe it often enough to know all about it," said the clothier. "Do you like it as well as ever?"

"Yes, I've got a dandy little place out there. When the toil of the day is over I can lie under my own wild cucumber vine and in the shade of the old apple tree and hear the birds sing, and see the fluffy clouds drift over the blue dome, and listen to the buzzing of the little bees, and—"

"I've got all that in a book at home," said the clothier. "What about the scale?"

"Why, it's easy enough to get rid of the scale. Say, do you know how much lime to put in the blooming soup they serve to the scale for breakfast? I had it all down on a piece of paper, and I've lost it somewhere."

"Serve 'em lime for breakfast, eh? Ever try toasted corn flakes?"

"Oh, lime and sulphur is all right. The merry little bugs and creeping things seem to like it. Have you ever had any experience in making an appetizing dish of lime and sulphur?"

"Can't say that I have, but my guess would be to grind 'em up in a cider mill."

"You don't seem to grasp the situation. They boil 'em. Easy enough when you know how. You put so much lime and so much sulphur into so much water and put 'em into a big kettle out in the back yard. Then you build a fire under the kettle and let 'em cook just so long. When they're done you take 'em out and put

'em in a barrel with a force pump annex. Then you tie an old plug of a horse to a stone-boat and put the barrel and the force pump on the boat and enter the orchard. Oh, yes, it's easy enough when you know how to do it."

"What is the force pump for? Do you have to pry open the jaws of the scale folks and insert the breakfast food with this force pump? What do you give 'em the sulphur for, anyway? I used to take it in New Orleans molasses, and I can't say that I'm stuck on it. By the way, what sort of a menagerie bird is the scale?"

"Here you've grown to man's size and don't know the scale," said the commission man, in a tone of disgust. "You bet I know the scale. When you come to a pet tree that you've been heaping your affections on for ten years—a tree that you've been watching like a baby for the best part of your life—when you come to this tree and run the flat of your thumb down it and find it greasy, that is the scale. That's all I know about it. Oh, about the sulphur. I guess they give it as a sort of tonic. Let's see. Where was I when you asked that fool question?"

"Out in the orchard with your barrel of breakfast food."

"Yes, yes. Well, when you get out into the orchard with your stone-boat, and your barrel, and your force pump, and your lime, and your sulphur, you assemble yourself at the handle of the pump and call your wife to come out and edit the hose."

"You didn't say anything about a hose."

"Well, you've got to have a hose—an iron hose. This breakfast food would eat up a rubber hose. It ate a new copper kettle for a friend of mine last week. That is, he thinks it was the lime and sulphur, but he's not quite sure it wasn't the scale. The scale will eat anything, from a bar of lead to a picnic cake. He is the star boarder of the orchard, and when he gets done feeding you haven't any more trees than a rabbit. What was I going to tell you about?"

"About inserting this concoction into the diaphragm of the scale. Say, are you ever troubled with a light feeling in the head?"

"I remember now. Then your wife comes out with a sunbonnet tied down over her ears. I don't know what she ties a sunbonnet down over her ears for, so you needn't ask. Then you swing to the pump and conceal yourself behind the nearest tree."

"Do the scale people fight back when you serve this stuff on 'em? I should think it would be a dangerous position for a lady, with a great strong man hiding behind a tree. Don't you ever muzzle 'em?"

"Then the wife elevates the hose, and a yellow stream springs from the nozzle and soars up to the blue sky. If there were ever any scale in the atmosphere around my place they've been eradicated. When the barrel is about empty she gets the range and lands a few drops on the tree nearest to the scene of conflict and the remainder on the bosom of your shirt."

"Don't the scale hear you coming and run away and hide?"

"The scale is too busy multiplying. You put one lone bachelor scale on a tree at night, and in the dewy morning you will find a colony an inch thick. He's an industrious little beast. I don't know whether it's the St. Joe scale or the San Hosay scale, but whatever it is he's next to his appetite, all right. He grows and waxes fat in the shade of the old apple tree, or any other old tree. Still, it seems easy enough to get rid of him when you know how. Only I don't know any one that knows how. Let me think a minute. Where was I?"

"Behind a tree in the orchard. Sure you don't feel one of those sinking spells coming on? If anything got on to my nerves like that I'd cut it out mighty quick."

"Oh, yes. And you steer the old plug of a horse about the orchard in the glad, sweet springtime, and you work the handle of the pump and your wife does the rest, until your trees look like a legislative report on account of their general whitewash complexion. That is about all."

"But you don't seem to be getting anywhere. What does this system do to the scale? You haven't told your story yet."

"Say, if you should happen to meet Charles W. Garfield, or Robert Graham, or Geo. W. Thompson, will you steer 'em against me if they tell you that they know what this sulphur and lime and water does to the scale? You see, I'm a little new to the business, and I don't know as I've got the thing sized up right."

"You've been out with a force pump, haven't you?"

"Oh, yes, I've been out with a sprayer. I've spent twenty dollars for lime and sulphur and ruined fifty dollars' worth of clothes. I haven't got a hat or a shirt I'd wear to a dog fight, and yet when I started down town this morning I thought I heard this St. Joe or San Hosay scale asking for more dope. I do wish I could remember how much lime you put in a barrel of water and how much sulphur."

"I think you'd better go home and play you are the department of agriculture," said the clothier. "Why don't you quit it?"

"Oh, you don't have to spray yourself if you dislike the work. You can hire a man and a horse for eight dollars a day to insert this tonic under the fins of these beasts from the far-off Pacific. That is, you can hire a man for eight dollars a day after he gets done with the orchard he's working on, and finishes two acres of peaches over on the hill, and four acres of pears down in the valley. Of course the buds will be out by that time, and the stuff will kill the fruit, but he won't charge extra for that. Yes, it's easy when you know how."

The clothier sat back and laughed until the tears ran down his face. The depression of the commission man was not assumed now.

"And then?" asked the clothier, "does that settle the scale?"

"Say," said the other, "I've got a nice little place out there, and if you should happen to hear of any one— But there won't any man buy with all

that scale on. Yet, it's easy to kill 'em when you know how. But, you see, no one knows how. You needn't be in such a hurry, old man. Well, ta-ta!"

Alfred B. Tozer.

#### Branch, Overall Factory at Port Huron.

Port Huron, April 2—Negotiations have been practically closed whereby this city will obtain a branch plant of the Headlight Overall Co., of Detroit.

David S. Carter, Secretary and Treasurer of the company, came to this city last week and talked over the proposition with President Schoolcraft, of the Chamber of Commerce. Mr. Carter was favorably impressed with the city and several sites were visited. He will return later to complete plans for the new plant.

The new factory will cover a floor space of 5,000 feet and will employ 100 girls at the start. All that is asked by the overall company is a suitable building in which to commence operations until such time as a factory building can be erected.

John A. Hackett, formerly a Port Huron resident, who has lived in Pittsburgh, Pa., for the past few years, has returned to this city and secured a patent on an attachment for a trunk. The device transforms any trunk so that the top can be packed at the same time as the bottom, making any part of it accessible at a minute's notice.

Although but a few weeks old two North End industries which are rapidly forging to the front are the J. L. Fead Knitting Mills and the Huron Folding Bed plant.

The large brick building in which the Fead Knitting Mills will turn out enough socks and mittens in one week to clothe the inhabitants of a small city for a year has been completed and the machinery will be installed in a few days so that the plan will soon be in operation. The building is two stories high and covers a floor space of several hundred feet.

The increase in business which is expected will see two big additions built to the present structures. A knitting department will be constructed at the northwest end of the building and will cover a floor space of 40 feet. A large store and stock room will also be erected in connection with the plant.

The daily output of the factory when it reaches its highest running capacity will be 1,000 pounds of yarn. The majority of the goods made by the Fead Mills is shipped to the Canadian Northwest and the Southern States.

It will probably be a month or more before the Huron Bed Co.'s plant will be operating in full swing, but the company so far has made rapid strides and by another week a large number of men will be employed. By the middle of April employment will be given to seventy-five or 100 men.

The many industries in this city are preparing for a lively season in which more men than ever will be employed. This, with the addition of the new factories, will give the city one of the largest dinner pail brigades which it has ever welcomed.

#### Alma Secures Industry from Texas.

Alma, April 2—The Little Giant Hay Press Co., which was formed by a combination of local and foreign capital, has completed arrangements for a site, and building operations will begin in a short time. This company was formerly located at Dallas, Texas. Local capital became interested for the purpose of locating the plant for building the machines at this place. In addition to manufacturing hay presses the company will also manufacture a press for the purpose of baling waste paper.

Another industry that this place has secured is the Brock Heater Co. It will build a plant here during the summer for the purpose of manufacturing a heating drum, the patent of A. W. Brock. A site for this plant has also been obtained.

The Alma Board of Trade is hustling after more manufacturing industries for this city and the prospects look good for securing one or two of them in a very short time.

#### Would Banish Roller Towels.

Madison, Wis., April 2—The Traveling Men's Protective Association of America, when it holds its State convention here April 10 to 20, will begin a war for individual towels. A resolution will be introduced advocating individual towels as soon as the convention is organized, and will be adopted without debate. Therefore, woe betide the landlord who fails to take heed. His hotel will be made a by-word among commercial travelers. The ordinary drummer objects to twenty or thirty yards of cotton

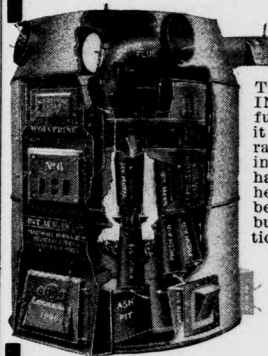
goods with ends joined and swung up on a roller in the washroom of the average country hotel.

Great bodies move slowly. The truth never travels as fast as a lie.

#### SPRING HAS COME

All the year round to those who use WOLVERINE FURNACES

THESE FURNACES burn any kind of fuel, do not heat the cellar, are easy to feed and manage, are durable and economical. They are sold direct to the user, saving all jobber's profit, and are installed by our own mechanics under a written guarantee to give perfect satisfaction.



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Our large illustrated catalog explains the construction fully. It also contains cuts, descriptions and lots of valuable information about heating and ventilating. A postal card will fetch it. Just ask for Catalog No. 12.

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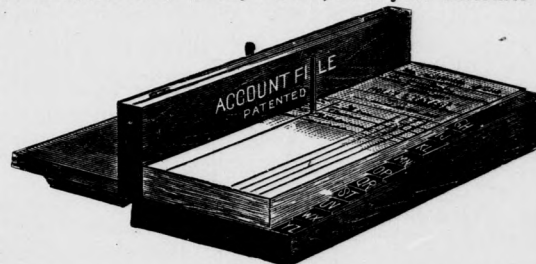
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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, April 3, 1907

**BEGUN 100 YEARS AGO.**

Those citizens of Grand Rapids who, believing that we will have 150,000 population within a few years, are interested in the taking of steps toward the development of a plan for the beautification of our home town will find food for thought in the following:

One hundred years ago to-day (April 3, 1807) Gouverneur Morris, John Rutherford and Simeon DeWitt were constituted a Board of Commissioners to lay out a plan for numbered streets in New York City. The work of this Board did not concern that portion of the American metropolis below what is now Houston street, but north of that thoroughfare and as far as 155th street, at that time chiefly given over to farms, the territory was to be platted into streets traversing the island and avenues extending to the north.

At that time Broadway existed only to Tenth street, the further extension north being called Bloomingdale road. The Bowery road and Union place ran parallel part of the way to Broadway. Granmery Park, Madison Square, Central Park and all the present day geography of the city were to be arranged and provided for. Of course, the Commissioners did not and could not comprehend the possibility that the time would ever come when there would be a demand for streets above 155th street. When they began laying out the street plan through the outskirts and into the farming district they were forced to pay no regard whatever to houses, barns and other improvements then existing in the territory indicated.

That the gentlemen shouldered the responsibility and performed their duty well is shown by the heart of New York City in its present tremendous activity. Bearing in mind that Bloomingdale road (now Upper Broadway) was already a legally created and most important highway, the plan developed is very much to the credit of the Commissioners. Central Park was not a part of this plan. Riverside Park and the Speedway were not even dreamed of. The idea of going away north across the rocky barrens of the island toward Harlem and the Bronx River, to prepare for elevated railways, pavements, parks, subways, sewers and all the

appurtenances of a city, would have been considered a very frenzy of imagination.

Great hotels, beautiful theaters, magnificent business structures, apartment houses and palaces of the multi-millionaires abound in that former dreary waste. When we consider these facts it seems extremely strange that the block system, so-called, of numbering houses in all the territory north of Fourteenth street is a recent suggestion not yet carried out nor even acted upon in a practical way.

Grand Rapids has a Board of Trade which has a Municipal Affairs Committee, which has had the block system under consideration for a year. In this regard we are ahead of New York, but until our municipality creates a Commission to take up the matter of developing and reporting upon a plan for the beautification of our city we will not be doing what should have been done years ago. No city in the country has more abundant natural advantages to be incorporated in such a plan, and unless a beginning is made soon many of those advantages will be lost to such a plan except at a cost that will be prohibitive.

The Tradesman begins to think that lawyers ought to be disqualified from service in the Legislature in view of the action of a certain senator from Western Michigan in connection with the 2 cent passenger fare bill advocated by Governor Warner. It is considered perfectly legitimate for a lawyer to accept a retainer from a railway company while he is a member of the Legislature, although it is tacitly understood by the parties to the arrangement that no legal service will be rendered by the attorney to his client. If a business man or a farmer were to accept money under such circumstances it would be called bribery, but in the case of a lawyer it is denominated a retainer. Of course the difference between a retainer and a bribe is nil. They are both paid for the same purpose and invariably produce the same result. There are high-minded lawyers in the Legislature who will not be tampered with in this manner, but there is a certain portion of second-rate lawyers in every session who are "on the make," so to speak, or, as one of them expressed it the other day, "out for the stuff."

The latest cure for dyspepsia is the Nebuchadnezzar treatment. Nebuchadnezzar, you will remember, was a naughty king who was condemned to go on all fours and eat grass. You do not have to eat grass, but if you have an attack of indigestion just get down on all fours and make a noise like a monkey. Your own room is recommended as the proper place for this dignified performance.

You must not judge the world by the fact that you can see little good out of red eyes.

Many men would be righteous if they could be sure of the revenue.

An ounce of wit is worth a pound of wisdom.

**AN AUTOMOBILIST'S DREAM.**

Anticipating the day, now not far distant, when automobiles will be attached to every household, and when they will be so numerous as to crowd the common highways, and no bursts of speed will be possible, a gigantic project has been conceived by one George Price, of Lyons, N. Y. He proposes the construction of an elevated roadway from New York to Buffalo as a starter. Eventually, of course, it would be extended across the continent to San Francisco. The elevated roadway will be built within walls of concrete, 30 feet high and 100 feet wide. Throughout the whole course arches will be built over public roadways and to suit the convenience of farmers over whose lands the automobile roadway passes. Many arches will also be built to serve as barns and storehouses, and also for offices for the company operating the business. Within the body of the structure conduits for every conceivable purpose will be laid, the largest to be a huge water main, capable of giving an inexhaustible supply of pure water to every town and hamlet along the route. There will be conduits for telegraph and telephone wires, gas and electricity, so that every town within a radius of several miles may enjoy the luxury of modern conveniences at a minimum cost. The road would be lighted by electricity so that travel by night would be as pleasant as by day.

This is only a bare outline of this stupendous project which, with all its details complete, would deserve to rank among the wonders of the world. The name of the man who conceived it should be recalled at this point. Price is his name. Manifestly nothing will be accomplished without the Price. Having the Price the rest is easy. The automobilists have only to give the word, and the great automobile way will rise like magic and like a Chinese wall across New York State. It may be that the promoter will need some assistance in keeping his cylinders cool while he is employing the vast amount of hot air necessary in organizing the company and in obtaining rights of way.

Help may be expected from those who think automobiles have no business in the present highways. Everybody in fact would like to see the thing accomplished. Mr. Price has a clear field. The money market is a trifle tight at present, but all automobilists are supposed to be rich and they would feel obliged to live up to their reputations when confronted with an opportunity like this to show what they as a class can do. So all may expect to see this automobile way materialize, unless Promoter Price is put off before he gets to Buffalo.

**A GREAT DOUBLE VICTORY.**

A new era is announced for Grand Rapids. For thirty-four years our city has been dallying with makeshift resorts for a city water supply, and sufficient amateur erudition in the direction of hydraulic engineering has been exploited to create a complete mechanical, chemical, bacteriological and sanitary engineering library. In-

cidentally, there has been collected an annex of no mean proportions on political economy, individual chicanery and the general subjects of penuriousness and back number notions.

The citizens have become nauseated and tired of the subject and, a majority having broad ideas and deeming themselves competent to judge for themselves, and also having repeatedly voted down the filtration-river water—surface-water—delusions, they seized the opportunity to declare themselves in favor of the economical, the practical, the adequate and the satisfying source of a city water supply. This declaration has a character by no means uncertain. It means that filtration is a dead issue.

This result is due, very largely, to the fact that Grand Rapids is a city of about 120,000 inhabitants; that it has outgrown the timidity and narrow horizon of forty years ago; that it has no fear of the future and so stands ready to declare, now and without hesitation, a verdict for the uttering of which the residents of Grand Rapids twenty-five years hence and later will commend them and thank them. Having absolute faith in their city and the welfare of their neighbors at heart, and having the courage of their convictions, the people were pleased with the earnestness, the clear headed system and the vigor of the campaign conducted by Robert W. Irwin's Committee of Citizens, who advocated and worked for the expression favoring Lake Michigan as the source of supply.

With approximately 8,000 votes cast in the city the bonds to provide protection against further floods were authorized by a majority of 2,600 votes. And this was a vote involving the expenditure of a million dollars. There are citizens who, unfortunately, have palpitation of the heart when they hear mentioned any amount of money above a thousand dollars, and the wonder is that the consideration of a million dollar proposition has not suffocated them. This bond issue of a million dollars will not only protect the wages, the peace and the comfort of thousands of families, but it will increase the taxable values of certain properties greatly, it will save hundreds of thousands of dollars to manufacturers and to the municipality and it will prove, as an advertisement, as a public declaration of the high grade of our citizenship, of inestimable value. The thousands who visit our semi-annual furniture fairs and who have criticised the city in the past have already begun sending in by letter and by wire their approval and congratulations over the flood bond victory. The world now knows that Grand Rapids is on the map and not afraid of itself.

An Englishman has discovered a way to ripen bananas. The bunches are hung in an air-tight glass case, in which are a number of electric lights. The artificial light and heat hasten the ripening process in proportion to the number of lights turned on. Records have been made which enable the operators to make delivery of any quantities at any agreed date.

RAILWAY TACTICS.

Young Legislator Who Nearly Mortgaged His Soul.

Three thousand dollars is not a great deal of money, as reckoned in the figures of the Street in our times, when the man that is not worth his million is scarcely fit to live; and yet, if there was anything in the world that Sam Markham wanted and wanted bad it was just three thousand dollars. That would be enough. He knew if he had that sum he would be perfectly happy. He would not care whether he ever had any more or not. He would be willing to work for years if need be without getting ahead a single dollar.

"I do want to clear up the mortgage, Molly," he said when his wife asked him why he was so anxious to get that particular amount of money. That was the first time Molly had ever heard that there was a claim against the little home. He had never said a word about it before. But why should he? She was such a dear little woman. Business was a mystery to her; why should her head be bothered with it?

But that only showed how little Sam knew about it. No sooner had he mentioned the thing than she made him sit down and tell her all about it. And the look on her face made Sam want to clear the debt more than ever. They had not been married very long. Sam's love for Molly was the purest a man ever had for a woman. A dear, good fellow, but not very practical; so you would say of him. Molly was so sweet, so gentle and so ignorant of everything that pertained to the bread and butter side of life, that it did not seem to her simple-minded husband that it would be at all right or proper for him to distress her with affairs like a mortgage on the home.

So when the time came to be married and settle down Sam took his pretty wife and went out to the new home without a word to show that it was not really their home. Now that she had learned that it was not clear it hurt her a little to think that Sam had not been just as open and above-board as she thought he ought to have been.

But she knew. Sam had not intended to deceive her. It was just because he wanted to save her from the trouble of worrying about the debt. And when he had told her how it was she simply kissed him and said sweetly:

"Oh, well, Sam, that will come all right. We will save it out of your salary in a little while. Just be true!"

Still, saving much on a salary of \$75 a month is not such an easy matter as it might be. It caused Sam some little trouble to make ends meet and keep up the interest, saying nothing about making payments on the principal. Somehow things kept coming. Coal bills made quite a hole in his purse. The house had to be shingled and painted. There were some of the rooms that needed new paper. And then Sam put ten dollars a week into the hands of Molly for the running expenses of the house. Altogether it kept him pretty busy to steer his little craft through

the breakers from month to month.

And that was why Sam felt inclined to be serious when the fellows first proposed that he should go to the Legislature. He was no politician. There were no webs between his toes to fit him for such sailing as that. He had never taken any part even in the caucuses held in his ward. If the proposition had been made to him to take a trip to the moon it would not have come with greater surprise to him than it did when Major Barton, the wheelhorse of the Republican party in town, came to him and told him that the organization would feel proud to be represented at the State Legislature by a man like him.

Sam did not stop to think then what the organization might be. To his guileless mind it meant nothing in the world. The one great fact was that he should have been selected for this honor. And, then, there was the salary. Twelve hundred dollars for two or three months' work, and home every Friday night if he saw fit to come, and of course home would be the place he would start for the moment duty let go its hold on him.

"It might be a help to you to go for a year or two."

Help? Sam thought likely it would. Why, he could save every dollar of his salary; he felt sure of that. And every cent of it should be turned toward paying off the mortgage. It would not take long to clear up the debt. And, then, the honor of it, too. His head was dizzy for a moment, but he must keep a steady hand now or this bird would slip out of his hand. It would not do to be too anxious. So he promised to think it over.

"Better not take too long thinking it over, Sam. Always a big push for these places, and if you get it at all you must do it when the time comes. Be ready when the cat jumps."

That seemed to Sam sensible advice and it did not take many days for him to make up his mind.

"If you think I'm the man for the place I'll take it and do the best I can," was his answer when the Major came next day.

"The man! Now, Sam, just get that idea out of your mind. The organization will consider itself honored if you accept. That's where the honor comes. So don't give yourself any further trouble about it. Just consider the thing settled. Go right on about your business. We will attend to all the details."

So the campaign went on to the finish and Sam simply did as he was told. It seemed like a dream when the day after election he saw his name in the papers as the Hon. Samuel Markham, Representative from Windham county. And Sam kept on dreaming for some time.

Somehow he did not seem to be able to save as much out of his salary as he had expected. In the first place the County Committee assessed him \$300 as his share toward the fall campaign. That made the \$1,200 he would get from the State look small. Only \$900 left. And how the expenses did roll up! Made him weak

and sick to think about it. But there would be the honor left, anyway. That was worth something.

Along about that time Major Barton came up to the capitol. He brought a bill with him and said they had chosen Sam to introduce it. That was another mark of confidence on the part of the organization the Major said when he placed the papers in the hands of the young assemblyman.

"We could get a dozen men to do it for us; plenty of 'em standing with their mouths wide open waiting for the chance; but we feel it will give it a prestige to have you introduce it. You stand first rate with the House, and there will be no trouble at all to get all the support you need. The organization is back of the bill. We will stand by you."

Introduce it? Of course Sam would introduce it and be glad to. So far no measure of any kind bearing his name had found its way into the big box at the right of the Speaker's desk. He told the Major that he would put it in the next day.

"Don't forget to do it Sam," was the Major's parting injunction. "We want to get the bill pushed through just as quick as you can. So you want to get right at it."

Something about the words, and more about the tone, struck Sam as being a little dictatorial. But that was only the Major's way. Brusque and offhand, it was his disposition to keep things moving when he took hold of them.

Without giving the measure more than a passing glance and not knowing anything further about its purport than that it gave an up-State company power to acquire right of way and build a railway through the streets of a certain thriving town, Sam let the bill go in. Quickly it went to a second reading and in a remarkably short space of time Sam found it on the calendar for a third reading and ready for final passage.

Then trouble began.

"Do you know what that bill of yours does?" the Representative from the district affected by the measure demanded of Sam, hurrying around to the young man's seat just before the session opened. "I can not believe that you would ever have introduced it if you did! Sit down here and let me tell you about it."

And in an excited way the member

went on to explain to Sam that by the provisions of the bill the people would be fairly robbed of a most valuable franchise.

"You would not like that to be done to your town, would you? It's a shameful thing!"

Of course Sam would not knowingly do anything that would harm the people of any city.

"Then stop this thing right where it is! You can do it! Or if you are fixed so that you do not care to do it, let me do it for you. I will ask that the bill be sent back to the committee that has it in hand for a hearing. There never has been a chance given our people to be heard on it. Surely you must see that we are not asking too much. This is too serious a matter to be driven through in any such way." Sam hesitated. He saw the justice of the request. But what about the effect of such a delay? What would the Major say? It was too late to discuss that side of the proposition, however, for they would be face to face with the bill in less than an hour and the Major was probably a hundred miles away.

When the bill came up the home member asked as a right due the town he represented that there should be a hearing on the bill, and moved that it be re-committed to the Committee for that purpose. A sharp battle followed. It was evident that the House knew more about that particular bill than Sam had ever dreamed. The motion to re-commit stirred up a hornet's nest and all the hornets seemed to be right at home, ready for business. In the end the motion made by the home member prevailed by a small majority. Sam himself voted in the affirmative. How could he have done otherwise and been a fair, square man? If he had not done so, and let it be known to a few men who believed in his honesty, probably the bill would never have been sent back.

Wonderful how quickly a man can travel a hundred miles when his interests are concerned! Sam could scarcely believe it when the Major appeared before him that day. It did not come to him at all that perhaps some of the lobby rooms of the capitol were a better place from which to watch the progress of an important measure in a time like that than a city two hours away.

WHERE THE WIND, WATER AND WEATHER GET IN THEIR WORK

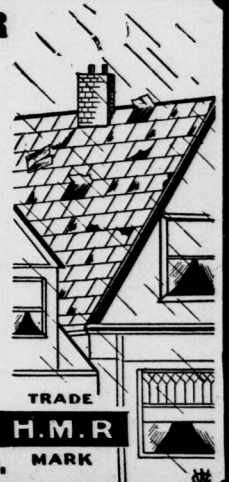
The roof is the first place the elements attack a building—sun, rain and wind bring rust, rot and decay to wood and metal roofs.

H. M. R. Roofing—the Granite Coated Kind—resists all these destroying agents.

The dealer who sells it is building up a big business for the future. Every roll sold sells many others.

Proof and prices will get you in line. Write today.

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



"Sorry about that matter this morning!"

The Major had himself well in hand. He never got rattled when it was a time to keep cool.

"You would not have had me do anything different, would you? If it had been our town we would want to know just what there was about it, wouldn't we?"

There was something about the vim that Sam put into his question that the Major did not like. He simply answered:

"Of course not, only—"

"I knew it. You never have asked me to do a mean or underhanded thing yet, that I know of. I hope you never will!"

"Certainly not! Certainly not!" the Major hastened to say. He nettled about in his chair, though, and showed some signs of perturbation. "It will come out all right, of course. We shall go before the Committee and show that the bill is in the interests of the people. It must be. The organization is behind it. It's got to go through!"

The decision in the old man's voice left no room for doubt in the mind of Sam that he meant war if the knife had to be buried half way up.

They talked it over for some time and then the Major quietly remarked:

"You will be in when the bill has its hearing?"

"I certainly will."

"And you will support the bill before the Committee?"

That was another question. Sam took time to think. That was the time he lost.

"Naturally you would," the Major went on, paying no attention to Sam's hesitation. "As the introducer of the bill you could not do otherwise. Some were a bit surprised when you voted to send the thing back; but I told them you were a fair man, ready to do all that is right. If they want a hearing we'll give it to them. And still, you naturally expect in the end to stand by the bill."

This was cold logic. A man can hardly be expected to desert the child of his loins. Sam must admit that. He was, in a political sense, sponsor for the bill. And yet—

But the Major kept up the pursuit. He knew when to press sharp on the heels of an advantage.

"Don't worry about what I said just now. A man must always have time to get his sea legs on. The boys that criticised you simply did not know you as well as I do. They thought for the moment that you were going back on the organization in voting to re-commit the bill. It did look so at first sight; but you will understand better about such things next year. Of course, you will come back another term."

Another year. Next year. Oh, the havoc those words work in the lives of men!

"We'll take care of that, Sam. Next year you will begin to get onto the game, and you'll have a chance to make something then."

Sam's head felt dizzy just then, somehow. He was getting some decidedly valuable lessons in practical

politics. It does not take long for a man to do that when once he is "in."

Pretty soon the conversation drifted back home. This pleased Sam better. He knew a great deal more about home and Molly than he did about politics.

"Pretty little place you have there, Sam."

The young man's face lighted up.

"We like it."

A moment of silence.

"All paid for, I suppose?"

"Well, no; not quite; a little back on it yet."

"Oh, well, you'll clear that all up if you come back another year."

Again that nightmare chased itself through his brain. Did he really want to come back? This was no place for an honest man, Sam thought. He wondered if he would get through and not be swamped in the whirlpool. He pulled himself together and determined that he would tell the Major, and tell him so that he would understand what he meant, that this year was enough for him—all he could stand. But the Major knew when he had said enough. He went out and left Sam to think it out alone.

The bill went back to the Committee. Sam was there to watch the course of events. The little town whose interests were involved crowded the committee-room and made a strong plea against the measure. It would be nothing less than highway robbery, they declared, to pass the bill granting this right to the Railway Company. Sam sat there, feeling in his very heart that these people were right, dead right. Any man that would vote after that to pass the bill certainly would be a thief.

Still, when the hearing was all over, and Sam was called in before the Committee privately and the question was asked him, "Does the organization want this bill passed or not?" he weakly answered:

"I suppose it does."

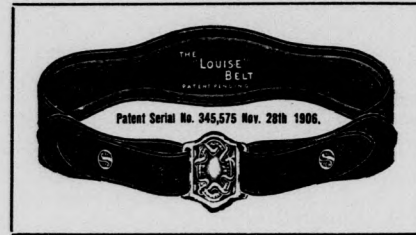
"Then that's all we want to know," was the cool rejoinder of the chairman of the majority side of the Committee. "We will report the bill again favorably and let the House settle the question."

So the bill went back on the calendar the next day, and Sam Markham went out of that room feeling as Judas must have felt when he went out of that upper chamber to betray his Lord.

He did not sleep much that night. How could he? He had failed in his duty as a man and violated his oath as a legislator. True, as the Major had said the day previous, this was not a matter that particularly concerned his district. But he was not satisfied to leave it there. Something more was involved than that. This bill struck a straight blow at the interests of other men, and was it not his duty, as a member of the law-making body of a great state, to protect those taxpayers just the same as if they lived in his own city? There was only one answer to that question and he knew it; and all the while he had sat there in his chair before the Committee and lifted no voice in de-

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### Men's Belts

There is a steady demand for this line each season. We have them in tans, browns, grays and blacks. Prices are \$2.25 and \$4.25 per dozen.

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if you are interested in staple or fancy notions. If an item is salable and worth having then we aim to carry it in stock.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.

**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.**

fense of the people's rights. On the contrary, he had gone behind the scenes and dealt a death-blow to the good of true and honest men by acquiescing when it was determined that because that thing without a soul or body, the organization, asked that the bill be passed, therefore it should be passed.

Next morning Sam got up more tired than when he lay down. He had been fighting a hard battle. And as soon as he could he went to the capitol and began a most systematic canvass of the members as to their standing on the bill which had been haunting him for the past few weeks. He found that the members were about equally divided as to its merits. From the best information he could get the fate of the measure might turn on one or two votes. It made him sweat to think of it. He had thought that perhaps he might reasonably be excused from voting. That seemed to be out of the question now.

A few minutes after the House was called to order that morning a messenger laid a letter on his desk. Breaking the seal a check dropped out. Hurriedly he turned it over and looked at its face.

Three thousand dollars.

His heart stood still. What did those words bring to his mind? Was it only chance that the sum was exactly that of the mortgage on his home?

A note came with the check. His hands trembled a bit as he unfolded the sheet.

"Sam: I have been thinking about the mortgage on your home. You're too good a man and Molly is too good a woman to be harassed by debt. Go down and clear the mortgage up. Pay me when you feel like it. Do as I say, and do it now. The Speaker will excuse you for once. Things will go right along as usual. We will attend to that. Go, and come when you and Molly have had a little jollification. The Major."

Sam glanced at the clock. It was close on to 10. A train left at a quarter past.

A train left!

What! He, Sam Markham, thinking of that? But stop! While he was gone what would happen? The Major had said that business would go right on as usual. Of course he knew that. He was not fool enough to think that the wheels of the world's work would stop if he went away a little while. But what particularly would be the consequence of his failure to be at his post? Why, the vote on this bill would be taken, and if he should stay and vote as he had planned to do, in the negative, it would be lost. If he went—

Then Sam's mind swiftly went back home. In the vision of that moment he saw a sweet-faced woman, with eyes as pure as the sunshine and a smile that might keep an angel from falling. He saw the shadow which came over her face when first she learned of the mortgage. He heard once more the cheering words, "It will come out all right, Sam. We'll save it in a little while. Just be true!"

Then his heart began beating again.

"Dear little Molly!" he whispered. "You're my good spirit!"

He pushed his fingers through his hair and looked about him with something of defiance in his glance. The very first person he saw was the Major sitting just outside the rail where he could watch every movement of the young member.

A card was handed to him: It bore the name of the Major. Sam dropped the letter and the check into his desk and went out to meet his tormentor.

"You'll do it?" the Major asked, leaning across the railing.

Sam answered simply: "Wait and see!"

"I won't wait! You must do it, and do it now! There's no alternative."

Sam's jaws came together, but he made no reply. Going back to his seat he took the check out of his desk, crumpled it up and tore it to shreds. That was the end of that. Then he sat and waited.

The clerk was calling the roll on the franchise bill in the old monotonous way. Sam was conscious that the chamber was deathly still. The call was down to the K's. Some were answering "Aye," some "Nay," as their names were called.

"Markham."

Was that his name?

"Markham," again came the call. It certainly was his name. He must vote one way or the other.

Slowly he pulled himself to his feet. Every eye in the room was upon him. He felt the gaze of the Major burning straight through his soul. His face was white, but a clear light shone in his eyes.

"Mr. Speaker," he began calmly, "I ask to be excused from voting and will briefly explain why."

This was the only way he could have gained the floor while a vote was in progress. It was in order for a member at any time to ask to be excused from voting. Under cover of this request he might speak his mind as he could not otherwise have done; and Sam felt that he could no longer remain silent.

"Mr. Speaker and gentlemen, this bill was handed to me by a man whom I trusted. Relying as I did upon his integrity, I did not stop to enquire particularly into the merits of the measure. I know that in saying this I am bringing upon myself a sting of reproach. I feel that sting most keenly myself. I introduced the bill in good faith. I have to confess, however, that even since I have learned the true purport of the measure, I have consented to its progress up to the present moment, because certain men constituting what is known as the organization of the dominant party were backing it.

"I now rise to say to you that I believe this bill is a most iniquitous thing, calculated to take from the people of a sister district of this State valuable rights without rendering any adequate return. I do not suppose I am any more honest than scores of men sitting around this circle. I do not pose as a reformer or anything of that sort. I simply wish to do what I believe in their heart of hearts every

man here would like to do, and what I must think he will do when he thinks of this soberly. What would you want this Legislature to do, gentlemen, if the bill struck your district a blow like this? I have made up my mind what I shall do. From a full heart I ask you to deal with this question like honest men. As far as I am concerned I can stand a mortgage on my home, but I can not put a mortgage on my soul!

"I withdraw my request to be excused from voting and vote 'NO!'"

The room, which had been in breathless silence while Sam was speaking, now broke into a confusion of applause. The Speaker tried for some time in vain to restore order. Then the roll call went on.

Sam did not know how any man cast his vote after that. He could hear nothing. He could see nothing. The excitement swept away every vestige of sense he had. Only the tremendous pride of having done the right thing remained in his heart.

Only when the chair announced the result of the vote did he come back to earth again:

"This bill, having failed to receive the affirmative vote of a constitutional majority of the members of this House, is lost."

Sam had cleared up the mortgage on his soul. It had been of short standing, but he had paid a pile of usury on it and he never had been happier than now when the debt was canceled. Edgar L. Vincent.

# LACES

Good Assortments in Every Line at  
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Jobbers and Importers

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When Ordering  
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Quaker Tea  
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WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

## LARGE FAMILIES.

## Effect Upon Longevity of Parents and Children.

Written for the Tradesman.

In contemplating the question of "race suicide," a matter so complex, so intimately connected with every phase and condition of humanity, viewed in so many different lights by leaders of public thought, one who desires to bring out some truth which shall benefit his fellows is at a loss as to which particular line of thought to confine himself.

Let us, therefore, turn our attention to something which comes within the range of observation and experience of everyone. Let us think of the large families which we know or may have known, and let us endeavor to decide in our own minds what is or has been the real effect of large families upon the health, longevity, character, intelligence and other desirable qualities of the members of such families, both parents and children.

If our intimate acquaintance with this class is limited, we might turn our attention to our local papers, and in the chronicling of the events of our home village, town or county, note the mention of wedding anniversaries and family reunions and see how often those people who celebrate the fortieth, fiftieth or sixtieth wedding anniversary are well preserved old people and parents of large families—that is from six to twelve children. Note also how often those sons and daughters are influential members of society, the dependable citizens, the progressive, enterprising business men and women.

When one has reviewed the history of this class of people until there has developed a conviction in his mind that the large family is beneficial or otherwise, then turn the attention to those families where there are few children, and ask the same questions. Follow their lives and see if you will discover healthier parents or children, hearty old age with peace and contentment, more intelligent, more industrious, more useful sons and daughters.

Methinks you will not often find the mother of one or two children at fifty, sixty or seventy years of age one bit more agile, more able to work than the woman of the same age who has reared a large family. And as to cheerfulness and satisfaction, freedom from anxiety and unnecessary cares, the odds are usually in favor of the latter. The task of rearing and educating, "carefully and properly," even one child is often a great burden for a mother. Sometimes it taxes the capacity of both parents, occupying almost their whole thought and attention.

In a large family the babe is a babe only a few short years until the next arrives. It grows in independence, in helpfulness, in unselfishness. It must assume duties and responsibilities at an early age in caring for brothers and sisters and helping its parents. Many times an only child is so tenderly cared for, pampered and indulged that it grows up puny, dependent, irresolute or else willful

and domineering, yielding no satisfaction or pleasure to its parents.

Does any mature person of sound judgment believe that he or she who determines never to become a parent will live longer, be more healthy or happy than the one who expects to assume such responsibilities and do their best according to their knowledge and ability? Think you the rearing of a family has a greater tendency to impair health and shorten life than trying to avoid such responsibilities?

Our suggestions along this line are simply that each one may decide for himself or herself whether large families or small families are preferable for the individual members of such families. Looking at the matter from the standpoint of patriotism, it depends somewhat upon one's idea of what constitutes patriotism. People of the Old World have been taught to look upon rearing of large families as the most essential thing. The military strength of a nation is placed first. Its supremacy or its security is regarded as dependent upon the number of its soldiers and its military equipment. The chief duty of the common people is to produce men for the army even although the wives, sisters and daughters must toil in the fields and factories to feed and maintain such army. This, viewed by their rulers, should be the scope of their patriotic endeavors. They are to live, not for themselves, but for the king.

Under our enlightened civilization the people regard not mere numbers and brute strength as the bulwark of national greatness. The moral qualifications, intelligence, skill, thrift and devotion of its citizens are considered of vastly more importance. There is no call in this land and age to hold forth such incentives for rearing large families as in other lands and other times. That which is best for the individual and the home, for society and the nation is what is desired, and whatever is best is right. Whatever is not best is wrong.

Every evil in the world to-day is the result of disobedience to divine commands or violation of nature's laws. Every attempt at reform must include means to reach the willful and ignorant transgressors. Public sentiment is an important factor. It may accomplish much in the present. It may result in endeavors to so educate the young that much more may be accomplished in the future. The failure of the present is mainly the result of false education. The mind of the child is filled only with thoughts of selfish endeavor. This is true, whether as to securing an education, attaining a place in society, gaining political power or amassing wealth.

Right views of life will teach its obligations as well as its privileges. Right views of life may be obtained by coming into accord with divine plans and purposes concerning man.

What other factors can compare with the home and the family in developing the most desirable qualities in a human being? It seems as though neither wealth, luxuries, cul-

ture, nor special educational privileges could compensate for lack of brothers and sisters or children. Development of the mind should not supersede development of the heart.

E. E. Whitney.

## One Miserable Little Feather Almost Caused a Breach.

Written for the Tradesman.

The pretty little milliner—somehow milliners are always "little" and always "pretty"—poised one of her own dainty "creations" on her hand and surveyed it with satisfaction.

It was one of the new spring just-too-lovely-for-anthings destined for the head of a sweet young thing who is "out" this spring and is extremely popular within her clique—and outside of it, too, for the matter of that.

"The young lady this hat is for," continued the fashioner, "is now one of my very best customers. And yet I had the dickens of a time with her along at first.

"She had already given me her order for three hats, which were made and delivered, and she liked them immensely. At least she said she liked them that much, more than once expatiating on their 'beauty' at considerable length. They were made of all-new lace and fine flowers, ornaments and feathers and there was no reason in the world why they shouldn't have been handsome.

"For the next hat I got up for this young lady she partly furnished the material, and I supplied the rest. Among the former was a white feather that was somewhat the worse for wear. I did the best I could with it, cleaning it first with hot flour, and then, as it still looked soiled, putting it through a course of lukewarm strong suds, using 20-mule team borax soap (which, by the way, is the best all-around soap I know of) and topping off with a little bluing in the rinsing water. This made the feather look fairly presentable—not like a new one exactly, but, still, "much better than it appeared when it reached my hands. I curled it up as nicely as a milliner knows how, and it looked well on the hat when it was finished.

"But, do you know, that girl somehow got it into her curly noddle that that feather wasn't her own—that I had got hers mixed up with someone else's and given her one that did not belong to her!

"What to do I hardly knew. I used all my powers of persuasion to convince her that I had practiced no deception. I could not possibly be mistaken in the case, because I had put all her material in a big box and had no other person's material around while I was at work on hers; I knew to a certainty what I was talking about.

"I could see that I was only half-way successful in making her believe what I said and began to despair of bringing her to my way of thinking. But we can't always see how things are going to turn out.

"The next day this young lady came to my place of business and was just as extravagant in her apologies as she had been the opposite way the day before, saying that she had come to the conclusion that she was wrong, etc., etc., etc.

"I was much astonished at her change of mind, but accepted her apologies and explanation in the same spirit in which they were extended, and 'laughed it off.'

"Now, had I acted a bit huffy on either day, it would have been all off with the girl forever after. But because I was able to school myself and put a 'bridle on my tongue,' and on my temper as well, I kept her trade, and she since has been the means of bringing me a number of new customers—customers who in the natural course of events I would not be at all liable to have.

"I try to treat all my patrons with unflinching politeness and good nature. It pays—not only in a monetary sense, but keeps me in a better mental condition, both of which conditions are worth having. I try to please a customer at all odds. It never does to let one part from me in anger, or even slight displeasure, for another milliner may step in and fill the breach and she be lost to me forever."

Lucy.

## A Square Deal for the Traveling Man.

The question of receiving and handling visiting traveling salesmen in your store is one of importance and worthy of study.

Did you ever hear of one of those cross-grained fellows who continues reading his paper while the salesman waits for him to finish the perusal of the news getting an inside price?

Did you ever hear of one of those men who sends the boy to the front, to say that he's out, get a tip upon an advancing market?

No, sir. The traveling salesmen are all human beings, and 99 per cent. of them "do unto others as others do unto them," and it is the fellow with the pleasant word, even if it's "Old man, I am glad to see you, but I don't need a thing," that gets the good things. It's the man who tries to hurry the salesman on his way, and the one who remembers that he must call upon others, that gets the inside information and best treatment.

Do not misconstrue the idea. We do not suggest afternoon teas, nor allowing customers to wait while you attend to the salesman, nor a I-do-not-know-what-I-need, look-over-the-stock-yourself attitude, because friendship and business when badly mixed result in overstock.

Do not order goods for the sake of ordering them—order when you need them—and what you need. Do not be persuaded against your will to buy a large quantity of a certain style, but do not turn any proposition down until you have considered it; and always listen to an argument, because the ready listener is the man who learns of what is going on in the world to-day.—Shoe Retailer.

## These Things Will happen.

"It's just possible," remarked the editor of the Bugle, in his patient way, "that Jenks may decline to pay for his advertisement in this issue. The big headlines should have read, 'We have more furniture, bedding and rugs than we care to carry in stock.'"

"Well?" queried the foreman.

"Well, it's 'bugs' in the paper."

# *Hermanwile* GUARANTEED CLOTHING



**I**N our range of  
price you will  
find nothing supe-  
rior to

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**"Better than Custom Made"**



### Soaked and Watered Oysters Held To Be Adulterated.

A fresh oyster is one of the most palatable and easily digested of sea foods, if it be fresh and uncontaminated. How many of us in the interior have ever experienced the "flavor of the sea." Not many, I trow. Why? Because commercialism has robbed this luscious bi-valve of its inheritance, and by the time it reaches the table it has been so soaked in raw hydrant water, so buffeted by chunks of doubtful ice, so carted about in wooden water-soaked tubs, so laded with unwashed dippers, to say nothing about the flies and unsanitary surroundings, that there is little resemblance in size, color or flavor to its former self.

Oysters intended for shipment should be packed fresh from the shell, with as little delay as possible, shucked with clean hands, and with as little handling as practicable, and should not be soaked or "floated."

Oysters are often "floated" to increase their bulk and give them the appearance of being fat. By "floating" is meant where the oysters are taken when still in the shell, put into a float large enough to contain a number of bushels, and let down into fresh water, where they are allowed to drink as much as they will take. "Soaking" oysters means that after they have been shucked from the shell they are put into a large tank of fresh water, where they are left from three to twelve hours, occasionally stirring them, so that as much fresh water is absorbed as possible, thereby increasing their bulk measure. When these soaked or floated oysters are packed they appear solid, but after they stand a few days or are shaken by transportation the water will gradually seep out. This water is what we have hitherto called the oyster liquor. The soaking or floating is done for the express purpose of increasing the bulk measure of the oyster, and which often amounts to from 10 to 15 per cent. It is therefore fraudulent and should be prohibited. Moreover, the oyster breaks down and undergoes decomposition more readily, which increases the dangers from ptomaine poisoning, or calls for the use of preservatives to prevent commercial loss.

Upon their receipt by the interior jobber they are often subjected to further watering, in addition to the melting of ice in such as are shipped by the tub method. Enquiry and investigation has disclosed the fact that to seven gallons of the shipped oysters three gallons of raw hydrant or melted ice water is added. In no instance have we been able to find that this fraudulent water is even sterilized.

While no proof is at hand that such fraudulent practice has been the means of the spread of typhoid fever by the use of polluted hydrant water, it at least throws a doubt on former investigations where the typhoid infection was traced to the in-

fectured oyster, which was said to have been contaminated by sewage on the feeding grounds. At all events, this added raw water further increases the tendency of fermentation and decay, bleaches the oysters and destroys the delicious "sea flavor," while adding to the illegal profit of the dealer at the rate of 50 cents per quart for the surplus water.

Most people regard the white, plump oyster as preferable to the gray, rather thin oyster. The natural color of the oyster is a dingy gray, sometimes slightly tinged with green or red, according to the locality where grown and the time of year they are gathered. The white, plump oyster is the one that is water-soaked and bleached and has lost the "sea flavor." The size of the oyster depends in the main on age, the very large ones being from four to five years old.

Many people believe the canned oysters are better than others. The fact is that canned oysters are simply the usual tub oysters, repacked by jobbers in interior cities. Instead of a quart they hold a pint and a half, which, in turn, is one pint of solid meat and one-half pint of hydrant water; or, in the case of counts, twenty-six large oysters, the rest water, which we deluded "land-lubbers" have thought all these years to be oyster liquor.

The proper cleansing and sterilization of the old-fashioned wooden tub, which is soaked with the juices and water, is quite impossible, but it is all the more surprising to learn that in most instances the only cleansing attempted is washing by the hose with hydrant water. It is to be noted however, that the wooden tub is rapidly giving way to the enameled container, in which the ice is packed around the can, instead of in the oysters, and that the demand for solid oysters with the "sea flavor" is keeping pace with the people's increasing knowledge of these practices.

S. J. Crumbine, M. D.

### Katie's Philosophy.

Little Katie started to dress herself one morning in a great hurry.

"Katie," called her mother, "why are you putting your stocking on wrong side out?"

"Oh, mother, it takes too long to hunt a new pair, and there is a hole on the other side."

The man who pats you on the back not always is pushing you forward.

It's fool philosophy that tells any man he can live without friends.

### DYKEMA CEMENT BRICK MACHINE \$35



DYKEMA CO., 4847 Huron St., Grand Rapids, Mich.

Makes a FACE DOWN brick. A quick, handy machine at a low price. 10 brick machine \$65. Block machines \$25 up. Concrete mixers \$80. Book cement plans 30c. Send for catalog.



### TRADE WINNERS.

Pop Corn Poppers, Peanut Roasters and Combination Machines. MANY STYLES. Satisfaction Guaranteed. Send for Catalog.

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

Established 1894

**BUTTER**—All Grades of Dairy Butter Wanted

**EGGS**—Get Our Prices Before Shipping

Stroup & Carmer

Grand Rapids, Mich.

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.

**....STORAGE EGGS....**

Market Price at All Times

**C. D. CRITTENDEN CO.**

GRAND RAPIDS, MICH.

ESTABLISHED 1876

**FIELD SEEDS**

Clover and Timothy Seeds. All Kinds Grass Seeds.

Orders will have prompt attention.

**MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS**

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BOTH PHONES 1217

GRAND RAPIDS, MICH.

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**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**

We would like all the fresh, sweet dairy butter of medium quality you have to send.

**American Farm Products Co.**  
Owosso, Mich.

### How To Meet the Mail Order Competition.

I am not going to criticise or find any fault with the mail order or catalogue houses; neither with their method nor system of doing business; in fact, I think they are to be congratulated upon these two points. Their method of getting business is by advertising, and it is the keenest, shrewdest, most far-reaching and business getting advertising of the day. And it seems to me that it is the fairest, squarest, open and above board competition we have. Take the catalogue: There is the article for sale, the description of it, the selling talk and the price, all in black and white. There is the condition just as it is, and you can readily see just what you have to overcome, just what you have to get out of your prospective customer's mind, and just what you have to get into it to get him to take your goods. Is that always so with your home competition? Can you always tell just where your competitor is along these lines? Perhaps he has made the cut in price that your customer has told you, and perhaps he has not. But there is no doubt arising in the catalogue proposition over the price, and the rest of it is all up to you to make your selling talk stronger and your proposition look better to your customer than the catalogue proposition.

It is simply a matter of going after the business systematically and hard—beat the other fellow to it. You are on the ground, you have the advantage of a personal selling talk, of showing up your goods in reality. You know your man, and he knows you and he should know you favorably. If he does not, perhaps it is your fault. Better look to that part of it a little; study yourself, find your weak points and strive to strengthen them. It is the best salesmen usually that get the most business.

Are the catalogue houses better salesmen than we are? I am afraid they are in a good many cases. You may have a prospective customer for a buggy, and about the time you get nicely started with your selling talk he breaks in on you with what he can do and get at the catalogue house. Don't get huffy with him or find any fault with the catalogue house. Let him have full swing for the airing of his harmless preference, help him ride his hobby, but all the time keep hammering the quality of your goods into him in a good-natured way, and nine times out of ten, although he may have an order all made out for a catalogue job, you will make the sale, providing your goods are right and your prices are. Say just as little about the catalogue house as possible, don't give them any cheap advertising by rubbing it into them every time a customer mentions them to you. But talk your goods, advertise your business. Do unto them as they would do unto you, but do it first.—C. E. Yocum to Iowa Implement Dealers.

### A Point for the Seed Trade.

Do not ignore the garden seed trade if you have gardeners or country residents among your patrons. Aside from the fair degree of profit, they

serve well to introduce you to the gardener and his hardware needs just when he wants them. Seeds are a necessity to the farmer and gardener. He has to have them and never dreams of disputing the fact. With implements it is different; he may try to get along with the old ones, even although they are years behind the times and half worn out in the bargain. While he is laying in his seed supply it is an easy matter usually to get him interested in good tools of his calling, whether he expects to buy or not. A negative mind is reasonably good soil to till until it becomes positive; it depends a good deal on the skill of the salesman whether the transition will be to positive refusal or to a purchase. So long as a man has not particularly considered a purchase, or at least has not concluded not to purchase, there is hope.

At least nine out of ten men who come up to the garden seed counter come in one of the following conditions of mind. Either they have not thought particularly about purchasing new seeding or tillage tools, or else they have been considering it with some degree of desire. Whatever their conclusion with themselves the chances are that with the need or the value of good tools staring them in the face, as it is doing when the seeds are being purchased, a favorable consideration of some article can be stirred up by the alert salesman.

### The Image of Success.

Suppose a sculptor went to work in a dreamy way and knocked out a chunk of marble here and a chunk there without any idea of just what he was going to create. What would be the result? He would have a rougher piece of stone than the one nature gave him. He must have the image well engraved upon his mind to meet with success.

Just apply this to a young man starting out in life. Before he goes so far he should get an impression of about what he desires to do.

If he does not do this he will knock days from his calendar which do not count toward the sculpture of successful life. It is the aim as well as the dexterity with which he knocks the chunks that makes the whole a mass of failure or the art of success.

Searles Patterson.

## 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

## 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.**

## 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.**



### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 30—It is said to be an extremely dull week in the jobbing grocery districts, and this report is probably true. Few trucks are to be seen and a sort of holiday appearance is presented. The business district was especially quiet on Good Friday, and more and more is the day being observed as a holiday. Exchanges all closed and will, in some cases, remain so until Monday.

Coffee remains quiet. In a jobbing way the sales are usually of moderate amounts as buyers are not willing to carry supplies ahead of current requirements. At the close Rio No. 7 is worth 7c. In store and afloat there are 3,908,558 bags, against 3,908,414 bags at the same time last year. Milds show little, if any, change in any respect and quotations are as last noted.

Some lines of teas seem to be growing "conspicuous by their absence." This is especially true of Congous, Ceylons and Indias of low grade. Were there any demand to speak of some advance might be looked for, but the enquiry is light and no amount of persuasion will seemingly induce the American public to indulge in this beverage beyond the ordinary small amount. Some advance is to be noted in Foochow Oolongs and quotations are well sustained.

Sales offices of the sugar refiners closed from Thursday night to Monday morning, and quite a good many orders came in in anticipation of this. Regular business, however, is very light and almost nothing has been done save in withdrawals under previous contracts. If the hot wave now upon us really means spring, there will be, of course, a better demand for sugar.

With warmer weather the rice market shows improvement. Jobbers have had a fair run of business from out-of-town dealers, and with supplies not especially large the outlook is not unfavorable. Southern advices, too, are encouraging. But there is always room for improvement in the rice trade. It seems to me that there are three food products that ought to be used to a far greater extent than is the case in this country, and these are rice, prunes and honey. When any one thing is persistently and well advertised the consumption increases and it is found that the money is well spent. Honey producers have never spent much, and in the average family the article is simply a luxury, used but few times a year.

Naturally the spice market is quiet at this season, and the little buying done has simply been to keep assortments intact. Quotations are well held and in no case do sellers seem to make concessions.

Molasses is in very moderate supply, and quotations are very firm on the basis last noted. It would not take a very great amount of buying

to clean the market up, and then an advance would naturally be looked for.

There is nothing new in canned goods. Not much enquiry exists for spot tomatoes, and there is said to be an increasing desire on the part of holders to dispose of stocks on hand. Goods have been offered at 90c for full standard 3s without finding many eager buyers. Maryland holders still generally ask that figure but some good lots, it is said, have been offered at 87½c. Futures hang around 80@91c. Other goods are selling fairly well. Disastrous reports still come from the California asparagus districts, and the floods will cut the pack down very materially.

The very finest grades of butter are doing well, and with only moderate receipts the immediate outlook would seem to be in favor of the seller. Extra creamery, 30½@31c; firsts, 28@30c; seconds, 25@27c; held stock, 24@30c; Western imitation creamery, 24@27c; Western factory, firsts, 21½c; seconds, 20½c.

Trade this week has been of moderate proportions. Supplies, of course, are running light, and yet there seems to be enough to go around. Full cream is quotable at 15c for either large or small size.

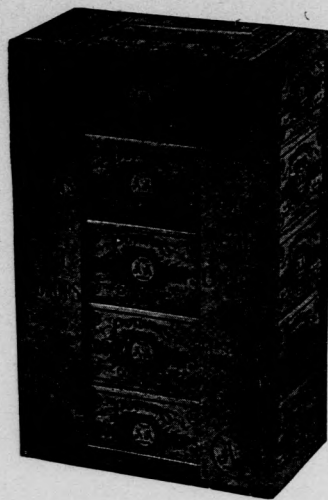
Eggs are coming in in an overwhelming quantity, and those who have been buying at something like 17@18c for goods to put in storage may be sorry later on that they have so invested. Of course quotations have been pretty firmly adhered to this week owing to the great Easter demand, but a drop seems inevitable. Best Western stock is worth 18@18½c; regular pack, 17½@18c, and from this down to 15@16c.

### What a Package Sale Brought One Dealer.

A Nashville merchant recently held a package sale that was a great success. He bought five hundred boxes of different sizes, and placed in four hundred of the boxes an article that he retailed for one dollar, mostly bric-a-brac and jewelry novelties, etc. In five of the packages he put articles retailing for \$5 and in one package he put a diamond ring worth \$50. There were various other articles of different values. All the packages were wrapped up nicely and when all were ready for the sale he had about all the old "dead stock" in his house all nicely tied up in five hundred packages. He advertised the sale in the dailies. The ads were written in a way that pulled results. The sale brought unexpected results. By noon the second day every package was sold. No person was allowed to open the package in the store, but every person had the privilege of exchanging any article for a dollar's worth of anything else in the store, so there was no complaint, and the plan was, from a business and an advertising standpoint, a grand success. This plan can be worked by any of our readers.

Soul culture is a matter of spiritual companionship.

No man ever did his duty standing on his dignity.



## 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 jobber properly endorsed.

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

Eat S. B. & A. caramels—ready for play,  
Eat other brands—moping all day.

Eat Hiawatha choc—no pains or ills,  
Eat imitations—doctors and pills.

Eat S. B. & A. candies—grow very strong,  
Eat some brands of candy—sick quite long.

**Straub Bros. & Amiotte  
Traverse City, Mich.**

## DO YOU HOLD YOUR COFFEE TRADE

**Flint's  
Teas**



**and  
Coffees**

Are some of your customers buying from tea and coffee stores, or from another grocer?

Why can't you sell them instead of giving a competitor this opportunity of winning your customers?

You can if you can furnish the grade of coffee your customers want and at the price they want it.

### Flint Star Brands

are all good coffees, complying with the pure food laws, properly roasted, delicious in flavor and well advertised.

There are different grades at different prices. You can write what your trade seems to demand and we will recommend a grade to meet it in quality and price and show you what good profits you can make.

**J. G. FLINT COMPANY**

**Milwaukee, Wisconsin**

110-112 West Water St.  
6, 8, 10, 12 Clybourn St.

## OPPORTUNITY NO LAGGARD.

## Lusty Anvil Chorus on Every Man's Door.

There is a gray-bearded maxim, honored on account of its venerable age, which runs thus: "Opportunity knocks once at each man's door." John J. Ingalls once went a-sonneting around this proverb, and some say he wrote the finest sonnet ever written by an American. I am inclined to think this is so; and if it is, it proves for us that truth is one thing and poetry another.

The actual fact is that in this day opportunity not only knocks at your door, but is playing an anvil chorus on every man's door, and lays for the owner around the corner with a club. The world is in sore need of men who can do things. Indeed, cases can easily be recalled by everyone where opportunity actually smashed in the door and collared her candidate and dragged him forth to success. These cases are exceptional; usually you have to meet opportunity halfway. But the only way you can get away from opportunity is to lie down and die. Opportunity does not trouble dead men, nor dead ones who flatter themselves that they are alive.

The reason more men do not hear opportunity when she knocks is because they themselves are knocking at the time. Let no man repine on account of lack of early advantages. Rare-ripes run away from advantages—they can not digest them. "If I had my say I would set all young folks to work and send the old ones to school," said Socrates, 420 B. C.

What Socrates meant was that after you have battled a bit with actual life and begun to feel your need for education, you are, for the first time, ready to take advantage of your opportunities and learn.

Education is a matter of desire. An education can not be imparted. It has to be won and you win by working.

And this fact also holds: The best educated men are those who get their brain development out of their daily work, or at the time they are doing the work. Quitting work in order to get an education was the idea of a monk who fled from the world because he thought it was bad, a fallacy we have happily outgrown. It takes work to get an education; it takes work to use it and it takes work to keep it.

The great blunder of the colleges is that they have lifted men out of life in order to educate them for life. All educated men know this and acknowledge it.

In his last annual report President Eliot, of Harvard, made a strong appeal to parents to get their children into the practical world of life as soon as possible, and not expect a college degree to insure success.

Those who want to grow and evolve should not give too much time to the latest novel and daily paper. Don't spread yourself out thin. Concentrate on a few things—the very best educated men do not know everything.

Choose what you will be and then get at it. You will win.

If you quit it simply shows you did not want an education; you only thought you did—you are not willing to pay the price.

The other day in the Michigan State Penitentiary at Jackson I saw in a convict's cell three architect's designs tacked on the wall, and on a shelf were several books from a correspondence school. "Is it possible," I asked Dr. Pray, the prison doctor, "that a convict is taking a correspondence course in architecture?" "Not only that," was the reply, "but a good many of our men are studying hard to better their mental condition. This particular man has gotten beyond the amateur stage. You see he has been working at his course for three years. He draws plans for us and is doing work for parties outside." Then we hunted up the man and found him in the marble shop. He seemed pleased to know that I had noticed his work. "You see," he said, "I only work six hours a day for the State, and after that my time is my own, and I try to improve it; there are no bowling alleys, pool rooms, nor saloons here—no place to go." And he smiled. I tried to, but couldn't—my eyes were filled with tears. A convict getting a practical education, and so many of us who think we are free frittering away our time.

If, in its anxiety to present itself, opportunity will break into jail, surely those outside can not complain of opportunity's lack of persistence in hunting out the ready and willing.

Elbert Hubbard.

## Leading Up Gradually.

"Beg pardon, sir," said the man in the suit of faded black, "but are you carrying all the life insurance you want?"

"Yes, sir," answered the man at the desk, "I am."

"Could I interest you in a morocco bound edition of the works of William Makepeace Thackeray?"

"You could not."

"Don't you need a germproof filter at your house?"

"I do not."

"Would you invest in a good second-hand typewriter if you could get it cheap?"

"I have no use for a typewriter."

"Just so. Would an offer to supply you with first-class imported Havana cigars at \$10 a hundred appeal to you?"

"Not a cent's worth."

"How would a proposition to sell you a Century Dictionary, slightly shelfworn, for only \$40 strike you?"

"It wouldn't come within forty miles of striking me."

"That being the case," said the caller, "would you be willing to buy a ten-cent box of shoe polish just to get rid of me?"

"Great Scott! Yes."

"Thanks. Good day."

## Helping Him Out.

"Jimmy, who was the father of our country? Whose picture do you see everywhere?"

"I dunno."

"Yes, you do. George W. Now say the rest of it."

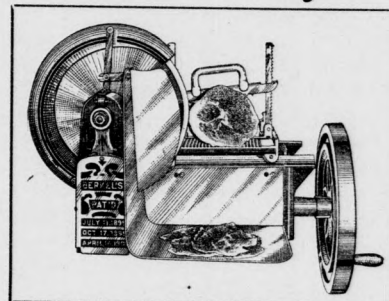
"George W. Childs."

## Why Should You Install An American Slicing Machine?

"The machine has given splendid satisfaction. If I were unable to replace it, I would not take \$1,000 for it. It is a time-saver, labor-saver and money-maker. It never gets out of order and does its work perfectly. I have increased my sales on boiled ham three-fold, and I have doubled my dried beef trade since I commenced to use your machine, and my profits have increased accordingly. There are no pieces of waste ends to throw away for everything is worked up. I don't see how any grocer can get along without it."

D. F. BURNS, Hartford, Conn.

### That's Why!



### THE AMERICAN SLICING MACHINE

has done for thousands of merchants, everywhere, just what it has done for Mr. Burns.

It will do the same things for you.

Unlike many store fixturers it is not a dead expense. It begins to pay for itself in real money—increased trade and more profit on each sale—the day you put it in; and it is practically everlasting.

Worth looking into, isn't it?

Then write us to-day.

American Slicing Machine Co.

725 Cambridge Block, Chicago

## 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.

## PEDAGOGIC ADVICE.

## Several Reasons Why It Is of Little Value.

Just now the young man entering business is suffering a good deal from the effects of pedagogic advice.

As against this statement I myself may be charged with disseminating a good deal of matter in advisory capacity. In defense of such a possible charge, however, I can fall back only upon the assertion that it is out of a pretty broad experience of the world that I am writing, always with the purpose of weighing assertions in the scale of practical common sense. The pedagogue has his place in the school. He should be willing to relinquish his position when he has passed the realm of the text book.

Broadly, there is no standard advice for young men in any of the special fields of endeavor, unless it be of a character suggesting to the young man a close impartial analysis of himself in his relation to his employer, his constituency, and his special work. That advice which is given to all men as a specific for the shortcomings to which men are heir is no more than sociological quackery.

It is forgotten—or never discovered—by these quacks that in the personality of the young man himself must lie the greatest agency for his success anywhere in life. Accordingly as he has a distinct individuality and aptitude and capacity for his chosen work is he independent of written or spoken advice. Even supposing that the pedant in advisory capacity does know the character of the young man he addresses. Does he know the character of the employer? Does he have judgmental command of all the conditions, circumstances and myriad personalities with which that young man is called upon to deal?

Surely his common sense would dictate that not even the young man himself can be depended upon for an ex parte explanation of these difficulties that shall be in uncolored, full fairness to all concerned. It requires more than the experience, philosophy and judgment of a young untried man to accomplish such a task. Ordinarily, in the case of any questioned situation, that person concerned who is broad enough to see both sides of the matter knows enough not to need advice.

One of the least tolerable of all advisers of the young man is he who frames his long, canting lists of "Don'ts." These inhibitions on the face of them are as the law of the Medes and Persians. Presumably they are to fit every man in every emergency in the calendar. Most of them are framed with reference to propitiating the employer, regardless of the personalities of employer and employe, regardless of the merits or demerits of a situation, and therefore utterly ignorant of whether or not the most radical violation of his particular "Don't" might be the turning point itself in the life of that particular young man.

Aside from that well recognized

group of inhibitions more or less covered by the Ten Commandments of Moses, and all bearing upon the fundamental right and wrongs of things, I will venture that there is not a single "Don't" framed for the man in the business world which may not be violated every day to the betterment of the transgressor.

The circumstance, the condition and the environment, together with the personalities involved, must determine the action or the inaction in the specific case.

Ordinarily, in the case of the young man starting out in the world as an employe, or in business himself with the object of pleasing a consistency, he has choice of just two alternatives: Do as he is expected to do or refuse to do the thing and stand by the decision. In either position the young matriculate in life must depend upon his judgment to right him in the end. I know of no man in more menial capacity in life than that man, no matter what his ostensible position, who universally concedes all that is demanded of him, regardless of all circumstances.

There is a type of man in the world's work whose sole claim to virtue is the carrying out to the blind letter the dictates of his superiors. This type is preeminently the product of the doctrine of conventional "Don'ts." The vast majority of these men either are weaklings or sneaks. As weaklings they are the men of least consequence to any work requiring initiative and accomplishment. As sneaks they are a constant menace to whatever institution their disloyal service affects.

To the extent that any man has convictions in any matter affecting his work he is either a competent man or he is a fool. That employer is a fool who does not encourage the hearing of the employe having convictions. If they be convictions based in competency, the employer may profit from them directly; if they be the convictions of a fool, the employer may read the danger signal and profit by being rid of the fellow. Some time ago a young friend of mine came to me with a protest.

"Do you know, the work I am doing according to the routine of my office is costing my house \$10,000 a year?"

"If you know that," I said, "it's your duty to report it."

"But I can't—you simply can't talk to those people!"

"Why do you work for them, then?" I asked. "Why don't you get out and get with something else than an idiot asylum? If you stay there the chances are that bankruptcy of the house will leave you out of a job at last, anyhow."

This is advice? Yes! But it is in line with the advisory nature of this article and the culmination of its philosophy, which is: Unless you are willing to become an automaton menial, fix upon your purpose in life, sound yourself and your capabilities and base your chances for success upon these and upon your judgment of men and things as you grow wise to your environment.

John A. Howland.

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.

## ATLAS MASON JARS

Made from superior quality of glass, by a special process which insures uniform thickness and strength.  
BOOK OF PRESERVING RECIPES—FREE  
to every woman who sends us the name of her grocer, stating if he sells Atlas Jars.  
HAZEL-ATLAS GLASS CO., Wheeling, W. Va.

## The Sun Never Sets

Where the

## Brilliant Lamp Burns

And No Other Light  
HALF SO GOOD OR CHEAP

It's Economy to Use Them—A Saving of

50 TO 75 PER CENT.

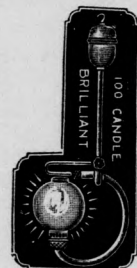
Over Any Other Artificial Light, which is Demonstrated by the Many Thousands in Use for the Last Nine Years All Over the World.

Write for M. T. Catalog, it tells all about them and Our Systems.

BRILLIANT GAS LAMP CO.

42 STATE ST.

CHICAGO, ILL.



## U. S. Horse Radish Company

Saginaw, Mich.

Wholesale Manufacturers of

Pure  
Horse Radish

A household with a baby  
Is founded on the rock.  
"AS YOU LIKE IT" horse radish,  
Is found in every stock.

## 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

### Many Irons in the Fire Widen the Outlook.

A man who owns a cafe in a Chicago apartment building also is the owner of a tailor shop and of a steam dye house. A man whose principal business is that of a general contractor has a biscuit and cracker factory in full operation. One of the best known actors on the stage has a half interest in the business of making and selling a patent medicine. The principal of one of Chicago's public schools adds to his income by raising and selling fine chickens.

The late President Cassatt, of the Pennsylvania Railroad, was known in many circles as a breeder of fine horses by people who looked upon the fact that he was the head of a great railroad system as a matter of secondary importance. George Billings, who is one of the chief supports of the People's Gaslight and Coke Company in Chicago, has about the same reputation as to trotting horses.

With these facts in mind and with them a great many others that might be presented the notion that a man ought not to have more than one iron in the fire is a pretty good notion to get rid of. A man who does a very great deal of work needs something with which he can relax his mind. If that something can profit him in health or wealth as well as contentment so much the better for the man.

Not all the workers in the world can relax themselves with the easy expedients that always are to be secured. Many of the men who work at this or that have no taste for cards, do not care for social affairs and are not infatuated with the theater or with books. To argue that they should be is a waste of time. Either they are or they are not.

If they are not they need some other recreation, for everybody needs recreation of some sort with which to make the doing of the real work of life easier.

Don't be frightened by the cautious advice not to have too many irons in the fire. Any man who has sense enough to have in the fire one iron that ought to be there has sense enough usually to know whether he can handle one more or a dozen more.

Take a chance. Widen out. Broaden your field of activity. It may be that the second or the third or the sixth iron that you put in the fire

will turn out to be the best iron that you have there. It not always is the work to which a man turns first that is his real life work. But unless he tries something else he will not discover this. He will have an indefinite sense of discontent, but will not know why. On the other hand, if he turns to this iron or to that one, if he experiments and makes trials of various sorts, he may discover that in what he has regarded as his real work he has been wasting his time and his energy.

He may find that he is cut out for something else.

But even if he does not make this discovery it will help him to have more than one iron in the fire. The old principle that it always is well to have an anchor to windward is a good rule of action. One can never tell at what time the iron that has been longest in the fire and upon which the most reliance was placed will break and become useless. When it does break it is mighty convenient to have another one there with which it may be replaced immediately.

Providing that the fire iron does not become useless or even less useful than it was at first the mind of the man who owns it will be much improved if he does not give all his time to it. There is nothing in the world that repays the complete monopolization of one's being. Whether the second and the succeeding irons that are in the fire are merely hobbies or whether they are serious pieces of life work it is better to have them than to do without them.

The man of one idea who is met with so frequently in books is an awful pest in real life. If he would be a citizen of the world let him enlarge his outlook on the world. There is a great deal of work to be done that he can help do. Just because he has one iron in the fire already is no reason that the fire will not heat more than that one iron. Let him put in a couple of others. Then if he is not satisfied he can take them out. But by all means let him be brave enough to put them in.

Leicester Wolf.

It's hard to steer a straight course when you keep your conscience in your pants pocket.

It takes the touch of love to take the mote out of your brother's eye.

### Hard on the New Wife.

"The Sexton of a quaint old English church," said the traveler, "showed me through the building one afternoon, and as we were departing, pointed to the Bible on the lectern and smiled."

"A queer thing happened last Sunday in connection with that Bible," he said. "We had a strange minister preaching here, and when he opened the book he came upon a notice and read it out with all due solemnity. It was a request for the congregation's sympathy and prayers for John Q. Griggs, who had been deeply afflicted by the loss of his wife."

"The sexton paused and chuckled softly."

"You see, sir," he said, "our regular minister had been using that paper as a book-marker more than a year, and John Q. Griggs, in a natty grey suit, sat in a front pew with the new wife he had taken just a week before."

### The Honest Barber.

"How much do you charge for shaving?"

"That depends entirely on how many times I draw blood. Sticking-plaster is now selling at about 30 cents a foot."

## The National Cream Separator

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

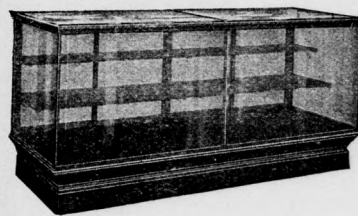
**Hastings Industrial Company**  
General Sales Agents  
Chicago, Ill.

## 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.



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 re-modeled.

**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

## No Evaporation Means No Danger

Gasolene will not explode while in liquid form. It will remain in its liquid form until exposed to the air, when it will evaporate and form a dangerous vapor. A system of gasolene storage that prevents evaporation is a safe system.

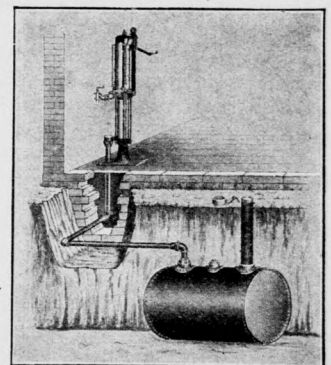
With the Bowser, gasolene is not exposed to the air from the time it first enters the storage tank until it is used by your customer.

If you want to know how this is done, send for our catalog M. It explains the system.

**S. F. BOWSER & CO., INC.**

**Fort Wayne, Ind.**

If you have an old Bowser and want a new one, write us for our liberal exchange offer.



Cut No. 42  
Long Distance Outfit



### Souls Smothered by a Slush of Maternal Sympathy.

If I could put up one prayer for the guidance of my sex more fervent than all the rest it would be that woman might be delivered from the vices of her virtues. To me there is no other thought so profoundly depressing as the knowledge that woman's goodness is responsible for half the wrong in the world. In one of Mr. Howell's most charming novels he tells of a blundering saint who, with the best heart on earth, could do more harm in a minute than malice could invent in a week, and, in a way, she is typical of the general feminine attitude towards life.

Take the matter of sympathy, for instance. That is always held up as the chief of womanly virtues, and from the time a girl is old enough to understand anything she is taught, directly or indirectly, that woman is born into the world to be a kind of human mush poultice and to plaster everything and everybody with pity. She is never taught to use any discrimination or judgment in the matter or to question whether a person deserves to be pitied or flayed alive. Her mission is simply to be indiscriminately sorry, to be always ready to slop over with sympathy and keep her tear ducts always open.

In theory the idea of the woman whose tender heart pities the sorrows of the whole world is beautiful. In practice it is simply administering a kind of mental and moral dope that saps the strength and befuddles the will and is one of the most dangerous things on earth. If we could get at the secret of nine-tenths of the failures in life, be sure that we should find that they were the direct result of this mischievous feminine sympathy on which women pride themselves so much and which they esteem such a virtue.

There comes a time to each of us when we line up face to face with the crisis of our destiny, when the heart fails and the courage wavers and a word will turn the scale and send us either on to fight out our battle bravely, heroically, victoriously, or else make us turn in craven fear and skulk back into the tents to be camp followers all the rest of our days.

It is then that the deadly womanly sympathy gets in its work, and the woman who loves us slays us with her pity. She feels so sorry for us, for all the hardness of life we must endure, she will never blame; she will only excuse if we throw up our hands and give up the fight, her very sympathy seems to justify failure. It is all so comforting, so sweet and so terribly fatal to every energy and ambition. It is what we want, but not what we need. In the time of stress the real friend is not the one who says:

"I know how hard life is for you, and how discouraging it is to fight

against such overwhelming odds. Give up the struggle and come back and be soothed by my pity," but the one who says:

"Don't be a coward. Of course, it is hard. Everything worth while in the world is, but have some grit. Fight out your battle and win your victory. Come back to me with your shield or on it."

That kind of a woman may be called hard and unsympathetic, but she is the one who helps. She is behind all the great achievements of life. In an interview with one of the most prominent of the railroad magnates of this country—a man who has risen from being a track-walker to the head of a great system—he said the other day that there was a time when he was so discouraged, when promotion was so slow and the work so hard and the pay so little that he was tempted to give it up and went to his mother to tell her so; but she held him to the career he had undertaken. She encouraged him and sent him back with new determination to succeed. "If she had given me one word of pity," he said, "she would have ruined my life right there, but she didn't. She gave me a brace instead."

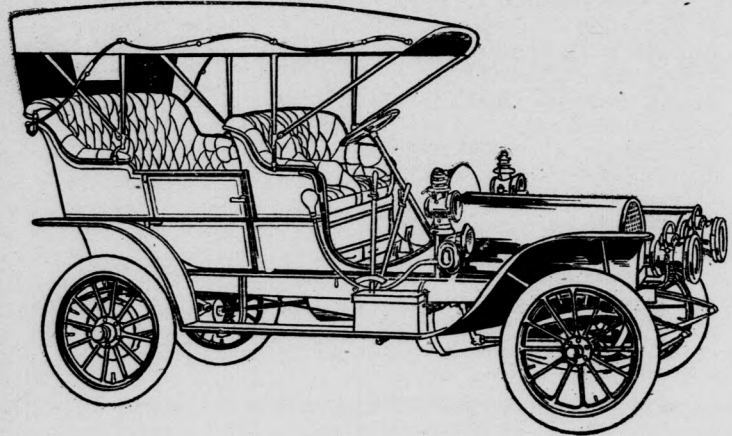
A mother's sympathy! It is our synonym for all that is beautiful and tender in life. Oceans of sentiment and tons of poetry have been written on the subject, but it is time now somebody was telling the truth about it, and pointing it out as one of the greatest dangers that can menace the well being of an individual. It is passing strange mothers never consider it, but it is a fact, nevertheless, that to be brought up in an atmosphere of chicken-hearted pity is as enervating as to be brought up in an air full of deadly malaria.

Abstractly, of course, every woman wants her children to be brave, self-reliant and successful, but she does not take the trouble to try to cultivate those qualities, or, rather, she wants the good things of the world to come to them on wings. She does not want her children to have to go through the travail and work and worry of winning the prizes, and when they do face the necessity of fighting their way like everybody else, she overwhelms them with pity and they give up, unless they are made of stern stuff.

Mothers don't think of this, yet the smallest baby is subtly responsive to pity. Let the little toddler fall, and if someone rushes to him and cries out: "Is the poor baby hurt by the naughty chair?" he will yell as if he was being murdered. Instead let some one say, "Johnny is a brave boy. He never cries when he gets hurt," and the little hero will blink the tears and face the world a conqueror even in his cradle.

There is not one of us who can not point out a dozen cases where lives have been ruined by a mother's ill-timed and misdirected sympathy. I have in mind now an instance in which a man of more than ordinary intelligence, of superb health and handsome face, is an abject failure—sour, disgruntled, a ceaseless source of sorrow to all who know him—and who has a perfect right to turn upon

## 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.

his mother and curse her for what he is and what she made him.

As a boy he never obtained any education, because his mother always sympathized so with his hardships at school, where the cruel teacher expected him to learn his lessons and behave himself. Tommy would come home with tales of how long the tasks were and how strict the teacher was and how a big boy had tyrannized over him, and his mother would keep him from school because she was so sorry for him. When he grew up and started to work the foolish story was repeated. Every situation that Tommy got there was something unpleasant about. He had to work too hard or go too early or stay too late or the employment was not congenial or something disagreeable occurred. Tommy's mother wept bitter tears over how hard things were for her precious darling and how dreadful it was for him to have to work anyway when she read in the papers about the sons of millionaires who were yachting and hunting and doing nothing. The result was that Tommy always threw up his job the second week and at last he decided that it was so much less hard for his poor old mother to take boarders than for him to work anyway that he quit trying.

Then he fell into bad company and, as it was dead easy to get drunk, he acquired the gentle art of being a bar-room loafer, whom his mother supported, but even then she did not blame him. She only sympathized with him, and when he came home reeling drunk she put him to bed and the next morning met him with a glad, sweet smile. More than that, she got angry with her friends because they despised him for the miserable creature he was, and she would repeat to them with a smile of perfect self-righteousness all the old, idiotic platitudes about a mother's sympathy.

Yet it was a mother's sympathy that was responsible for the whole wretched business. If she had made him go to school instead of giving up every time the lessons were hard; if she had held him to whatever business he undertook and made him win the fight and conquer its difficulties, nobody can doubt that Tommy would have grown up to be a comfort and an honor to her, instead of a disgrace. A soul was given into her keeping and she smothered it in a slush of pity.

It is easy to pity those we love. It is hard to send them out to suffer the wounds and the heartbreaks, the loneliness and the despair of the struggle of life; we have no more right to drug them with the anodyne of our pity than we would have to stupefy them with chloroform for every pin prick of pain. What the world needs is not the women who pity us for our sorrows, but the women of high courage who have the nerve to stand behind us and brace us up to doing the best that is in us. We need grit, not pity.

Dorothy Dix.

This world would be a good deal better if some folks who talk a great deal about their love for the human race would focalize their affections.

### The Lazy and Tired Clerk.

The man that is always hunting for work is the last man that has the boss hunting work for him, and is the last man in the store that has disagreeable jobs given him. The proprietor of a store is just as human as the people who work for him and will be well aware, when he is giving orders that no one wants to carry out, that the lazy man is very likely to be the one to have these jobs to do. Laziness is no longer tolerated in any business or profession. A lazy man is of no more use in the retail shoe business than a dead man, and he takes up more room. You have a man in the store that you think is a favorite of the boss I know. Did you ever sit down and think over your own actions in the store and compare them with his and wonder why he is favored instead of you? If you will, you will find that he is busy all the time and that you have lots of time to glance over the papers and to chat with other fellows in the store. There is another feature of his being busy all the time: a man who knows he is going to keep right on working until the store closes has no particular incentive to get through the job he is then on, as he knows it will only be to take up something else, so he works more carefully than the fellow who is hurrying to get his work done, and the result is that the ever busy man not only does more work, but he also does it more thoroughly.

The clerk who works in the fear that he will do more than he is paid for has the satisfaction of knowing he will never be paid for more than he does.

To be a good shoe clerk means to be a good worker, but to be a manager of a shoe store or department is to be a better posted man, and to be a proprietor is to have been industrious and energetic. But it takes work; it takes a continual study of what is going on around the store and in the shoe business to get out of the ranks of the shoe clerk and build up something that will enable one to rise to a place in the shoe world that is beyond that of a mere salary drawer. Business success results from opportunity plus the right man—the worker.—Shoe Trade Journal.

### Known the World Over.

The story is told of a young dry goods merchant who took the entire receipts of the first day's sales, \$36, and spent it all for advertising in the next day's papers. To-day he is the proprietor of one of the leading stores in America, and the name of John Wanamaker is known the world over.

Suppose, instead of advertising, Wanamaker had been content to let his goods speak for themselves, as it were. How far would their voice have carried his name? He would have remained a modest, unknown merchant—or, more likely, have failed. How many people are interested in booming your business? Not as many as are trying to get business away from you, and if you do not let the buying public know, and know frequently and earnestly, that you

are in business to stay, why you can depend upon it your business days are numbered.

The power of publicity is certainly great, but, like any other power, it must be handled carefully. Reckless publicity is disastrous, but in the hands of a conscientious, competent advertiser, publicity becomes the highway to success; but the success is not always assured when the advertising copy is sent to the publisher, for the best that advertising can do is to create a demand, and the demand can be greatly hampered by disagreeable clerks or incompetent salesmen. Success means publicity backed by a good article and good salesmanship.—H. M. Davis in Selling Magazine.

The latest advices from Germany indicate constant progress in the perfecting of the wireless telephone. So far the best practical results have been attained at a distance of two miles or under, but words can be distinguished at even a greater distance. The noticeable thing about these experiments is that they do not cause any real excitement. When the first steamboat plowed up the Hudson, when the first train made its way over the wooden rails, or when the first Atlantic cable was laid, there were tremendous outbursts of popular amazement. People do not seem to wonder much now about anything. We regard the most advanced discoveries of science as a matter of course and do not get surprised at all. No wonder we have ceased to believe in miracles.

## Mica Axle Grease

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

## Hand Separator Oil

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

**Standard Oil Co.**  
Grand Rapids, Mich.

## 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

## MAIL ORDER HOUSES.

## Don't Let Them Monopolize the Leaders.

Be fair, even although it hurts in thus attempting to look on your store through the eyes of the farmer who enters it in a somewhat antagonistic frame of mind.

Remember that the catalogue which Mr. Farmer studies in his spare time tries to make a clean, attractive and inviting showing of all its wares.

The cuts are the best that money can buy. The descriptions magnify all the good qualities and are marvels of studied silence about the poor qualities of the merchandise.

Deftly the idea is conveyed that the merchandise in the catalogue is superior to that in the local store, and that the retail mail order house not only asks a lower price, but at the same time gives a better thing for the smaller amount of money.

Contrast your store and its effects on the farmer fresh from the study of one of those catalogues. Can you wonder that your store repels rather than attracts him?

Will you go on letting Mr. Farmer feel that your store is less clean and less orderly than the retail mail order catalogue houses?

Will you go on letting him contrast "the great department store on paper" which offers pretty nearly everything in the whole range of merchandise with your same old pinched showing that long since proved itself ineffective?

Will you content yourself with nothing but complaints while the retail mail order houses make the farmer feel that he is able to buy from them single articles as cheaply as you can buy by the dozen or gross?

We repeat—see yourself and your store through the farmer's eyes and you will cease to wonder why he chooses to trade elsewhere than in your store.

As you come to understand how your store may be repelling Mr. Farmer, right now, you will also come to know how it may be made more and more attractive to him.

The very first step to take is to clean up. Paint the front. Fix the sign. Wash the windows.

Dust over, through and under the stock.

So far as practicable get goods of a kind together—and keep them where you put them.

The retail mail order houses are incomparably harder competition on goods like stoves, furniture, sewing machines and buggies than they are on shoes and rubbers or on articles of all sorts and descriptions that sell over the retail counters at \$3 and down.

Moreover the very fact that these particular goods are popular—in price and other respects—gives you in them the ideal material for such price comparisons as will force the conclusion that after all you are cheaper than retail mail order houses.

In popular priced shoes you will find the means of making your push most resultful in winning back the trade that has been won away from you by the retail mail order houses.

Every time you tell a customer you do not handle a shoe called for, thus forcing that customer to go elsewhere to supply the want, you have encouraged that customer to form the habit of trading at another store.

Chris Dunbar.

## The Boy and the Trusts.

The late Henry Altemus, the well-known Philadelphia publisher, disliked trusts, and foresaw trouble from them, says the Baltimore Sun.

At a journalists' dinner in Philadelphia Mr. Altemus said of trusts: "They remind me in their cupidity of a boy I once knew."

"This boy's mother ran into the nursery one afternoon and said:

"Jimmy, what's the matter with your little brother?"

"He's crying," the boy answered, "because I'm eating my stick of candy and won't give him any."

"Is his own candy finished?"

"Yes, ma'am, and he cried while I was eating that, too."

## A Mammoth Screw Wrench.

The largest screw wrench yet reported is made by a firm of Worcester, Mass., for tightening the large nuts used in bridges. The wrench is seventy-two inches long, and has a full jaw opening of twelve inches, with a depth of eight inches. The total weight is 160 pounds, of which the jaw supplies thirty-three and one-half pounds, the screw eight and one-half pounds, and the bar 114 pounds.

The man who never has looked over the fence is most ready to describe the dangers there.

## The Hen Comes Into Her Own.

It is not many years since a hen was just a hen and nothing more. She had no pedigree, no aristocratic traditions, no exclusiveness, no distinguishing family traits or features. The black hen of one season might be the progenitor of the black-and-white speckled pullet of next year, and her granddaughter of the year after be of yellow or red coloring. It was all very uncertain. They were just simply barnyard fowls, and not very much was expected of them. Most of them had to scratch for a living and to find roosting-places where best they could.

All this has been changed. The hen is now a cherished part of the farmer's live stock and the comfort and well being of herself and family are well looked after. Special accommodations are provided for her, and much interest is taken in her various forms of development. She is no longer a scrub; she has a lineage to which her owners point with pride and which is registered in books of authority.

She must live up to a standard, too, if she expects ever to be rewarded by being brought to a show. If she is a Plymouth Rock, the markings of her gray feathers must follow an established model; if she is a Cochin the feathers on her legs must extend only to a certain measure over her toes; if she is a black Spanish or a Leghorn her comb must have so many notches, and no more, and so on throughout the list of Wyandottes, Brahmas, games, etc.

A display of these aristocratic fowls

is an impressive spectacle. Their vocalization, too, it may be remarked, is a thing to be remembered. Fed and cared for with an especial view to their visit to the city, they are gorgeous to behold, and once having seen them the observer can no longer think lightly of the egg he consumes at breakfast or of the fried chicken whose toothsome-ness helps to mitigate life's asperities.

It is right that the hen should come to town now and then and be looked at. It is her due that the public for which she does so much should come and admire her. She and her tribe add vastly to the wealth and prosperity of the State, and it is only fair that the debt to her should be recognized. When her week at the show is over she will go home and settle down to the steady business of producing more eggs and more prosperity, for in these modern days she has nothing else to do.

## Something of a Bad Break.

Telephone mistakes may have their serious sides. A man who wanted to communicate with another named Jones looked in the directory and called up a number. Presently came through the receiver a soft, feminine "Halloa!" and he asked: "Who is that?"

"This is Mrs. Jones."

"Have you any idea where your husband is?"

He could not understand why she rang off so sharply until he looked in the book again and discovered that he had called up the residence of a widow.



If you are wandering in the desert of dissatisfaction, if you want to get out of the burning sands of competition, the Kar-a-van is the oasis to which you should turn your attention. At the pool of trade, in the stores and in thousands of homes it is filling a long felt want, and filling it so completely that there is no room for doubt or argument.

JOIN THE KAR-A-VAN CROWD

Sell **KAR-A-VAN** Coffee

A complete line under one Brand, Six Grades

THAT RICH CREAMY KIND

Retailing at 20c to 40c per pound

**The Gasser Coffee Company**

Home Office and Mills, 113-115-117 Ontario St., Toledo, Ohio

DETROIT BRANCH, 48 Jefferson Ave.

CINCINNATI BRANCH, 11 East 3rd St.

CLEVELAND BRANCH, 425 Woodland Rd., S. E

### Why Brave Men Only Succeed.

Fear is an enemy to success among both hand and brain workers. They toil year after year, doing the same kind of work over and over, and are no more likely to be promoted than during their first months of service. They can not well say there have been no opportunities, for above their rank have occurred many vacancies, which generally have been filled by strangers who could not possibly understand the minute details of the business so well as those who have served long and faithfully. Yet the employers saw fit to place strangers above them. There must be something that impedes progress; it can not be that employers dislike them. Is it not fear, or lack of confidence in self?

They feel that they are not quite qualified, that they may not be able to manage, or that they will hear some flippant remark of disapproval from the employer.

The only impediment is fear, that great imagination of something that has not yet happened or never may happen. Employees often comment on the situation when they learn their "boss" has sent in his resignation or that his service no longer is required:

"I would like to have that job, there is fine money in it. I dare not apply for it, as I may not be able to hold it down, and then may be out of work a long time before I get another job, so I guess I will stick to this a little longer, as I am sure of making a living here. Don't you know a bird in the hand is worth two in the bush?" Thus they continue to travel in a circle because they are sure it will land them safely at the point from which they started.

Many times has an employer visited his help with the sole object of selecting one for a manager. Upon his arrival he found all seemed to think that they were not working fast enough when they discovered he was among them or feared they had made some error for which they expected censuring.

He plainly saw that not one of them had enough confidence in himself to fill the position and he would look for an outsider.

Should an employe have made an application for the position and assured the employer that he was master of the situation and had no doubt of his ability to perform the duties

satisfactorily the employer would have given him the first opportunity.

Owing to the nature of the work in some departments of a large firm employees steadily advance.

Those who are not so fortunate as to be so promoted fret because they fear the employer does not consider them favorably. They never make an effort to test the question, only live in hope that some day their fate may change without their having made the first effort.

They wonder why they are not advanced. They do not know the employer has discovered they are slaves to fear and have no confidence. He knows the atmosphere they radiate must partake of self. They can not radiate anything unlike self. It matters not what they pretend to be, the employer takes their real measures and not the pretended.

Alfred Jeffries.

### Chocolate Candies.

The chocolate trade of to-day covers about 20 per cent. of the candy business in this country, while in Germany, France, and England it is 80 per cent. It is literally in its infancy on this side of the water, but if it continues in the next ten years to stride as it has in the last few years the chocolate trade will have reached fully 50 per cent. of the United States candy trade.

Another significant fact is that while formerly the chocolate coatings were brought here from Germany, France, and Belgium, the chocolate flow has turned. As to-day the chocolate factories of those countries are surpassed by American ones, the goods have changed from an import to an export. Loveday A. Nelson.

### When the Wires Tire.

"Messages," said a telegraph operator, "always slide over the wires better on Monday than on any other day. The wires, you see, have profited by their Sunday rest. It is a fact that inanimate as well as animate things get tired and need a vacation occasionally. You know how true this is of razors, of automobiles, of locomotives, and it is just as true of telegraph wires. A wire after its Sunday rest gives a quicker, a fuller and a more delicate transmission. It is like a piano that has just been tuned."

### Worth Remembering.

Some of you may have it in your heads that you must be a college graduate or that you must possess certain qualifications in a book way before you will be able to make your mark in the world.

Book learning is not the "whole thing;" in fact, the records of great men in the commercial world show in most cases that such men have had little of this.

There are other qualifications which are just as important, or more so.

Among them, grit and determination count for more than most other qualifications that make for success.

The lives of many of the greatest men in the commercial world prove and emphasize this.

What we want to point out to you particularly in this little sermon is that if you are not "educated" in a book way this is no reason why you should be discouraged. Maybe you have other qualifications that will count for just as much, if not more, in the battle of life.

Make the most of these qualifications and of your opportunities.

### Without Kindling Wood.

According to a recent dispatch New York City is suffering from a kindling wood famine. Grocers all over the city say that they have not seen the woodman for more than three weeks.

The kindling wood is cut from Pennsylvania hemlock and Virginia pine. Dealers in the product say that the severe winter in Pennsylvania and the scarcity of freight cars are among the causes for the shortage. Another reason is that Virginia woodmen are getting better prices for pine in the form of lumber for building purposes and are ignoring the fuel-wood trade.

### Cautious All Around.

"Why have you been absent from school?" demanded the teacher.

"Why," replied the boy, "Mom broke 'er arm Monday."

"But this is Wednesday. Why did you stay away two days?"

"Why—er—it was broke in two places."

The finger of scorn never is on the helping hand.

Singing cures more sorrow than sighing.

## High "Ideal" Grade

Go-Carts, Folding Carts  
and Baby Carriages  
"The Big Michigan Line"



Many hardware and general stores are selling these goods at a nice profit. Are you missing your share? Ask for catalogue.

Detroit Folding Cart Co.  
Detroit, Mich.

## 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.

## 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.

# 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.

## LOOKING FOR TROUBLE.

## One Can Almost Invariably Meet It Halfway.

Written for the Tradesman.

Teddy, who sells white goods, does not look the part. He stands six feet three in his stockings and tips the scale at two hundred pounds. He devotes most of his leisure time to physical culture stunts and might make good in the prize ring if his inclinations led that way. He is peaceful and serene and you've got to step on his toes until he understands that you mean to insult him before he'll waste any of his store of the Eternal Energy upon you. He will argue an hour before he'll fight, but when he gets ready for battle there's something coming to the man opposed to him.

Teddy sat in a cigar store last night, meditatively chewing gum and waiting for the boss to get off watch so they could go to the theater together. Teddy does not smoke nor drink, for that would be bad for his athletics. To him came Johnny, red of face and all anger, with the lust of revenge showing in his eyes. Johnny had been quarreling over a game of pedro in the little card room away at the back of the store.

"Teddy," he said flopping into a chair, "if I had your muscle I'd go back there and wind that brute's clock for him."

Teddy smiled superiorly.

"What would you get out of that?" he asked.

"Satisfaction."

"Satisfaction passes with its accomplishment," said Teddy, "but it takes a month for a broken head to heal."

"Well, I'd risk the broken head if I had your strength and training."

"Big men don't always win. If they don't get beaten up they get into jail. When a man is capable with his fists he's too apt to meet trouble halfway, which is entirely unnecessary, as it will find you when it wants you, no matter where you hide or what you do to pass it up. Forget the physical revenge, me son. It is superfluous and not calculated to lift a man in the estimation of the public."

"It's easy for you to say that."

Johnny thought he scented a story and he was not wrong.

"When I first took to the road," said Teddy, "I never dodged anything I saw coming my way. I was not quarrelsome, understand, but I wouldn't take back talk. I used to get into some funny scraps, and I'm going to tell you about one of them. It demonstrates that a man who sees trouble coming and won't duck is quite likely to get locked up, if nothing worse happens to him."

"Did you get locked up?"

"Don't be in a hurry, me son. It will all come out in the wash. One day I was over at Philadelphia working among a lot of little establishments that had been on my list for a long time and hadn't been attended to. Just after dinner I came to a little store where a pretty young girl sold cigars, magazines, candy, ice cream, and all that, from daily newspapers to little hot drinks from the fountain. The girl was a stranger to me, and pretty, so I took a stool

at the marble counter and asked for a hot drink."

"Sure you did," said Johnny.

"I noticed that the girl looked worried, and kept looking out of the big window as if expecting someone. Presently she leaned over the counter with a smile that won me heart and asked if I was in very much of a hurry. Of course I wasn't in a hurry. I would have stayed there all day just to keep within the attraction circuit of those blue eyes. She sure was a peacherino."

"Taken for granted," said Johnny.

"So I told the little dear that I was not in a hurry, and what do you think she did? Instead of asking me to stay about as a defender, or something like that, she suggested that I run the store while she went out on an errand. She said that she wasn't a bit afraid to trust me, as she knew the firm I worked for and knew me by reputation. So the little peach put on a bewitching hat and went out, leaving me sitting at the soda fountain and wondering what I'd do if any one came in and wanted to buy something that wasn't marked in price."

"While I sat there a breezy young chap drifted in, carrying a little leather grip and an air of assertion. I just took a dislike to the chap the minute he opened the door, but I stepped around behind the cigar case and laid my hat aside. He looked me over through a pair of nose glasses that would not stay placed and grunted:

"Where did you come from? I never saw you here before."

"I smiled sweetly and observed that I hadn't been there long; was, in fact, new to the business; but he did not appear to like my explanation. I couldn't see what business it was of his, anyway."

"You're big enough to be pulling stumps," he said, and then the sleeves of me coat began to get too small for me biceps."

"I have an application in for three sizes smaller in the next incarnation," I said, having made up my mind that the fellow needed a lesson. Besides, I had had no time for physical culture that day. He snorted.

"Don't get gay with me," he said. "I want to look over that last report of yours. There's something crooked in it."

"Now, I had no idea what the fellow was talking about, and I didn't care. Of course I should have explained the situation, but, as I have before observed, I had had no time that day for physical culture. I think I asked him how he got away from his keeper, and if his head had gone wrong over some bum report, but he said he was the manager of the chain of stores and would throw me out of a job right there if I didn't apologize and produce the report."

"I think I remarked that he'd better run along home and play he was a four-track railroad, which would keep him out of the way of the police, if it didn't improve his minds, and he came around behind the counter and pulled out the cash drawer."

"I'm not going to stay here and argue with a lunatic," he said. "I'll close

the joint until I can send someone up from the office. Get out."

"By this time I knew what was coming off, but I was too mad to explain the situation to the fresh young man. When he drew out the cash drawer I took him by the collar of his coat and the bosom of his trousers and slid him down a steep stairway into a dark and mouldy basement, where he amused himself beating on the door with his fists. About this time I became anxious for the girl to return. You see, I didn't know what sort of a scrape I'd got her into, and I began to feel sorry. Besides, it was only a question of time when the smart young man would work his way out of the cellar and then it might be necessary for me to put him to sleep. If I hadn't been so blooming strong I wouldn't have gotten into the scrape."

"While I was considering what to do next, a muscular fellow in a blue uniform opened the door and entered. I thought at first that he was a policeman, but he was a fireman, or a street car man, or something of that sort. He looked rather queerly at me and cocked his head on one side and listened to the other fellow pounding on the cellar door. Then he threw off his coat and began rolling up his sleeves, a thing a man who really wants to fight never does. It's a bluff, a great big bluff."

"So," he said, "you're the scum that's been comin' here insultin' the goil? She said she'd leave you in charge some day an' let me come an' beat you up. Now I'm goin' to change your face good an' proper."

"I could have squared everything right then if I'd had any sense and hadn't been so strong. What I said to the fellow didn't calm him any. I think I told him that I had waited so long for him to drop in that I couldn't spare him much time, and advised him to 'phone for a surgeon before he opened hostilities. He disregarded all my advice and sailed in. Just as we got to going in a way fit to do us both credit a sleek young man in a black suit popped in. The blue man gave one look at him and tried to draw out of me fond embrace."

"That's him!" he said. "I made a mistake in me man! Let go! So I let go, and just as the blue man got the other down on the floor the cellar door flew open and the manager hopped out and lighted on me like a hawk on a hen. He was so mad that he frothed at the mouth. By the time the show cases were all down and the soda fountain suds mixing with the cigars and candy the sweet young girl came back."

"I'm afraid I've not been a success here," I said to her, "but I'll give you possession in a minute," and I took the two men in me arms and tossed 'em out on the walk, where they fought on like a couple of bulldogs. A crowd gathered, and it looked like the cadi in the morning for both of them."

"You're a brute!" cried the girl, making for my hair, "and I just know you've robbed the cash drawer."

Then it was policemen and the hurry-up wagon for the three of us, and

it was midnight before I got out on bail, and I paid a fine the next day, and the blue man wanted to fight me again. I wasn't so strong then. No more for me. I had had quite enough of that nest of lunatics. And I might have avoided all the trouble by explaining to the manager, then I would not have carried a black eye for a week, and the girl wouldn't have lost her job, and the other young man wouldn't have been taken to the hospital. All of which goes to show that it is not wise to meet trouble halfway, or be too strong when there is some one spoiling for a fight."

Alfred B. Tozer.

## A New Fiber Plant.

Samples have been received in Washington of the fiber of a new plant discovered in Brazil which, according to the United States Consul at Rio de Janeiro, may revolutionize the linen industry of the world. Experiments have reached a point where it is stated, without question, that the fiber is a success and that its influence will be felt in the fabric world.

The plant is virtually a weed growing from 12 to 18 feet high in four or five months, resembling in general appearance the hemp. It is hardy, requires no special cultivation and matures so rapidly that three crops a year can be grown.

The fiber runs generally into three grades, the finest of which corresponds to the best linen, the second to coarse linen and the third to European hemp. From the fiber of the plant, therefore, come both fine linen and strong rope. The residue of the plant is suitable for the manufacture of fine writing paper, so that every portion of the plant can be used for some industrial purpose.

The process of producing fiber from the new plant has just been patented in the United States. Whether the plant can be grown in the southern portion of the Pacific Coast regions of America free from frost it not yet known. The subject merits the investigation of the agricultural and industrial authorities.

## The Passing of the Hickory.

The manufacturers of many varieties of tools, agricultural and other, find themselves facing a serious calamity in the rapid disappearance of that most valuable of American hardwoods, the hickory. For certain uses, like ax-helves and hammer handles, almost no satisfactory substitute can be found. One of the hardest, it is naturally one of the slowest growing trees, and many years must elapse, if plantings are undertaken, before the trees can be made available for timber. Some can yet be found in Missouri and in parts of other states in the same latitude, but from New England, New York, Pennsylvania, Ohio, Kentucky, Michigan and Wisconsin the hickory has almost disappeared. Yet not long ago it was burned as the best of firewoods—thousands of cords every winter.

The nuts, too! How the "shell-barks" are missed! Probably the best plan for getting these back, for the delight of old and young, is to plant hickories for shade trees along the roads and city streets.

# 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.



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## LYON BROTHERS

Chicago, Ill.

Madison, Market and Monroe Streets

Wholesalers of General Merchandise

We Sell to Dealers Only

### Things Which Go To Make Up Wealth.

Talk has become commonplace about this period of prosperity which grows bigger and lasts longer than any dreamer dared dream; but neither men of affairs nor economists have yet satisfactorily explained it. Nor have we any safe rule to judge the future by.

Labor and land, population and capital—these are the things that go to make wealth. A population of the right sort gives value—that is, makes demand; saved-up money—that is, capital—enables labor to undertake enterprises that could not otherwise be undertaken or that would be done far more slowly. Then there must be land and labor.

All this seems simple and elementary. Yet there have been times when we had idle laborers, and when for every man there was less land than there is now; and many a time we have had capital idle and afraid to risk itself. There is, therefore, something else than labor and capital and land and population that is necessary to make such a flow of prosperity. We sometimes name this other thing confidence, but naming it confidence does not take us far toward a real explanation. For what keeps up our confidence? You may have all the confidence in the world, but you do not long buy things unless you want them and have the money to pay for them; and your wants and your supply of money do not come to you merely because of your mood or of a mood of the public. There is a deeper cause than this.

A plausible and probable explanation is that we have for the first time during these last eight or ten years reached our working mastery of the modern machinery of production and transportation. We do more work, we feel surer of ourselves, and during the same time we have got away from the blight of cheap money threats. We make an acre yield more; we work our mines cleaner; alas! we cut our forests cleaner, too; we have improved our machinery and made our processes of manufacture better; we are in closer touch with the rest of the world, as well as with one another; we have organized industry more efficiently and economically, and we are now getting the benefits of all the preparatory and organizing work which we did during the several decades preceding the last. Is this not a sound economic explanation?

If it be found so, the continuance of prosperity depends upon the proper economic use of labor and capital and land, rather than upon the amount of it. If we could conceive of a state of society wherein every man and every saved-up dollar were at work producing something that has real and present value, there would be no panics and no hard times. And this is approximately what we seem to be doing. But whenever we put our capital and labor at work producing something that is not of real and present value, or is of but little value, then we may expect a lessening of prosperity. The ques-

tion turns on many pivots, no doubt, but one pivot is the direction of productive work—whether it be a wise or a foolish direction. World's Work.

### Don't Forget.

That a good clerk never makes the same error twice, while an indifferent one does, and generally loses out.

That you don't need to tell of your ability, if you possess any. Those interested will find it out.

That the fellow who accomplishes most is the one who makes the least fuss about it.

That the man who is always complaining is the one with the frayed coat binding and ragged shirt.

That it pays to smile all the time. "Smile and push" is the mighty good motto to stick to.

That the forget-the-change habit is quite prevalent among a good many, and that a cash-register system promptly conducted eliminates it.

That the less some fellows have to do the less they do do.

That the man who sits down the minute the boss goes out is very often seen standing around waiting for a job.

That the one who has to be told what to do, when to do it and how to do it is usually the fellow who thinks he knows it all.

That it's a good thing to learn to know the difference between what's yours and that which belongs to some one else.

That it is not volume of business alone that makes one prosperous. It's making each sale yield a margin of profit that counts.

That the clerk who obeys orders to the letter has the least cause for regret.

That it pays to do as you are told rather than argue the point about doing it some other way.

That a good many merchants haggle over a nickel and let many dollars slip through their fingers.

That he who smiles and walks away lives to smile another day.

That knowledge of the stock makes a clerk's service valuable while he who has to ask is generally in the way.

### Cutting Both Ways.

There is a story about a company promoter who advertised for an office boy. He received a hundred replies. Out of the hundred he selected ten, and with the writers of these ten replies he had a personal interview. His final choice fell upon a bright youth, to whom he said: "My boy, I like your appearance and your manner very much. I think you may do for the place. Did you bring a character?" "No, sir," replied the boy; "I can go home and get it."

"Very well; come back to-morrow morning with it; and if it is satisfactory I dare say I shall engage you." Late that same afternoon the financier was surprised by the return of the candidate. "Well," he said, cheerily, "have you got your character?" "No," answered the boy; "but I've got yours—an' I ain't coming!"

Zeal without knowledge is fire without light.

### Reading the Sunday Papers.

A man who was traveling through a sparsely settled region stopped at a typical back-woods farm house to enquire the way to the nearest town.

"What's the news?" asked the woodsman, as he leaned his lank frame against the fence and pulled his long beard thoughtfully.

After telling him some of the recent happenings in the world the traveler suggested that he ought to take some weekly or monthly periodical that he might keep in touch with the outside world.

"Wal," said the old man, "my son in Chicago five years ago sent me a stack of Sunday newspapers that high"—indicating a height of about three feet—"and I ain't done readin' of 'em yet."

### A Shoemaking Record.

The man who is strong on statistics looked around.

"They are getting the shoemaking business down to a very fine point," he said. "It has got so now that they can take a piece of leather and feed it into the first machine and send it whooping along through fourteen other machines and sixty-three different pairs of hands, and finally it comes out a finished pair of shoes—and all in thirty-eight minutes."

The weary looking man in the corner seat shook his head.

"That's nothing," he growled. "I've got a ten-year-old boy who can wear 'em out in less time than that."—Cleveland Plain-Dealer.



### The "Ideal" Girl in Uniform Overalls

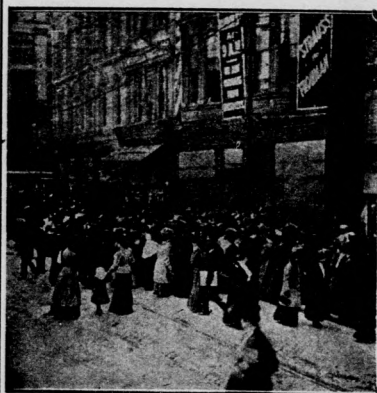
All the Improvements  
Write for Samples

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.

### Why Short Firm Names Are Valuable.

Col. Mower was in from the country visiting his friend Smith. As they walked down the street they met a man who nodded pleasantly.

"Friend of yours?" asked the colonel.

"O, no; merely a casual acquaintance, that's all—Mr. Green of the Green Incubator company. Paints all his incubators green, they say."

Another nod of recognition followed and another hurrying on pedestrian.

"Another incubator man," continued Mr. Smith; then reflectively, "but to save me I can't recall his name. Odd name, as I remember it—but they do say he makes a better incubator than Green."

Before reaching his place of business, however, after considerable brain racking all the way down Mr. Smith recalled the name and confided it to the colonel. It was Mettenweiler—proprietor of the Mettenweiler Incubator company. With that the incident was turned pleasantly enough. Memory pranks are common, and neither Smith nor the colonel really had occasion to think anything more about the matter—at least, not for some time.

About a year later, however, Col. Mower, back in his pretty country villa, was figuring on incubators. It was then that the little incident of the city came back to him. The colonel was a spontaneous sort of man, and now that his mind was set on incubators he wanted them at once. And as is the case often, too, with men of this class, now that he wanted the incubators, the various literature he had received from time to time from interested firms he could not find. This was annoying.

Then he reverted to the little incident of the city of a year ago. True, he readily recalled the name of Mr. Green of the Green Incubator company, for that was a simple name to remember, and besides the incubators were said to be painted green. But the colonel wasn't satisfied with that, for his friend Smith had told him the other—"confound it, what is that name now?"—made the better incubator of the two. He wanted the best if he could get it. For a while longer, with pen in hand, he racked his brain, but to no purpose.

Then came the reaction, and with a few silent imprecations for all fools with impossible names he set himself calmly to work and wrote his letter to the Green Incubator company.

Whether or not Mr. Green is cognizant of the value of his name in this connection is problematical. It is certain, however, that he didn't know he had the simplicity of his name to thank for this particular order unless the colonel himself advised him of that fact.

There is no denying the fact that an easy-to-remember name is a potent lever with any business for success. And in this case, too, the order was forthcoming against the distinct disadvantages of a disparaged

reputation. Had the colonel been able to recall the other name there isn't a doubt but that that firm would have received the order.

There are many people throughout the land who occasionally find themselves in a similar predicament to that of Col. Mower. Sometimes it is a city sign the fickle memory is trying to recall, and again it may be some name from an advertisement.

The shrewd business man needs no club to have the point pounded home. If a simple name is recalled more easily, it follows the cost to advertise it must be considerably less. Every postoffice in our commercial centers can bear evidence to the waste of advertising on account of difficult titles.

Thousands of misdirected letters annually are returned to the writers or sent to the dead letter office—letters in the main not misdirected on clerical error, but on a haphazard proposition or a fleeting recollection. Simple titles are staying. They do not flee easily.

Any title that may be brought up on the associate ideas plan is good—as: "The Hardwood Flooring," "The Shade Awning," "The Good-speed Automobile," etc.

Articles with a catchy name exploited in the advertisements usually outsell those less fortunately named.

C. D. Romero.

### Where Amber Is Found.

Santo Domingo is one of the few places in the world where amber occurs in any quantity. The bulk of the supply comes from the vicinity of Konigsberg, on the Baltic seacoast. There it occurs in the lower oligocene, and appears to have deposited originally in glauconitic beds of clay, which were afterward eroded by wave action and the amber distributed, although much of it is taken from

beds in which it was originally deposited. Amber is simply fossilized resin, derived apparently from certain coniferous trees. The conditions under which it occurs in Santo Domingo do not appear to differ substantially from the Baltic seacoast. It is found near Santiago city, associated with lignite, sandstone and conglomerate. These beds probably belong to the oligocene formation and are found containing amber at a number of places on the north coast, as well as on both flanks of the Monte Cristi range. It also frequently occurs in the streams flowing through these beds. The amber is usually in ovate lumps, from the size of a pea to a man's fist, often flattened and dull on the exterior, being covered with a kind of brownish crust.

### Are You Prepared for Warm Weather?

The warm weather is coming. Are you ready for it? Have you done everything in your power to make your store the most popular in town during the heated term? Electric fans should be installed. If that plan is not feasible, small fans should be distributed about the store. The water cooler is a necessity that you can not afford to overlook. And don't put it in some out-of-the-way corner where it won't be noticed.

Pull down the heavy, stuffy decorations from over your shelves and from the windows. Replace them with dainty summery material. Make the entire store look cool and airy. Unload the showcases, and, instead of having them crammed with stock, display a few articles well. Leave nothing undone that will make your store look cool or that will add to the comfort of your customers.

Your money loses its power to help when it gets into your heart.

### 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.

### 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.



**YOU ARE ALWAYS SURE of a sale  
and a profit if you stock SAPOLIO.  
You can increase your trade and the  
comfort of your customers by stocking  
HAND SAPOLIO  
at once. It will sell and satisfy.**

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

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

## MAIL ORDER EDUCATION.

## Cub Clerk Aspires To Being an Advertising Manager.

Written for the Tradesman.

The cub clerk came and stood by the desk of the old book-keeper. It was after hours, but the old man was still busy with his ledger.

"What's up?" he asked.

"I've struck it now," said the cub clerk.

"Again?"

"Other times didn't count."

"They didn't score, anyway."

"But this time it's all right."

"Of course," said the book-keeper.

He went on with his work and the cub clerk waited for him to show more interest in the new proposition. But the old man worked on and the clerk continued:

"I've been studying on the quiet for about a month, and I'm about ready to branch out. I know now what I'm fit for."

"What is it this time?" asked the book-keeper. "The last time it was invention, wasn't it?"

"The last time," was the reply, "I was about to fly away to the gold fields of the West. Now I get my gold right here."

"What is it?"

"Advertising."

"Oh, you've got up a remedy?"

"Nit! Think I'm a drug store? No, sir, I'm going to get into the swim as advertising manager of some big department store."

"That's a nice job," said the other.

"You just bet it is. Say, some of them get as much a year as a congressman does. That's pretty poor, I guess."

The book-keeper laid down his pen.

"When are you going to start?" he asked, a smile brightening his shrewd face.

"Oh, right away."

"Got your job?"

"Oh, they get me a job."

"They do, eh? You're lucky."

"You act as if you did not believe me."

"I presume you mean that the correspondence people you are paying your money to will get you a job?"

"They guarantee it."

"Just so. I suppose they'll get you a place where you can start in with about two thousand a year."

"I may get more than that."

"How long have you been studying?"

"Long enough to get through the course. I'm about ready to commence work, as I said before."

The book-keeper studied the open pages of his ledger thoughtfully.

"Why didn't you learn how to run a big department store by mail?" he asked, in a moment.

The cub clerk rolled a cigarette and seated himself on a box.

"Quit your kidding," he said. "You can't learn how to run a big store by mail, and you know it."

"Why," said the book-keeper, "they teach you how to beat the races, and tune pianos, and become an artist, and how to write novels, and how to get a mail order business. I've been expecting some man to offer how to build a Panama Canal by mail."

"Oh, you're sore at something," said the cub clerk. "Why can't one learn advertising by mail?"

The old man laughed.

"Suppose you get a job as advertising manager at a department store," he said. "You think the thing for you to do is to put the advertising matter in good shape?"

"Why, of course."

"That's where you would fail. You have got to go through the departments and size up the goods. You've got to know all about these goods. You've got to be able to describe them, too. You step into the skirt department of a big store and ask the girl in charge to give you the technical names of the different annexes, additions, belfries, porticoes and angles of a woman's skirt and she will give you the frozen face. She knows that you get a big salary, see, and she wants you to earn it."

"Then I'd have to make love to the girl!"

"Then you go to the shoe department, or the millinery department and sit down to write up a screed. You've got an order from the manager to write something that will move those goods, and so you try to be funny. You've got a neat little screed all framed up in your mind. You ask the clerk to give you some prices and he begins with a lot of sizes and styles, if you are in the shoe department, and the first thing you know you are taking up all your space telling the public what you have to sell and what you want them to pay for it. No chance for funny work."

"Then why don't the heads of departments write the advertisements, if they have to tell the other fellow what to write?"

"Sometimes they do. The advertising manager keeps himself busy watching the various departments to see that there is no stock that ought to be moving left on hand. He knows the cost of the goods and he knows what they can be sold for. He knows whether they are old or new, and he knows how much of a cut to make. But, of course, the boss passes on the prices. I presume you can learn all this by mail?"

"Oh, they teach you a lot about goods."

"The place to learn that is at the store."

"All right. I'll get a jimmy, some night, and burgle my way into a big department store and learn all about goods. Will that suit you?"

"You'll have to get in some way and learn about stock before you can get such a job as these people tell you about. When you have learned to write advertising you have just got to the primer."

"You're a cheerful sort of an old chap."

"It is no joy to me to smash the bubbles of youth," said the other, "but it is necessary that some one should do it now and then. I presume you have been writing sample advertisements?"

"Just a few."

"And you have some of them in your pocket at this minute?"

"Why, I thought I'd see what you'd say to some of them."

# 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.

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

"All right, my son. Drive ahead." The cub clerk took out a roll of copy paper.

"Here's one on a new spring hat," he said. "Why are the new spring hats the most victorious creatures of spring? Give it up? The answer is because they always come out on top. Here's one on a shoe. Why are our shoes like the rich miner? Because they are well heeled. Wouldn't that make you stop and throw up your hands? Here's one I wrote for the grocery department. Why are our sugars superior to all others? The answer is: Because they are so sweet that they can't be beet. That means that they are not made of beets, see? Now, here's one on coffee. Why are our coffees like the last rose of summer? The answer is because they carry their flavor to the last. I do not think that last one very good, and I'm going to try to fix it over. What do you think of 'em?"

"If you take up advertising space with stuff like that," said the book-keeper, "you will be charged at space rates. The modern business man doesn't want to be funny at two dollars an inch. He wants to tell the people what he has, why he wants to dispose of it and what he will sell it for. The people who want to buy shoes read shoe advertisements. It is not necessary to lead off with an alleged joke."

"Yet you constantly hear people talking about well-written advertisements."

"A well-written advertisement is one which tells the public about the bargains offered without any unnecessary words, and without wasting space. Catchy phrases go, but the attempt to be funny passed into the discard years ago."

"Well, there's a lot of people I know studying advertising," said the clerk.

"Of course. Perhaps one in a thousand gets a job and makes good. Anyway, it will do you no harm to take the course."

"But I don't understand why an advertising manager must know all about the goods in a big department store," urged the clerk.

"Because he is there to keep things moving and to save the bosses a lot of unnecessary bother," said the book-keeper, and the session closed with the cub clerk in a fit of the blues.

Alfred B. Tozer.

#### How I Made My Fortune.

Over 50 per cent. of the workers of our large cities die leaving less money than is required for their decent burial. Statistics will bear me out in this surprising assertion. I am at the head of a concern employing hundreds of men and have made the condition of the laboring man a study to a large extent.

Moreover, the majority of the remainder, those who do succeed in saving some little money, seldom have more than a few hundred dollars to show for their lifetime savings. The workingman who succeeds in saving enough to insure more than the meager comfort in his old age is a rarity. The number who own their own homes is so small that the figures would not be believed.

In fact, it is by only the strictest self-denial that a working man even can lay aside enough to insure him a well cared for old age. Working upon a salary, the average man will spend up to his income. He knows how much is coming in each week and his money goes accordingly.

Even those who may be termed semi-professional men, by that I mean skilled workmen in shops and railroad men, spend close to their incomes. There are few indeed among those receiving good salaries who ever reach comparative independence.

I have known hundreds of cases where sickness, accident, or other inability suddenly has found a family practically destitute. There are many cases which have come under my observation where men have worked for twenty-five years or more on salaries which should have enabled them to amass a fair competence, yet sudden reverses have found them dependent. My advice to every young man starting out in life is to lay aside each week a set share of his total earnings. He should not make this proportion so large but that he can adhere to his plan without deviation.

I can recall one particular instance wherein the scheme worked with excellent results. A young man was working upon a small salary; he was getting but \$12 per week, but he decided he must save. His decision was based upon his awakening to the fact that he had worked for several years, and at the end of that time was to all practical purposes where he had begun. He was no richer than when he started in beyond the fact that he had learned a useful trade.

He began by placing each week one-half his earnings in the bank. It was only \$6 at first, and left him but \$6 to pay his board and buy the necessities of life. The first year was a hard one. Of course he had to forego the theater, dances and various other forms of amusement, but he was firm.

At the end of the year he was rewarded by a raise from his employers. He then was earning \$15 a week and so placed \$7.50 to his credit in the bank each week. He got along a little better, too, having a dollar and a half extra each week for spending money. Soon he was noticed by his firm and was given a position which meant a considerable responsibility. His steadiness, enforced by his simple living, had brought its own reward. A few years afterward his salary was such that the half which went into the bank each week began to count up with great rapidity, and the half he kept for himself enabled him to marry and support his family decently.

He placed his savings out at interest with good security and each year placed to his savings account one-half of the interest the money had earned him. The other half he retained for his own use or for independent investment. There were times when he could have placed to his savings account far more than the half of his gross income, but that was not his plan.

Finally he saw a chance to go into business for himself and did so. He

did not have money enough on hand without drawing upon his deposits and recalling that at interest, so he borrowed, leaving the entire amount intact.

When in business for himself he allowed for his own use a stated salary. As before he put aside one-half of this and each year figured up one-half the earnings of his business and one-half the interest his accumulations had earned him and placed that amount more to his credit as savings. It was a strenuous life, but he stuck to it.

He was years in repaying what he had borrowed for the business, but when he had done so was well satisfied with his work. He is continuing the same plan to-day, although the necessity for it long since is past. Now he would have a hard job to spend the half he retains for his own use did he wish to do so.

How do I know this plan was workable? How do I know it was feasible? I ought to. I am the man.

A Manufacturer.

#### Past Praying For.

A prominent politician while visiting in Washington recently took his little son with him to the Senate gallery. The boy seemed especially interested in Dr. Edward Everett Hale, and his father explained to him that Dr. Hale was the chaplain of the Senate.

"Oh! he prays for the Senate, doesn't he?" asked the lad.

"No," said the politician, "he gets up and takes a look at the Senate and then he prays for the country."

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 registered guarantee under National  
Pure Food Laws is Serial No. 50

Walter Baker & Co.'s  
Chocolate  
& Cocoa



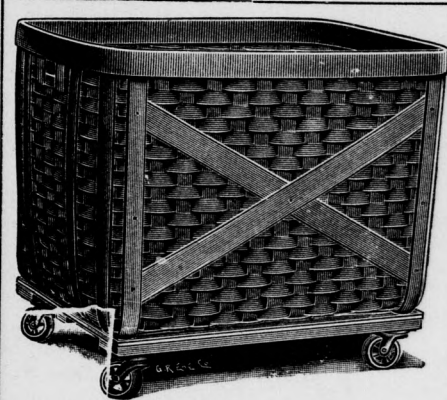
Registered,  
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity 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.

## STUDIED HIS EMPLOYER.

## One Way George Pillen Achieved Success.

George Pillen, after having been employed by the Hulse concern for nearly a year, began, during a contemplative hour one evening, to take stock of his prospects with the firm as applying to his earning capacity. He was on a par with a dozen other workers of the big concern, in one of the departments that was under the supervision of Catter. Catter, the manager, was an unsmiling man, who, in the estimation of the underlings, was an embodiment of energy and enterprise; they felt that they were not close to him, although it was the suggestion of his manner, rather than what he said or did, that made them realize that there was a gulf between them and their boss. Catter, perhaps, was just a bit too courteous and unswerving in his sense of equity to allow them to sound his depths. The workers placed Catter on a pedestal that had for its base a certain kind of respect.

George, after having weighed the chances for advancement, decided that if he were to become an entity in the affairs of the Hulse firm it would be necessary to have a distinctive personality to attract attention; he would have to leap forth from the pool of mediocrity to become a compelling force in the eyes of Catter. George was a studious young man, with a good education, but he was lacking in self-assurance. He by no means had the degree of confidence in himself commensurate with the foundation provided by his native abilities.

In his self-analysis George saw that, to become a positive force, he would have to cultivate a well measured aggressiveness. Further, he dissected Catter, studying his temperamental and business qualities, and concluded that hereafter not alone would he be unafraid of Catter but that he even would approach him on a human basis. He would appeal to Catter by playing upon his nature so skillfully that in time he would impress himself upon his mind. While George's first impulse was to feel that such procedure was scarcely conducive to added self-respect, yet his philosophy soon became tinged with a Machiavelian flavor, and he argued that he merely was playing a game of sophistry or diplomacy in the name of business.

The campaign of George was started the next day, when Catter, in telling George what to write to a customer in refusing an extension of credit, added soberly, "Man wants but little here below, nor wants that little long," whereat George laughed heartily, somewhat to the surprise of Catter. Thereafter, whenever Catter showed the faintest glimmer of humor or paraded a forlorn witticism, George hailed it gleefully. Catter was pleased secretly to find that he possessed the gift of humor, which he had been unaware was his until George had recognized it.

One morning George said to Catter: "Mr. Catter, in the firm's high priced advertisement in the Advent Magazine I notice the statement: 'The close weave and strong fiber of our

"Oversea" emphasizes its lasting qualities.' You see, the Advent is read by particular people, and why give them a chance to find fault with 'emphasizes,' which should be 'emphasize,' you know?" Catter prepared the advertising of his department, but the friendliness of George's manner silenced Catter's pride, and he accepted the truth of the criticism.

On one occasion George entered Catter's office on business, where he found Mr. Hulse, the head of the firm, who was complaining to Catter that a Belfast firm had just written: "Notwithstanding that we called your attention in the past to the fact that every now and then your letters reach us insufficiently stamped, or prepaid at your domestic rate, and that in consequence we have to pay double the amount of postage actually in deficiency, such letters continue to come to us from you. Again we beg that your correspondents be instructed to exercise care in this regard."

George heard the excerpt as read; and on the impulse of the moment, said: "Excuse me, but would it not be a good idea to have special envelopes and letter heads of 'foreign correspondence' paper, in a distinctive color, say, light green, bearing our usual printing, for all letters to be sent outside of Canada, Mexico and the United States' possessions? Several pages of our heavy paper make the average weight of a foreign letter over a half ounce the 5 cent rate. On the envelope where the stamp is to be affixed could be printed in small type: 'Foreign postage; 5 cents a half ounce.'" George, after his proffer of advice, placed an inventory sheet on Catter's desk, and left, followed by the interested eyes of old Hulse.

George unremotely continued his campaign, in which appeals to Catter's business and human sides were made so artfully that he never suspected that he was the object of siege. Time went on and George became the more practiced in his attentions, but he still was employed at \$15 a week; and truth to tell, he saw no illumined way before him.

One night George was on a crowded train, and although several ladies were standing, he kept his seat, probably because he was tired after having roamed around the greater part of the evening with a visiting friend, whom he had returned to the hotel in safety. More people kept crowding into the car, and George saw, as the train left one station, Catter, with a woman, both of whom stood near his seat. George caught Catter's eye and relinquished his seat to his companion. Both Catter and the woman, who was introduced to George, were cordial to him.

A week later Catter went to George's desk and said: "George, I am going to marry and I have agreed with my intended wife to lead a less strenuous business career; you know I have kept at the grind twenty odd years, without giving much thought to the softer—er, the social side of life."

"I often have wondered why you never made some woman happy," said



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


Get our prices and try our work when you need

## Rubber and Steel Stamps

### Seals, Etc.

Send for Catalogue and see what we offer.

**Detroit Rubber Stamp Co.**  
99 Griswold St. Detroit, Mich.

## 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, geared car—a 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.

# EL PORTANA

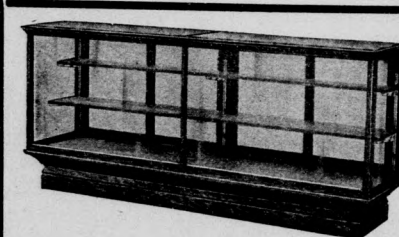


MADE IN U.S. OF AMERICA

HAVANA. PORTO RICO.

5 Cent Cigar

**G. J. Johnson Cigar Co., Makers**  
Grand Rapids, Mich.



## 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.

George, eagerly anticipatory of what was to come.

"Perhaps I have—by not marrying her," returned Catter, and this time George laughed genuinely. Catter continued: "Miss Overage liked you the other night, and she and I decided that I should have an assistant here. When I told Mr. Hulse that I wanted an aid, he said he wondered how I had got along so far without sharing my load. I told him that you were my choice; we have proved that we can get along together. Fifteen hundred a year; assistant department manager," and so warm a light was in Catter's eyes as he spoke that for a second George felt a twinge of conscience because of his artificial self-seeking conduct, but the next moment, when George found himself looking gratefully at Catter, he realized that he long had borne a friendly esteem and sincere respect for him. So it proved that George's campaign was one in which his heart as well as his head had entered; and his success was not shadowed in his own mind.

C. E. Severn.

#### What Makes a Good Booklet?

Here's a question too often left to take care of itself. It is usually conceded that both advertisements and follow-up letters ought to be written with an unusual amount of care and expert consideration, but the booklet is left to take care of itself and come out, pretty enough, perhaps, from a printer's standpoint, but quite poverty-stricken as to matter.

It is a pity. For the booklet must do a heavy part of the selling. The advertisement opens the prospect, the letter lime-lights the main points—but the booklet must roll up its sleeves and go to work on the task of creating sales-producing conviction in an absolutely thorough manner.

It is highly exasperating to a consumer who has been gracious enough to send for a booklet in order to get more information than the advertisement contained to read through its pages and discover only meager information on the goods. Yet, it is also highly disastrous to the business. There are many booklets which are prepared in just this way—startlingly many.

Now, the primary object of a good booklet is to give the full advertising story a chance, without missing a point. The reader expects it. He would never open its cover if he did not. He is not only prepared but perhaps anxious to learn about all the details before making up his mind to buy.

He wants them gone over, one by one and, if necessary, amply illustrated and demonstrated. He wants to have no point left open—if there is, he is still that far off from buying, and may drop the matter. I have seen many booklets which did not contain more than the advertisement. It is very poor business. If the advertisement had been sufficient to sell the goods the sale could be made without need of a booklet.

The arrangement of the copy is also important. The points ought to be summed up, there ought to be an opening general argument, and the

arguments ought to come in the order of their importance. One of the greatest faults that can be found with most booklets is that they are diffuse and rambling. They begin anywhere, and they end anywhere and they lap over. There is no clean-cut telling of the story from the right beginning and a logical order straight to the end.

A great many booklets begin wrong. They start with the history of the concern, or a general talk about their equipment—always with the house in full opening prominence.

Will it never be grasped that in all advertising the first thing of importance is the greatest gain to the intended consumer? If a booklet of firm history is to be gotten out, why not frankly label it such? Why give the reader a stone when he asks for bread?

Another great opening mistake is made by giving long paragraphs to a reference to the progress of the ages in that line of merchandise, or some other general talk which appeals more to the practical reason. It is a bad thing, because it wastes the valuable opening attention which ought to be gripped very practically and appealingly. The fault of confusion is also very common. The parts and aspects of the proposition are without sequence, and as a result the mind is annoyed at the lack of order in following the proposition.

Sometimes this is the fault of the printer, who is ambitious to arrange the matter to suit his own mechanical ideas of good work. A word about printing will not be amiss. I think that the best booklets I have ever seen, considering them from a business-getting point of view, have been the simplest ones in printing and form. Odd shapes and striking hues and stunning type effects may be all right for many businesses, but for the average one I am certain that simpler effects are more practical. The effect to strive for is simplicity of arrangement, so that it will be easy to read and understand. This principle is rock bottom and every kind of booklet must stand or split on it. But now to the character of the writing—the style. This is the greatest of all faults in booklets—the dreary dryness, the lumbering slowness, the exasperating obscurity and stilted coldness of the average booklet. We are all human, and even if our need be great we are not disposed to sit down and decipher and puzzle out things, or be bored by long sentences and sounding phrases. How many a good proposition utterly ignores its opportunity and sends out lifeless matter with not a speck of ginger or virile sales-making quality in it?

The booklet is a strong force in modern business-getting, and to make one count amid the thousands which circulate through the mails is thoroughly worth expert effort and much thought.—W. G. Nye in Judicious Advertising.

The really bad man is the one who puts into appearing good the energy that should go into doing good.

It is as much a duty to guide your love as to govern your hate.

#### Keeping Your Word.

A middle aged man who has succeeded in establishing a lucrative business, one in which he deals with many persons and often comes in contact with them, says that the strongest feature of his success that he can acclaim is that he made it a point to always keep his word. When he began business in a modest way he determined to do that, for he believed that it was better than any minor strategy often employed by men in dealing with their fellows. Often in the beginning it would have been much more profitable and easier to have resorted to subterfuge, but he was looking toward future rather than present. As time passed, his reputation for keeping his word with customers grew, and this very circumstance acted as a safeguard to integrity—there was no danger that "tricks of the trade" would be substituted for candor. On this basis his business grew to large proportions, because he kept his word, no matter at what cost.

#### A Mysterious Disease.

The daily papers tell us that the man suffering with "idiopathic multiple hemorrhagic sarcoma" is getting slowly better. We are glad to know it, but as there have been only four cases of the disease, so far as the doctors know, in the United States, we are a great deal more interested to know what that disease is which seems to attack treasurers about the time bills are due, and why it is no one else is able to use the check book for ten or fifteen days or longer.

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.

## 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, Mgr., 23 So. Division St.



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.



### Suggestions on Good Retail Shoe Advertising.

If you want your printer to turn out fresh, attractive, money-getting advertisements boostive of your shoes, you've got to put fresh, attractive, money-getting copy in his hands. No evading that. The printer is paid for focusing his mechanical genius on your copy—only that and nothing more. The publishing manager is paid for disseminating the set-up advertisements—just that alone. Therefore it's up to you, neighbor, to word your wants in a winning way. You've got the goods, and you know the selling points; if you don't put up the kind of talk that tells, blame nobody but yourself. My observation is that it is not so much the medium as it is the use made of the medium that makes so much of the present-day advertising inoperative.

Turning out good copy—fresh, catchy, alluring stuff—isn't the easiest thing under the sun; but it can be done—is done every day. If other people can do it, I, for one, wouldn't like to admit that I couldn't do it. It takes time—requires a whole lot of cudgelling of one's noggin; but it's time well spent—and then it gets easier the more you acquire the hang of it.

The most glaring defects in the shoe advertisements which I see from time to time are that they are too diffuse, technical and heavy. Instead of making a sustained and convincing appeal to some one motive, the appeal is weakened by recourse to many motives; as cheapness of price, style, finish, comfort, durability and pretty nearly everything else in the catalogue. By promising the reader such an astounding wealth and variety of shoe-value for his money, the reader's suspicions are aroused. When he turns over another page and finds that another dealer holds forth the same bewildering array of inducements, his suspicions are not allayed by any manner of means. And then so many shoe advertisements are positively spoiled by an excess of technicalities. What does the word "vamp" mean to the average person? From the context he might venture a guess at its meaning; or, if he is of a studious turn of mind—which it isn't wise to assume in an advertisement—he might look it up in the dictionary. Better cut out everything technical. Talk about your shoes in a simple, straightforward way—the simpler the better.

Shoes are good things to talk about. No reason why one should not talk about shoes in an entertaining way. Study the simple, direct, naive language of childhood. Why should we grown-ups be so everlastingly stiff and formal and conventional? Just because shoe advertisements were built up on a certain line in the dear old ante-bellum days is no reason why we should go on perpetuating the terminology. What is to

hide us from stirring up a little neuroplasmic activity on our own account? Nobody has a corner on originalities as yet. There is a force about simplicity and directness in the advertisement which can not be too strongly emphasized; while a fresh and unconventional statement has the force of an argument plus something of the charm of literature.

Suppose, for example, a shoe dealer has a general line of shoes—men's, women's and children's shoes; also a modest but carefully selected line of shoes for very little folks. Instead of featuring in a miscellaneous—and therefore ineffective—way his entire line, why not occasionally devote the big end of the space to talking about shoes for the little tots? Very little people are interesting in themselves—and then they are very near to the hearts of grown-ups. Grown-up people whose interests are not linked in some way or other to small children are the exception. Put the babies' shoes in the limelight and thus play upon those human interests which are as sweet and tender as they are deep and universal. The trick can be done in many ways. Here is a sample:

If you'll feed the babies, I'll shoe 'em.

Isn't that a fair proposition?

Bring the little dearies in—suit your convenience as to time—and I will guarantee to show you something cute and foxy for their little feet.

When you see MY shoes on YOUR baby you'll want his picture.

I cater to the foot-wants of little people.

I also carry shoes—good ones, too—for boys, misses and grown-ups.

The light of the house is the baby. Nothing is too good for him (or her).

If you want to hear him goo-goo with delight bring him in sometime and let him look over our baby shoes—the foxiest, fetchingest line of baby shoes that ever was.

We believe in babies—and we believe in fitting out tiny little feet in beautiful bootlets—the kind you'll want to keep as mementos when baby outgrows them.

We also have men's, women's and children's shoes in stylish lasts and lasting leathers.

Concentrate your fire. Aim at some definite object. It is better to feature one line strongly than many lines feebly. Suppose it is wet, sloshy weather; now is the time to call attention to your heavy-soled shoes—especially your shoes for out-of-door people. There are plenty of ways of doing this. You might plunge right into the subject like this:

Do you walk?

Not the choicest time of year for walking;

Still some of us have to do it.

Well, if you do walk, you ought to walk in our shoes. They are built on walkable lines—built for hard service, slosh and winter rains. They combine just the right weight with the right sort of elasticity and shoe-comfort; they are oil-grained, water and cold proof; they keep your feet dry and your spirits high.

With many people shoe-comfort is

a powerful motive. If a shoe is built on a good last it ought to be comfortable—provided always one gets a good fit. With a complete line of the various sizes and widths in such a shoe, there is nothing to prevent a dealer's exploiting this feature once in a while. It may be done readily—and with good effect. For example:

Some people think on their feet.

But most people think with their head.

How do you think?

We know WHAT you think if the shoe hurts.

No matter how you think nor what you think, you'll think bigger, better and pleasanter thoughts if the shoes feel right.

Our shoes feel right because they are built on right lines.

Shoes wear out readily because they fit poorly—and when the strain falls in spots you soon learn where the spots are. This same unequal distribution of strain forces the shoe out of shape.

Suppose you let us focus our shoe-knowledge on your foot-needs.

Big advertisers map out their publicity campaigns. Copy is prepared months in advance. No advertisement is a hit-or-miss venture, but a part of a thoroughly wrought-out plan. The shoe dealer will find it profitable to pursue the same plan.

In the first place he ought to write out a list of subjects for future advertisements. He can begin with a list of the kinds of shoes he sells; as Shoes For Little Folks, Shoes For Out-of-door People, Shoes For Tender Feet, Shoes For Fleasy Feet, Shoes For Bony Feet, Common-sense Shoes, Novelty Lasts For Nobby Young People, School Shoes, Misses' Shoes, Boys' Shoes, Conventional and Standard Styles For Conservative People, Color Specialties For Ultra Fashionables, Summer Shoes, Outing Shoes, Winter Shoes, and so on indefinitely. Each of these topics can be expanded into an advertisement—observing always the principle of timeliness, and making much of all special seasons. Under the head of Qualities of Leather a number of sub-topics may be noted; as Softness, Durability, Finish and Lustre. Qualities of Manufacture would also suggest a number of sub-divisions—as Stylefulness, Comfort, etc.—around each of which a good, telling advertisement can readily be built up.

One of the most obvious advantages of such a system in the getting up of the advertisements lies in the fact that you can sort your material as it comes to you, and lay it up against its day of need. When you run across a fresh, catchy word or expression, say on "Stylefulness," you can clip it, or jot it down and file it with your advertising suggestions. When you are in one of your rare lucid inspirational moods you can run over the list and select a few subjects to write on. In a little while you will be positively embarrassed by the wealth of material in hand. This will remove much of the onus which not unfrequently attaches to the writing of copy. It will also win more customers for your house than the

mere haphazard appeal sent out without any reference to a previously thought-out programme.—Cid McKay in Boot and Shoe Recorder.

### Our Industrial Growth.

One of the most interesting features of the Jamestown Exposition, to be held this year on the shores of Hampton Roads, will be a comprehensive illustration of the industrial growth of the United States. To this end the exhibits of manufactures, industries and inventions will be selected, and the visitor will be greatly impressed with the graphic representation of the growth of the nation from its humble beginning through the various stages of its development to its present grandeur.

The industrial display will be classified in such groups as manufactures and liberal arts, machinery, transportation, mines and metallurgy, etc. Under the head of manufactures will be exhibited hardware, furniture, watch and clock machinery, textiles and many others. Under the head of machinery will come a great display of steam engines, various motors, general machinery and machine and arsenal tools. So on down under the various departments will be exhibited all the industries of the country, in a concise and intelligent way.

### Our National Songs.

Most of our National songs were written at some point in our history when events called them forth. The origin of many of our popular airs seems to have been associated with some peculiar circumstance. In the year 1798, when war with France seemed probable, the well-known song of "Hail Columbia" was written by Joseph Hopkinson, a young lawyer of Philadelphia. Gilbert Fox, a young actor and singer of some note, was about to have a benefit performance in a Philadelphia theater and he asked Mr. Hopkinson, who was a friend of his, to write a patriotic song for him to sing at the benefit, to the tune of the "President's March," then a popular air. The request was made on Saturday afternoon, and the song was to be sung on the following Monday evening. Mr. Hopkinson consented and the announcement having been made the theater was packed with people. The song was received with great enthusiasm, Mr. Fox being recalled eight times to sing it. After that it spread everywhere and became the popular song of the time.

### Be Game.

A business man is indeed game who can meet reverses without worry. Worry brings on loss of sleep, and when insomnia arises from mental worry it is indeed difficult to remove. One of the plans to overcome such a condition is a spare diet combined with plenty of outdoor exercise. Happily for the men in the shoe trade the failures are few as compared with other lines of business involving similar risks.

That is not a virtuous life which does no more than abstain from a few vices and contributes no virtues to the world.

# Make more money Selling Mayer Custom Made Shoes

¶ That's it exactly—make more money by selling MAYER shoes. They have won the confidence of consumers—that's everything in the retail shoe business—means everything to the future of any business. We can point out many instances where merchants have doubled their shoe trade with the

*Mayer*

line. Almost invariably, gains in business and in profits result where the MAYER line is put in. Business grows—it can't help but grow—with the quality in the goods and the fit and style that characterize MAYER brands. To this must be added the popularity of the MAYER shoes and the great demand created by extensive advertising in over two thousand newspapers and periodicals.

## Northern Made, Stand Northern Climate

¶ This is what a Nebraska merchant, who has been using southern goods, writes about the MAYER line:

"Mayer shoes are northern made, for northern people, and to stand northern snows and northern climate. We have tried southern made shoes to our grief, and know they are not satisfactory for northern trade."

¶ Write for full particulars regarding an agency in your locality, if we are not already represented.

All Mayer Shoes  
are made with



FULL VAMPS

**F. Mayer Boot & Shoe Co.** MILWAUKEE  
WISCONSIN

LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD

**Expert's Views on Fall and Winter Shoe Styles.**

The sample line of men's shoes which the salesmen are now showing for fall and winter wear contains, as a rule, strictly staple styles, the so-called "freak" styles in most cases being entirely eliminated.

This is but a natural outcome of the present condition of the leather market. The manufacturer, desiring to give the retailer the best values, has been forced to cut some of his complicated styles which can not at present be made to sell at popular prices.

The blucher is still the favorite, and there is no reason why it should not remain so for years to come, it being naturally an adjustable shoe. The different styles of blucher in vogue are: the whole-quarter blucher, the straight-foxed blucher, the circular or round-foxed blucher, and the seamless-vamp blucher, sometimes called a blucher bal. These styles, of course, are sometimes modified in various ways; for instance, an outside lace stay may be added to any of the above foxed bluchers.

The short-forepart effect on all lines of footwear is meeting with favor, chiefly on account of its foot-fitting qualities. Many manufacturers have remodelled their blucher shoe in pursuance of this idea (which consists of lengthening the quarter and sometimes adding an extra eyelet) and so have produced a better fitting and more stylish shoe.

The high-priced lines of bluchers are invariably made with a crimped vamp, owing to more or less complaint from the trade that the blucher shoe is apt to hurt the foot at the waist when the vamp is not crimped. This complaint, however, has arisen in the past, when the prevailing style was a longer forepart, and it should now to a great extent disappear with the shorter vamp. Another point in favor of the crimped blucher is the fact that the shoe will hold the shape of the last better, after having been worn for a length of time, than the uncrimped blucher. This fact becomes more apparent when we take into consideration that the crimping industry has been revolutionized by the introduction of a new crimping machine with gas-heated jaws, this machine being highly successful with patent colt and other shiny leathers.

The button boot is growing in popularity, especially with the city trade, and manufacturers realize that a good-fitting button is a seller; this style, therefore, should be made only on lasts that are suitable, lasts that have the proper measurement, especially as regards the heel and instep measures.

A button boot really requires a special last, but it would mean a great outlay on the part of the manufacturer to stock up with the different styles of toes in vogue, so many of the wise ones, in order to get these fitting qualities, raise the last blocks one-eighth inch or more by simply inserting a wedge between the block and the body of the last.

Many people in the cities now wear oxford shoes the year round,

and as a consequence this shoe, made suitable for winter wear, will be found in nearly every line of samples catering to fine city trade. The blucher-oxford is easily the leader in low-cuts, and a very swell effect is produced by the tasty application of buckle and strap in this particular style of shoe.

The storm blucher, ranging in height from 10 to 16 inches, and made usually of oil grain with viscolized soles, will prove a good trade getter. Some of the latest designs of this boot are made with a cuff attached, this cuff being about four inches deep and extending around the front of the boot, terminating in two straps with good-sized buckles.

The bal, always a standard style, shows to good advantage this season on a number of full swing lasts with fairly narrow toes, carrying the extreme right and left effect in the pattern, and made in shiny leathers with dull top.

No part of the shoe industry can better illustrate the advance in shoe-making in the United States along the lines of artistic development than that of shoe designing. Each season brings an increased demand from the manufacturers for something new in the design of the upper, so that the pattern designing has grown to a station of first importance to the manufacturer who is up to date, and who knows that new ideas and catchy effects in his line give him a decided advantage over his less enterprising competitor when samples are shown to the retailer.

The designs shown to the trade each season in the manufactured shoe are the result of many months of painstaking effort on the part of the shoe designers. In the production of the line of designs shown to the manufacturers and shoe salesmen by the leaders in shoe patterns, many experiments are made, and numbers of models are originated, from which the best are selected. This work requires a force of skillful designers working with a knowledge of what should be carried by the salesmen to meet the demands of the trade. Even at this early date the writer has well under way a line containing many original and novel effects for the oxford samples which will be shown by the salesmen on their next trip, and which will be ready for their inspection upon their return from their present selling season.—H. J. Dunbar in Shoe Retailer.

**Wanted All He Paid For.**

"Wrap up all my stuff," said the cranky purchaser.

"Why, I have done so," said the smooth butcher.

"No, you haven't," replied the customer. "You've left out your thumb, which you weighed with my steak. I'm paying for that thumb, and I want it—for dog meat."

**HATS**

At

Wholesale

For Ladies, Misses and Children

Corl, Knott &amp; Co., Ltd

20, 22, 24, 26 N. Div. St., Grand Rapids.

**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.****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.**

# DISCONTENTED EMPLOYEE.

## He May Not Be Entirely Blameless In the Matter.

It is taken for granted that in every large business concern with a large salary roll there will be "kickers." In such an establishment there are all kinds of "kickers" making all kinds of "kicks." Some of the kickers are impossible as personalities; some of the causes for kicks are too absurd to deserve a second thought. But in my observations of some of the kickers who have tried to show me the rightfulness of their positions and the wrongfulness of their treatment at the hands of employers I have had to decide in most cases that the kicker himself has been responsible for the cause of his kickings.

Perhaps the deepest seated of all causes for kicking is that in which the young man, confident of his capabilities and of his value to his employer, decides that he is grossly underpaid for his efforts. He may be working for a house which turns out a fixed product at a fixed price, netting a fixed and rounded net profit to the business. In his own position with the firm he is conscious of having upon his shoulders a class of responsibilities and duties which is vital in the organization and demonstrable in the business of every day, but which, according to the scale of salaries as known in other places, carries with it an inadequate compensation.

Taking the case of this typical young man of sober responsibilities, earnestness and capability, and talking over with him the conditions that have led to the apparent lack of appreciation, I have discovered that in the great majority of cases that young man is doing a work that is not at all suggested by his literal official place in the organization.

I have a slight acquaintance with the manager of a house which is doing a business of \$250,000 a year. It is a conservative old house, run on lines of a past generation, and the manager of the business succeeded to the place by a term of long service, improved, perhaps, by a marriage with a niece of one of the old proprietors of the original business. In this house in particular is one of the most dissatisfied kickers whom I ever have known.

As a matter of distinct truth, the accredited manager of this house is inefficient. He could not secure another such position anywhere else on his merits. For this reason my friend, the kicker, is the manager's first assistant in fact in the management of the business, while on the salary roll of the house he is a clerk.

I have no doubt that in the everyday affairs of this house my young friend is almost the absolute head of it. Where he is short of being its head he finds irritations in the restrictions of conservatism. I have little doubt that were he given full swing in the house he might revolutionize the business within a year, doubling the income and bringing the house abreast of its competitors.

But, as it is, he is manager and yet

not manager. He is assistant and not assistant. He is clerk and yet not a clerk. He doesn't know where he stands in authority among his fellows, and a good deal of friction has developed in the offices for the reason that, acting for the manager while in the accredited role of clerk, he has offended his fellow workers. To many of those he is a "poser." He is a "bluff," affecting a responsibility that is not his. He is a "toady" to the manager in the eyes of these young men.

Yet, knowing the manager as he does, he feels that any pressure brought to bear on the manager to delegate to him an assistant's place, even at his clerk's salary, would be rejected in a moment. The manager—close bound as he is to the institution—can not afford to admit that he is needing an assistant. Then, should the assistant's position be considered as a possibility to be conferred, the traditions of the house would make it necessary to name a salary to fit. This, under the hide-bound methods of the house, would not be justified by the stockholders in the concern.

I have talked long and seriously with this young friend of mine over his condition. It is typical of hundreds of young and ambitious men in the business world, who in one way or another have found themselves in the position of doing something for nothing under the most serious of all handicaps that demoralize the esprit de corps of an organized staff of men. To be in that anomalous position of inviting criticism and censure from a superior for not exacting something of a literal coworker who is in the same classification, drawing the same salary as the nominally responsible one, is intolerable.

But I have discovered the one great cause for this to lie in the mistaken philosophy of the young man himself. This young man of the ambitious type wants activity. He courts responsibilities to the extent that he has initiative. Responsibility is the heaviest load carried by the man of business. If responsible action succeeds it carries its own reward; if it fails it brings corresponding censure. That man who on a clerk's salary, in a clerk's position, takes the initiative in the present complex and highly organized business institution and shoulders the duties of a weak superior has everything to lose and nothing to gain. If his initiative is rewarded his superior gets the credit; if it fails, the clerk gets the censure.

Under the conditions which govern the modern business world, where the whole staff of employees at the best is far removed from the final responsible heads of a concern, no young man in a clerical position is justified for a moment in pressing forward to responsibilities which have not been officially delegated to him. In a certain measure always he will earn the lack of consideration and appreciation of his immediate superiors, while inevitably he will antagonize and offend all others with whom he comes in contact. No genuinely well organized business would tolerate having an employee in such a position.

The young man who has crowded into such a position has just two wise moves to make:

He may force his superior to concede him the recognition and the salary commensurate with his responsibilities.

Or he may, far better for himself and his future, begin anew in a new field.

John A. Howland.

One of the big Kansas City packing houses has hired a woman manicure to keep clean the hands of the seventy-five girls who pack chipped beef, ox tongue and other meats into tin boxes. The manicure has been given a neat room, her table and accessories are placed upon a raised platform and her patrons come to her. The foreman excuses one girl at a time, and she goes to the platform and sits down while the manicure works upon her, keeping the nails trimmed and every part of the hand scrupulously clean. Each one of the seventy-five girls must have her hands manicured once each day.

## SELL

# Mayer Shoes

And Watch

Your Business Grow

## FOR EXCHANGE

Farm of forty acres located in Mecosta County. Stanwood the nearest trading point. Good house and barn on place. Will exchange for grocery or general stock.

A fine opportunity for a merchant who wishes to dispose of his business and come in possession of a desirable farm.

For particulars address,

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.

GRAND RAPIDS, MICHIGAN

# "Skreemer" Shoes

## For Men

Made on all popular lasts and in all leathers. We call this our "Re-order" shoe. If you have sold them you know why. **Retails at \$4.00**

MICHIGAN SHOE CO., - DETROIT, MICH.

## A FACTOR TO BE RECKONED WITH

## The Value of Hard-Pans

has been increased out of all proportion to price. New features have been added to make them better, Klondike Hooks and Eyelets—new styles—same old "Hard-Pan" quality—making them more than ever a factor to be reckoned with by the shoe dealer seeking business success. For you must realize that your principal asset is the recommendation which one satisfied customer gives to another. This kind of advertising is a tremendous aid to success. Have you tried it—the Hard-Pan way? No matter how good your stocks are you'll find this line a help to better business and bigger profits.

Our Name on the Strap of Every Pair

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.



Stock No. 887

## CLEVER FORGER.

## Unique Method by Which He Was Unmasked.

Westervelt, counselor at law, looked keenly at the man who sat before him.

"What can I do for you?" he said. The man was young, not more than 33, perhaps. He was tall, he was thin and his generous breadth of shoulder served only to accentuate his leanness. His clothes literally hung upon him, as clothes might hang on a scarecrow in a field. He was well dressed, but there were deep lines in his face and dark rings under his eyes, which were slightly blood-shot. The gray was creeping into his hair. There was a tremor of his hand as it lay upon the desk that was unmistakable. To Westervelt this tremor told part of the history of the man.

"You don't know me," said the stranger, "although I'm a native of Monroe. My name is Fortescue."

"Fortescue?" queried the counselor at law. "What! Of the castle on the hill?"

The other nodded. "They're all dead," he said, "but myself. I've come back to live upon the property." He hesitated for an instant. "You know, Mr. Westervelt, as a part of the history of the town, that there was a black sheep among the Fortescues?"

Westervelt nodded. "I am that black sheep," went on the man.

He leaned his head on his hand for an instant. Then he brightened up. "Counselor," he proceeded, "I am the owner of the Fortescue estate. It consists of the old property up here in Monroe—that's where I live. And it consists of mortgages besides—nothing in addition. The mortgages run up to \$90,000. I try to live upon the income. I'm doing it I think. \* \* She's helping me," he whispered, quite wholly to himself. Then he continued, aloud. "First mortgages on good improved real estate seem safe, don't they? You can use your interest, but not your principal. They are better than savings banks, aren't they, Counselor? You can't draw your money out by the bushel, can you, Counselor? They're good and safe and sound, eh?" He smiled a trifle bitterly. "So I thought, until a week ago to-day."

Westervelt glanced at him sharply.

"Why, what has happened?" he enquired.

The man named Fortescue drew a hand across his mouth. "Do you know a hardware man named Schultz? Well, that's the man. I met that man a week ago to-day on the corner of First and Warren streets, here in Monroe. We were walking down the street. He pointed to the building on the northwest corner. 'A good corner,' he commented. 'Mighty good,' I said. Schultz tapped me on the shoulder. 'I bought that place three months ago,' he smiled. 'And I,' I responded, 'have got a \$30,000 mortgage on it, thank the Lord.' That's what I said to Schultz. This man Schultz jumped as if shot. 'Mortgage,' he answered; mortgage nothing. That place is free and clear—it's clean as a whistle. It was my turn

to jump, Counselor Westervelt. But I did not jump far. The man was joking, I was sure. 'It's a strange thing,' I told him, 'that I've got the tail end of the last interest you paid last month here in my pocket.' He laughed in my face. 'You're either crazy, or you're—you don't know what you're talking about, that's all.'

That was what this man Schultz said to me, and what I said to him, and we both could tell that the other was in earnest—that was the strange part. We put up a bet, we went up to the register's office, and we looked it up." He stopped and gulped. "I lost," he said.

"What?" demanded Westervelt.

"Ah," returned Fortescue, "my mortgage was canceled more than a year ago to-day."

"You canceled it?" said Westervelt.

"No," said Fortescue; "most emphatically no."

Westervelt smiled uncertainly. "Mr. Fortescue," he asked, "is your memory always good? Are you sure you didn't cancel it?"

"My memory is good," returned the other. "Most of the time I'm—I'm straight. You see? She keeps me straight," he whispered, half aloud.

"I didn't cancel that one," he went on, "nor any of the others."

"Were there others?" queried Westervelt.

"Nine of 'em," returned Fortescue, "most of them small. Fifteen hundred. Twenty-five. Three thousand. So on. Right along. Month after month. There's only fifteen thousand dollars' worth of mortgages left—that is all. What do you think of that?"

"How did you find this out?" asked Westervelt.

"Looked at the records after Schultz had left."

"Do you understand the records; are you familiar with them?"

Fortescue smiled. "Used to be," he said, "years ago; studied law. You know—with Cowen, Covington & Black. I know the register's office. Dusty books; musty books. I looked 'em up, you know."

"You say you have fifteen thousand dollars' worth of uncanceled mortgages. How many mortgages are left?"

"One of six; three of three thousand; four in all."

"And," continued Westervelt, "you have been living on the income of these four mortgages for the last six months—on the income of \$1,500. Is that right?"

"Wrong," replied Fortescue. "I have been living on the income of the whole ninety thousand. The interest on all the mortgages has been paid up right along."

"What!" repeated Westervelt.

For answer Fortescue pulled out a wallet and drew therefrom five crisp bank notes. "The Waller mortgage," he remarked, "was canceled of record some ten months ago. This interest came in this morning. How do you account for that?"

"How did it come?"

"By mail; plain envelope; just like the others; all the others. For the last eighteen months interest has come in in cash on all the mortgages;

sometimes by mail, sometimes by money order, sometimes by boys, men, women—anybody, nobody. I never noticed; neither did she. As long as the interest was paid we—"

"Who," queried Westervelt, "is she?"

Fortescue hesitated for an instant. "She's Miss Wilkinson," he explained; "book-keeper, private secretary—you know the little office in the castle by the porte cochere? She keeps in there."

He passed over a typewritten statement. "She made that up," he said. "It shows the interest that we've had for a year or more. It's kept right on, you see."

Westervelt looked Fortescue in the face.

"Mr. Fortescue," he said, "do you mean to tell me that \$75,000 worth of your mortgages were canceled of record and you never knew it, and you had nothing to do with it? Sure?"

"Sure," answered Fortescue, "and for proof of it here are all the mortgages. Look 'em over. See for yourself."

Westervelt started. He took the packet and inspected each mortgage. Each was intact. The frown deepened on his face. What he had thought was a mistake seemed to be a verity. But he had not quite fathomed the man before him.

"Mr. Fortescue," he said, "how do you cancel a mortgage? Do you know?"

"I know how we used to do it," answered Fortescue, "when I was with Cowen, Covington & Black. We used to tear the seals off and take it up to the register's office, and say, 'Hey, Charlie, old stick in the mud, knock that off its pins,' and Charlie'd tell us to get the book and we'd get it—the one with the record of the mortgage in it—and he'd cancel it, and we'd bring the mortgage back. And that was all."

"He'd stamp 'cancelled' with a red rubber stamp and his name in the corner of the page of the record of the mortgage, wouldn't he?" asked Westervelt. "Now, Mr. Fortescue," he went on, "you say they used to do that. How do you know they don't do that now?"

Fortescue pointed to the mortgage. "The seals all are there," he returned. "Nobody's torn them off. And, besides, they haven't been taken from my safe."

Westervelt's manner underwent a change. Before he had seemed to be suspicious of the man before him, incredulity was written on his face. But now, suddenly, apparently, he became Westervelt the adviser—doubt, it seemed, dropped from him. They had both been standing. Now he waved his man once more to a seat.

"You're right, Mr. Fortescue," he said; "that was the old way, but we've dropped our old ways up at the register's office. For three years Billy Hinkley, the register, has dropped politicians from his roll, and has been employing the real experts, hence the new ways. And the new way to satisfy a mortgage is for you, the mortgagee, to sign and seal and deliver a new instrument—what we call a dis-

charge of mortgage. Do you see? That is produced up there. It is recorded. It is handed back. Tearing the seals off was too simple. A thief might do that. But now a man must sign an instrument quite as solemn and binding as the mortgage itself, and acknowledge it before a notary, and all that rigmarole. That's the new way, Mr. Fortescue. You see?" He waited, obviously, for an answer. He held his gaze on Fortescue.

"I—I heard of it," said Fortescue. He leaned over. "Counselor," he said, "I want to pay you a retainer, and I want you to ferret this thing out. I want you to run it down to earth. You see? I—I want to get my \$75,000 back again. I'll leave it all to you."

"When was the last mortgage canceled?" queried Westervelt.

"A month ago," said Fortescue.

"Er—how long have you been back in Monroe, Mr. Fortescue?" queried Westervelt, pleasantly, as he held the door open to let the other pass.

"It's going on four years," said Fortescue. He bowed and left.

Westervelt called his boy. "Jimmie," he said, "go up to the register's office. Get there every morning at 9 o'clock. Stay until 5. Sit on the step until they open up in the morning. Don't go out in the afternoon until they put you out." He passed over a slip of paper. "Watch the discharge. If any come in on any of those mortgages you let me know at once. You see?"

"How—how long shall I stay there?" queried Jimmie, dismally.

"Until further notice," answered Westervelt.

For one hour Westervelt sat and smoked. "It's forgery," he said, softly, to himself "or else, by George, it isn't. Where's the motive for the perpetration of all of them? If it's a forgery, who's the loser? Not Fortescue. Because the cancellations all are null and void. If it's forgery, he still is unharmed—the mortgages still cover—a forgery can't hurt him. If it isn't forgery, who's the gainer? Fortescue—he's the gainer. Fortescue, black sheep, with a temptation to spend his principal, with a weakness not yet overcome; with a private history unknown, unsavory, perhaps; with his slight knowledge of law; Fortescue, who has lived in Monroe now for little more than three years; who has just had time to learn the advantages of Billy Hinkley's new system. Where is the motive in this case? If there is any motive it would be to claim that these cancellations are forgeries when they are not forgeries. To whose advantage? Fortescue's! But is Fortescue, after all the man?"

Westervelt never developed theories. He let the facts do that for him. It was two weeks before he had any facts to work upon. One day Jimmie, his boy called up on the telephone.

"Come up to onct," said Jimmie, breathlessly. Westervelt slipped his pocket camera into his overcoat and called up Fortescue. He met Fortescue at the register's door and they went into the office side by side. They nodded at Jimmie, the office

boy, and stepped into the comparing room, which was empty. Jimmie followed them. He had a paper in his hand.

"Here, look at that!" he said.

Westervelt snapped it twice with his camera before the window. Then he nodded to Fortescue. "We'll look this over," he remarked.

It was another discharge of one of the four remaining mortgages—the \$6,000 mortgage, the largest of the four. It purported to be signed by Fortescue.

"I have your signature," said Westervelt; "let's see how the two compare." They were totally unlike. Apparently there was no attempt in any way to counterfeit the hand of Fortescue. But suddenly Fortescue seized the instrument in his hand. He examined the handwriting upon it with exceeding care. He turned pale and trembled violently. Then he placed a hand on the arm of Westervelt.

"We'll stop right here, Mr. Westervelt," he said tremulously. "We'll stop it. It is my desire that this investigation cease. I—I want nothing further done."

But Westervelt was not ready to drop it. True, Fortescue had become his client, but even Westervelt could not let men like Schultz and other townsmen suffer. In the event Westervelt knew that Fortescue would not suffer. And he couldn't trust Fortescue—not just yet.

"The investigation goes on," he returned calmly.

Fortescue gasped. "It—it mustn't!" he exclaimed. "I have the say in this. It's a matter between myself and her. That's all."

"And—she?"

"You know—Miss Wilkinson—my secretary—I told you—"

"And what of her?"

Fortescue pulled his counsel by the coat sleeve. "Why, man," he whispered, "this signature is in her handwriting, don't you see?"

Westervelt took another snapshot of it, and handed it once more to Jimmie.

"How long will they keep it here, Jimmie?" he asked.

"It goes back to-morrow," Jimmie answered.

"You see," Westervelt said to Fortescue, "the devil of this scheme is that the evidence goes back into the malefactor's hands. A man brings a discharge up here; it is recorded almost while he waits; it goes back to him—it's gone. Where are you? You don't know it, Fortescue, but the whole record system is built upon a mighty faith in human nature. You see?"

"I have faith in her," returned Fortescue.

"We'll go to her," said Westervelt. They sauntered out. A man brushed past them. "Hello," he said to Westervelt. It was Hinckley, the county register.

"Come in here, old boy," he said to Westervelt, and dragged him into his private room. "I want to have a word with you." It was a word political. They had it. Then they were interrupted by another man, and Westervelt started out.

"Billy," said Westervelt—West-

## 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.			
Drs. of	Shot	Size	Per
Powder		Gauge	
No. 120	4	1 1/2	10
No. 129	4	1 1/2	10
No. 128	4	1 1/2	8
No. 126	4	1 1/2	6
No. 135	4 1/4	1 1/2	5
No. 154	4 1/2	1 1/2	4
No. 200	3	1	10
No. 208	3	1	8
No. 236	3 1/4	1 1/2	6
No. 265	3 1/2	1 1/2	5
No. 264	3 1/2	1 1/2	4
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. 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			
Common	7 1/4	1/4 in. 5-16 in. 3/8 in. 1/2 in.	
BB.	8 1/2	5/16 in. 3/8 in. 1/2 in. 5/8 in. 3/4 in.	
BBB.	9	3/8 in. 1/2 in. 5/8 in. 3/4 in. 7/8 in.	
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		
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 Rasps	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
Casters, Bed and Plate	50 & 10 & 15
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 & 10 & 15
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 16 advance	5
8 advance	20
6 advance	20
4 advance	30
3 advance	45
2 advance	70
Fine 3 advance	50
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	4 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
Onaida Community, Newhouse's	40 & 10
Onaida 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, Nickle	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, ball, per doz.	85
1 gal. fireproof, ball 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.	1
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## LAMP BURNERS

No. 0 Sun	35
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
Quarts	5 25
1/2 gallon	5 50
Caps.	8 25
Fruit Jars packed 1 dozen in box.	2 25

## 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 20
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.)	6 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
3 gal. galv. iron with spout, per doz.	4 10
3 gal. galv. iron with faucet, per doz.	3 85
3 gal. galv. iron with faucet, per doz.	4 50
5 gal. Tilted cans	7 00
5 gal. galv. iron Nacafas	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	3 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. a. 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 1/4 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 Trademark, 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	75

vult did not often see the register; his clerks did his searching for him, as a rule. "Billy, you have an office to be proud of here. It used to take us six weeks to get a deed recorded, and now, hanged if you don't get it back again inside of six days."

"Four days," interposed the man who had just come in.

Billy Hinckley smiled. "The system is not due to me, Westervelt," he said, "but to Mr. Costello, here, my deputy. He's the crackjack record man of the world, I think. He's not a politician like the rest of us. So he takes care of business. Shake hands with Mr. Costello, Mr. Westervelt."

They shook hands. Costello was a stout, smooth faced man, whose age may have been 40; it may have been 45. His countenance was open. There was a bit of color in his cheek. He had the habit of looking his man straight in the eye.

"You come from New York?" ventured Westervelt.

Costello shook his head. "Never," he replied with a smile. "From Boston first, Chicago later. Not from New York."

"I thought I'd heard New York," mused Westervelt. Making his adieu he bowed and passed on out. He took Fortescue by the arm.

"There are three things to do," he said. "The first is to let this discharge take its course. We don't want to flush the game too soon. The second is to get these photographs enlarged. The third, to see Miss Wilkinson."

"Don't," pleaded Fortescue. But Westervelt was adamant.

The photographs were good; they were perfect fac-similes of the discharge. Westervelt had noted, and now noted once again, the name of a notary appended to the acknowledgment; he knew the name; the signature was forged. Franks was the commissioner—a respectable man, innocent as the newborn babe of underhand dealing. He noted also the indorsement on the discharge—a direction for its return, after record, to Hunnewell & Shaw, reputable attorneys of East Monroe. Any ordinary man would have called up Hunnewell & Shaw. But Westervelt knew that Hunnewell & Shaw, honest as they were, would set on foot an investigation, would ask questions of the man or men who handed them the discharge, who in turn would ask questions of their clients or correspondents until suddenly the real man would smell a mouse, would fold up his tent, like the Arab, and silently steal away. He wanted to get his man or his woman.

He saw the woman in the case—Miss Wilkinson. There were two things about her that surprised him. One was the strange earnestness which shone from her eyes. The other was the unusual influence she had obtained over his client, Fortescue. She was good looking, so Westervelt told himself, but he would not acknowledge more than that. But he saw at once that she was inherently attractive. He showed her the photographs. She started.

"My handwriting!" she exclaimed. Fortescue shuddered. But Westervelt

only smiled. "The instant I saw you, Miss Wilkinson," he said, "I knew that you had too much intelligence to attempt a forgery which was not a forgery. Rest assured of that."

"What!" cried Fortescue, "didn't you do it?" He stopped, dazed and confused. "I don't mean that," he went on. "I want to make it clear to you," he continued, addressing the girl alone, "that it could not have made any—any difference to me. Nothing could make any difference to me." The woman glanced at the man, and there was sympathy in her eyes as she did so.

"This crime, if crime it is," said Westervelt, "requires motive, opportunity and intelligence. It is a crime committed not by one who is familiar with the habits of Mr. Fortescue."

"You mean?" flushed Fortescue.

"I mean," went on Westervelt, "that you are not in the habit of writing your own letters. Is that right?" The other two nodded.

"Miss Wilkinson writes your letters—some on the machine, some with a pen—and signs them all?" Once more they assented.

"The individual who committed this forgery received a letter from you and thought he was imitating your handwriting, when as a matter of fact, he only imitated that of Miss Wilkinson. That much is clear. Do you write many letters?" The girl shook her head.

"Do you recall the receipt of any communication not in the ordinary and usual course of Mr. Fortescue's business?"

The girl seized a basket and rummaged in it. Finally she produced a large, square, white envelope. From it she drew forth a letter. This was the letter:

"Mr. Robert Fortescue, the Castle, Monroe, N. J.:

"My Dear Mr. Fortescue: Please let me know whether you are connected with the Fortescues of New Rochelle, N. Y., the last remnant of the family of 1664. I am preparing a genealogical report. Thanking you for the information, I remain

Very truly,

Mrs. J. V. W. Fortescue.

"Care of T. Johnson, Esq., Box No. 614, Manhattan."

"That letter," said Miss Wilkinson, "is the only one unusual."

"Why unusual?" asked Westervelt. "Because," broke in Fortescue, "there was no Fortescue family in 1664; there are none in New Rochelle. I know that much myself."

"I answered the letter," said his secretary. Westervelt examined the letter carefully. It was well written. But the handwriting bore not the slightest resemblance to that of the secretary of Fortescue. Westervelt called up his office.

"Jimmie," he said, "look for J. V. W. Fortescue in our New York directory will you?" Jimmie looked; he found none.

"Miss Wilkinson," said Westervelt, "write this on a piece of yellow pad—anything. There, that will do." She wrote as he dictated. This is what she wrote:

"Meet man with red tie, gray suit, on city hall steps at 10 on Wednes-

day morning. He will tell you what he wants."

Miss Wilkinson looked at Westervelt. He passed over the photographs. "The man or woman who wrote this discharge," he went on, "wrote in a marvelously natural hand. It's dollars to doughnuts that it is his or her natural hand. It's dollars to doughnuts that you have been selected as a victim because the forgery is so easy. What follows? It may be that T. Johnson is not the forger. It may be that the forger is not in New York. Then, when T. Johnson gets this letter, will not T. Johnson naturally conclude that it comes direct from the forger, in whose natural handwriting it appears to be? I do not know. It is merely a chance, that's all."

"And you," said Fortescue, "will be with your red tie and grey suit, on the city hall steps in Manhattan at 10 a. m. to-morrow. Is that it?"

"Nothing of the kind," returned Westervelt. "I shall be with a plain clothes man in the vicinity of box 614 when T. Johnson turns up. If T. Johnson is all right, we'll drop it. Otherwise, we'll see."

At 9:45 next day in the New York postoffice, a well dressed woman unlocked box 614 and took out her mail. Westervelt, who, for the time being, was a man in a black suit with a black tie, glanced significantly at the two detectives with him.

"Do you know her?" he enquired. They smiled.

"Sure," they answered, "she Tyson—Maggie Tyson. Know her like a book."

"Who is she?" queried Westervelt. "She," they answered. "She—why, thunder, man, she's Doc Trelawney's girl."

"Trelawney?" mused Westervelt. "Trelawney? It seems to me I have heard—say" he queried suddenly, "what does this Trelawney look like, anyway?"

They told him. But they did not lose sight of the woman. She opened her mail as she walked. Finally she retraced her steps. She had been going west, and, standing on the cor-

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ner of Broadway and Warren, she scanned the steps of the city hall. She glanced at the clock. It was after 10. There was no gray suited man there. She walked slowly past the city hall some three times,, then she darted over to a public telephone. The detectives started after her. Westervelt was alarmed.

"It's all right, Counselor," they said. "She won't telephone. You do your trick and we'll do ours. We'll take care of her all right."

Westervelt went back to Monroe. He sought Fortescue and his secretary. He glanced keenly at Fortescue.

"There's an old hand in this business," he announced, "one of the best in his line. I want you both to come with me."

Fortescue got out his little run-about machine and they sped away.

"It's up to the register and his deputy, Mr. Costello, to catch this chap," said Westervelt, "and we're going to see them do it. When they do it I want you there to see." He took them around by way of the grand jury room and stepped in for an instant to see the sheriff. Then they filed. Westervelt, Fortescue and Miss Wilkinson, into the private room of Billy Hinckley, the register.

"Get the deputy in here," said Westervelt to Hinckley, "there's a bit of a game that I'd like to talk over with you and him. He's better because he understands the system of your office."

Costello came. "Mr. Costello," said Westervelt, "I'm talking to you because you're an expert. I've a little ax to grind and I've found a little loophole in your system here that ought to be patched up. I'll tell you what it is—you've let in a lot of forgeries."

"Forgeries!" gasped Billy Hinckley and Costello in one and the same breath. "What? No! Impossible!"

"Gospel truth," said Westervelt. He drew up a shade so that the light fell directly on his client, Fortescue. "The joke," he went on, "is on my client, Fortescue." Forthwith he introduced Fortescue to the men before him. Then he detailed the history of the cancelation of the mortgages in question. Costello whistled.

"By George!" said Costello, "that is a game."

Westervelt nodded. "You see," he said to Costello, "the game was just this: The chap who did it would buy well mortgaged properties at a high price. For instance, here was the Conklin house. Conklin owned it. It was worth \$6,500. On it was a mortgage of \$4,000 held by Fortescue. The swindler buys it, not in his own name, but through dummies who have other dummies, who employ first class real estate men—he buys it at \$7,000. Conklin sells in a jiffy. The

price is big. Then the man who plays the game prepares a forged cancelation, through various reputable agencies, gets it to the register's office and cancels the mortgage. He keeps on paying interest to the mortgagee, who never cares who owns the property as long as his interest comes in. So far the swindler is out the difference between the mortgage and the price he paid; in the Conklin case it was \$3,000. He's a plunger, you see. What does he do? Then he sells at a low price, for \$5,500, giving a free and clear title. Conklin, the original owner, is satisfied; he gets a high price. The mortgagee doesn't care, because he doesn't know, and his security is good and his interest keeps up. The new purchaser at the low price is tickled to death, and the swindler runs off with his original \$3,000 and \$2,500 profit. This profit in the Schultz case was \$20,000, and more. You see? There is the motive. A step further: Can this man be caught? Hardly; because his own forgery comes back to him after you're through with it, and under your new rapid fire system you are through with it in no time."

"By George!" said Costello and his chief.

"Now," went on Westervelt, "for this chap in particular: He was not only a man with a motive, and he not only knew he was safe from discovery, but he was, as you shall see, a man with opportunities and with wonderful intelligence. The first thing he did was to find out what people in a town like this held mortgages. The next was to get a sample of handwriting. The third was to pick from the many samples the manuscript that suited his particular style of forgery so that in case anything should happen the resemblance would baffle enquiry for a time. He was cautious, but he was daring."

"Conditions had to be just right," suggested the register.

"Ah," said Westervelt, "but this man made his own conditions. The settling for his crimes he provided for himself. And the chief thing he did, Mr. Register, was to manipulate the wonderful system in your office to accomplish his ends."

Costello stopped him. "Who is this man?" he queried.

Westervelt waved his hand. "His name," he announced, "is John Trelawney, of New York, 'alias,' he added gently, "Andrew Costello, deputy register of the county of Monroe."

He nodded. Two county detectives and a New York plain clothes man stepped forward and placed hands on Costello's arm. And when Costello saw the New York plain clothes man he wilted. For he was, indeed, Trelawney, "wanted" for almost everything on the calendar of crime.

"The game is up," he said.

William Hamilton Osborne.

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### Personal Feeling as a Factor in Judgment.

No matter what line a man is selling a great deal depends upon the personal feeling which his customer has for him.

Perhaps it would be going to extremes to say that dealers are generally influenced more by their personal feeling for the salesman than by their judgment regarding his proposition, and yet this is sometimes the case. It is at least certain that if the customer dislikes the salesman he will seldom give him an order.

He has no occasion to feel that the goods offered him are at fault simply because the salesman who represents them is displeasing; and in the majority of cases it is not for any such illogical reason that he withholds the order.

His real reason (which he may or may not take pains to conceal from the salesman) is a feeling that by giving the order he would be granting a favor to a salesman whom he has found personally disagreeable. Vindictiveness is so common in human nature that many men would prefer to lose a first-class business opportunity than to accept one which offered them more profits and incidentally threw profits in the way of someone they disliked.

The most essential thing in salesmanship therefore is to make a favorable impression upon the buyer on every occasion.

When a salesman makes his first call on any dealer he should be armed with the information as to whether that dealer has had any previous business relations with his house and whether such relations prospered and were satisfactory to the dealer.

If such has been the case, his introduction should be the mentioning of his firm's name—particularly if it is a firm which has a substantial reputation for the quality of its goods and the fairness of its methods.

If the salesman is representing a firm which he has reason to think is unknown to his dealer; or if previous business relations between that dealer and his firm have not been entirely satisfactory, he will do well to introduce himself and the peculiar attractions of his proposition before mentioning the firm's name. By doing so there is a chance of his making such a favorable impression that the dealer will forget his disinclination to do business with an unknown house, or with one against which he has, in the past, had some grievance, imaginary or otherwise.

Whether or not the salesman makes a good first impression depends upon many little tactical points, which in themselves may seem trivial but have a great importance in relation to their bearing on the order.

It is important to know what manner to adopt in talking to different types of men.

A salesman can succeed in making

an impression upon any man by showing that he has an equal amount of assertiveness, and that he is just as confident of his right to offer his goods as the customer is confident of his right to decline them; that he values his time just as highly and has as strong a will and as strong a purpose of his own.

If the salesman doesn't lose his temper or fails to be as courteous as he is determined, he has an immense advantage over any angry and blustering opponent.

There are suave, easy-tempered men who are always polite and indifferent and who are inclined to take a cynical view. With such men suavity and glibness fail to make any impression whatever. Bluntness and forcefulness are necessary to shake them out of their professional apathy. They will respond to a salesman's enthusiasm when it is genuine and when it is backed up by logic when logic without enthusiasm would fail.

There are, of course, many other types of customers and the salesman must learn to adapt himself to each.

In selling millinery rather peculiar conditions exist which require special adroitness on the salesman's part. A great many of his customers, even although they may have handled millinery at a profit for many years, are practically ignorant concerning that department of their business. If they run a general store or a department store they have gained a more or less shrewd knowledge of staple lines, and feel themselves a match for any salesman when it comes to discussing the relative merits of different lines of dress goods, shoes, fancy groceries, etc. But millinery has remained more or less a mystery to them. It is this that puts the salesman in a delicate position. He knows that his customer is aware of being comparatively inexperienced and would be quick to resent the salesman's taking the slightest advantage of his inexperience. While he wants the benefit of the salesman's advice, he dislikes acknowledging his dependence upon it.

The salesman who realizes this and succeeds in making the dealer feel that he (the salesman) can safely be trusted with the responsibility of deciding on the extent of the order and the items that shall comprise it, gains at once a permanent customer. He becomes invaluable to his house for the simple reason that his services are recognized as invaluable by customers of his house.—G. G. McRoy in Salesmanship.

### Was the Boy Cured?

An elderly gentleman was riding on a street car the other day. A boy began to laugh, and laughed so he couldn't stop. The old gentleman told his mother that the boy needed a spanking, and she replied that she didn't believe in spanking on an empty stomach; whereupon the man said: "Neither do I; turn him over."

You never can be more than a small man until you believe in great things.

Knocking the saints will not open the doors of Paradise.

### Thirty-Four Dollars Capital and a Little Nerve.

I first started clerking in a small store down in Arkansas, just a cross-roads store where the country people for several miles around brought chickens, butter and eggs to trade for such articles as they needed. I was green and lived on a farm, but the store always held a fascination for me. I went to open up the store, and sweep out at 7 o'clock each morning, and was there at 8 o'clock every night. I watched everything carefully. When a drummer came in I was as near as possible all the time to hear what he said about his line and prices.

I was always thinking of the day when I would be sought after by these slick talking salesmen when I had a store. At that time I had not a ten-spot, nor could I see any bright prospect of any, as I was only getting \$1.50 a week, and my board. However, after the second year I was able to command more, and sometimes for a week the boss let me run the store. At the end of the third year I knew the business as well or better than Jones did. After considering for some time I decided to go to some small town and start a business of my own. I had made the acquaintance of all the traveling men who came there and had told them of my intention to start in business on my own hook, but did not let it be known I was going to start in on mostly nerve.

I had learned enough to know just what kind of stock would move the quickest. After deciding to locate in a Missouri city—it was a town then—I rented a small store, for which I gave my notes to pay \$25 a month. I leased the store for five years. After getting the store arranged I went to St. Louis, with letters to several houses from their salesmen who had sold the old store. I explained the situation and bought only small amounts from each of them. I put up a good front and got sixty days' credit on most of the goods. The bills amounted to \$168.37, but the light wares, etc., I bought almost filled a Missouri Pacific car. When I reached home from St. Louis I had three ten-dollar bills and four dollars in small change, which went into the cash drawer of John Billson, the cash merchant. Five dollars it cost to put this sign over the door: Don't leave your home until 10 o'clock March 14.—John Billson. I made an exchange arrangement with the editor to run this in a line across his paper for two weeks before I opened my store. All the time I was busy arranging my stock. Two days before the opening I went to my cash drawer, and took out a ten-dollar bill and bought two half-page spaces in the little weekly, an eight-page paper, something the other stores had never done. Country papers sell space cheap. I inserted the following:

Every lady visiting my store on opening day, March 14, will be given a present. Bring the children.

John Billson.

Long before 10 o'clock every wom-

an and child was headed for my store, and I gave away 59 small spoons, with fancy handles, souvenir spoons from St. Louis, which I had picked up for 6c each.

I was clerk, manager and porter. The first day my sales were \$26, on which there was about 20 per cent. profit. I paid next week \$10 for a full page advertisement in the little paper, and the farmers were coming to my store. At the end of the first month my stock was about exhausted, and I had enough cash on hand to pay my rent, and all my St. Louis accounts, so I sent checks to the firms I had bought from and had some of the orders doubled, and asked for cash discount. I made an announcement the next week of a great coming sale, a carload of goods on the way from St. Louis. Then I hired two girls. I kept this up until the end of the year, when a new railroad came through the town. A boom started, the little town grew in leaps and bounds. At the end of the second year the population had grown to 8,000. The little weekly paper had grown into a daily. I sold my five-year lease for \$1,500 and, with this and \$2,500 from my bank account, I built a larger store, and hired ten clerks. This was eight years ago. The city has to-day 14,000 population, and my store did last year \$63,862 worth of business. I often think of the time I started in trade. I am a strong believer in advertising, as I am sure I owe my success to printers' ink, and hard work, and close attention given small details. I am not so large as many small town merchants, but I am still growing. If you think this worthy of the space in your paper you may print it.—Boot and Shoe Recorder.

### No Pangs in Starving.

Novelists write a lot of nonsense about the pangs of hunger and the extreme suffering that accompanies starvation. It is all poppycock. Any healthy person, with a normal appetite, after missing two or three meals, is as hungry as he ever gets. After awhile there is a sense of weakness that grows on one, and this increases with the days. Then there comes a desire for a great deal of sleep, a sort of lassitude that is not unpleasant, and this desire becomes more pronounced as the weakness grows. The end is always in sleep. There is no keeping awake until the hour of death.

"There was an inn whose landlord had a smile  
For every traveler; bade them stay a while.  
And he who ever dined at this famed inn  
Had plenty smiles without and food within."

—OLD BALLADE

**Hotel Livingston**  
Grand Rapids

# SUCCESSFUL SALESMEN.

Charles E. Fleming, Representing Hirth, Krause & Co.

Some men seem to take naturally to the shoe business and of this there are uncounted instances among the merchants of the day. It does not always follow that their ancestors were shoemen, but such is the case often and it is to be noted usually that the son of a shoe dealer or of generations of shoe dealers usually excels in that pursuit. It is pretty generally understood that in some branches of industry the business is transmitted from father to son and there are other kinds where this hereditary succession is not observed. The shoe trade is conspicuously one that appears to offer superior attractions over all other commercial lines to the second and in many cases the third and succeeding generations of those who hewed their fortunes from the sole of footwear.

It can not be otherwise than a source of much satisfaction to any man, however much he may affect to disregard the pride which others take in their ancestry, to know that his forbears were what are termed good people—that they were not highwaymen or pirates or engaged in callings not reputable, but were citizens of prominence or at least standing and respectability and were esteemed among their fellows. The man who is not proud of his lineage, if he has one that has been creditable, is not a well balanced individual. On the other hand, the man who continually talks and brags about his progenitors is usually worthy of slight consideration. People of good family may well show their breeding by their reticence on that identical subject, however much they may converse on other personal topics. William Makepeace Thackeray wrote: "As you like your father to be an honorable man, why not your grandfather and his ancestors before him?" The point is well set forth so that there can be a clear line of demarcation drawn as to the proprieties of the case. A man, however well fathered or grandfathered, may not with fluency prate about it; but the historian is privileged and as a faithful portrait of his subject should fully describe the strains and tempers that combine in the makeup of the subject who is under review. It was only Napoleon who could afford to say, "I am my own ancestor."

Charles E. Fleming was the third child of a family of four children and was born in Vermontville, May 21, 1863. His antecedents were Scotch, both of his parents having been born in Scotland. His father, James Fleming, was engaged in the shoe business in Vermontville from 1854 to 1904, lacking only a few days of fifty years. The Boot and Shoe Recorder gave him credit for having been engaged in trade as a shoe dealer longer than any other person in the United States.

Charles worked in the shoe store and attended the village school until he was 17 years old, when he went to Battle Creek and entered the cloak

and carpet department of P. Hoffmeister. He remained with this house ten years, during six years of which time he was in charge of the department. He then went to Des Moines, Iowa, where he was employed in the carpet and drapery department of L. Harbach. Two and one-half months after entering upon this position he had the misfortune to fall thirty-six feet down an elevator shaft, which injured his back to such an extent that he was almost entirely disabled for two years. He was compelled to use crutches for the first year and spent the time with his parents at Vermontville. Finding the shoe business attractive after ten years' absence, he joined his father in the store, continuing this arrangement seventeen years, when

side in their own home at 113 North McCamley street, in Battle Creek.

Mr. Fleming is a member of the Independent Congregational church of Battle Creek, but has no connection with any fraternal orders or secret societies. He gets his greatest pleasure in the family circle and is seldom found away from home evenings when he is in the town in which his home is located.

## Some Abuses the G. R. & I. Should Remedy.

Ionia, April 2—Why is it the G. R. & I. lock the rear doors of their coaches at all of the leading stations along their line?

There was a time—and not long ago, either—when the G. R. & I. was the most popular line with the travel-

the extreme displeasure many times, as well as many others, of boarding the car at the rear end and, finding the door locked, been forced to get off and run to the front end to get on. Why has this objectionable rule been adopted? I am creditably informed that this is done to protect the lives of passengers attempting to get off while the train is in motion, which action is of very rare occurrence and might happen on any railroad. Economy would seem to be the only excuse. If so, why do all other first-class railroads carry sufficient train crews and are not compelled to lock the rear door? Again, why is it the G. R. & I. does not put on coaches enough to accommodate the traveling public? There is not a railroad in Michigan to-day whose trains are so heavily loaded with local travel as the G. R. & I. It is a daily occurrence to leave Kalamazoo on No. 7 at 12:30 p. m. for Grand Rapids and find every coach crowded to overflowing. The same will apply on No. 7 going north at 2:15 p. m. from Grand Rapids and No. 6 coming south. It is nothing unusual to see the trains crowded to the extent that passengers are compelled to stand up, and the same applies to the morning train, No. 10, from Cadillac, arriving in Grand Rapids at 10:55 a. m., on which train you will find passengers standing up from Howard City to Grand Rapids. It is a common expression among the traveling public, "Why doesn't the G. R. & I. put on enough coaches to allow their patrons to travel in comfort?" I have been traveling in Michigan for twenty years, on all roads and all trains, and can not recall one instance of any one person having been injured by leaving the train from the rear door at any station. I consider this an injustice to the travelers in Michigan who are getting on and off of the trains three and four times a day and are compelled to submit to this inconvenience to gratify a hobby of some petty official. Traveler.

## Movements of Michigan Gideons.

Detroit, April 2—W. F. Parmelee, of Kalamazoo Camp, finished his Eastern trip last week. He was in Pittsburg Palm Sunday and writes:

Keep the Savior ever in view,  
Be watchful, prayerful, kind and true.  
If tempted, burdened and tried  
Remember His promise to guide,  
And nothing ill can betide.

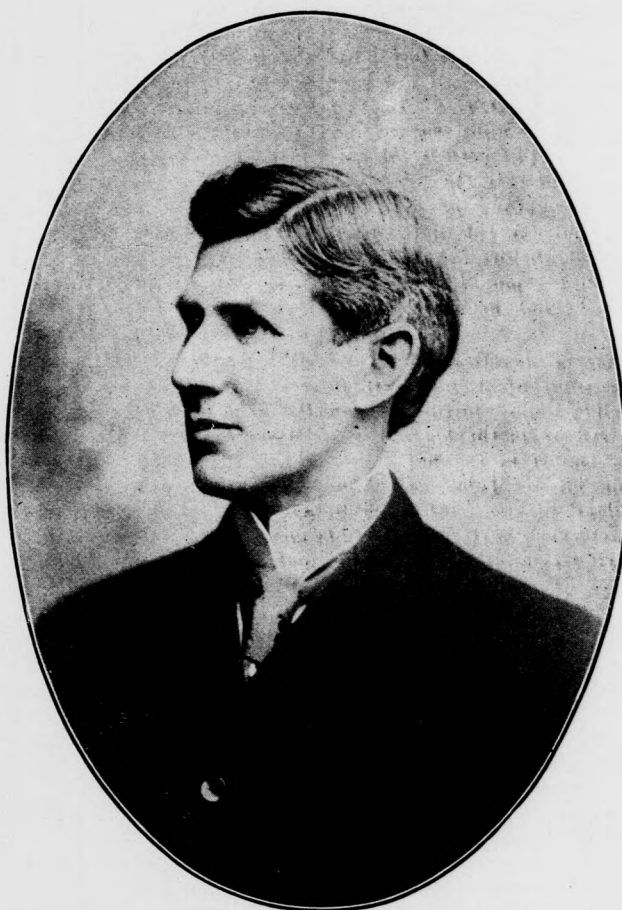
F. M. Malbone, Saginaw, was in Reed City last week hardwaring.

S. R. Brown has moved to Free-soil and represents the A. H. Lyman Co., of Manistee, wholesale druggists.

George W. L'Okes, Chicago Camp, was at Cheboygan and Gaylord last week. Aaron B. Gates.

A Marshall correspondent writes: Claud Fulkerson has entered the employ of the J. L. Dobbins Furnace Co., as traveling representative. His territory will include Indiana and Michigan.

P. H. Carroll (Selz, Schwab & Co.) spent Easter Sunday with his son at West Point.



Charles E. Fleming

the stock was sold to C. E. Hammond & Son. He then went to Battle Creek and took the management of the suit department of L. W. Robinson & Co. This position he would probably still be occupying but for the fact that there was a vacancy on the traveling force of Hirth, Krause & Co. and he was offered the position. Feeling fully qualified to accept such a position on account of his knowledge of the shoe business, he accepted the tender of the Central Michigan territory, and has been spending the past two weeks in posting up on his line. He begins his regular trips to his trade next week.

Mr. Fleming was married Sept. 14, 1892, to Miss Nellie Rue, of Battle Creek. They have one child, a daughter 13 years of age. They re-

ing public in the State of Michigan. They have always seemed to work for the best interest of their patrons, but now when you board one of their trains and upon reaching your destination endeavor to leave the coach from the rear end of the car you find the door locked. Many instances of this kind have been very noticeable and one occurred recently in which a half dozen travelers with a dozen or more grips were forced to go from the extreme rear of a crowded car to the front door to get off. This all requires time and is a great inconvenience to the traveling public, and causes unnecessary delay in unloading and loading the passengers. The inconvenience is two-fold in getting off as well as getting on, besides delaying the trains. The writer has had



**Michigan Board of Pharmacy.**  
 President—Henry H. Heim, 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.

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Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

#### Leaves from the Diary of a Drug Clerk.

"I was recently called into the country," remarked the physician, "and found a half dozen old women huddled around the kitchen stove, where they fell to discussing different ways of curing different diseases. I wish I could remember all the superstitious ideas I heard. One way to cure cholera morbus was to have some one steal an ax or any other sharp-edged steel instrument from the house and take it away and hide it. By the time it is hidden the cholera morbus will be stopped and the patient will get well.

"One old lady was—complaining about her 'rheumatiz.' 'Why don't you git an Irish 'tater and carry hit in yore pocket?' chirped up one old sister who answered to the name of Aunt Lucindy Jane. She seemed to know more of the superstitions than anybody and believed in them with all her heart. 'I allers tote a little 'tater in my pocket and my rheumatiz never does pester me any more.' 'Git a buckeye,' said one of the others, 'and tote hit in yore pocket. Hit shore cured my ole man and he was sufferin' a plum sight bad. He allers totes one of 'em now.' They discussed their 'rheumatics' and various remedies which I do not recall now, for some time. My attention was called away from their talk and after a while when I had time to listen some one was giving a way to cure a felon. I only caught part of it, and do not remember what that was now, but when she had finished Aunt Lucindy Jane came in with her way. 'There's jest one shore way of puttin' a felon back,' said she. 'Take a piece of lead,, a bullet or anything jest so hit is lead, and beat hit out right thin and bind hit on the finger right ferninst the felon. And then you must say over to yourself'—and then she repeated that passage from the book of Ruth, 'And Ruth said, Entreat me not to leave thee—how does that go? I never could quote scripture.' "And Ruth said, Entreat me not to leave thee, or to return from following after thee; for whither thou goest, I will go; and where thou lodgest, I will lodge: thy people shall be my people, and thy God my God," quoted I. "Yes, that is it," said the doctor. "Then she said to take the lead off and bury it under the eaves

of the stable where the water would drip on it and the felon would be killed. This seemed to clinch the felon subject." The doctor knocked the ashes from his pipe, yawned, stretched his feet toward the fire and silently enjoyed the warmth while the wind howled around the corner of the house and the sleet beat against the window. I feared he had finished his description of his day's experience but kept silent, knowing that it was best to let him have his own time and way in a conversation. Most people called him glum and crabbed but I found him to be a most delightful conversationalist with a great deal of dry humor about him if allowed to have his own way. I remember his saying once that he liked to talk to me because I made such a good listener.

After a time he continued as if no pause had occurred. "They told me a number of ways to cure the toothache but I only remember one. That was to take a horse's tooth and burn it so it could be powdered. It must then be reduced in some manner to a fine powder and this used in the hollow tooth would cure the toothache.

"Among the many wart cures," he continued, "was one I do not remember of hearing before. Take a live snail and stick a pin in it for every wart you have and the warts will get well.

"Once during the day when the old man threw some wood on the fire an old horseshoe came jingling down from somewhere in the big old fireplace and landed in the hot coals. 'Better put hit up, Tobe,' said Aunt Lucindy Jane, 'if you want Betsy to raise any chickens next year, fer you know you'll fergit hit in the spring.' I asked her what the horseshoe had to do with Betsy's chickens. 'Why, land sakes, don't you know? That horseshoe in thar keeps the hawks from ketchin' the chickens.' The idea—" and the doctor and I both enjoyed a good laugh at the expense of Betsy and her horseshoe.

#### When the Circus Visits the Small Town.

An enterprising merchant in Alabama—a little crossroads store—is up to date. Read his letter:

I have just read your paper and your sales plan hits me right. It is just what I have been looking for. I want two copies of your paper, one for home and one for the store. Do you know, that first night I got your paper, I sat up till midnight reading it. Well, if you think this is good enough to print, do so. My store is out in the country, in a good farming section, and I get most all the business, though there are two other stores in this section. We are off the railroad and twenty miles from the city. Last summer the show man came down and I let them stick signs all over my store, for which I got two tickets free to the show. Well, country folks here are crazy about a circus, and they will sell their chickens to go to a circus.

I sent to town and had some circulars printed about going to give free circus tickets to my customers, saying, come to the store and ask

about free tickets. Some of the folks said I was crazy, that I couldn't do it. I arranged with the printer who printed my circulars to buy the tickets circus day. I was to telephone him how many I wanted and he was to give them to every one I sent an order for.

Well, every lady was wondering how I was going to give them free tickets. In the meantime I had bought a new lot of cheap goods, and some of them I bought extremely low. I put price cost on them. Others I made 50 per cent. on to even up. I had a big card in the store, stating that with every article bought that month from my store the purchaser would get a chance at a circus ticket I was going to give away, and that 25 tickets would be given free.

I made a lot of duplicate numbered tickets and when an article was bought one ticket was given the purchaser, and the duplicate was placed in a box. During the month my sales increased about \$200, and three days before the circus came to town the drawing took place in the store, and the box was shaken up. My little daughter drew out the twenty-five numbers. Twenty-five of my customers saw the circus free and I got more advertising out of the scheme than anything I ever tried. I started in business seven years ago, with a wife and three children and \$250. Today I carry a stock of \$3,000, and this year I am opening another store farther back in the country. I go to Birmingham and Atlanta three or four times a year, and pick up bargains of out-of-date styles in some lines that are yet new in the country, and I sell for cash always.

I will tell you in a few months about a plan that I am going to work this summer. The main fault with most small merchants is that they have no ideas of their own, and have no way of getting any. All merchants in the country should take your paper. I know that it would help them.

#### An Egg Scheme that Paid.

How to catch the farmer and get him into your store is the big question with the general merchant. The dealer who can get the farmer's eggs has won the day and the real "live ones" in the business are working all sorts of schemes to get the eggs. Here is the plan worked by the Norton

Mercantile Company, Norton, Kan., as told by themselves: "Saturday, March 23, we gave to the person bringing us the greatest number of eggs one dinner set, consisting of thirty-five pieces. It was a "howling" success from every standpoint. We got the eggs and we got the business, keeping ten clerks in our grocery department "on the jump" all day. As to the eggs received will say, we have a town of 2,500 inhabitants and had the occasion demanded we could have furnished every man, woman and child with one dozen eggs each and still had eggs left. This is one of our novel ideas of advertising."

#### The Drug Market.

Opium—Has advanced and is tending higher on account of reported damage to crops and higher prices in the primary markets.

Morphine—Is fir mat the late advance.

Quinine—Is steady.

Acetanilid—Is very firm at the late advance and is tending higher.

Citric Acid—Is very firm.

Cod Liver Oil, Norwegian—Is steadily advancing.

Balsam Copaiba—Is still tending upwards.

Juniper Berries—Are very firm and advancing.

Oil Peppermint—Is weak and lower.

Oil Pennyroyal—Has again advanced and is tending higher.

Gum Shellac—Is very firm and advancing.

### Fishing Tackle

#### FAMOUS ASSORTMENT FOR RETAIL DEALERS

Containing best selling 1 cent to 10 cent articles. Suitable for any locality. Put up in attractive display box for the counter, each article in separate compartment, with prices marked.

Retail Value \$13.54

Trade Price 5.00

Orders promptly filled by

**Fred Brundage**

**Wholesale Drugs and Stationery  
 MUSKEGON, MICH.**

## 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.

<b>Aceticum</b> .....	6@	8	<b>opaiba</b> .....	1	75@	1	85
<b>Benzolcum, Ger</b> .....	70@	75	<b>Cubebae</b> .....	1	35@	1	10
<b>Boracic</b> .....	@	17	<b>Evechthitos</b> .....	1	00@	1	10
<b>Carbolicum</b> .....	26@	29	<b>Erikeron</b> .....	1	00@	1	10
<b>Citricum</b> .....	65@	70	<b>Gaultheria</b> .....	2	25@	2	75
<b>Hydrochlor</b> .....	3@	5	<b>Geranium</b> .....	oz			75
<b>Nitrosum</b> .....	8@	10	<b>Gossypii Sem gal</b> .....	70@	75		
<b>Oxalium</b> .....	10@	12	<b>Hedeoma</b> .....	3	75@	4	00
<b>Phosphorium, dil.</b> .....	@	15	<b>Juniper</b> .....	40@	21	20	
<b>Salicyllum</b> .....	44@	47	<b>Lavendula</b> .....	90@	3	60	
<b>Sulphuricum</b> .....	1 1/4@	5	<b>Lemons</b> .....	2	20@	2	40
<b>Tannicum</b> .....	75@	85	<b>Mentha Piper</b> .....	3	00@	3	25
<b>Tartaricum</b> .....	35@	40	<b>Mentha Verid</b> .....	3	50@	3	25
<b>Ammonia</b> .....	4@	6	<b>Morruhuac gal</b> .....	1	25@	1	50
<b>Aqua, 18 deg</b> .....	6@	8	<b>Myrrica</b> .....	3	00@	3	50
<b>Aqua, 20 deg</b> .....	6@	8	<b>Olive</b> .....	75	3@		
<b>Carbonas</b> .....	13@	15	<b>Ficlis Liquida</b> .....	10@		12	
<b>Chloridum</b> .....	12@	14	<b>Ficlis Liquida gal</b> .....	@		35	
<b>Aniline</b> .....	2	00@	2	25	<b>Ricina</b> .....	1	06@
<b>Black</b> .....	2	00@	2	25	<b>Rosmarini</b> .....	@	01
<b>Brown</b> .....	80@	100	80	100	<b>Roseae oz</b> .....	5	00@
<b>Red</b> .....	45@	50	45	50	<b>Saurini</b> .....	40@	40
<b>Yellow</b> .....	2	50@	3	00	<b>Sabina</b> .....	90	1
<b>Baccas</b> .....					<b>Santal</b> .....	90	95
<b>Cubebae</b> .....	22@	25	22	25	<b>Sassafras</b> .....	90@	95
<b>Juniperus</b> .....	8@	10	8	10	<b>Sinapis</b> .....	@	65
<b>Xanthoxylum</b> .....	30@	35	30	35	<b>Tigil</b> .....	1	06@
<b>Balsamum</b> .....					<b>Thyme</b> .....	40@	50
<b>Copaiba</b> .....	1	00@	1	10	<b>Thyme, opt</b> .....	@	60
<b>Peru</b> .....	@	1	80		<b>Theobromas</b> .....	15@	20
<b>Terabin, Canada</b> .....	60@	65	60	65	<b>Potassium</b> .....		
<b>Tolutan</b> .....	35@	40	35	40	<b>Bi-Carb</b> .....	15@	18
<b>Cortex</b> .....					<b>Bichromate</b> .....	13@	15
<b>A. Ures, Canadian.</b> .....	1	00@	1	10	<b>Bromide</b> .....	25@	39
<b>Cassiae</b> .....	20		20		<b>Charle</b> .....	12@	15
<b>Cinchona Flava</b> .....	18		18		<b>Chlorate</b> .....	po.	12
<b>Buonymus atro.</b> .....	60		60		<b>Cyanide</b> .....	34@	38
<b>Myrica Cerifera</b> .....	15		15		<b>Iodide</b> .....	2	50@
<b>Prunus Virgini</b> .....	15		15		<b>Potassa, Bitart pr</b> .....	80@	32
<b>Quillaja, gr'd</b> .....	12		12		<b>Potassa Nitras opt</b> .....	70	10
<b>Sassafras</b> .....	po 25		25		<b>Potassa Nitras</b> .....	6@	8
<b>Ulmus</b> .....					<b>Prussiate</b> .....	23@	26
					<b>Sulphate po</b> .....	15@	18
<b>Extractum</b> .....					<b>Radix</b> .....		
<b>Glycyrrhiza Gla.</b> .....	24@	30	24	30	<b>Aconitum</b> .....	20@	25
<b>Glycyrrhiza, po.</b> .....	28@	30	28	30	<b>Althae</b> .....	30@	35
<b>Haematox</b> .....	11@	12	11	12	<b>Anchusa</b> .....	10@	12
<b>Haematox, 1s</b> .....	13@	14	13	14	<b>Arum po</b> .....	@	25
<b>Haematox, 1/4s</b> .....	14@	15	14	15	<b>Calamus po</b> .....	20@	40
<b>Haematox, 1/8s</b> .....	16@	17	16	17	<b>Cardi</b> .....	12@	15
<b>Ferru</b> .....					<b>Glycyrrhiza pv</b> .....	15	18
<b>Carbonate Precip.</b> .....		15		15	<b>Hydrastis, Canada</b> .....	1	90
<b>Citrate and Quina</b> .....	2	00	2	00	<b>Hydrastis, Can. po</b> .....	@	02
<b>Citrate Soluble</b> .....		55		55	<b>Hellebore, Alba.</b> .....	12@	13
<b>Ferrocyanidum S</b> .....		55		55	<b>Inula, po</b> .....	15@	25
<b>Solut. Chloride</b> .....		15		15	<b>Ipecac, po</b> .....	2	50@

Scillae Co	50
Tolutan	50
Prunus virg	50
Tinctures	
Anconitum Nap'sR	50
Anconitum Nap'sF	50
Aloes	50
Arnica	50
Aloes & Myrrh	50
Asafoetida	50
Atrope Belladonna	50
Aurant Cortex	50
Benzoin	50
Benzoin Co	50
Barosma	50
Cantharides	75
Capsicum	50
Cardamon	75
Cardamon Cr	75
Castor	1 00
Catechu	50
Cinchona	50
Cinchona Co	50
Columbia	50
Cubebae	50
Cassia Aoutifol	50
Cassia Aoutifol Co	50
Digitalis	50
Ergot	50
Ferri Chloridum	35
Gentian	50
Gentian Co	50
Gulaca	50
Gulaca ammon	50
Hysocyamus	50
Iodine	75
Iodine, colorless	75
Kino	50
Lobelia	50
Myrrh	50
Nux Vomica	50
Opil	75
Opil, camphorated	50
Opil, deodorized	1 00
Quassia	50
Rhatany	50
Rhei	50
Sanguinaria	50
Serpentina	50
Stromonium	50
Tolutan	50
Valerian	50
Veratrum Veride	50
Zingiber	20
Miscellaneous	
ether, Spts Nit 3f	30 @ 35
Aether, Spts Nit 4f	34 @ 38
Alumen, grd po 7	3 @ 4
Anatto	40 @ 50
Antimoni, po	4 @ 5
Antimoni et po T	40 @ 50
Antipyrin	25 @ 25
Antifebrin	2 @ 20
Argent Nitras oz	1 @ 53
Arsenicum	10 @ 12
Baini Gleea buds	60 @ 65
Bismuth N	85 @ 91
Calcium Chlor 1s	9 @ 9
Calcium Chlor 1/2s	12 @ 12
Calcium Chlor 1/4s	12 @ 12
Cantharides, Rus	2 @ 21
Capsici Fruc's af	2 @ 22
Capsici Fruc's po	2 @ 22
Cap'i Fruc's B po	15 @ 15
Carphylus	24 @ 26
Carmin, No. 40.	4 @ 4
Cera Alba	50 @ 55
Cera Flava	40 @ 43
Crocus	1 30 @ 1 40
Cassia Fructus	3 @ 35
Centraria	1 @ 10
Cataceum	2 @ 35
Chloroform	34 @ 54
Chloro'm Squibbs	9 @ 90
Chloral Hyd Crssl	35 @ 61
Chondrus	20 @ 25
Cinchonidine P-W	38 @ 48
Cinchonid'e Germ	38 @ 48
Cocaine	3 @ 53
Corks list D P Ct.	75 @ 75
Creosotum	2 @ 45
Creta bbl 75	2 @ 2
Creta, prep	5 @ 5
Creta, precip	9 @ 11
Creta, Rubra	1 @ 8
Crocus	1 00 @ 1 00
Cudrie	2 @ 24
Cupri Sulph	8 1/2 @ 10
Dextrine	7 @ 7
Emery, all Nos.	1 @ 10
Emery, po	2 @ 8
Ergota	60 @ 65
Ether Sulph	70 @ 80
Flake White	12 @ 15
Galla	2 @ 23
Gambler	8 @ 9
Gelatin, Cooper.	60 @ 60
Gelatin, French	35 @ 60
Glassware, fit box	75 @ 75
Less than box	10 @ 13
Glue, brown	11 @ 13
Glue white	15 @ 25
Glycerina	13 1/2 @ 20
Grana Paradisi	2 @ 25
Humulus	35 @ 60
Hydrarg Ch. Mt	9 @ 95
Hydrarg Ch Cor	2 @ 85
Hydrarg Ox Ru'm	61 @ 61
Hydrarg Ammo'l	61 @ 10
Hydrarg Ungue'm	50 @ 60
Hydrargyrum	2 @ 75
Ichthyobolla, Am.	90 @ 100
Indigo	75 @ 75
Indigo Resubi	3 @ 35
Iodoform	3 @ 34
Lupulin	40 @ 40
Lycopodium	70 @ 75

Liquor Arsen et			Rubia Tinctorum	12@ 14	Vanilla	.....9 00@ 8
Hydrarg Iod	@ 25		Saccharum La.s.	22@ 25	Zinci Sulph	.....7@ 8
Liq Potass Arsnit	10@ 12		Salacin	.....4 50@ 75		
Magnesia, Sulph.	2@ 8		Sanguis Drac's.	40@ 50	Oils	
Magnesia, Sulph bbl	@ 1%		Sapo, W	13½@ 16	Whale, winter	.....76@ 70
Mannia. S F	45@ 50		Sapo, M	10@ 12	Lard, extra	.....70@ 30
Menthol	.....2 90@ 30		Sapo, G	.....@ 15	Lard, No. 1	.....60@ 35
Morphia, S & W2	55@ 2 80		Seidlitz Mixture	20@ 22	Linseed, pure raw	.....42@ 45
Morphia, SNYQ	2 55@ 2 80		Sinapis	.....@ 18	Linseed, boiled	.....43@ 46
Morphia, Malt	.....2 55@ 2 80		Sinapis, opt	.....@ 30	Neat's-foot, w str	.....65@ 70
Moschus Canton	.....@ 40		Snuff, Maccaboy		Spts. Turpentine	.....Market
Myristica, No. 1	25@ 30		DeVoes	@ 51	Paints	bbl. L.
Nux Vomica po 15	.....@ 10		Snuff, Sh DeVoe's	@ 51	Red Venetian	.....1½ 2 @ 3
Ox Sepia	25@ 28		Soda, Boras	9@ 11	Ochre, yel Mars 1½	2 @ 3
Pepsin Saac, H &			Soda, Boras, po	9@ 11	Ocre, yel Ber	.....1½ 2 @ 3
P D Co	@ 1 00		Soda et Pot's Tart	25@ 28	Putty, comm'r 1½	2½ @ 3
Picis Liq N N ½			Soda, Carb	1½@ 2	Putty, strictly pr 2½	2½ @ 3
gal doz	.....@ 2 00		Soda, Bl-Carb	3@ 5	Vermillion, Prime	
Picis Liq qts	.....@ 1 00		Soda, Ash	.....@ 4	American	.....13@ 15
Picis Liq. pints.	.....@ 60		Soda, Sulphas	3½@ 2	Vermillion, Eng.	.....75@ 80
Pil Hydrarg po 80	.....@ 50		Spts, Cologne	.....@ 2 60	Green, Paris	.....24 @ 36
Piper Nigra po 22	.....@ 18		Spts, Ether Co	50@ 55	Green, Peninsular	.....13@ 16
Piper Alba po 35	.....@ 30		Spts, Myrcia Dom	.....@ 2 00	Lead, red	.....7½ @ 7½
Pix Burgum	.....@ 8		Spts, Vini Rect bbl		Lead, white	.....7½ @ 7½
Plumbi Acet	12@ 15		Spts, V'l Rect ½ b	@ 1	Whiting, white S'n	.....@ 90
Pulvis Ip'e et Opti	1 30@ 1 50		Spts, V'l R't 10 gal	@ 1	Whiting, Gliders	.....@ 95
Pyrethrum, bxs H			Spts, V'l R't 5 gal	@ 1	White, Paris Am'r	.....@ 25
P D Co. doz	@ 75		Strychnia, Cryst 1	1 05@ 1 25	Whitg Paris Eng	.....@ 41
Pyrethrum, pv	20@ 25		Sulphur Subl	.....2½ @ 4	Universal Prep'd 1	1 10@ 1 20
Quassiae	8@ 10		Sulphur, Roll	.....2½ @ 3½	Varnishes	
Quina, S P & W	21@ 31		Tamarinds	.....8@ 10	No. 1 Turp Coachl	10@ 1 20
Quina, S Ger	.....21@ 31		Terebenth Venice	28@ 30	Extra Turp	1 60@ 1 20
Quina, N. Y.	.....21@ 31		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	1	2
<b>ARCTIC AMMONIA</b>		
	12 oz. ovals 2 doz. box...75	
<b>AXLE GREASE</b>		
	Frazer's	
	1lb. wood boxes, 4 dz. 3 00	
	1lb. tin boxes, 3 doz. 2 35	
	3 1/2 lb. tin boxes, 2 dz. 4 25	
	10lb. pails, per doz. 6 00	
	15lb. pails, per doz. 7 20	
	25lb. pails, per doz. 12 00	
<b>BAKED BEANS</b>		
	1lb. can, per doz. 90	
	2lb. can, per doz. 1 40	
	3lb. can, per doz. 1 80	
<b>BATH BRICK</b>		
	American 75	
	English 85	
<b>BLUING</b>		
	Arctic	
	6 oz. ovals 3 doz. box 40	
	16 oz. round 2 doz. box 75	
	Sawyer's Pepper Box	
	No. 3, 3 doz. wood boxes 4.00	
	No. 5, 3 doz. wood boxes 7.00	
<b>BROOMS</b>		
	No. 1 Carpet 2 75	
	No. 2 Carpet 2 35	
	No. 3 Carpet 2 15	
	No. 4 Carpet 1 75	
	Parlor Gem 2 85	
	Common Whisk 1 20	
	Fancy Whisk 3 00	
	Warehouse	
<b>BRUSHES</b>		
	Scrub	
	Solid Back 8 in. 75	
	Solid Back, 11 in. 95	
	Pointed Ends 85	
	Stove	
	No. 3 75	
	No. 2 1 10	
	No. 1 1 75	
	Shoe	
	No. 8 1 00	
	No. 7 1 30	
	No. 4 1 70	
	No. 3 1 90	
<b>BUTTER COLOR</b>		
	W. R. & Co.'s, 15c size 1 25	
	W. R. & Co.'s, 25c size 2 00	
<b>CANDLES</b>		
	Electric Light, 8s. 9 1/2	
	Electric Light, 16s. 10	
	Paraffine, 6s. 9	
	Paraffine, 12s. 9 1/2	
	Wicking 20	
<b>CANNED GOODS</b>		
	Apples	
	3lb. Standards 1 00	
	Gallon 2 65	
	Blackberries	
	2lb. 90@1 75	
	Standards gallons @ 5 50	
	Beans	
	Baked 80@1 30	
	Red Kidney 85@95	
	String 70@1 15	
	Wax 75@1 25	
	Blueberries	
	Standard @1 45	
	Gallon @7 50	
	Brook Trout	
	2lb. cans, spiced 1 90	
	Clams	
	Little Neck, 1lb. 1 00@1 25	
	Little Neck, 2lb. @1 50	
	Clam Bouillon	
	Burnham's 1/2 pt. 1 90	
	Burnham's pts. 3 60	
	Burnham's qts. 7 20	
	Cherries	
	Red Standards 1 30@1 50	
	White 1 50	
	Corn	
	Fair 60@75	
	Good 85@90	
	Fancy 1 10	
	French Peas	
	Sur Extra Fine 22	
	Extra Fine 19	
	Fine 15	
	Moyen 11	
	Gooseberries	
	Standard 90	
	Hominy	
	Standard 85	
	Lobster	
	1/2 lb. 2 25	
	1 lb. 4 25	
	Picnic Tails 2 75	
	Mackerel	
	Mustard, 1lb. 1 80	
	Mustard, 2lb. 2 80	
	Soused, 1 1/2 lb. 1 80	
	Soused, 2lb. 2 80	
	Tomato, 1lb. 1 80	
	Tomato, 2lb. 2 80	
	Mushrooms	
	Hotels 19@20	
	Buttons 24@25	

## 3

Emblem	@14
Gem	@15
Ideal	@14
Jersey	@15
Peetress	@14 1/2
Riverside	@14 1/2
Springdale	@14 1/2
Warner's	@15 1/2
Brick	@17 1/2
London	@15
Limbarger	@15
Linapple	40 @60
Sap Sago	@22
Swiss, domestic	@16
Swiss, imported	@20
<b>CHEWING GUM</b>	
American Flag Spruce	50
Beeman's Pepsin	55
Edam Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Sugar Loaf	55
Yucatan	55
<b>CHICORY</b>	
Bulk	
Red	
Eagle	
Frank's	
Schener's	
<b>CHOCOLATE</b>	
Walton Baker & Co.'s	23
German Sweet	30
Premium	30
Caracas	35
Walton M. Lowney Co.	30
Premium, 1/4s	30
Premium, 1/2s	28
<b>COCOA</b>	
Baker's	38
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Epps	42
Huyler	45
Lowney, 1/4s	40
Lowney, 1/2s	38
Lowney, 1s	36
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	72
Wilbur, 1/4s	28
Wilbur, 1/2s	36
Wilbur, 1s	36
<b>COCOA SHELLS</b>	
Dunham's 1/4s & 1/2s	27
Dunham's 1/4s	28
Dunham's 1/2s	29
Bulk	12
<b>COCOA SANTS</b>	
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
<b>COFFEE</b>	
Rio	
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
<b>SANTOS</b>	
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
<b>MARACAIBO</b>	
Fair	16
Choice	19
<b>MEXICAN</b>	
Choice	16 1/2
Fancy	19
<b>GUATEMALA</b>	
Choice	15
<b>JAVA</b>	
African	12
Fancy African	17
C. G.	25
P. G.	31
<b>MOCHA</b>	
Arabian	21
<b>PACKAGE</b>	
New York Basis	
Arbuckle	16 00
Dilworth	15 50
Jersey	15 00
Lion	14 50
<b>McLaughlin's XXXX</b>	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
<b>EXTRACT</b>	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43
<b>CRACKERS</b>	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
N. B. C., Square	6
<b>SODA</b>	
N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrette	13
<b>OYSTER</b>	
N. B. C., Round	6
N. B. C., Square Salted	6
Faust, Shell	7 1/2
<b>SWEET GOODS</b>	
Boxes and cans	
Animals	10
Atlantic, Assorted	10
Cartwheels	8
Current Fruit	10
Cracknels	16

## 4

Coffee Cake, pl. or iced	10
Cocoa Taffy	12
Cocoa Bar	10
Cocoa Drops	12
Cocoa Honey Cake	12
Cocoa Hon. Fingers	12
Cocoa Macaroons	18
Dixie Cookie	9
Frosted Cream	8
Frosted Honey Cake	12
Fluted Cocoa	10
Fruit Tarts	12
Ginger Gems	8
Graham Crackers	8
Ginger Nuts	10
Ginger Snaps, N. B. C.	7
Hippodrome	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Iced Honey Flake	12 1/2
Iced Honey Jumbles	12
Island Picnic	11
Jersey Lunch	8
Kream Klips	20
Lady Fingers	12
Lem Yem	11
Lemon Gems	10
Lemon Biscuit, Square	8
Lemon Wafer	16
Lemon Cookie	8
Mary Ann	8
Marshall Walnuts	16
Mariner	11
Molasses Cakes	8
Mohican	11
Mixed Picnic	11 1/2
Newton	12
Nu Sugar	8
Nic Nacs	8
Oatmeal Crackers	8
Orange Gems	8
Oval Sugar Cakes	8
Penny Cakes, Assorted	8
Pretzels, Hand Md.	8
Pretzeltes, Hand Md.	8
Pretzeltes, Mac. Md.	7 1/2
Raisin Cookies	8
Revere, Assorted	14
Rube	8
Scotch Style Cookies	10
Snow Creams	16
Sugar Krisp	11
Sultana Fruit Biscuit	16
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Vanilla Wafers	16
Waverly	8
Zanzibar	9
<b>In-er Seal Goods</b>	
Per doz.	
Albert Biscuit	1 00
Animals	1 00
Bremner's But. Wafers	1 00
Butter Thin Biscuit	1 00
Cheese Sandwich	1 00
Cocoa Nut Dainties	1 00
Cocoa Nut Macaroons	2 50
Cracker Meal	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
Oatmeal Crackers	1 00
Oysterettes	50
Old Time Sugar Cook.	1 00
Pretzeltes, Hd Md.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sultana Fruit Biscuit	1 50
Uneda Biscuit	50
Uneda Jinjer Wayfar	1 00
Uneda Milk Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
<b>CREAM TARTAR</b>	
Barrels or drums	23
Boxes	30
Square cans	32
Fancy caddies	35
<b>DRIED FRUITS</b>	
Apples	
Sundried	9 @ 7
Evaporated	9 @ 9 1/2
<b>APRICOTS</b>	
California	18@20
<b>CALIFORNIA PRUNES</b>	
100-125 25lb. boxes.	@ 4
90-100 25lb. boxes.	@ 4
80-90 25lb. boxes.	@ 5 1/2
70-80 25lb. boxes.	@ 5 1/2
60-70 25lb. boxes.	@ 6
50-60 25lb. boxes.	@ 6 1/2
40-50 25lb. boxes.	@ 8
30-40 25lb. boxes.	@ 9
<b>%c less in 50lb. cases</b>	
<b>CITRON</b>	
Corsican	@ 20
<b>CURRENTS</b>	
Imp'd 1 lb. pkg.	@ 10
Imported bulk	@ 9 1/2
<b>PEEL</b>	
Lemon American	14
Orange American	15

## 5

<b>Raisins</b>	
London Layers, 3 cr	
London Layers, 4 cr	
Cluster, 5 crown	
Loose Muscatels, 2 cr	
Loose Muscatels, 3 cr	
Loose Muscatels, 4 cr	9 1/2
Loose Muscatels, 4 cr. 10	
L. M. Seeded, 1 lb. 11@11 1/2	
Sultanas, bulk	
Sultanas, package @ 9 1/2	
<b>FARINACEOUS GOODS</b>	
<b>Beans</b>	
Dried Lima	6
Med. Hd. Pk'd	@1 50
Brown Holland	2 25
<b>Farina</b>	
24 1lb. packages	1 75
Bulk, per 100 lbs.	8 00
<b>Hominy</b>	
Flake, 50lb. sack	1 00
Pearl, 200lb. sack	3 70
Pearl, 100lb. sack	1 85
<b>Maccaroni and Vermicelli</b>	
Domestic, 10lb. box.	60
Imported, 25lb. box.	2 50
<b>Pearl Barley</b>	
Common	2 75
Chester	2 85
Empire	3 40
<b>Peas</b>	
Green, Wisconsin, bu.	1 40
Green, Scotch, bu.	1 60
Split, lb.	04
<b>Sago</b>	
East India	7 1/2
German, sacks	7 1/2
German, broken pkg.	
<b>Tapoca</b>	
Flake, 110 lb. sacks	7 1/2
Pearl, 130 lb. sacks	7 1/2
Pearl, 24 lb. pkgs.	7 1/2
<b>FLAVORING EXTRACTS</b>	
<b>Foots &amp; Jenks</b>	
Coleman's Van. Lem.	
2 oz. Panel	1 20 75
3 oz. Taper	2 00 1 50
No. 4 Rich. Blake	2 00 1 50
<b>Jennings D. C. Brand</b>	
<b>Terpeness Ext. Lemon</b>	
<b>Doz.</b>	
No. 2 Panel	75
No. 4 Panel	1 50
No. 6 Panel	2 00
Taper Panel	1 50
1 oz. Full Meas.	1 20
2 oz. Full Meas.	2 25
<b>Jennings D. C. Brand</b>	
<b>Extract Vanilla</b>	
<b>Doz.</b>	
No. 2 Panel	1 20
No. 4 Panel	2 00
No. 6 Panel	3 00
Taper Panel	2 00
1 oz. Full Meas.	85
2 oz. Full Meas.	1 60
4 oz. Full Meas.	3 00
No. 2 Assorted Flavors	1 00
<b>GRAIN BAGS</b>	
<b>Amoskeag, 100 in bale 1b</b>	
<b>Amoskeag, less than 1b 19 1/2</b>	
<b>GRAINS AND FLOUR</b>	
<b>Wheat</b>	
No. 1 White	70
No. 2 Red	71
<b>Winter Wheat Flour</b>	
<b>Local Brands</b>	
Patents	4 40
Second Patents	4 20
Straight	4 00
Second Straight	3 70
Clear	3 80
Graham	4 75
Buckwheat	5 00
Rye	3 85
Subject to usual cash discount.	
Flour in barrels, 25c per barrel additional.	
<b>Worden Grocer Co.'s Brand</b>	
Quaker, paper	3 90
Quaker, cloth	4 00
<b>Wykes &amp; Co.</b>	
Eclipse	3 70
<b>Kansas Hard Wheat Flour</b>	
<b>Judson Grocer Co.</b>	
Fanchon, 1/8 sack	4 40
<b>Spring Wheat Flour</b>	
<b>Roy Baker's Brand</b>	
Golden Horn, family.	4 35
Golden Horn, baker's.	4 25
Calumet	4 05
Winconsin Rye	3 75
<b>Judson Grocer Co.'s Brand</b>	
Ceresota, 1/8 sack	4 90
Ceresota, 1/4 sack	4 80
Ceresota, 1/2 sack	4 70
<b>Lemon &amp; Wheeler's Brand</b>	
Wingold, 1/8 sack	4 85
Wingold, 1/4 sack	4 75
Wingold, 1/2 sack	4 65
<b>Pillsbury's Brand</b>	
Best, 1/8 sack cloth	4 90
Best, 1/4 sack cloth	4 80
Best, 1/2 sack cloth	4 70
Best, 1/8 sack paper	4 75
Best, 1/4 sack paper	4 65
Best, wood	5 00
<b>Worden Grocer Co.'s Brand</b>	
Laurel, 1/8 sack cloth	4 90
Laurel, 1/4 sack cloth	4 80
Laurel, 1/2 sack & 1/4 sack paper	4 70
Laurel 1/2 sack	4 70
<b>Wykes &amp; Co.</b>	
Sleepy Eye, 1/8 sack cloth	4 80
Sleepy Eye, 1/4 sack cloth	4 80
Sleepy Eye, 1/2 sack cloth	4 70
Sleepy Eye, 1/8 sack paper	4 70
Sleepy Eye, 1/4 sack paper	4 60

6	7	8	9	10	11
<b>Meal</b> 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'ng 23 00 Cow Feed ..... 22 50 <b>Dairy Feeds</b> 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 <b>Oats</b> Michigan, carlots ..... 45 Less than carlots ..... 46 <b>Corn</b> Carlots ..... 48 Less than carlots ..... 50 <b>Hay</b> No. 1 timothy car lots 14 00 No. 1 timothy ton lots 15 00 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25 <b>JELLY</b> 5 lb. pails, per doz. .... 1 95 15 lb. pails, per pail. .... 41 30 lb. pails, per pail. .... 78 <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip ..... 4 50 @ 75 <b>MEAT EXTRACTS</b> 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 <b>MOLASSES</b> New Orleans Fancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 26 Good ..... 22 Half barrels 2c extra. <b>MINCE MEAT</b> Columbia, per case ..... 2 75 <b>MUSTARD</b> Horse Radish, 1 dz. .... 1 75 Horse Radish, 2 dz. .... 3 50 <b>OLIVES</b> Bulk, 1 gal. kegs ..... 1 65 Bulk, 2 gal. kegs ..... 1 60 Bulk, 5 gal. kegs ..... 1 65 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 <b>PIPES</b> Clay, No. 216 ..... 1 70 Clay, T. D., full count 65 Cob, No. 3 ..... 85 <b>PICKLES</b> 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 <b>PLAYING CARDS</b> 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 Tour'n whist. 2 25 <b>POTASH</b> 48 cans in case ..... 4 00 Penna Salt Co.'s ..... 3 00 <b>PROVISIONS</b> Barreled Pork 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 <b>Dry Salt Meats</b> S P Bellies ..... 13 1/2 Bellies ..... 11 1/4 Extra Shorts ..... 11 <b>Smoked Meats</b> Hams, 12 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 ..... 10 Picnic Boiled Hams ..... 15 1/2 Boiled Ham ..... 22 Berlin Ham, pressed ..... 8 1/2 Mince Ham ..... 9 <b>Lard</b> Compound ..... 8 1/2 Pure Intierces ..... 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	<b>Sausages</b> Bologna ..... 5 1/2 Liver ..... 6 1/2 Frankfort ..... 7 Pork ..... 8 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7 <b>Beef</b> Extra Mess ..... 9 75 Boneless ..... 11 25 Rump, new ..... 11 25 <b>Pig's Feet</b> 1/2 bbls. .... 1 10 1/4 bbls., 40 lbs. .... 1 85 1/2 bbls. .... 1 25 1 bbl. .... 7 75 <b>Tripe</b> Kits, 15 lbs. .... 70 1/4 bbls., 40 lbs. .... 1 50 1/2 bbls., 80 lbs. .... 3 00 <b>Casings</b> Hogs, per lb. .... 28 Beef, rounds, set ..... 16 Beef middles, set ..... 45 Sheep, per bundle ..... 70 <b>Uncolored Butterline</b> Solid dairy ..... 10 @ 16 Country Rolls ..... 10 1/2 @ 16 1/2 <b>Canned Meats</b> Corned beef, 2 lb. .... 2 40 Corned 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. .... 85 Deviled ham, 1/2 lb. .... 85 Deviled ham, 1/4 lb. .... 85 Potted tongue, 1/2 lb. .... 45 Potted tongue, 1/4 lb. .... 85 <b>RICE</b> Fancy ..... 7 Japan ..... 5 1/2 Broken ..... 3 1/2 <b>SALAD DRESSING</b> 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 <b>SALERATUS</b> 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 ..... 3 00 <b>SAL SODA</b> Granulated, bbls. .... 85 Granulated, 100lb. cs. 1 00 Lump, bbls. .... 80 Lump, 145lb. kegs ..... 95 <b>SALT</b> 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 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 20 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... 7 Small whole ..... 6 1/2 Strips or bricks ..... 7 1/2 @ 10 1/2 Pellock ..... 4 1/2 <b>Halibut</b> Strips ..... 13 Chunks ..... 13 1/2 <b>Holland Herring</b> White Hoop, bbls. 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ 75 White Hoop mchs. 80 <b>Norwegian</b> Round, 100lbs. .... 3 75 Round, 40lbs. .... 1 75 Scaled ..... 12 <b>Trout</b> No. 1, 100lbs. .... 7 50 No. 1, 40lbs. .... 3 25 No. 1, 10lbs. .... 90 No. 1, 8lbs. .... 75 <b>Mackerel</b> 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 <b>Whitefish</b> No. 1, No. 2 Fam 100lb. .... 9 75 4 50 50lb. .... 5 25 2 40 10lb. .... 1 12 60 8lb. .... 92 50 <b>SEEDS</b> Anise ..... 10 Canary, Smyrna ..... 4 1/2 Caraway ..... 9 Cardamom, Malabar 1 00 Celery ..... 15 Hemp, Russian ..... 4 1/4 Mixed Bird ..... 4 Mustard, white ..... 9 Poppy ..... 9 Rape ..... 5 1/2 <b>SHOE BLACKING</b> Handy Box, large, 3 dz. 2 50 Handy Box, small ..... 1 25 Bixby's Royal Polish ..... 85 Miller's Crown Polish ..... 85	<b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rappie in jars. 43 <b>SOAP</b> J. S. Kirk & Co. American Family ..... 4 00 Dusky Diamond, 50 8 oz. 2 80 Dusky D'nd, 100 6 oz. 3 80 Sap Rose, 50 bars ..... 3 75 Javon Imperial ..... 3 50 White Russian ..... 3 50 Dome, oval bars ..... 3 50 Satinet, oval ..... 2 15 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox ..... 3 25 Ivory, 6 oz. .... 4 00 Ivory, 10 oz. .... 6 75 Star ..... 3 25 <b>LAUTZ BROS. &amp; CO.</b> Acme, 70 bars ..... 3 60 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 25 Big Master, 100 bars ..... 4 10 Marseilles, 100 cakes ..... 6 00 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 <b>A. B. Whisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> 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 ..... 4 10 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75 <b>Scouring</b> Enoch Morgan's Sons. Sapallo, gross lots ..... 9 00 Sapallo, half gro lots ..... 4 50 Sapallo, single boxes. 2 25 Sapallo, hand ..... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes ..... 80 Scourine, 100 cakes ..... 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90 <b>SPICES</b> 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, Amboyina ..... 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 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 48 Cloves, Zanzibar ..... 18 Ginger, African ..... 15 Ginger, Cochin ..... 25 Ginger, Jamaica ..... 25 Mace ..... 65 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Common Gloss ..... 4 @ 5 1lb. packages ..... 4 @ 1/2 3lb. packages ..... 4 @ 1/2 6lb. packages ..... 4 @ 1/2 40 and 50lb. boxes 3 1/2 @ 3 1/2 Barrels ..... 3 1/2 <b>Common Corn</b> 20lb. packages ..... 5 40lb. packages ..... 4 1/2 @ 7 <b>SYRUPS</b> 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 2 dz. in case 1 90 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> 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 33 Basket-fired, fancy ..... 43 Nibs ..... 22 @ 24 Siftings ..... 9 @ 11 Fannings ..... 12 @ 14	<b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 40 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40 <b>Young Hyson</b> Choice ..... 30 Fancy ..... 36 <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 20 Choice ..... 30 Fancy ..... 40 <b>India</b> Ceylon, choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5lb. pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 44 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 35 Kyro ..... 35 Battle Ax ..... 37 American Eagle ..... 37 Standard Navy ..... 37 Spear Head, 7 oz. .... 47 Spear Head, 14 1/2 oz. 44 Nobby Twist ..... 55 Jolly Tar ..... 39 Old Honesty ..... 43 Toddy ..... 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 <b>Smoking</b> 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 ..... 40 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 Paw Boy, 1 1/2 oz. .... 39 Paw Boy, 3 1/2 oz. .... 39 Peerless, 3 1/2 oz. .... 35 Peerless, 1 1/2 oz. .... 38 Air Brake ..... 30 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 25 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42 <b>TWINE</b> Cotton, 3 ply ..... 22 Cotton, 4 ply ..... 22 Cute, 2 ply ..... 14 Hemp, 6 ply ..... 13 Flax, medium ..... 20 Wool, 1lb balls ..... 6 <b>VINEGAR</b> Malt White, Wine, 40 gr 8 1/2 Malt White, Wine, 40 gr 10 Pure Cider, E & B ..... 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 12 Pure Cider, Silver ..... 13 1/2 <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> Baskets Bushels ..... 1 10 Bushels, wide r 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 <b>Bradley Butter Boxes</b> 2lb. size, 24 in case. 72 3lb. size, 16 in case. 65 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 <b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal., each ..... 2 40 Barrel, 10 gal., each ..... 2 55 Barrel, 15 gal., each ..... 3 70	<b>Clothes Pins</b> Round head, 5 gross bx 50 Round head, cartons. 70 <b>Egg Crates and Fillers.</b> Humpty Dumpty, 12 doz. 20 No. 2 complete ..... 32 Case No. 2 fillers 15 sets 1 30 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork lined, 8 in. .... 65 Cork lined, 9 in. .... 75 Cork lined, 10 in. .... 85 Cedar, 8 in. .... 55 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 75 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 ..... 90 <b>Pails</b> 2-hoop Standard ..... 1 60 3-hoop Standard ..... 1 60 2-wire, Cable ..... 1 70 3-wire, Cable ..... 1 70 Cedar, all red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> 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 <b>Tubs</b> 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 <b>Wash Boards</b> Bronze Globe ..... 2 50 Dewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 3 90 Single Peerless ..... 3 00 Northern Queen ..... 3 25 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 40 <b>Window Cleaners</b> 12 in. .... 1 65 14 in. .... 1 85 16 in. .... 2 30 <b>Wood Bowls</b> 11 in. Butter ..... 75 13 in. Butter ..... 1 25 15 in. Butter ..... 2 10 17 in. Butter ..... 3 50 19 in. Butter ..... 4 30 Assorted, 13-15-17 ..... 2 30 Assorted, 15-17-19 ..... 3 25 <b>WRAPPING PAPER</b> 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 <b>YEAST CAKE</b> 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 <b>FRESH FISH</b> 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 ..... 12 Pickerel ..... 12 Pike ..... 12 Perch, dressed ..... 12 Smoked, White ..... 12 Red Snapper ..... 12 Col. River Salmon ..... 16 Mackerel ..... 20 <b>HIDES AND PELTS</b> 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 13 Calfskins, cured No. 1 14 Calfskins, cured No. 2 12 1/2 <b>Pelts</b> Old Wool ..... 30 Lambs ..... 1 00 @ 1 75 Shearlings ..... 15 @ 40 <b>Tallow</b> No. 1 ..... 5 1/2 No. 2 ..... 4 1/2 <b>Wool</b> Unwashed, med. .... 23 @ 25 Unwashed, fine ..... 30	<b>CONFECTIONS</b> Stick Candy Pails Standard ..... 7 1/2 Standard H H ..... 7 1/2 Standard Twist ..... 8 <b>Cases</b> Jumbo, 32 lb. .... 7 1/2 Extra H H ..... 10 Boston Cream ..... 10 Old Time Sugar stick 80 lb. case ..... 13 <b>Mixed Candy</b> Grocers ..... 6 Competition ..... 6 1/2 Special ..... 7 1/2 Conserve ..... 8 Royal ..... 8 1/2 Ribbon ..... 10 Broken ..... 10 Cut Loaf ..... 7 1/2 Leader ..... 8 1/2 Kindergarten ..... 10 Bon Ton Cream ..... 9 French Cream ..... 9 1/2 Star ..... 11 Hand Made Cream ..... 15 Premio Cream mixed 13 O F Horehound Drop 10 <b>Fancy-in Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 12 Fudge Squares ..... 13 Peanut Squares ..... 9 Sugared Peanuts ..... 11 Salted Peanuts ..... 12 Starlight Kisses ..... 12 San Blas Goodies ..... 12 Lozenges, plain ..... 3 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 ..... 11 Ital. Cream Opera ..... 12 Ital. Cream Bon Bons 12 Golden Waffles ..... 12 Old Fashioned Molass es Kisses, 10lb. box 1 20 Orange Jellies ..... 50 <b>Fancy-in 5lb. Boxes</b> 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 No. 12 ..... 1 00 Bitter Sweets, ass'd. 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 Cr'ms. 80 @ 90 Cream Buttons ..... 65 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 75 Buster Brown Goodies ..... 3 75 Up-to-date Assnt. .... 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 <b>Pop Corn</b> 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 ..... 5 00 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. .... 1 25 <b>NUTS-Whole</b> Almonds, Tarragona ..... 17 Almonds, Avica ..... 17 Almonds, California sft. shell ..... 17 Brazilis ..... 15 @ 17 Filberts ..... 13 Cal. No. 1 ..... 15 Walnuts, soft shelled @ 15 Walnuts, Grenoble. 15 Table nuts, fancy. 15 Pecans, med. .... 16 Pecans, ex. large. 18 Pecans, Jumbos ..... 20 Hickory Nuts per bu. Ohio new ..... 15 Cocoanuts ..... 5 Chestnuts, New York State, per bu. .... 15 <b>Shelled</b> Spanish Peanuts 8 1/2 @ 9 1/2 Pecan Halves ..... 75 Walnut Halves ..... 32 Filbert Meats ..... 27 Alicante Almonds. 42 Jordan Almonds ..... 47 <b>Peanuts</b> 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  
Paragon ..... 55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



#### C. P. Bluing

Doz.  
Small size, 1 doz. box.. 40  
Large size, 1 doz. box.. 75

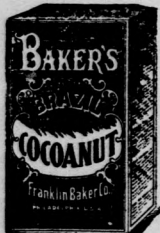
### CIGARS



G.J. Johnson Cigar Co.'s bd.  
Less than 500 ..... 33  
500 or more ..... 32  
1,000 or more ..... 31  
Worden Grocer Co. brand  
Ben Hur ..... 35  
Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritans ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Rock ..... 35  
Jockey Club ..... 35

### COCOANUT

Baker's Brazil Shredded



10 1/4 lb. pkg. per case 2 60  
25 1/2 lb. pkg. per case 2 60  
25 1/4 lb. pkg. per case 2 60  
16 1/2 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass ..... 5 1/2 @ 8 1/2  
Hindquarters ..... 6 1/2 @ 10  
Loins ..... 8 @ 14  
Rounds ..... 6 1/2 @ 7 1/2  
Chucks ..... 5 @ 6 1/2  
Plates ..... 4 1/2 @ 8  
..... 8

#### Pork

Loins ..... @ 11  
Dressed ..... @ 8 1/2  
Boston Butts ..... @ 10  
Shoulders ..... @ 9 1/2  
Leaf Lard ..... @ 10  
Trimnings ..... @ 8 1/2

### Mutton

Carcass ..... @ 8  
Lamb ..... @ 12 1/2  
Spring Lamb .....

### Veal

Carcass ..... 6 @ 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, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....  
Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee & Cady, Detroit; Sym-  
ons Bros. & Co., Saginaw;  
Brown, Davis & Warner  
Jackson; Godsmark, Du-  
rand & Co., Battle Creek;  
Fielbach Co., Toledo.

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 3 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

### Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

### Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's 1 qt. size ..... 1 10  
Cox's 2 qt. size ..... 1 61  
Knox's Sparkling, doz. 1 20  
Knox's Sparkling, gro. 14 00  
Knox's Acidu'd. doz. 1 20  
Knox's Acidu'd. gro. 14 00  
Nelson's ..... 1 50  
Oxford ..... 75  
Plymouth Rock ..... 1 25

### SAFES



Full line of fire and 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, large ..... 3 75  
Halford, small ..... 2 25

Use  
Tradesman  
Coupon  
Books

Made by

Tradesman Company

Grand Rapids, Mich.

We sell more 5 and 10  
Cent Goods Than Any  
Other Twenty Whole-  
sale Houses in the  
Country.

## WHY?

Because our houses are the recog-  
nized headquarters for these  
goods.

Because our prices are the lowest.

Because our service is the best.

Because our goods are always  
exactly as we tell you they are.

Because we carry the largest  
assortment in this line in the  
world.

Because our assortment is always  
kept up-to-date and free from  
stickers.

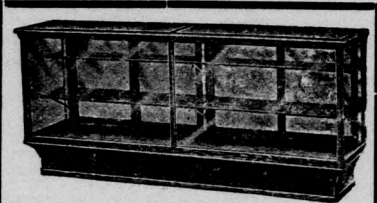
Because we aim to make this one  
of our chief lines and give to  
it our best thought and atten-  
tion.

Our current catalogue lists the most com-  
plete offerings in this line in the world.  
We shall be glad to send it to any merchant  
who will ask for it. Send for Catalogue J.

## BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only

New York Chicago St. Louis



## THE CASE WITH A CONSCIENCE

although better made than the most, and  
the equal of any, is not the highest priced.  
We claim our prices are right. You can  
easily judge for yourself by comparison.  
We are willing to wait for your business  
until you realize we can do the best by you.

## GRAND RAPIDS FIXTURES CO.

So. Ionia and Bartlett Sts. Grand Rapids, Mich.

## G. R. & I. LOW RATE

### ROUND TRIP HOMESEEKERS EXCURSIONS

To many points in the South, Southwest,  
Southeast, West and Northwest.

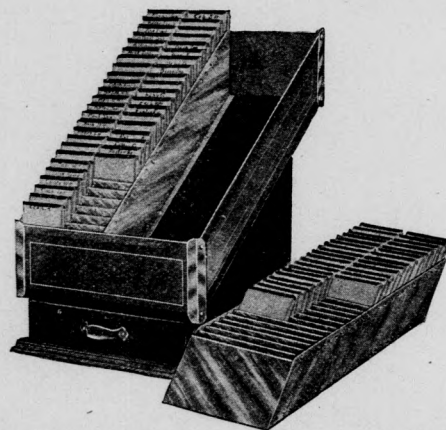
TICKETS on sale March 5 and 19,  
April 2 and 16.

## 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,  
Travel Passenger Agent Gen'l Passenger Agent  
Grand Rapids, Mich. Grand Rapids, Mich.

## Make Your Business More Profitable



Would it not be gratifying to you to have a rapid INCREASE IN  
YOUR SALES?

Would it not be a pleasure to you if you could REDUCE YOUR  
BOOKKEEPING one-half and save hours of unnecessary toil and  
worry?

Would it not be to your interest to install a credit system that  
would CUT OUT ALL BAD BILLS and INSURE PROMPT RE-  
MITTANCES?

Would it not be advisable to give your accounts ABSOLUTE  
PROTECTION IN CASE OF FIRE?

If your answer is YES, you need our Keith system.

Send for free catalog and let us tell you all about it.

## THE SIMPLE ACCOUNT SALESBOOK CO.

1062-1088 Court St.

Fremont, Ohio, U. S. A.

# 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—Clothing stock, clean, up-to-date, in county seat town Central Michigan. Old-established business. One other clothing store. Good reasons for selling. No trades considered. Address No. 733, care Tradesman. 733

For Sale—Store, also stock of general merchandise. Only store in town. Address J. Whitney, Highland, Mich. 732

For Sale—The most up-to-date bakery and lunch room in the State. Can clean up \$2,000 per year. Enough business for two men. Enquire No. 734 care Tradesman. 734

For Sale or Exchange—Bazaar stock in first-class condition, nearly all new goods. Good location in one of the best cities in Michigan. Will invoice about \$1,800, but will give liberal discount if sold soon, as I want to change climate on account of health. A good opportunity for young man to start in business. Address No. 731, care Michigan Tradesman. 731

Medium and Mammoth clover, Timothy, field peas and beans for seed. I have a quantity of the above seeds, all home grown, that I can quote to dealers at a price that will save them the middle-man's profit. If you are interested, ask for samples and prices. Will Curtis, Reed City, Mich. 725

We make a specialty of getting men of ability and a few hundred dollars into good paying businesses. Write for list of exceptional opportunities. Benham & Wilson, Real Estate & Investment Brokers, Hastings, Mich. 730

An eighty acre unlocated Canadian half-breed land scrip for sale. F. Martineau, St. John, N. D., U. S. A. 729

Make money easily, quickly, in the real estate business under our co-operative system, everywhere, no matter what your occupation. Our Correspondence Course shows just how to start; it secures your appointment as our local representative. This opportunity offers unlimited possibilities for making money. Thousands have become prosperous, independent and men of affairs in this business without capital, why not you? Free book, endorsements, etc. American School of Real Estate, Dept. V., Des Moines, Iowa. 727

For Sale—One of the best paying propositions in Colorado. Up-to-date stock of clothing, furnishings and shoes. In town of 5,500; center of great sugar beet industry; best location in town. New stock; did \$25,000 last year, first year in business. Reason for selling, other interests. Most modern store in Colorado; all glass front, steam heat. Address Box 385, Longmont, Colo. 726

For Sale—Shares of preferred or common stock in mercantile company, owning two general stores in Idaho. Preferred guarantees 8 per cent. common will make several times that. Splendid opportunity for young men who can invest only a few dollars each week. For particulars address Box 5, Newberry, Mich. 723

Wanted—Manager for general store in Idaho. Must be experienced and able to invest in the business. State experience and references. Box 5, Newberry, Mich. 724

For Sale—Saw mill. A new mill, only run one season, modern and up-to-date; 35,000 daily capacity and plenty of timber for ten years. Reason for selling, sickness and inability to give personal attention. Address Box 562, Boise, Idaho. 722

Wanted—Partner in dry goods, shoes or office, with \$5,000 to \$6,000, or two parties with \$3,000. Money-making store. Pay good interest and salary. Write Box 636, Helena, Mont. 731

To Close Up Estate—A fine stock of dry goods and groceries, with bakery in connection for sale in the city of St. Johns, Mich. Good trade established. Address McKinley Estate, St. Johns, Mich. 720

Cigars—Let me send you a price list of my Union made cigars. It will surely pay you. Address W. E. Krum, Cigar Manufacturer, Reading, Pa. 719

Mr. Merchant—Do you want \$1,000 to \$5,000 extra to meet those matured bills without borrowing it? A postal will tell you how. Address Finance, care Michigan Tradesman, Grand Rapids, Mich. 718

I am a hardware man and have a store in one of Michigan's choicest locations. My business has grown beyond my capacity and I need a partner who can furnish from \$3,000 to \$5,000 against an equal amount by me. If interested address Hardware, care Tradesman. 717

For Sale—Grocery and crockery business. Last year's sales \$20,000. Good opportunity. Stock invoices about \$3,000. Address Paul J. Walk, Neillsville, Wis. 716

Upholsters 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

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

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

## 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—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 up-to-date stock of shoes, clothing, men's furnishings, hats, caps, etc. Have just taken inventory. Stock and fixtures invoice \$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

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

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—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

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

For Sale—One of the best located general stores in the Arkansas Valley east of Pueblo, Colo. Investigate. Address S. H. Longmoor, Nepeseta, 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—Building suitable for manufacturing purpose. Address No. 681, care Michigan Tradesman. 681

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

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—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

Gall 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 your business satisfactorily or no pay. All references. G. E. Breckenridge Auction Co., Edinburg, Ill. 608

## ASK ME IF YOU WANT TO SELL YOUR BUSINESS OR REAL ESTATE for Cash

No matter where located if you want to buy, sell or exchange any kind of business or real estate anywhere at any price write me today. Established 1881.

FRANK P. CLEVELAND, Real Estate Expert  
1261 Adams Express Building, CHICAGO, ILL.

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—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—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

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—\$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—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—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

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

## HELP WANTED.

Help Wanted—We want high-class salesmen, clerks, book-keepers and stenographers for good paying position out West. Several \$100 positions now open for dry goods and general store salesmen. Send for booklet and further particulars. S. A. Morawetz & Co., 910 Security Bldg., Minneapolis, Minn. 728

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

## TRADESMAN

### ITEMIZED LEDGERS

SIZE—8 1/2 x 14.  
THREE COLUMNS.

2 Quires, 166 pages..... \$2 00  
3 Quires, 240 pages..... 2 50  
4 Quires, 320 pages..... 3 00  
5 Quires, 400 pages..... 3 50  
6 Quires, 480 pages..... 4 00

### INVOICE RECORD OR BILL BOOK

So double pages, registers 2,880  
invoices ..... \$2 00

**Tradesman Company**  
Grand Rapids, Mich.

**Recent Business Changes in the Buckeye State.**

Cleveland—The American Clay & Fertilizer Co. has made an assignment.

Columbus—E. G. Kochenbach, baker, succeeds John H. Pfeifer in business.

Genoa—F. L. Dickson is succeeded in the general merchandise business by C. D. Dodge.

Junction City—Stolzenbach & Haines, who have been engaged in general trade, are succeeded by J. C. Stolzenbach.

Marion—D. W. Murphy, grocer, is succeeded in business by Frank Sebok.

Munger—C. E. Goodman succeeds J. W. Cummings in general trade.

Napoleon—Rettig & Rettig are the successors of Louis Rettig and will continue the harness business.

Utica—S. B. Jewett, baker, is succeeded by Jewett & Hall.

Youngstown—T. W. Bakody succeeds Bakody Bros., tailors.

Delaware—G. G. Galloway, dry goods merchant, is succeeded by Galloway & Martin.

Delaware—F. P. Allyn, grocer, is succeeded in trade by Balhauser & Freshwater.

Dunkirk—Faze & Moses will continue the racket business formerly conducted by S. Gifford.

Hillsboro—C. A. Duke, grocer, is succeeded in business by J. F. Harper.

Hillsboro—C. H. Wentz will continue the bakery business formerly conducted by Vance & Wentz.

Mansfield—The Hoover-Rowlands Co. succeeds Rowlands & Co., who formerly conducted the furniture business.

Mt. Sterling—W. A. Ray succeeds W. N. Davis, who has been conducting the book business.

Ostrander—C. V. Liggett will continue the hardware business formerly conducted by Liggett & Liggett.

Cincinnati—Mrs. Kath Bolles is succeeded in the grocery trade by J. B. Kersling.

Cincinnati—Hy Dasenbrock is the successor of Mrs. Emma Geisler, dealer in notions.

Cleveland—Application has been made for a receiver for Polster & Lottman, dealers in men's furnishings.

Oberlin—Miss Clara Baldwin, who has been conducting the confectionery business, is succeeded by Chas. Pember & Co.

Wellston—Erwin & Zinn, harness dealers, are succeeded in business by W. M. Erwin.

Westerville—L. O. Anderson succeeds Harvey Johnston, grocer.

Ada—Storer Bros., wholesale produce dealers, are succeeded in business by Mathews & Hilt.

Cleveland—Miss M. Cullen succeeds Jas. Birmingham, grocer.

Columbus—E. F. Brown, grocer, is succeeded in trade by J. W. Crooks.

Columbus—G. W. Hamilton & Son succeed J. M. Anderson, grocer.

Columbus—A. F. Pence is the successor of S. L. Donaldson & Co., grocers.

Gallipolis—S. M. Cherrington, gro-

cer, is succeeded in business by H. B. Gentry.

Grove City—J. F. Dountz succeeds F. J. Haughn, dealer in general merchandise.

Youngstown—The Gluck Hardware Co. succeeds the Gluck & Spatholt Hardware Co.

Defiance—The National Box Co. has changed its name to the National Wagon Co.

Lima—C. E. Schell succeeds A. A. Llewellyn, dealer in books.

Panora—Altschul, Ewing & Co. will succeed the Panora Lumber Co. in business.

Republic—Pancoast & Son, undertakers, are succeeded by Pancoast & Rakestraw.

Clyde—M. E. Mowery, dealer in wallpaper, is succeeded by Spriggs & Sanford.

Lima—Helwig & Dindle succeed C. W. Busick in the grocery business.

Niles—Duck & Evans succeed W. G. Duck, grocer.

**Recent Trade Changes in the Hoosier State.**

Clifford—C. W. Maley will continue the general merchandise business formerly conducted by Maley Bros.

Crawfordsville—The meat business formerly conducted by Sinkey & Hymer will be continued by Sinkey & Gilkey.

Hobbs—Downing & Warne succeed Edmonson & Downing in the general merchandise business.

Linton—H. M. Sherwood & Son, hardware dealers, are succeeded by the Hixon-Lehman Hardware Co.

Yorkton—C. F. Flowers succeeds Watson & Sons in the grocery business.

Indianapolis—Application has been made for a receiver for the Merchants' Dairy & Produce Co.

Richmond—S. K. Brandenburg will continue the grocery business formerly conducted by Brooks & Brandenburg.

Goshen—Brunson & Gearhard, grocers, have moved their stock to South Bend.

Mackey—F. Ireland succeeds Wm. A. Stuckley, hardware dealer, in business.

Richmond—V. C. Wogoman succeeds Mrs. B. M. Coppock, who has been engaged in the grocery business.

Dubois—Mrs. Agnes Dudine will continue the general merchandise business formerly conducted by Dudine & Co.

Lindley—Miss Mina Lindley is succeeded in the grocery business by Geo. Bauer.

Goshen—Merritt & Simon, meat dealers, have dissolved partnership, Mr. Simon continuing the business.

New Paris—Ira Kuhn has sold his furniture and undertaking stock to Argus Wogoman and Lawrence Leer. He will remain with the new firm a couple of months.

South Bend—J. J. Hoffman, Jr., has sold his grocery stock to O. F. Warner. Mr. Hoffman is as yet undecided as to what he will do in the future.

Logansport—E. F. Dock has sold his grocery stock to August Sunder, of Benson, Ill.

**Two More New Factories For Saginaw.**

Saginaw, April 2—The Merchants and Manufacturers' Association, through its Secretary, W. C. Britton, has issued a call for the payment of 10 per cent. of the subscriptions of its members to the fund. This 10 per cent. provides for the purchase of the Norris property (old Schuette mill), upon which the works of the Rainier automobile factory is to be located. Three installments of the fund have now been called, 2½, 15 and 10 per cent. in the order named.

The work of the M. and M. has so far been extremely successful and has resulted in bringing to the city industries of considerable importance. The closing of the deal bringing the Rainier plant to this city brought the total of employees required by the new industries secured for the city up to about 700. The addition of the Richardson factory brought the total up to the neighborhood of 750 men.

The by-laws of the M. and M. Association provide that not more than 30 per cent. of the value of the stock subscribed shall be assessed in one year. The M. and M. has now been in existence for about ten months. The total assessment to date is 27½ per cent. It will be conceded that the money has been wisely expended. The men who have had charge of the expenditure are thoroughly capable and respected business men and they have handled the affairs of the M. and M. in a thoroughly businesslike and effective way. They have worked hard in the interests of Saginaw and have given unsparingly of their time and effort. The showing they have made is a strong one.

Acting for the interests of the M. and M. the trustees have now obligated themselves for the disposition of the funds covered by the last assessment. It is important that they should be made good as soon as possible and it is expected that the last assessment will meet with ready response from the stockholders.

**BUSINESS CHANCES.**

Traveling salesmen wanted. We make advertising signs and want salesmen to handle same on commission. We can not consider curiosity seekers, but want to hear from those who mean business. Write for territory and terms. The Statesman Co., Marshall, Mich. 739

Registered pharmacist wants position at once. Both city and country experience. Address No. 743, care Michigan Tradesman. 743

For Sale—Up-to-date stock of groceries and fixtures; also first-class delivery horse and wagon; first-class location. Large glass front; brick building. For the last year my coffee sales have exceeded my sugar sales by \$300, netting me 28 per cent. on the two; mostly cash business. Will stand the closest investigation; price \$2,300 cash. No trades considered. I have been in the retail grocery business in the same store for 25 years and now wish to retire from the mercantile trade. This is a fine opening, as Rockford, Ill. is a city of 42,000 population. Address D. S. Coonrad, 109 North Madison St., Rockford, Ill. 742

Rare Opportunity—For Sale, fine grocery, patent medicine and drug sundries business in one of the best trading towns in Michigan. Good business, clean stock, latest fixtures, best store in town. Best reasons for selling. Bargain. Address P. Y., care Tradesman. 741

For Sale—For cash or approved note, an up-to-date grocery stock value \$2,000. New modern fixtures recently put in, value \$800, including horses, wagons, etc. Situated in the very best location, on the principal business street of the city of Muskegon. Business established 15 years, doing a successful business. Owner's health poor, wishes to retire. Will sell at a discount if sold immediately. Store building, brick, metal ceilings, hard maple floors. Elegant show windows, steam heated, making it a money-making proposition to live energetic grocery men. Apply to Peterson Grocer Co., Muskegon, Mich. 740

Wanted—An honest, industrious, reliable and experienced young man as drug clerk. Write F. R. Skinner, Drug-gist, St. Charles, Mich. 738

Wanted—Experienced and temperate clerk in general store. Steady job. J. W. Jackson & Co., Chesaning, Mich. 737

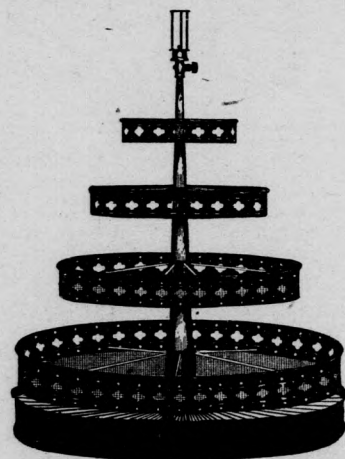
Timber Lands—Opportunities for profitable investment in timber is better today in Washington and Oregon than it ever was in Michigan and Wisconsin. Write Chittenden-Munger Co., Dealers in timber lands, 505 Peoples Bank Bldg., Seattle, Wash. 736

For Sale—A prosperous dry goods business in Southern Michigan; less than 100 miles from Detroit; has made for its owner \$14,000 net in eight years on a starting capital of \$2,500; last year's sales show an increase of 10 per cent. over 1905; stock will inventory about \$15,000; can be reduced; owner must go West on account of continued ill health. Write for fuller particulars. Address No. 735, care Michigan Tradesman. 735

**THE Keeley Cure**  
**LIQUOR MORPHINE**  
27 Years Success  
WRITE FOR  
ONLY ONE IN MICH. INFORMATION.  
GRAND RAPIDS, 265 So. College Ave.

**Vegetable Display Stands**

They keep  
green truck  
fresh, crisp  
and attractive.  
They prevent  
waste and  
increase  
sales and  
profits



They are  
used by  
Retail  
Grocers and  
in Markets  
where there  
are city  
water  
systems

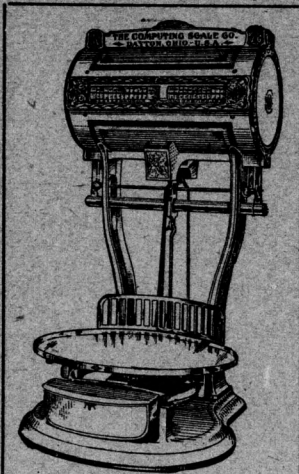
If you have no city water, write us anyway. We have something interesting to show you.

**GALESBURG CORNICE WORKS**

149 E. Ferris St.

GALESBURG, ILL.

## Overweight Problem Solved



Dayton Moneyweight Scale  
No. 140  
Note the Low Platform

With this 1907 visible, self-weighing, self-computing, **Spring Counter-Balancing Scale**, a child can easily, quickly and correctly divide the wholesale purchase into retail packages **without a grain of overweight**.

This is the **simplest**, easiest to operate form of

### Automatic Weighing Machine

**Accurate, reliable, durable**

Gives the **exact** weight for the **exact** dealer.

Gives the **exact** weight to all customers.

**True as steel** and built for a **lifetime** of exact weighing.

Weighs to an ounce—computes to a cent.

Capacity 30 lbs. Prices per lb. range

from 3½ to 30 cents.

**Low platform**—only 6½ inches from the counter.

We make both **Spring** and **Springless** scales. We recommend the **Spring** scales as the **more reliable** from the **user's** standpoint.

Our spring scales are equipped with a thermostat, like a watch, which makes them weigh with **absolute accuracy** in any temperature.

No swinging pendulum, no moving indicators, no poises to shift, no beams to bother with, no ball to forget, no friction to pay for.

This scale saves time and money.

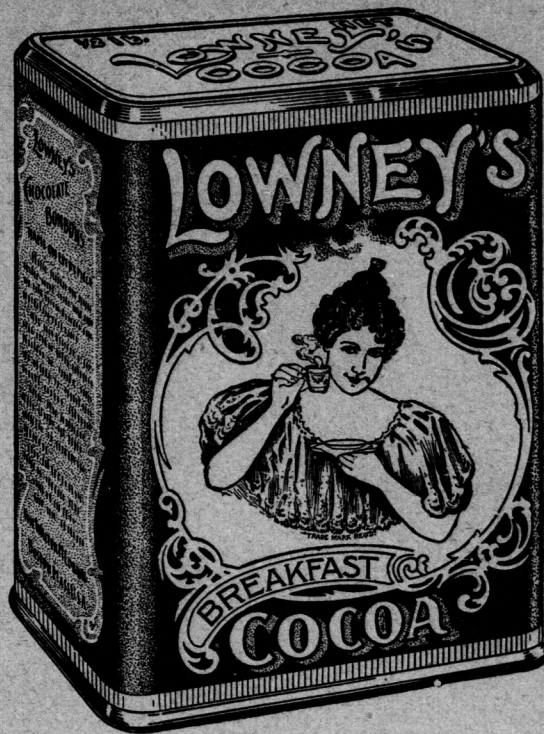
**THE SCALE THAT SAVES IS NO EXPENSE**

Drop us a line and see the scale on your own counter.



**Moneyweight Scale Co.**

58 State St., CHICAGO



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.

# All the Good Points

of a rubber shoe  
can be summed up  
in two words---

## “Beacon Falls”

You can get them at

Not in a Trust

236 Monroe St., Chicago



Our new catalogue is a beauty

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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.

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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  
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Assortment  
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**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,  
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17 Quart Deep Dish Pan

12 Quart Pail

The assortment  
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**One Dozen  
Articles**

as follows for only

**\$4.45**

1/4 Dozen  
17 Quart Dish Pans  
1/4 Dozen  
12 Quart Seamless Pails  
1/4 Dozen  
10 Quart Bread Raisers  
with retinned covers  
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.

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**H. LEONARD & SONS**  
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